



“Envision Mineral Wells”

Implementing A Plan For Economic Prosperity

April 25, 2017

What happens after the dog catches the car?

**“If It Is To Be
It Is Up To Me!”**

Plan for the Future; Don't Get Stuck in the Past

“I skate to where the puck is going to be”

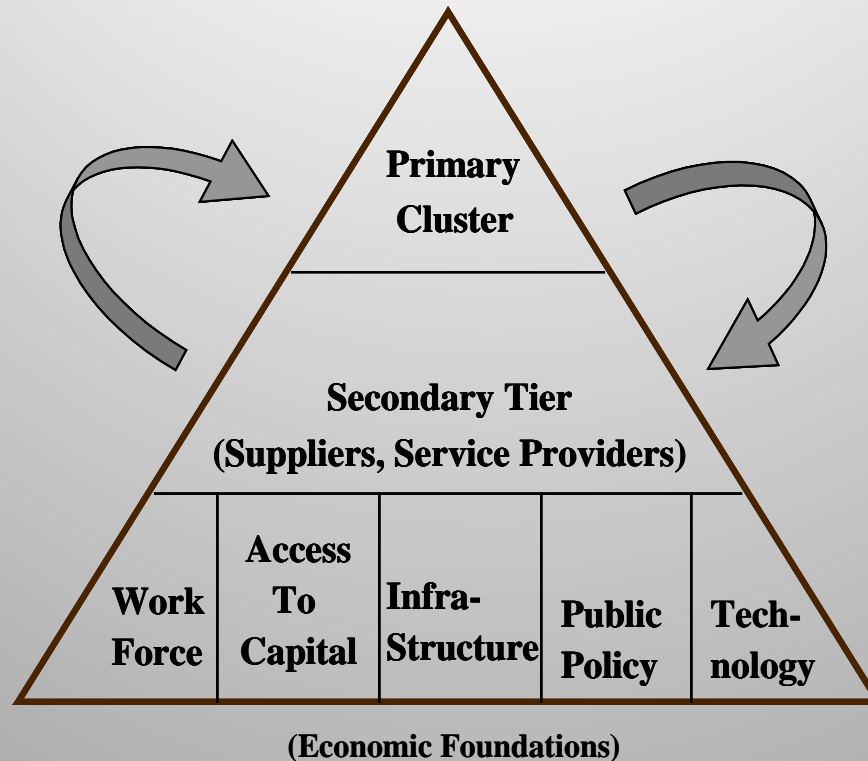


Wayne Gretzky

Economic Realities

- 3 Things Happen In An Economic Region:
 - Generate wealth
 - Recirculate wealth within region
 - Wealth migrates to other regions
- You must be able to move people, product and information - rapidly, effectively and efficiently - that requires mobility
- Innovation drives economic development – which demands technology discovery and smart people
- 97% of the worlds consumers live in other countries – that means international trade

Strategic Plan Based on Industry Cluster Model



Strengthening the 5 primary economic foundations in alignment with and support of our primary industry clusters is equally critical to our economic sustainability.

Envision Mineral Wells

Achieving the Goals and Objectives

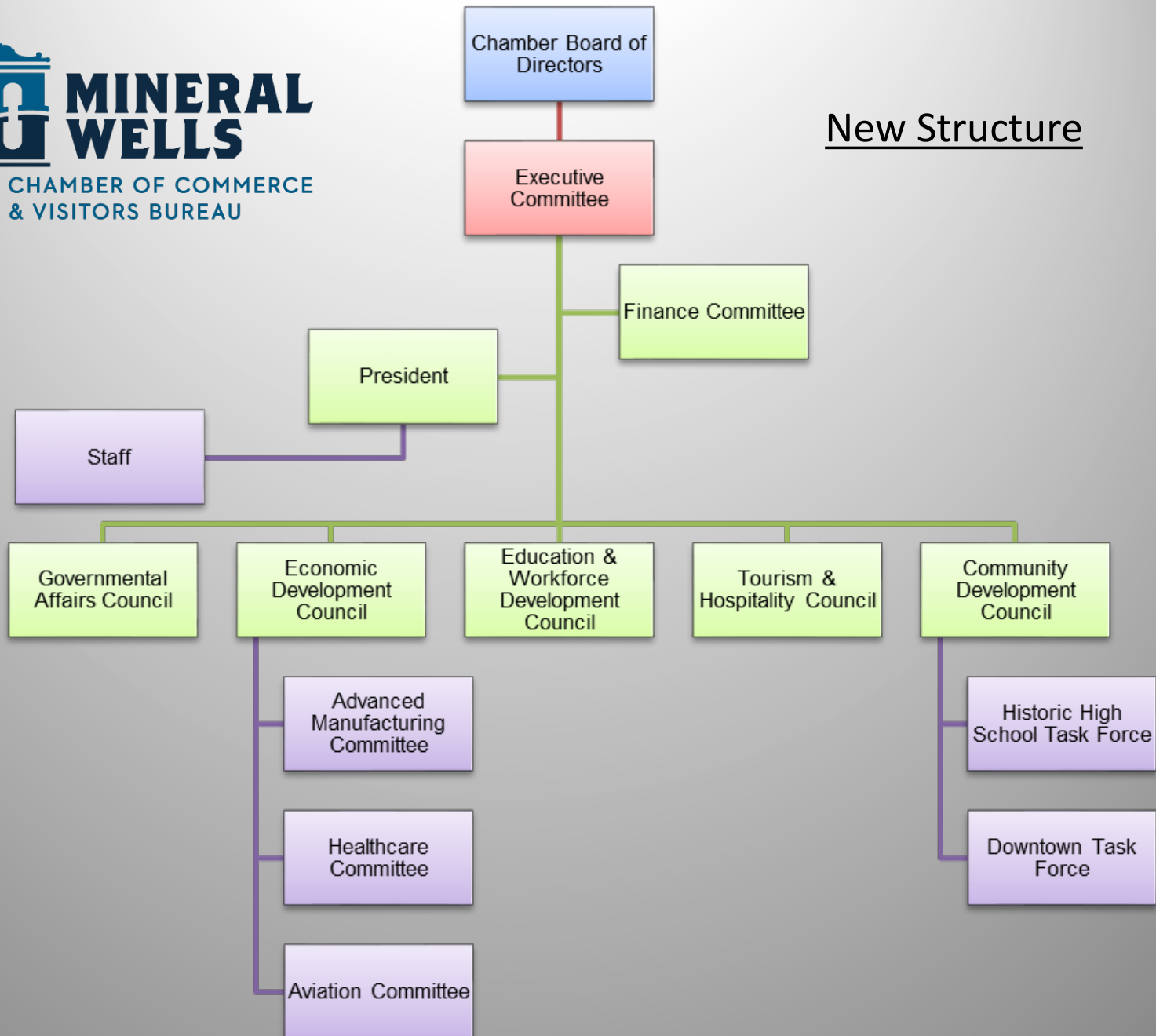
Growing Your Economy

“How do we measure success”

1. Tax base value
2. Net job growth
3. Median income



New Structure



Implementing Your Plan

- Organizational Support
- Administrative Underpinnings
- Establishing Benchmarks
- By Date Calendar of Meetings, Events, and Benchmarks
- Work Plans
- Who Does What by When?

Our Economic Competitiveness

Goal 1: Grow and diversify the economy of Mineral Wells.

- Objective 1: Create, expand and recruit companies in our targeted business clusters; Tourism, Healthcare, Aviation, and Manufacturing
- Objective 2: Retain and expand existing companies in our targeted business clusters.
- Objective 3: Provide the resources and support necessary for the creation, establishment and sustainability of Mineral Wells business clusters.

Goal 2: Maintain, improve and develop the primary facilities and infrastructure necessary to support the growth of our targeted business clusters.

- Objective 1: Promote/develop the Mineral Wells Municipal Airport as an economic asset.
- Objective 2: Promote/develop the Fort Wolters Industrial area.
- Objective 3: Explore expansion and development of current and future industrial park to attract tech, supply, and other industrial development

Maintaining A Competitive Workforce

Goal 1: Performance: Work to improve Pre-K through 12th Grade public school performance, student educational attainment, and perceptions of the system.

- Objective 1: Increase the expectation for our students and set higher goals and standards for our local young people
- Objective 2: Engage in more marketing of our schools and the opportunities offered at Mineral Wells Independent School District

Goal 2: Partnerships: Work to develop partnerships among and between our educational institutions with business and government at all levels.

- Objective 1: Maintain, strengthen and expand business partnerships, inclusive of a focus on STEM as well as CTE.
- Objective 2: Strengthen the partnership with Weatherford College and develop strong partnerships with additional institutions of higher education in North Texas

Goal 3: Workforce: Work to ensure the workforce development system addresses the need for skilled workers required by Mineral Wells Targeted Business Sectors.

- Objective 1: Develop a strong partnership with the North Central Texas Workforce Board
- Objective 2: Determine the most critical jobs/skills needs for Mineral Wells employers and develop a plan to provide the necessary skilled workforce

Community Redevelopment

Goal 1: Identify and focus on the redevelopment of areas deemed most critical.

- Objective 1: Downtown: utilizing the plan established by UT Arlington, focus on the redevelopment of downtown, with an emphasis on retail, dining and entertainment.
- Objective 2: Neighborhoods: Develop priorities and plans for the revitalization of existing, targeted neighborhoods.

Goal 2: At risk/underserved populations: Identify and establish the support necessary to serve Mineral Wells at risk and underserved populations.

Goal 3: Housing: Address the need for housing development in Mineral Wells at all levels from executive housing to affordable housing.

Infrastructure & Mobility

Goal 1: Infrastructure Plan: Develop a formal plan of growth to include utilities, roadways (to include bypass loop), water and sewer infrastructure needs to serve anticipate growth for commercial and residential areas

- Objective 1: By Pass: Develop a bypass loop or truck route to route trucks out of the downtown area; stage construction, public outreach needed
- Objective 2: Connectivity: Provide safe and attractive pedestrian and bicycle facilities to connect points of interest

Goal 2: Enhance Mobility: Address congestion and mobility by using all funding sources available; local, state and federal, to synchronize traffic signals on major highways and evaluate the possible reduction in total signal lights

Goal 3: Develop Airport: Fully utilize the Mineral Wells Municipal Airport for growth potential of the area

Quality of Life

Goal 1: Expand amenities in the City

- Objective 1: Expand arts and cultural amenities in the City.
- Objective 2: Properly maintain and develop more parks, trails, and other amenities for recreational activities.
- Objective 3: Develop facilities and activities that serve the youth population of Mineral Wells.

Goal 2: Work with Mineral Wells healthcare providers to expand medical and mental health care within the community.

Goal 3: Clean up blighted areas by focusing on code enforcement, to include levying fines, as well as infrastructure improvements.

Promote Community Pride Through Cooperation and Inclusiveness in Community Activities

Goal 1: Enhance local pride and levels of engagement in the Mineral Wells community.

- Objective 1: Pursue an internal marketing campaign, focused on enhancing local pride.
- Objective 2: Achieve community “buy-in” for the implementation of the “Envision Mineral Wells” Strategic Plan.
- Objective 3: Formalize opportunities for interaction between community stakeholders at all levels and elected officials.

Goal 2: Identify and assess Mineral Wells’ strengths and weakness

- Objective 1: Consider community wide recognition of Mineral Wells’ strengths
- Objective 2: Develop strategies to address Mineral Wells’ weaknesses

Goal 3: Develop a brand identity and comprehensive marketing strategy for the City of Mineral Wells.

Governmental Affairs (Proposed)

Goal 1: Strengthen our relationships & build partnerships with government agencies and elected and appointed officials at all levels.

Objectives: to be established

Goal 2: Address the public policy issues critical to Mineral Wells and Palo Pinto County

Objectives: to be established

**“BUILDING PARTNERSHIPS”
AUSTIN DELEGATION VISIT
January 30th – February 1st, 2017**

Team Mineral Wells

Governors Office of Economic Development

Aviation – Keith Graff

- Texas Commission on Military Preparedness
- UAS, Dempsey heliport, Mineral Wells airport, Ft Wolters
- Mayors of Military Communities Committee

Advanced Manufacturing – Nicole Ryf

- Attracting suppliers
- Enterprise Fund – 25 job minimum

Tourism – Nate Gieryn

- State Parks
- Baker Hotel
- Historical aspects of tourism
- Downtown Redevelopment Plan
- Cooperative programs
- Tourism assessment service

Texas Department of Transportation

Bill Hale – Chief Engineer

- US 281 / US 180 – Unified Transportation Plan
- Truck Bypass; Haskell and Anson
- Connectivity relative to trails and parks; TAP – category 9
- Congestion; timing red lights
- Airport capacity / capability
- TxDot Aviation
- Turkey Peak Reservoir
- Reroute FM 428 County Rd
- Upgrade Ward Mountain Road

TEXAS PARKS DEPARTMENT

Brent Leisure – Director, Parks Division

- State wide study
 - Number of visitors
 - Evaluate purpose of trips, spending habits.
- New state park
 - Vision
 - Community Partnerships
 - Common mind-set.
 - Design phase
 - Welcome input from Mineral Wells
- Formal MOU
 - Concessions, facilities, for profits, RFPs for use, services, pavilions, performances, equestrian use.
- Follow up
 - Planned wildlife management area
 - Grant programs available
 - A copy of the state study
 - The centennial plan
 - Information on the new park
 - Request to develop formal MOU

TEXAS HISTORICAL COMMISSION

Brad Patterson – Director of Community Heritage Development

- Leverage the Texas Heritage Trails Program
- Texas treasure business awards – 50 years
- Bankhead Highway – DC to California
- Create a national register district – State (25%)
Federal (20%) tax credit
- Conduct resource survey of all properties – grants available
- Establish a Landmark Commission – design guidelines
- Historic preservation ordinance – guide redevelopment
- Main Street Program – cost share

TEXAS COMMISSION ON THE ARTS

Jim Bob McMillan – Deputy Director

- **GRANTS**
 - Education
 - Health & Human services
 - Foster economic development
 - Support criminal justice
 - Support public safety
 - Agriculture and natural resources
- **COMMISSION**
 - Maintains a touring roster
 - Offers a young masters program for students in grades 8 to 11
 - Supports cultural districts
 - Work with our tourism assessment
- **OPPORTUNITIES**
 - The agency can provide technical assistance
 - The agency conducts professional development seminars, which should be utilized by Mineral Wells
 - Humanities Texas is a sister agency
Mineral Wells should become acquainted with
 - Mineral Wells should secure information relative to the various programs & grants the commission provides

HEALTH & HUMAN SERVICES

Charles Smith – Executive Commissioner

Kara Crawford – Chief of Staff

- 600 programs administered by the agency
- Substance Abuse Grants (SAMSA)
- Telemedicine
- Managed Medicaid
- VA Access

TEXAS WORKFORCE COMMISSION(TWC)

Julian Alvarez – Labor Commissioner

- Secretary of State – invite to Mineral Wells
- DARS – merged with TWC
- JET FUND – public education, community colleges
- SB-154 – partnerships with ISDs/Industry
- Internet connectivity – rural focus
- Provider list – funding to train employees
- “What is your brand?” Question:

TEXAS WORKFORCE COMMISSION

Aaron Demerson – Employer Initiatives

- Skills development fund - employees
- Hi-demand – leverage \$100,000
- Texas industry partnership - \$100,000
- JET fund – public/higher ed

Ed Serna

- DARS

Andres Alcantar - Chairman

- Local strategies
- Partnerships
- TEA Pre-K grants – early learning/pre k centers
- “Careers in Texas” spring event
- Texas industry cluster academies – dual credit
- Early College High Schools
- Veterans - focus
- Foster care - focus
- Students with disabilities - focus
- Governors “Small Business Forum” - host

TEXAS EDUCATION AGENCY

Quenten Suffren – State CTE Director

- Early college high schools – planning grants/technical assistance

P-tech and the Governor's Academy – school within a school

CTE

Perkins funds

Allocated through both formula funding and grants

- Pathways

For rural areas

Assist counselors

Expand AR/IB courses

Grants are available

HIGHER EDUCATION COORDINATING BOARD

Garry Tomerlin – Deputy Assistant Commissioner

- Create an integrated approach - partnerships
 - Public ed
 - Higher ed
 - Workforce board
- Alignment relative to fields of study – (academic) and payment of study (CTE)
- Reduce student loan debt
- Create greater awareness of Grant aid
- Technical assistance Garry's office can provide

ELECTED OFFICIALS

Senator Craig Estes

- Texas Department of Transportation priorities and funding formulas
- Turkey Creek, including grant programs and loans for economically distressed areas
- Health Care
- Education

Representative Phil King

- Infrastructure
- Turkey Creek
- Mineral Wells Airport (Weatherford)
- Bio-economy demonstration project
- Healthcare
- Education

Elected Officials (Continued)

Representative Mike Lang

- Job creation
- Airport development
- Securing formula funding from the Texas Department of Transportation
- Healthcare
- Education (Priority)

ASSOCIATIONS

- Texas Military Department - Nina Shelat – State legislative liaison**
- Texas Construction Association – Michael White – Vice President**
- Texas Masonry Council – Lindsey Geeslin – Executive Director**
- Texas Center for Family Violence – Gloria Terry – Executive Director**

**“Change is debilitating when done to you...
But exhilarating when led by you.**

**To succeed, we must lead change in our
community.**

“It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change.”

-Charles Darwin