

DRAFT The Sachse Economic Development Program will:					
ID	Guiding Principle / Vision	Goal Statements	Implementation Strategies	Justification	
No.	Broad statements that establish desired outcomes and guide policy, ordinances and activity	More detail for the Principle / Vision states regarding what is to be achieved	Ground level-specific tactics to achieve goals	The reason for the goal	
Citywide	C1	sak [see] us... Proactively support economic development projects	Strengthen Sachse's commercial and employment base	C1.1 Develop a strategic list of properties across the City that offer a significant economic development benefit from a development or redevelopment standpoint. While a Citywide initiative, this list should specifically target properties along the key identified catalyst zones (Hwy 78 Corridor, PGBT Corridor, 5th Street District) (Companion recommendation is C1.2 in the ongoing category)	There is limited developable land in Sachse. By strategically investing in property, more opportunities about for influencing the development of those sites, and also gives Sachse an asset that could be used to recruit a potential prospect by having land as an possible incentive
	C2	sak [see] us... Grow the economy	Strengthen Sachse's commercial and employment base	C2.1 Develop target industry / sector materials for the industries presented to City Council and the Economic Development Corporation at the joint meeting held January 12, 2023 Effectively market and promote identified target sectors to position Sachse as a city of choice for these industries	Target sectors were discussed by the EDC and City Council in January of 2023. The next step will be working on producing marketing materials to promote Sachse's desired target industries and sectors.
	C3	sak [see] us... Plan for success	Build the necessary organizational infrastructure to support a successful economic development program	C3.1 Re-evaluate target industries and sectors, contemplating a professional services contract for a target industry analysis / cluster analysis Ensure that identified target industries and sectors remain relevant for Sachse, and that these identified industries and sectors consider market and other changes to the economic landscape in Sachse and the region	Target sectors were discussed by the EDC and City Council in January of 2023. These target sectors were identified internally. By 2025 it will be worth re-visiting to ensure that the items identified in 2023 remain consistent with the vision for Sachse's growth
	C5	sak [see] us... Support existing and prospective businesses	Build the necessary organizational infrastructure to support a successful economic development program	C5.1 Research and consider implementing a digital site selection tool to accompany the EDC website C5.2 Research and consider implementing a customer relationship management (CRM) tool to ensure development and maintenance of relationships with regional developers, brokers, site selectors, prospects, and state and regional organizations	As technology improves, and the Sachse Economic Development program expands, it will be vital to embrace these existing and emerging tools and applications by contemplating digital and spatial resources available to highlight and promote existing and prospective businesses Provide exceptional customer service to site selectors, retailers, developers, and others seeking to do business in Sachse by offering an informational, user-friendly, and modern tools adhering to best practices in economic development
	C7	sak [see] us... Support existing and prospective businesses	Build the necessary organizational infrastructure to support a successful economic development program	C7.1 Implement a local business grant program - include a budget line item in the EDC budget annually to support this incentive program Streamline the local business grant process for applicants by implementing a program authorizing administrative approval of funding based on an applicant meeting established criteria	As it stands, all requests for funding are treated like incentives which requires approval by the EDC and City Council. A grant program approved in the annual budget would give staff administrative flexibility to move quickly on simple requests that adhere to established criteria
	C8	sak [see] us... Plan for success	Facilitate strategic investment of public funds to attract and retain high quality businesses	C8.1 Review existing incentive policy, making recommendations for proposed changes to be considered by City Council	The current adopted incentive policy has not been evaluated in since 2012

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Hwy 78 Corridor	sak [see] us... Proactively support economic development projects	Improve the Hwy 78 Corridor	HS1.1 Identify critical infrastructure needs in the Hwy 78 Corridor that will catalyze development of this area; work with Finance, Development Services, Public Works, and the City Manager's Office to thoughtfully budget for these capital projects. For the most critical projects, consider out-year funding in the City's capital improvement program. Use the TIRZ #3 project and finance plan as a north star for these potential improvements. Contemplate partnership opportunities with property owners to expedite the enhancement of identified infrastructure. Further, for low-hanging fruit, consider mechanisms for EDC funding to be applied in a way that catalyzes these areas, ripening them for further development	The cost of infrastructure can be a barrier in the advancement of certain economic development projects, especially for smaller entities without access to significant capital
			HS1.2 Consult with Public Works to potentially identify areas within the Hwy 78 corridor where a traffic count or signal study may be warranted. Consider supporting this effort with financial or staff time resources. Contemplate Woodbridge/Country Club/Hwy 78 as an area of study, particularly once the Merritt Rd. expansion project is complete. Other areas to consider include Ranch Rd. and Cody Rd. on the west side of Hwy 78.	Sometimes traffic and ADT data lags in certain areas, which can be a critical metric for site selectors
	HS4 sak [see] us... Proactively support economic development projects	Improve the Hwy 78 Corridor	HS4.1 If a local business grant program is established and funded through the budget, identify properties that would be good candidates to receive funding per the established parameters of the program, and begin reaching out to educate stakeholders on this funding mechanism (Companion to C7.1) Engage with land owners, business owners, and property managers to improve the aesthetics of the Hwy 78 Corridor	Stakeholders along the Hwy 78 corridor may not be aware of some of the resources available to them the City and EDC
PGBT Corridor	sak [see] us... Proactively support economic development projects	Enhance the PGBT Corridor	PGBT1.1 Identify critical infrastructure needs in the PGBT Corridor that will catalyze development of this area; work with Finance, Development Services, Public Works, and the City Manager's Office to thoughtfully budget for these capital projects. For the most critical projects, consider out-year funding in the City's capital improvement program. Contemplate partnership opportunities with property owners to expedite the enhancement of identified infrastructure. Further, for low-hanging fruit, consider mechanisms for EDC funding to be applied in a way that catalyzes these areas, ripening them for further development	The cost of infrastructure can be a barrier in the advancement of certain economic development projects, especially for smaller entities without access to significant capital
	sak [see] us... Plan for success	Enhance the PGBT Corridor	PGBT6.1 Working with other technical staff from key City departments, create and recommend draft hotel guidelines to be reviewed and considered by City Council	There are currently not any hotels in the City, and it is likely that Sachse has limited opportunities to locate a hotel within city limits

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5th Street District FS1	sak [see] us... Proactively support economic development projects	Create a pedestrian oriented, from scratch downtown that is attractive, safe, unique, and welcoming, and functions as a central gathering place for the community	FS1.2 Execute developers agreements for the first two restaurants to be located in the 5th Street District before the end of FY23	The Sachse 5th Street District represents a major investment by both the City of Sachse and Economic Development Corporation. This development will be "the heart of Sachse" and unlike other areas in suburban communities. Its' success will be largely contingent on the efforts of public entities who are responsible for initiating the project and shepherding it to completion			
			FS1.3 Contemplate next phases of the 5th Street District, including consideration of identifying a master developer for the remaining property in City/EDC ownership. As part of this process evaluate the merits of maintaining ownership of buildings, lots, and other assets.				
			FS1.4 Identify critical infrastructure needs in the 5th Street District that will catalyze development of this area; work with Finance, Development Services, Public Works, and the City Manager's Office to thoughtfully budget for these capital projects. For the most critical projects, consider out-year funding in the City's capital improvement program				
			FS1.5 As part of the 5th Street Development, consider unique and creative ways to activate the district such as through incubator and shared work space, ghost and virtual kitchens, aesthetically appealing and programmable public/open space, and retail that is niche, specialty, and supports destination-based trips from people throughout the region				
			FS1.6 Create and implement a wayfinding and signage plan for the 5th Street District that contemplates entry features and monumentation to differentiate this area from other developments and neighborhoods in the metroplex, creating a unique and identifiable sense of place				
FS2	sak [see] us... Elevate the Sachse brand and value proposition		FS2.1 Commission then implement a plan for how the public/open space in Phase 1 (Alexander St. to roundabout) of the 5th Street District will be programmed.				
C1	sak [see] us... Proactively support economic development projects	Strengthen Sachse's commercial and employment base	C1.2 Strategically invest in land banking in a manner that meets the City's overall development and redevelopment goals (Companion recommendation to C1.1 in the Citywide category)	There is limited developable land in Sachse. By strategically investing in property, more opportunities about for influencing the development of those sites, and also gives Sachse an asset that could be used to recruit a potential prospect by having land as an possible incentive			
			C2	sak [see] us... Grow the economy	Build the necessary organizational infrastructure to support a successful economic development program	C2.2 Participate in local, regional, and national trade shows, conferences, and other relevant events to recruit identified industries to Sachse	Once the materials have been developed the next step is to begin actively promoting identified target sectors in order to position Sachse as a city of choice for these industries
			C4	sak [see] us... Elevate the Sachse brand and value proposition	Build the necessary organizational infrastructure to support a successful economic development program	C4.1 At least once annually, update all print collateral, marketing materials, and information posted to the Sachse Economic Development website are updated and refreshed to reflect the most up to date demographics	Provide the latest and greatest data, analysis, and other pertinent information to prospects, brokers, and others doing business in and with Sachse
						C4.2 Working with Finance, Development Services, and other applicable departments, put together an annual development report highlighting key statistics and trends related to the Sachse economy	Provide the latest and greatest data, analysis, and other pertinent information to prospects, brokers, and others doing business in and with Sachse
			C6	sak [see] us... Support existing and prospective businesses	Build the necessary organizational infrastructure to support a successful economic development program	C6.1 Engage with businesses seeking to locate to or expand in Sachse, explaining the full suite of services available to prospects and leads, such offering as pre-development meetings, a streamlined permitting process, responsive and agile local government, and potential incentives	Provide a memorable and exceptional customer service experience for all who interact with Sachse Economic Development
C9	sak [see] us... Elevate the Sachse brand and value proposition	Build the necessary organizational infrastructure to support a successful economic development program	C9.1 Develop and implement an annual comprehensive communication and marketing plan that advances and positively promotes and elevates the Sachse brand	Proactively plan communication opportunities well in advance of publication deadlines to ensure strategic marketing and advertising of Sachse			

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HS2	sak [see] us... Plan for success	Improve the Hwy 78 Corridor	HS2.1 Support efforts along the Hwy 78 corridor related to comprehensive planning, small area planning, wayfinding, and/or corridor overlay planning processes providing financial and/or technical assistance to staff, consultants, and City Council as needed	The Hwy 78 corridor has numerous challenges related to site conditions, visual aesthetics, vehicular and pedestrian access, underdeveloped sites, etc.
HS3	sak [see] us... Plan for success	Improve the Hwy 78 Corridor	HS3.1 Support the implementation of the TIRZ #3 project and finance plan as needed. Utilize the various funding mechanisms at the disposal of the EDC to help defray costs related to making the identified enhancements	The TIRZ #3 project and finance plan identifies a number of projects that over the lifetime of the TIRZ will allow for strategic investment in Sachse's infrastructure that will support current and future economic development efforts
HS5	sak [see] us... Proactively support economic development projects	Improve the Hwy 78 Corridor	HS5.1 Periodically check in with key stakeholders, decisionmakers, brokers, and other real estate personnel with interests along the Hwy 78 corridor	Commercial brokers working on behalf of property owners and landlords play a major role in the success of leasing tenant space
HS6	sak [see] us... Proactively support economic development projects	Improve the Hwy 78 Corridor	HS6.1 For critical undeveloped or underdeveloped properties along the Hwy 78 corridor, consider preemptively developing conceptual plans illustrating city/EDC ideas and/or preferences for those parcels. Consider working with property owners or brokers on this effort . Influence the trajectory of future development moving forward by taking proactive and measured steps to plan for the highest and best use desired by the community	The Hwy 78 corridor has numerous challenges related to site conditions, visual aesthetics, vehicular and pedestrian access, underdeveloped sites, etc.
PGBT2	sak [see] us... Plan for success	Enhance the PGBT Corridor	PGBT2.1 Support efforts along the PGBT corridor related to the comprehensive planning, small area planning, wayfinding, and/or corridor overlay planning processes providing financial and/or technical assistance to staff, consultants, and City Council as needed	The PGBT Corridor is an incredibly important commercial area for Sachse and also represents a significant capital investment from the City, as well as from private developers
PGBT3	sak [see] us... Proactively support economic development projects	Enhance the PGBT Corridor	PGBT3.1 Work with regional partners, brokers, landowners, and other stakeholders, to recruit a significant employer along the PGBT corridor, ideally representing one of Sachse's target industries / sectors	Sachse currently loses population during the day. In order support the retail/commercial desired by residents, it is necessary to bring people in to the City during the day
PGBT4	sak [see] us... Proactively support economic development projects	Enhance the PGBT Corridor	PGBT4.1 Periodically check in with commercial brokers seeking to fill tenant spaces along the PGBT corridor. Establish, cultivate, and maintain relationships with these stakeholders	Commercial brokers working on behalf of property owners and landlords play a major role in the success of leasing tenant space
PGBT5	sak [see] us... Proactively support economic development projects	Enhance the PGBT Corridor	PGBT5.1 For critical undeveloped or underdeveloped properties along the PGBT corridor, consider preemptively developing conceptual plans illustrating city/EDC ideas and/or preferences for those parcels. Consider working with property owners or brokers on this effort	There is limited undeveloped land in Sachse, and the bulk of the undeveloped commercial property is located along the PGBT corridor. The City and EDC have an opportunity to influence the trajectory of future development moving forward by taking proactive and measured steps to plan for the highest and best use desired by the community.
FS1	sak [see] us... Proactively support economic development projects	Create a pedestrian oriented, from scratch downtown that is attractive, safe, unique, and welcoming, and functions as a central gathering place for the community	FS1.1 Begin assembling additional land to support and further catalyze the 5th Street development	The Sachse 5th Street District represents a major investment by both the City of Sachse and Economic Development Corporation. This development will be "the heart of Sachse" and unlike other areas in suburban communities. Its' success will be largely contingent on the efforts of public entities who are responsible for initiating the project and shepherding it to completion