

# ANNUAL REPORT

FISCAL YEAR 2020

**OUR MISSION IS TO  
CREATE AND FOSTER  
OPPORTUNITIES FOR  
THE EXPANSION AND  
DIVERSIFICATION OF  
THE LOCAL ECONOMY**



THE CITY OF  
**BURLESON**  
TEXAS

**Economic  
Development**

# MESSAGE FROM THE DIRECTOR



ALEX PHILIPS

2020 has been a year of challenges as well as opportunities. Over the past year, the Economic Development team pivoted from its traditional strategy and shifted more inward. The team's business retention efforts were the main focus as the team infused more than \$700,000 into the local economy through numerous programs to support the local business community. These efforts aided numerous businesses the ability to survive this year. Through these programs, the relationship with the business community has been strengthened. Moving forward, our team will continue to find ways to be more involved.

The recruitment of a new industry partner, completing Mayor Vera Calvin Plaza and completing the agreement with BTX Old Town for the development on Ellison Street will add more than 6.5 million dollars in new investment into the community as well as adding destinations for the citizens of Burleson and beyond to enjoy for generations. The team also provided an educational opportunity for entrepreneurs, small businesses and large corporations for professional development through the Project U Leadership Series.

The team has excelled this year through adversity and created opportunities for all businesses that call Burleson home to be able to know that they have support not only through great times but also through times of adversity. Our team looks forward to 2021 and the opportunities that await us.

# SALES TAX

**\$20,728,816.49**

Fiscal Year 2020

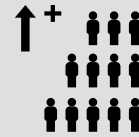


**\$19,383,677.90**

Fiscal Year 2019

**6.9%**

# DEMOGRAPHICS



**49,192**

Population



**35.2**

Median Age



**\$81,920**

Median HH Income



**7.81%**

Growth 2020-2025

# NEW HOME STARTS



**222**

Fiscal Year 2019

**372**

Fiscal Year 2020

CITY OF BURLESON ECONOMIC DEVELOPMENT

# BY THE NUMBERS

## UNEMPLOYMENT RATE

**2.9%**

February 2020

**12.5%**

April 2020

**5.3%**

October 2020

## EMPLOYMENT

**24,784**

February 2020

**20,170**

April 2020

**23,792**

October 2020



# PROJECT UPDATES

SUCCESS IN AN UNPRECEDENTED YEAR

## Small Business Assistance

The EDC shifted much of its focus in 2020 to support small and local businesses through the COVID-19 pandemic. Born out of an effort with the Chamber of Commerce, local business owners and elected officials, [www.BTXGiftCards.com](http://www.BTXGiftCards.com) was launched to provide a free platform for local businesses to sell gift cards to the community during the 2020 shutdown. Through Operation Together 100 businesses received \$5,000 to market on behalf of the EDC. BTX Cares allowed the EDC to distribute \$2,000 Cares grants to eligible businesses. And finally, the EDC celebrated the State Fair of Texas season in North Texas by hosting our own fair-inspired, virtual food competition with BTX Best Fest.

## The Burleson EDC recognizes that small businesses are the heartbeat of our community

## Old Town Development Expansion

Through a public-private partnership with the developer, BTX Old Town, the new development will double the size of Old Town's core by bringing over 50,000 square feet of retail, office and restaurant space to the Old Town Area. The project will occur in two locations in Old Town, 135 W. Ellison St. and 114 W. Ellison Street.

The development at 135 W Ellison St. will consist of seven buildings and will include 29,755 square feet of retail space and 22,050 square feet of office space. There will also be a new parking lot constructed at 140 W. Bufford St. in conjunction with the development that will offer 64 new spaces.



# PROJECT UPDATES

CONTINUED

## Yukon Ventures

In October, Yukon Ventures broke ground on a 400,000 square foot cold storage facility in HighPoint Business Park. This \$50 million project is phase one for Yukon Ventures and will employ 40 full time employees.

## Golden State Foods Expansion

Shortly after a year from opening, Golden State Foods undertook a \$1.6 million expansion. This expansion expands Golden State Foods' manufacturing lines by one and adds 10 full time employees.

## Project U Leadership Series

The EDC team hosted a six-week virtual leadership series in 2020. With six impactful and inspirational speakers, the goal was to offer leadership content to our local business owners and aspiring leader. The series was enjoyed by just over 100 attendees. The EDC realized a small profit from the event, which was title sponsored by Family Toyota of Burleson. In the future, the EDC hopes to once again plan the full-day in person event originally envisioned.

## BTX BizCast

Inspired by providing digital content to the community via Project U, the EDC team launched BTX BizCast on November 12. This bi-monthly podcast will include conversations with leaders, feature local success stories and bring you periodic news and updates. Listeners can subscribe on iTunes and Spotify.



## Burleson Works

Due to the COVID-19 pandemic, no positions were offered this year by our manufacturing partners.

Over the next year the EDC team will work with industry partners to expand the program to include new skill training for existing employees through a reimbursement program. This will allow existing companies upgrading technology or processes to keep their workforce and increasing efficiency within the company.



# LOOKING FORWARD

GOALS TO SUPPORT OUR MISSION

## Strategic Plan

Moving forward, the EDC will focus on three main areas to support its mission.

## Industrial Recruiting

Pursue industrial and manufacturing leads to maximize investment in HighPoint Business Park

## Corporate Office Park

Invest 4A funds into infrastructure and land on West side to recruit national/regional corporate headquarter facilities

## Retail Recruitment

Focus retail recruitment on key corridors and partner on strategic sites to create redevelopment opportunities



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# Chickery E FOODSERVICE

# LOOKING BACK

## OUR PREVIOUS PROJECTS

### Investing in Burleson's Future

Since 2013, the EDC has invested in the growing HighPoint Business Park to help diversify the local economy. To date, the EDC has provided assistance to nine manufacturing businesses to relocate or expand in Burleson. This report quantifies the monetary return on the incentives provided to these businesses.



**\$12,120,855**

Invested since 2013

**\$24,700,081**

Revenue by 2039

**Investment Gain**

**\$12,579,227**

**Return on Investment**

**204%**

**Jobs Created**

**700+**

**Average Wages**

**\$55k - \$60k**

Active Incentive Projects	Incentive Term	Property Valuation
Chicken E	2013 - 2021	\$6,432,640
Stuart Industries	2016 - 2020	\$6,625,619
Airforce Airguns	2017 - 2024	\$2,122,416
McLane Classic Foods	2017 - 2028	\$61,800,000
Golden State Foods	2017 - 2028	\$61,800,000
Anson PDR	N/A	\$600,000
Yukon Ventures	2022 - 2026	\$35,000,000

**10 Year ROI**  
**332%**

**20 Year ROI**  
**1530%**