



EDC Update

November 18, 2014



- **MARKETING UPDATE**
- **BUSINESS & TECHNOLOGY PARK UPDATE**
- **WORKFORCE DEVELOPMENT UPDATE**
- **PROPERTIES UPDATE**
- **PROGRAMS UPDATE**
- **ECONOMIC ANALYSIS**



- **MARKETING**

- Print ads in Area Development, the Highland Lakes Newcomers' Guide, Business Facilities, Business Xpansion Journal, Trade & Industry Development, Expansion Solutions magazine, and more
- Partnered with Chamber on KEYE Road Trippin' feature and HCBA Parade magazine
- Continued SEO/SEM and PR program
- Entered into agreement with Door Number 3 for Austin advertising



- **MARKETING (cont)**

An advertisement for Marble Falls Economic Development Corporation. The background is a scenic view of a lake at sunset, with a wooden sign hanging from a chain that says "OPEN". The text is arranged in a clean, professional layout with various font weights and styles.

BIG LAKES. LITTLE POND.
Your business can make a splash.

Marble Falls is a city with the heart of a town. We're close enough to I-35, Austin and San Antonio, but our 128-year-old Texas Hill Country haven, nestled around a constant-level lake, will never be a suburb.

A community where people know your name and the hospitality is genuine. We're looking for businesses that want a place to engage, grow and make a difference. And, we'll help you get there.

**BIG FISH AND DREAMS
ARE WELCOME HERE.**

MARBLEFALLSECONOMY.COM
830 798 7079



- **MARKETING (cont)**

- **Business leads up 74% over 2013 YTD**

- **Prospect conversations up 310% over 2013 YTD**

- **Conversation/lead ratio:**

- **2013 YTD – 28.6%**

- **2014 YTD – 67.2%**



- **WEB SITE PERFORMANCE (monthly averages)**

| | OLD SITE (6 months) | NEW SITE (10 months) | NEW SITE W/ SEO/SEM (18 months) |
|------------------------|--------------------------------|---------------------------------|--|
| VISITS | 305 | 444 | 1,135 |
| UNIQUE VISITORS | 270 | 344 | 982 |
| PAGE VIEWS | 569 | 1,586 | 2,720 |
| PAGES/VISIT | 1.86 | 3.57 | 2.43 |
| AVG. VISIT DURATION | 1:32 | 3:45 | 2:13 |

- **BUSINESS & TECHNOLOGY PARK**
 - Phase III debris removed/relocated
 - Road to access property is under construction





- **WORKFORCE DEVELOPMENT**

- **CORD visioning forum (July 2014)**
- **MFISD partners with SureScore (Aug 2014)**
- **CTC begins first nursing cohort in Marble Falls (Fall 2014)**
- **EDC board approves \$15,000 in seed capital for College to Careers program (Sep 2014)**
- **First Regional Workforce Advisory Council meeting (Sep 2014)**
- **Healthcare, hospitality, and construction industry forums commence (Oct, Nov 2014)**



- **PROPERTIES UPDATE**

- **CorWorth – purchased property at 1707 Colt Circle in September**
- **Downtown – property acquisition completed in June; all trailers and one house have been removed; one more house will be relocated in the coming weeks; market feasibility and conceptual planning process are underway**
- **Frank Fickett Center – classrooms are being retrofitted to accommodate nursing program**



- **PROGRAMS UPDATE**

- **BIG checks presented to Flat Creek Enoteca, the Salem Center, It's All Goode, and Delineations; BIG applications preapproved for Dr. Jessica Cayce's office and Inner Space**
- **Sign replacement grants awarded to Ford & Crew, Precision Optical, and the Hurst Law Firm**



- **PROGRAMS UPDATE (cont)**
 - Community Leverage Funds used to support hike-and-bike trail expansion, South Main landscaping, Visitor Center flag pole, Downtown lighting improvements, Ave H wastewater line replacement, seed capital for College to Careers program, Girl Scout House renovation, Westside Park lighting, Johnson Park sidewalks and tree care, soccer field expansion, and phase 1 of Park View/Park Ridge pocket park development
 - Financial assistance provided for electric line to 281/71 water tower and wastewater plant engineering



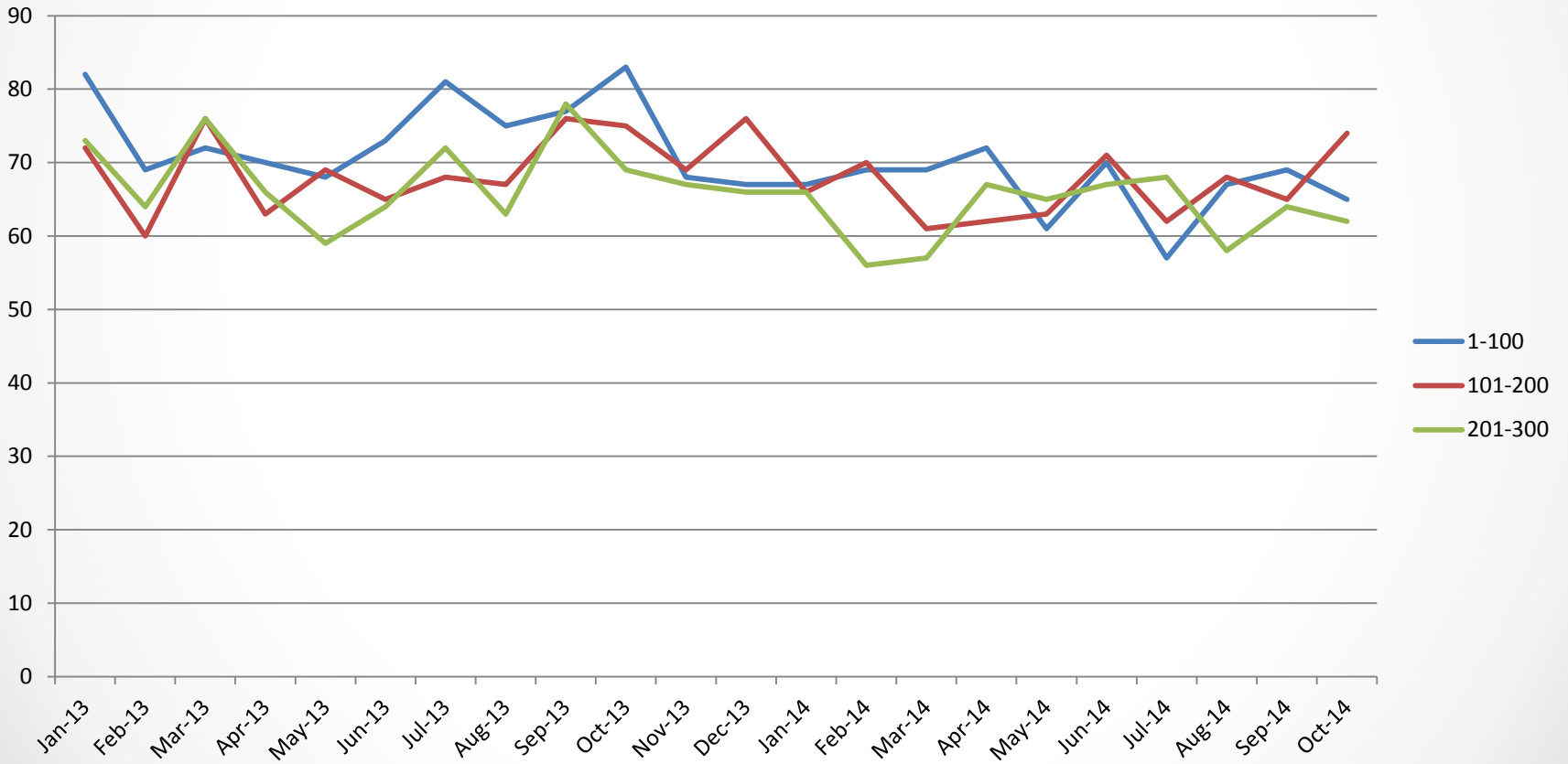
Our Economy



- **SALES TAX: 2014 vs. 2013**
 - Still setting records (19/23 months)
 - \$7,185,014 in sales tax has been collected over the last 12 months, which represents \$359.2 million in taxable sales
 - Calendar YTD sales tax collected is 3.13% higher than the same period in 2013, which was 12.5% higher than 2012
 - Our economy has doubled in size since 2000



Year-Over-Year Growth





- **CONSTRUCTION ACTIVITY**

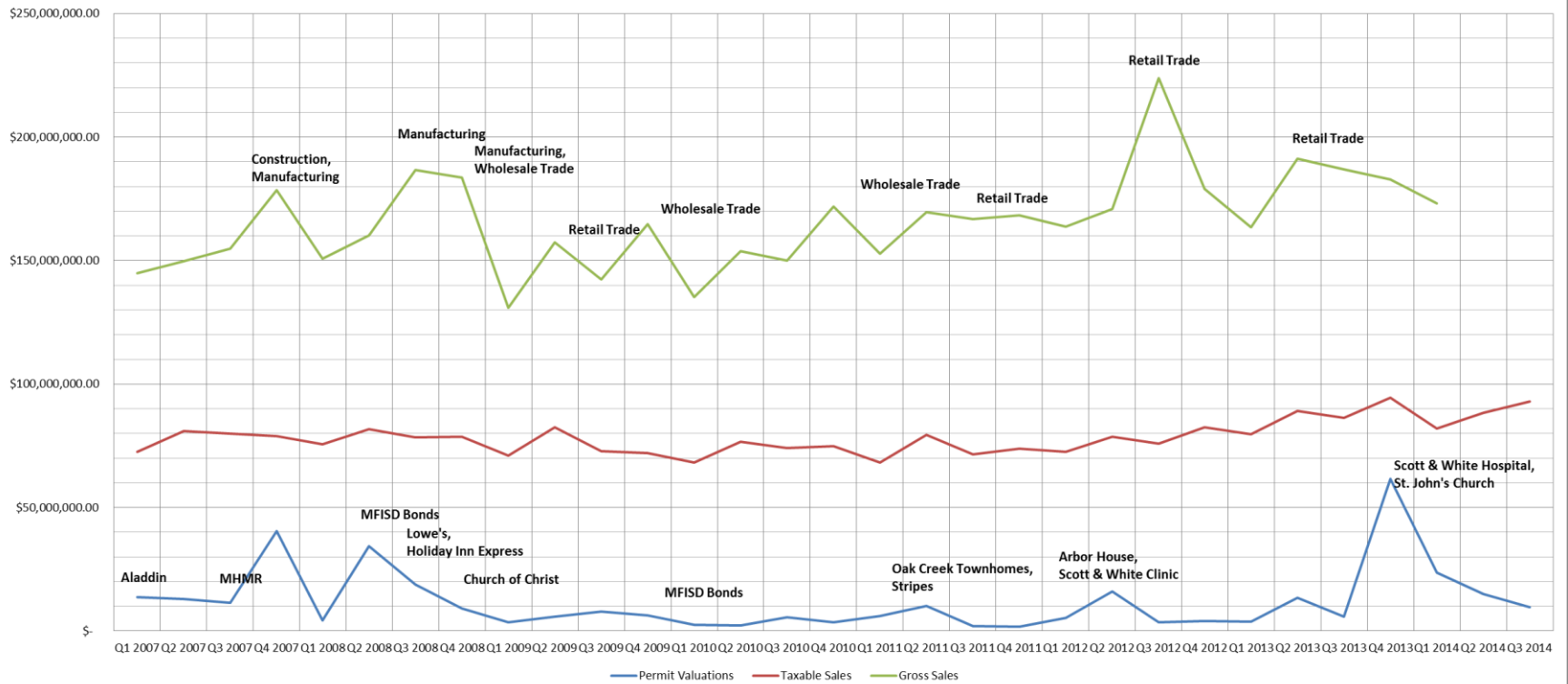
- Permit valuations total \$15.9 million over the last 6 months and \$100.2 million over the last 12 months
- The best year prior to our recent upswing was in 2007: \$78.5 million

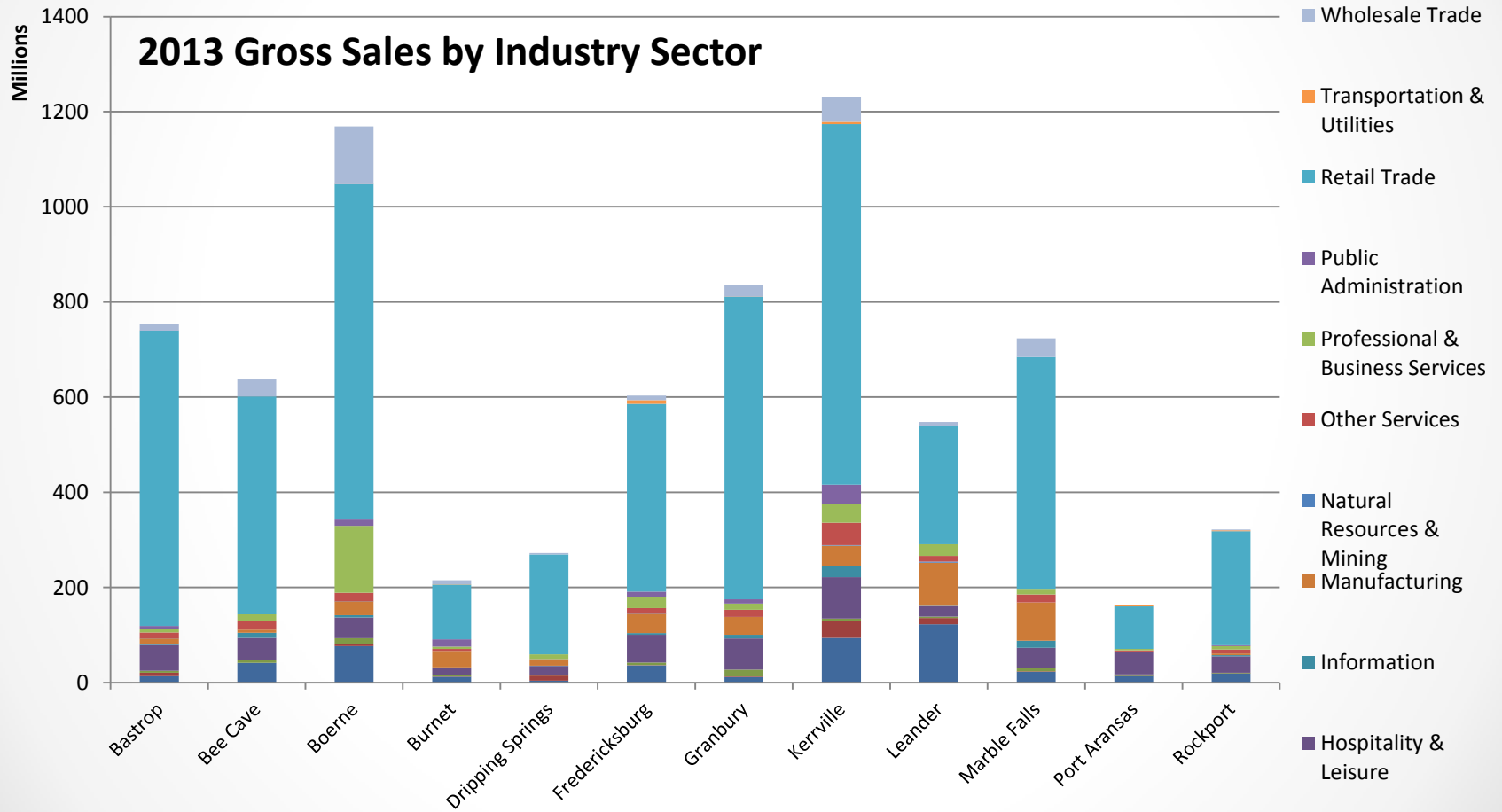


Marble Falls

ECONOMIC DEVELOPMENT CORPORATION

**Marble Falls Financial Trends
2007-2014**





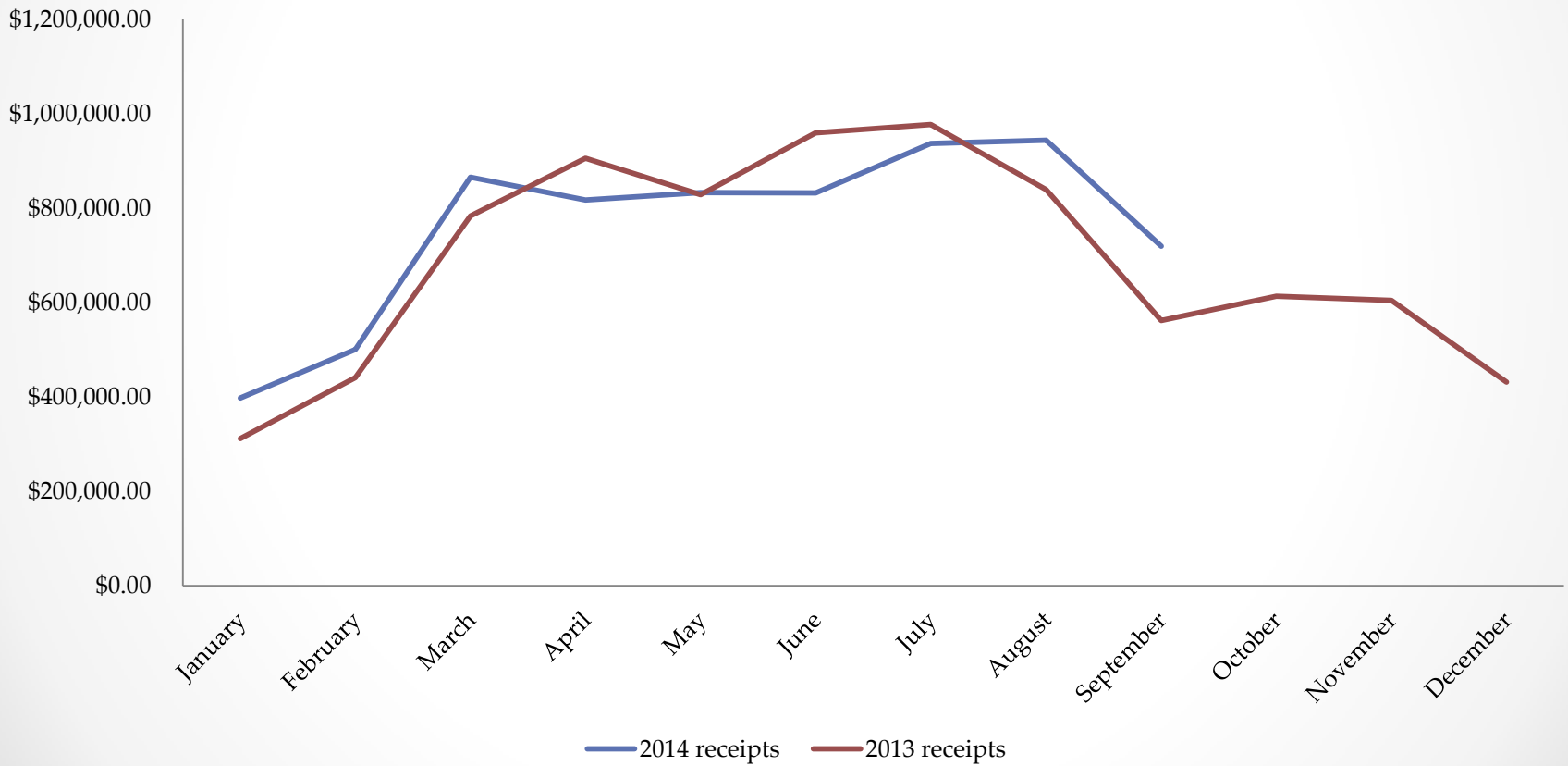


- **HOTEL OCCUPANCY TAX**

- Q2 2014 was down 7.3% from Q2 2013 (hail storm), which was 29.9% higher than Q2 2012
- July 2014 was down 4.2% from July 2013, but August 2014 was 12.5% higher than August 2013 and September 2014 was 28.0% higher than September 2013
- Overall, Q3 2014 was 9.7% higher than Q3 2013
- Last 12-month period is 5.9% higher than previous 12 months
- The last 12 months have generated more than \$571,000 in hotel occupancy tax for the City

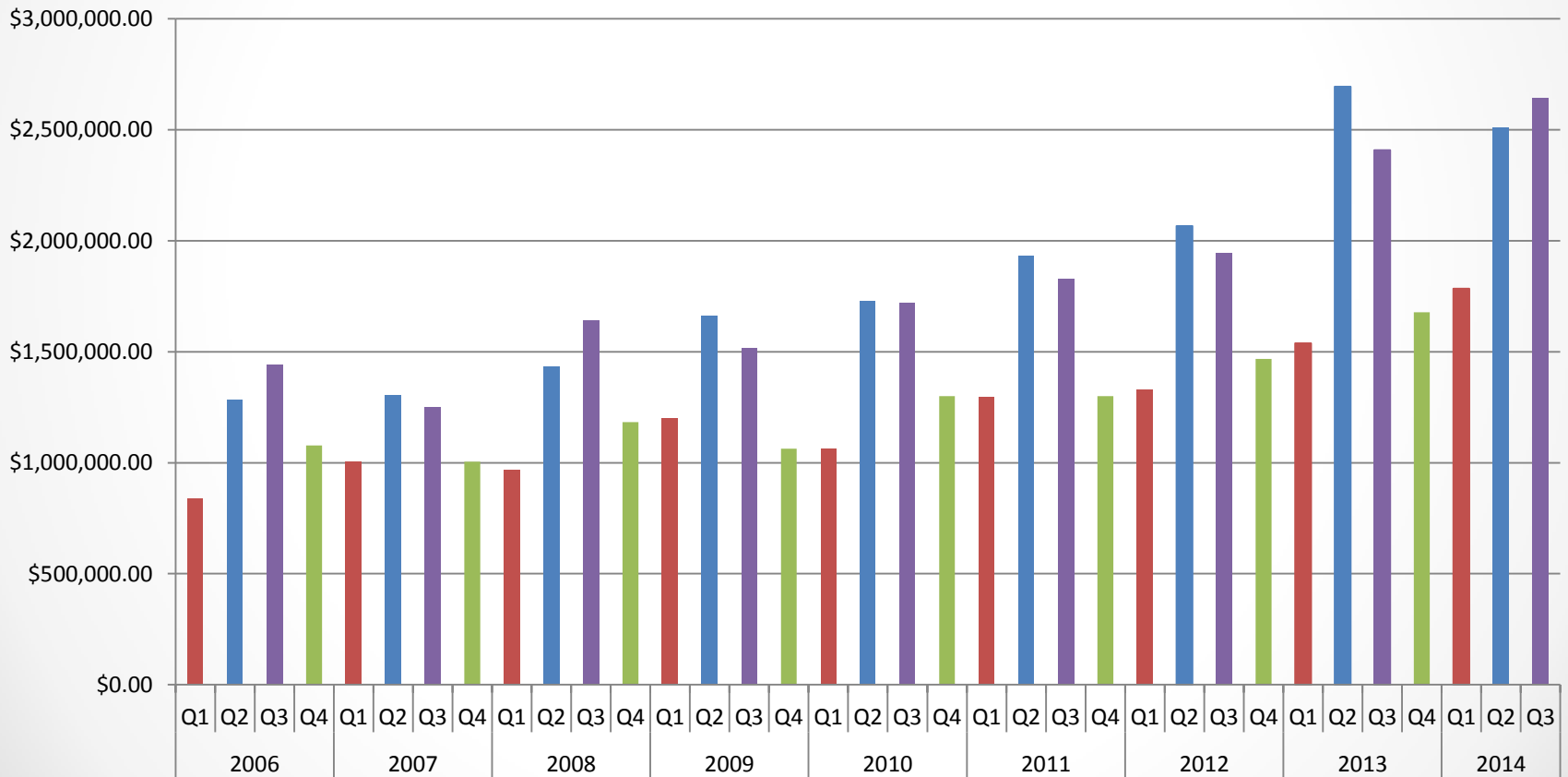


Receipts by Month - 2014 vs. 2013





Quarterly Hotel Receipts for Marble Falls





Questions?