

**THE CITY OF ALTON DEVELOPMENT CORPORATION  
(CADC) Development Capital Improvements Program (DCIP)  
And the  
THE CITY OF ALTON COMMUNITY DEVELOPMENT CORPORATION  
(CACDC) Community Development Capital Improvements Program (CDCIP)**

**2017-2018 Plan**

**Accomplishments for past year - 2017-2018 year:**

- Helped create approximately 23 permanent jobs in the City.
- Attended 4 conferences throughout the year.
- Gave five presentations to promote economic development for the city.
- Attended nine network sessions for promotion and marketing the CADC.
- We obtained a 10% increase in sales tax for the year.
- Marketed current business incentives for the creation and retention of local businesses.
- Marketed and implement adopted Façade Program for the development of the scenic route corridor (SH 107, Alton Blvd and FM 676, Mile 5).
- Marketed, promoted and administered the Revolving Loan Fund RLF (Texas Leverage Fund).
- Marketed lots in Alton Business Park #1 and #2 for retail development.
- Promoted and attract new business into Alton (Stars Drive In and Lone Star National Bank)
- Marketed lots to the open market to entice new development within those areas. Lots 1,2,3,and 4 in the Alton Business Park # 2 and Lots 6,7,and 8 in Alton Business Park #1.
- Had our first commercial properties tour to market the lots in our Business Parks.
- Utilized TV, radio and web sites for marketing.
- Utilized contracted Real Estate Brokers for the year to market lots purchased and to broker deals with potential developers. Two Broker agreements in place.
- Monitored web site analytics and reported monthly outcomes to staff.

**Activities for 2018-2019 year:**

- Apply and secure future funding for economic issues through federal, state and local organization
- Market current business incentives for the creation and retention of local businesses.
- Market and implement adopted Façade Program for the development of the scenic route corridor (SH 107, Alton Blvd and FM 676, Mile 5).
- Market, promote and administer the Revolving Loan Fund RLF (Texas Leverage Fund).
- Market lots in Alton Business Park #1 and #2 for retail development.
- Promote and attract new business into Alton
- Will continue to work with Franchises and Corporations to bring in a large and smaller box development to the commercial sector. Projecting 2 new franchises for this year.
- Will work on job creation. Fifteen (15) new jobs.

- Will market lots purchased to the open market to entice new development within those areas. Lots 1,2,3,and 4 in the Alton Business Park # 2
- Will market lots purchased to the open market to entice new development within those areas. Lots 6, 7 and 8 in the Alton Business Park # 1.
- Will utilize TV, radio and web sites for marketing.
- Will utilize contracted Real Estate Brokers for the year to market lots purchased and to broker deals with potential developers. One (2) agreement.
- Will give presentations for marketing and development within the city of Alton and attend all meetings and conferences as required. Two (2) conferences, two (2) presentations.
- Will network with local EDC's, its city neighbors and local businesses to promote a working team towards Economic development.
- Will continue to work with Banking Institutes to promote funding opportunities for the city of Alton.
- Will monitor web site analytics and report monthly outcomes. Twelve (12) reports.

#### **Strengths:**

- Growth in residential and commercial sectors
- Business Park properties
- Land Availability
- Corporate agreements with city
- Web-site presence

#### **Weaknesses:**

- Low sales tax
- Lack of some infrastructure
- Calicheras

#### **Opportunities:**

- Calichera conversion – Conversion of quarries through the Parks Master Plan
- Prime land availability - Business Parks, SH 107 and Mile 5
- State and Federal funding programs
- Web-site presence

#### **Short and Long Term goals for 2018-2019**

- Implement a professional economic development marketing program:
  - Strategy - Create a comprehensive marketing strategy by utilizing the city web-site, public relations presentations, publications and utilization of TV and Radio.
- Develop marketing concepts:
  - Strategy - Partner with UTRGV and Texas A&M to maximize resources.
  - Strategy – Develop Marketing Presentation (place on promotional USB's)
  - Strategy - Information Management – The CADC staff will track and monitor all economic development information and maintain required directories for the corporation.

- Strategy – Revise Web Site Presence – Additional items to be implemented to keep information up to date.
- Strategy - Public Relations - The CADC staff will continue to promote the corporation through networking with the public and the media to encourage development within the city of Alton.
- Facilitate loans to businesses through the current Revolving Loan Fund utilizing the Texas Leverage Fund funding and other approved sources.
- Utilize the BR&E Program to provide incentives to the local Merchants.