

City of Sachse Target Business Sectors



Business attraction goals

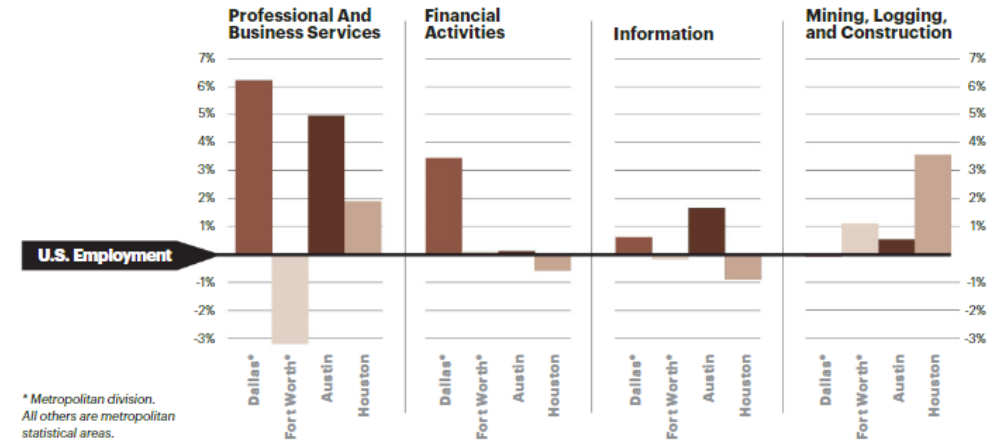
- Diversify tax base
 - Reduce reliance on ad valorem tax
 - Encourage industry clusters
 - Don't oversaturate the local market by targeting just a single industry
 - Ensure local economy resilience
- Provide high-quality jobs
 - Attract employers paying a wage that is at least commensurate with regional averages
 - Increase economic impact by recruiting businesses that offer job types across numerous categories (executive, professional, managerial, administrative, general labor)
 - Bolster the City's daytime population
 - As more retail / commercial is constructed daytime (and evening) population is needed to support it



Target Clusters, sectors and industries

- Medical, health and wellness
 - Capitalize on regional hospital, MOB
- Life sciences
 - Pharmaceutical, technology, R&D, light manufacturing
- Technology
 - High-tech manufacturing, IT, bio sciences, professional and technical services, Fintech, Insurtech
- Niche / specialty retail

Texas Metro Comparisons: 2021 Employment by Supersector
Variance from Percent of U.S. Employment



* Metropolitan division.
All others are metropolitan statistical areas.

Niche / specialty retail

- Opportunity in Sachse
 - Abundance of national chains nearby
 - Opportunity to attract unique users not already represented in this market
- Promote and encourage unique retail, shopping, dining that leans towards experiential opportunities, including...
 - Eatertainment
 - Destination retail
 - Incubator / Co-working
 - Educational
 - Omnichannel (DTC / brick and mortar)
 - Specialty grocery
 - Ghost / virtual kitchens



More specifically along Hwy 78

- More favorably support economic development projects at an appropriate scale that actively redevelop Hwy 78 and change the character of the area to meet the vision of City Council and the comprehensive plan, and:
 - Contemplate smaller garden-style office along Hwy 78 to fill the gap in high quality, available office product
 - Coexist well with adjacent neighborhood uses;
 - Improve the built and natural environment by investing in amenities that improve public spaces, and encourage safe, pedestrian mobility



More specifically along PGBT

- More favorably support economic development projects the bring high quality employers representing the targeted sectors
- Encourage campus style corporate users, ideally those bringing a significant employee base
 - Corporate headquarters, regional offices
 - Seek to create a life sciences cluster
- Encourage incubator and shared working space to promote economic agility relative to post-pandemic trends and emerging technologies
- Meet the vision of the comprehensive plan



A quick note

- Projects not directly falling within identified target business sectors aren't excluded from consideration
- Projects can be evaluated for their unique and unequaled contribution to development or redevelopment efforts in the City (community impact)



Target Business Sectors Matrix

<i>Criteria</i>	
<i>Fiscal Impact</i>	<ul style="list-style-type: none"> • What is the estimated total value of capital investment for buildings, other real property improvements and furniture, fixtures and equipment? • What is the value of the Real and Business Personal Property that will be added to the tax rolls? • How much direct sales tax will be generated? • Will infrastructure construction be required? • Will the project generate overnight stays in the community? If so, how many annually? • What is the estimated return on public investment?
<i>Employment Impact</i>	<ul style="list-style-type: none"> • How many jobs will be created or retained? • What types of jobs will be created? • What will the total annual payroll be? • What is the average annual salary of jobs created and/or retained?
<i>Community Impact</i>	<ul style="list-style-type: none"> • How compatible is the project with City's comprehensive plan recommendations? • How does the project support goals related to preferred quality of life benefits such as preservation of open space and project enhancements?
<i>Target Industry Alignment</i>	<ul style="list-style-type: none"> • Does this project align with identified target industries?
<i>Other Items</i>	<ul style="list-style-type: none"> • Will the project make a unique or unequaled contribution to the development or redevelopment efforts in the City? How?

