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## INTRODUCTION

In September 2016, the KEDC Board of Directors approved a five-year strategic plan describing how the organization would pursue its vision and mission statements. The FYE $\mathbf{2 0 1 9}$ Mid-Year Report describes the progress being made so far towards the goals and objectives described in that plan, and it includes the following key elements:

| Section II | Executive Summary of KEDC accomplishments including Economic Development <br> Performance Agreements as well as project details. |
| :--- | :--- |
| Section III | 2017-2022 Strategic Plan. |
| Section IV | FYE 2019 Program of Work. |
| Section V | Challenges and Issues with relevant program of work recommendations. |
| Section VI | P\&L Budget Overview (Budget vs. Actual). |
| Section VII | Estimated Cash Flow worksheet. |

## Board of Directors

|  |  |  |  |
| :---: | :---: | :---: | :---: |
| Bryan Johnston <br> President | Bobby Beane <br> Vice-President | Vic Price <br> Sec.-Treas. | Asst.Sec.-Treas. |

## KEDC Staff

| Amanda Nobles | Jana Russell | Austin Clark | Stephanie Moore |
| :---: | :---: | :---: | :---: |
| Executive Director |  <br> Marketing Director |  <br> Expansion Specialist | Office \& Property |

## Section II - Executive Summary

## Summary

The first six months featured an impressive number of executed Economic Development Agreements that match YE totals from last year as well as three- and five-year YE averages. This elevated prospect activity resulted in capital investment as well as job retention and creation that is expected to meet and exceed recent metrics as shown in the descriptions below.

## Economic Development Performance Agreements

KEDC closed five EDPAs representing 438 retained jobs and 36 projected new jobs created. The number of agreements equals the number signed in the entirety of FYE 2018 and exceed both three- and five-year YE averages.

The number of jobs under contract is consistent with YE three- and five-year averages.

The agreements also represent $\$ 12,485,000$ in projected new capital investment and $\$ 3,000,000$ in retained investment, placing the organization on track to equal to YE three- and five-year averages.

Agreements Jobs Under Contract Investment Under Contract

5
474
\$15,485,000

## Leads

KEDC staff cultivated 25 leads, of which 18 were actionable. All leads in which we were unable to respond were sourced from the State. Leads are contacts that have required an economic development service from KEDC. The overall number of leads remains consistent with recent years.

The number of non-energy leads remains consistent at 88 percent.

Internal KEDC activities continue to be the leading source for actionable leads. Internal KEDC activities include both inbound and outbound techniques.

| Total Leads | Total Leads | Actionable Leads Source |
| :---: | :---: | :---: |
| Number | Non-Energy | Internal Activities |

## Section III - Strategic Plan 2017-2022

The Strategic Plan for the Kilgore Economic Development has three areas of focus:

1. Business Climate - Development of real estate assets for Kilgore EDC targets.
2. New and Retained Investment and Jobs -Project development and closure.
3. Sustainability - Maintenance of resources to support economic development in Kilgore.

| Business Climate | Maintain a relevant inventory of property for primary employers. |
| :--- | :--- |
| New and Retained <br> Investment and Jobs | Generate leads from non-energy related industry sectors. |
| Sustainability | Protect the financial integrity of the organization. |

The Kilgore EDC organizational statements are as follows:

Mission: To enhance a business climate that is conducive to primary job creation and retention, improving the standard of living for Kilgore residents.

Vision: A diverse economy that attracts and retains high impact projects and quality jobs.

Value: We deliver high impact results with outstanding customer service.

## Section IV - Program of work 2017-2018

| Business Climate | Maintain a relevant inventory of property for primary employers. | Mid FYE 2019 |
| :---: | :---: | :---: |
| Objective | To be primed to attract investment, we must evaluate gaps in inventory and infrastructure and invest as finances allow, ensuring key sites and buildings are prospect ready. |  |
| Goal | Keep "Cannot Respond" rate to below 20\%. | 28\% |
| Measurement | Commitments for: <br> 1. Asset development. <br> 2. Infrastructure development to benefit primary employers. | 1. $\$ 5,209,897$ <br> 2. $\$ 167,995$ |


| Strategy | Activity | Goal | Project | Complete | Remain | Target |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Infrastructure |  |  |  |  |  |  |
| *Synergy Park | Utility installation | 1 | Electricity | 0 | 1 | Y |
|  |  | 1 | Fiber/Broadband | 0 | 1 | Y |
|  |  | 1 | Natural Gas | 0 | 1 | Y |
| Inventory |  |  |  |  |  |  |
| Synergy Park Phase V | Design | 1 | Lot and Road Placement | 1 | 0 | Y |
| Industrial Park 2.0 | Site Evaluation | 1 | Evaluate and Compare 2 Sites | 0 | 1 | Y |
| Spec Building Program | Promotion | 1 | Website | 1 | 0 | Y |
| Property Management | Inspections | 2 | 2706 Highway 135 | 1 | 1 | Y |
|  |  | 2 | CDL Facility | 1 | 1 | Y |
|  |  | 2 | Advanced Technology Center | 1 | 1 | Y |
|  |  | 4 | Synergy Park | 2 | 2 | Y |
|  |  | 4 | Cox Drive | 1 | 3 | Y |
|  |  | 4 | Kilgore Industrial Park | 1 | 3 | Y |
|  |  | 4 | North Kilgore Industrial Park | 1 | 3 | Y |
|  |  | 4 | 349 at 227640 Acres | 2 | 2 | Y |
|  | Maintenance | As Needed | 2706 Highway 135 | 1 |  | Y |
|  | Maintenance | As Needed | 4005 FM 349 | 2 |  | Y |
|  | Room Rentals | As Needed | Synergy Center | 6 |  | Y |
| Property Identification | Other Real Estate | 12 | Available Industrial Space | 5 | 7 | Y |


| New and Retained Investment and Jobs | Generate leads from non-energy related industry sectors. | Mid FYE 2019 |
| :---: | :---: | :---: |
| Objective | To attract and retain high impact projects with quality jobs from targeted industries we must engage in both inbound and outbound marketing and BRE programs. |  |
| Goal | Close projects with an average ROR of $10 \%$ or more and a payback period of 10 years or less. | $\begin{gathered} 24 \% \\ 3 \text { Years } \end{gathered}$ |
| Measurement | From targeted industry sectors: |  |
|  | 3. Number of leads generated from targeted industry sectors. | 3. 22 of 25 |
|  | 4. Number of closed projects. | 4. 5 |
|  | 5. Number of jobs under contract. | 5. 474 |
|  | 6. Amount of investment under contract. | 6. $\$ 15,485,000$ |


| Strategy | Activity | Goal | Project | Complete | Remain | Target |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Lead Development |  |  |  |  |  |  |
| Retained and Expanded Industries | BRE Visits | 90 |  | 32 | 58 | Y |
|  | Industry Survey | 30 | At Risk Identification |  | 30 |  |
| New Industries | Geographic Recruitment | 3 | NETEA | 1 | 2 | Y |
|  |  | 1 | Team Texas | 2 | -1 | Over |
|  |  | 1 | EAIC | 1 | 0 | Y |
|  |  | 1 | Internal | 2 | -1 | Over |
|  | Trade Shows | 2 | Right Corner | 2 | 0 | Y |
|  |  | 2 | Team Texas | 0 | 2 | Y |
|  | Trade Show Recruitment | 4 | Internal | 3 | 1 | Y |
|  | Lead Gen | 10 | Teleconferences/Meetings | 9 | 1 | Y |
| Lead Generating Agents | Site Selectors | 1 | SEDC | 1 | 0 | Y |
|  |  | 1 | Team Texas | 2 | -1 | Over |
|  | Office of the Governor | 1 | NETEA | 1 | 0 | Y |
|  |  | 1 | Go Big in Texas | 1 | 0 | Y |
|  | Industrial Realtors | 2 | I-20 Corridor | 0 | 2 | Y |
| Lead Nurturing | Online | 12 | Monthly | 6 | 6 | Y |
|  | Contact Programs | 1 | Annually | 1 | 0 | Y |
|  | IAMC | 2 | Biannually | 1 | 1 | Y |
| Branding |  |  |  |  |  |  |
| Collateral Materials | Profile | 1 | Update | 0 | 1 | Y |
|  |  | 1 | *Quality of Place | 0 | 1 | Y |
|  | Videos | 3 | *Testimonials | 0 | 3 | Y |
|  | Photos | 1 | Profile Update | 1 | 0 | Y |
|  | Value Proposition | 3 | Three Top Targets | 0 | 3 | Y |
|  | Promotional Items | 1 | *Commemorative | 0 | 1 | Y |
| Online Presence | Website | 1 | Refresh | 0 | 1 | Y |
|  | Directories | 1 | Conway Data | 1 | 0 | Y |
|  |  | 1 | TDI | 0 | 1 | Y |
|  | Properties on Website | 27 | Verification | 13 | 14 | Y |
| Workforce Development |  |  |  |  |  |  |
| Advanced Technology Center | Tours | 1 |  | 0 | 1 | Y |
|  | Promotion | As Needed | Proposals | 0 |  | Y |
| WorkKeys | Testing | 75 | Students | 0 | 75 | Y |
|  | Assessments | 1 | Industry | 0 | 1 | Y |


| Sustainability | Protect the financial integrity of the organization. |  | Mid FYE 2019 |
| :---: | :---: | :---: | :---: |
| Objective | To impact economic outcomes in Kilgore we must seek and provide opportunities to collaborate with economic development partners. |  |  |
| Goal | Maintain Kilgore Economic Development Corp. as a relevant and financially viable organization. |  |  |
| Measurement | 7. Meet budget. <br> 8. Maintain positive cash flow. | 7. 8. | Revenues at 53.87\% percent of budget. Even when considering potential cash outlay, cash flow is projected to be positive over the next 10 years and maintains a healthy reserve. |


| Strategy | Activity | Goal | Project | Comp | Remai | Target |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Partner Collaboration |  |  |  |  |  |  |
| Chamber of Commerce | Bizconnect | 1 | Sponsorship | 1 | 0 | Y |
|  | Joint Training | 1 |  | 0 | 1 | $Y$ |
| Kilgore College | Advisory Boards | 2 | Representation | 2 | 0 | Y |
| Kilgore ISD | Career Events | 1 | Middle School Career Fair | 1 | 0 | Y |
| Industry Assistance | As needed | 12 | Monthly | 1 | 11 | Y |
| Industry Appreciation | Event | 1 | Reception | 1 | 0 | Y |
| Workforce Appreciation | Event | 1 | Ice Cream Delivery | 0 | 1 | y |
| HR Luncheons | Meetings | 4 | Quarterly | 1 | 3 | Y |
| Governmental | Collaboration | 1 | City | 1 | 0 | Y |
|  |  | 1 | County | 1 | 0 | Y |
|  |  | 1 | State | 1 | 0 | Y |
|  |  | 1 | Federal | 0 | 1 | Y |
| Organizational Proficiency |  |  |  |  |  |  |
| Employee Performance Reviews | Meetings | 4 |  | 0 | 4 | $y$ |
| Continuing education | BRE, ED, Gov., Property | 13 |  | 4 | 9 | Y |
| Certifications Maintenance | IEDC, NDC, IAMC | 3 |  | 3 | 0 | Y |
| Certification Acquisition | *EDI | 1 | Graduation | 1 | 0 | Y |
| Awards | Economic Excellence | 1 | Designation | 1 | 0 | Y |
| Program of Work | 2020 | 1 |  | 0 | 1 | y |
| Communications |  |  |  |  |  |  |
| Advisory Board Meetings | Administrative | 2 |  | 1 | 1 | Y |
| Board Meetings | Administrative | 11 |  | 6 | 5 | Y |
| News | Announcements | 3 |  | 1 | 2 | Y |
|  | Activities | 6 |  | 5 | 1 | Y |
| Sustainability | TEDC Legislative Efforts | 1 |  | 1 | 0 | Y |
| Budget | Board Meetings | 11 |  | 6 | 5 | Y |
| Cash flow | Board Meetings | 11 |  | 6 | 5 | Y |
|  | Financial | 12 | Reconciliations | 4 | 8 | Y |
| Regulations and Legislation |  |  |  |  |  |  |
|  | Chamber Governmental Affairs | 1 |  | 1 | 0 | Y |

## Section V - Challenges and Issues

## Short Term Challenges

## Challenge: Prospect Deal Closure

According to a survey of national Site Selectors, the most common deal killers between economic development organizations and companies are the following in order:

- Politics and lack of responsiveness.
- Lack of available and qualified labor.
- Lack of buildings and sites.
- Operating costs.
- Lack of appropriate infrastructure and utilities.

Because of cohesive and experienced leadership, Kilgore is ahead of many organizations in addressing these five leading causes of deal death.

Kilgore is fortunate that the KEDC Board meets monthly with both the City Manager and a rotating member of Council to confirm we are moving forward with a common purpose. Kilgore is also fortunate that KEDC board members are all leaders of business familiar with business decisions and recognizing the importance of local support that Kilgore demonstrates to primary employers. Together we make better decisions as a result.

## Recommended Response:

While we have created cost comparisons for individual projects, we recommend a more formal approach be added to the program of work to improve our response to the benefits of operating in Kilgore relative to our competitors.

## Long Term Issues

## Issue: Urbanization

This issue is ongoing as urban bias continues to be a hurdle we must leap.

## Recommended Response:

Kilgore has responded to this challenge in a number of ways, including:

- Development of community and industry value propositions.
- Renewal of a target industry analysis.
- Development of a Virtual Speculative Building Program.
- Listing of Alliance Way lot in AEP Economic Development Verified Sites Program.

While these activities have enhanced Kilgore's credibility, we believe a stronger focus on foreign direct investment might be advantageous. Our experience has been that global companies have been more open to suburban and rural locations, and we recommend pursuing a reasonable approach to attracting international investment.

## Section VI- P\&L Budget Vs. Actual

## Kilgore Economic Development Corp Budget vs. Actual Summary October 2018 through March 2019



# Section VII - Cash Flow Worksheet 

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