

**2020-2021  
Program of Work  
Results**

**2021-2022  
Program of Work**

## **BOARD OF DIRECTORS**

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**PROGRAM  
OF WORK  
RESULTS**

2020-2021

# MISSION

Grow and diversify the economy of Sherman and the surrounding area through the addition of new jobs and investment of primary employers.

## TARGET INDUSTRIES

- Manufacturing
  - Technology Products
  - Equipment
  - Metal Fabrication
  - Plastics
  - Recycling
  - Food and Beverage Processing
- Warehouse/Distribution Centers
- Customer Service Centers (Call/Data Centers)
- Industrial Research & Development
- Regional & National Corporate Headquarters

## GOALS

- A. Retain & Expand Existing Primary Employers
- B. Recruit Targeted Primary Employers & Allies
- C. Support Workforce Development & Employment Programs
- D. Manage & Market SEDCO Real Estate to Attract Industrial Real Estate Investments
- E. Cultivate & Fund an Entrepreneurial Program
- F. Encourage Sherman Minority-Owned & Women-Owned Businesses





## **GOAL A: RETAIN & EXPAND EXISTING PRIMARY EMPLOYERS**

Continue supporting our existing primary employers for continued growth of new jobs and investments through our Business Retention & Expansion (BRE) Program.

- Existing Industry Performance Agreement Updates:
  - Elevate Recoveries - Presented the third incentive payment of \$48,000 after the company created 13 new jobs for a total of 50 new jobs and approved Resolution No. SEDCO-2021.02 authorizing an extension of the assistance awarded through February 1, 2022.
  - Eternity Technologies - Presented the first incentive payment of \$90,163 after the company invested \$1.8M in capital expenditures.
  - Eaton B-Line - Approved Resolution No. SEDCO-2021.04 authorizing an incentive of up to \$67,200 towards the company's estimated \$672,000 in capital expenditures.
  - Emerson Automation Solutions - Presented the first incentive payment including a "Buy Local" Grant payment of \$115,322 after the company created 23 new jobs and invested \$6,440 with a local company.
  - 903 Brewers - Approved Resolution No. SEDCO-2021.10 authorizing a performance agreement conveying 5 acres in Progress Park I.
- Conducted BRE visits with the following: II-VI, 903 Brewers, ActiTech, Commissary Express, Eaton B-Line, Elevate Recoveries, Emerson, Emerson Automation Solutions, Eternity Technologies, Modular Power Solutions, Presco & Texas Instruments.
- Hosted a Plant Managers Forum with guest speaker Lynn Tomaszewski, Business Development for the Texas Manufacturing Assistance Center.
- Hosted a luncheon for the Plant Managers, Safety Leaders, and HR Managers at the new Sherman High School which included a tour of the CTE wing.
- Hosted two Leadership Breakfasts with industry and community leaders to discuss the local business environment.
- Continued promoting the available jobs on ShermanTXJobs.com, and each company received a sponsored ad on Facebook and LinkedIn.
- Served as a communication resource to the Sherman industries during the winter weather event.
- Representatives from SEDCO, Austin College, the City of Sherman, II-VI, and GlobiTech gathered for a Task Force Meeting to discuss the issues caused by the winter weather event.
- Photographed a 24K SF building owned by Mueller Construction Company for future projects seeking existing industrial space.
- Met with a consultant to discuss a disaster-preparedness plan through TCOG.
- Participated in numerous in-person/virtual events, meetings, trainings, webinars, and conferences and served on local, regional, and state committees and boards.
- Provided sponsorships to local, regional & state organizations.



## **GOAL B: RECRUIT TARGETED PRIMARY EMPLOYERS & ALLIES**

**Market Sherman's attributes to attract primary employers – companies with statewide, national, and global markets. Continue to build relationships with key partners including site selectors, real estate professionals, other economic development agencies, and local leadership.**

- Approved Resolution No. SEDCO-2021.03 authorizing an incentive payment up to \$70,000 to P.Q.D. International, Inc. towards the proposed \$1.4M in capital expenditures. This project created two new jobs and retained six jobs.
- Worked with the Governor's Office of Economic Development and Tourism, the Dallas Regional Chamber, Oncor, Burlington Northern Santa Fe Railway, site selectors, and other allies on 28 new projects.
- Hosted 11 in-person/virtual site visits and prospect meetings and completed one HQ visit with equipment, food, and high-tech manufactures interested in relocating and/or expanding to Sherman.
- Met with site selectors, real estate professionals, and other economic development allies to discuss Sherman's programs and assets.
- Completed a marketing campaign for approx. 50 California companies in our target markets using contacts through the Gazelle AI software and LinkedIn.
- Completed an aerial map update.
- Supported the marketing efforts of the North Texas Regional Airport.
- Started development on a new SEDCO website that will merge the content from sedco.org, shermantxjobs.com, and shermansites.com into one website.
- Distributed the quarterly SEDCO reports to over 1,200 newsletter contacts.
- Continued to promote SEDCO and Sherman news, events, and more through social media.
- Ordered new promotional giveaways to market Sherman through prospect visits and tradeshow.
- Received the Texas Economic Development Council's (TEDC) 2020 Economic Excellence Recognition Award.
- To celebrate SEDCO's 25th Anniversary, we launched a commemorative logo and started production on a video that highlights Sherman's industrial history leading up to SEDCO's incorporation and through present day.



## **GOAL C: SUPPORT WORKFORCE DEVELOPMENT & EMPLOYMENT PROGRAMS**

**Continue to actively support the regional educational institutions, economic development organizations, workforce agencies, and industries on workforce development and training opportunities.**

- Continued to partner with the Advanced Manufacturing Consortium – a regional effort to offer career pathways to area high school students to develop a talent pipeline of upper skilled workers for advanced manufacturing that fit the needs of regional companies.
- Co-sponsored luncheons and celebrations for teachers, counselors, mentors, industry representatives, and students that either educated attendees on the student workforce development programs or celebrated program milestones.
- In Spring 2021, two Advanced Manufacturing Program (AMP) students received their Level 1 Manufacturing certificates, seven received their Industrial Maintenance Technician (IMT) certificates, and 10 received their Programmable Logic Controller (PLC) certificates.
- Approved Resolution No. SEDCO-2021.05 authorizing SEDCO to match grant dollars with Workforce Solutions Texoma (WST) and the Denison Development Alliance (DDA) for two Career Education Specialists positions to assist with recruitment and retention of students for AMP, IMT, and other demand occupation training programs while educating the students, teachers, and counselors on targeted jobs in the region.
- Mailed AMP flyers to the parents of 7th-9th graders at Sherman, Pottsboro, Whitesboro, and S&S. DDA mailed flyers to the Denison students.
- Visited the Sherman, Denison, Whitesboro, and Pottsboro High Schools to talk to the AMP students as a retention effort.
- Contracted with Indoor Media to place shopping cart ads at Kroger to promote AMP.
- Co-sponsored the Red, White & You, Career Connection, and Back to Work Job Fairs.
- Maintained current job listings for the Sherman industries on ShermanTXJobs.com and promoted the listings through sponsored ads on Facebook, Instagram, and LinkedIn.
- Started a partnership with the Grayson College Center for Workplace Learning (CWL) to offer no-cost training to full-time employees of Sherman-based, Type A businesses.



## **GOAL D: MANAGE & MARKET SEDCO REAL ESTATE TO ATTRACT INDUSTRIAL REAL ESTATE INVESTMENTS**

**Maintain and market industrial land, as well as industrial buildings, to attract primary employers that result in the development of property.**

- Purchased the 10.33 acres located at the southeast corner of Dorset Drive and Howe Drive.
- Approved Resolution No. SEDCO-2020.10 authorizing the sale of an approx. 10-acre parcel located at the southwest corner of West Travis Street and Northgate Drive in Progress Park I to the City of Sherman for use as a law enforcement center.
- Purchased the 114.94 acres located south and southeast of Emerson off U.S. Hwy 75 and is now marketed as Progress Park VIII.
- Approved Resolution No. SEDCO-2021.06 and SEDCO-2021.07 authorizing a contract with Alliance Architects to design and a contract with Strategic Construction to construct a 78,750 sq. ft. speculative building with an expansion capability of an additional 22,680 sq. ft.
- Approved Resolution No. SEDCO-2021.08 authorizing the execution of a real estate sales contract and other documents necessary for the acquisition of approx. 71.499 acres located south of Progress Park VII off Flanary Rd.
- Approved Resolution No. SEDCO-2021.09 authorizing the execution of a real estate sales contract and all documents necessary for the acquisition of approx. 49.1 acres located south of Progress Park VI.
- Completed new Phase 1 Environmental Site Assessments for Progress Parks I, II, III, IV, V, VIII, and the 71.499-acre site.
- Updated the marketing videos to include Progress Park VIII.
- Sponsored ads on Facebook and LinkedIn to promote the available sites in Progress Park.
- Maintained property listings on ShermanSites.com.
- Maintained the landscape of Progress Park to ensure a quality presentation for existing industries and prospective companies.





## **GOAL E: CULTIVATE & FUND AN ENTREPRENEURIAL PROGRAM**

**Incentivize young, Type A eligible, entrepreneurial companies that will be based in Sherman and have the potential to positively impact the local economy.**

- Worked with Austin College and the Grayson Small Business Development Center (SBDC) to design program guidelines for the Raising Innovative Sherman Entrepreneurs (RISE) Program.
- Assisted Austin College in creating RiseInSherman.com and selecting the panel of judges comprised of local business leaders.
- Hosted two Public Interest Meetings to present the RISE Challenge and answer questions.
- Promoted RISE through press releases, radio, and social media.
- Launched the RISE Challenge with the goal to develop young, entrepreneurial companies by awarding a total of \$250,000 to qualified applicants.
- Received two applications through the RISE website from the entrepreneurial business community that were reviewed by the program partners and were disqualified based on Type A eligibility.
- Met with Austin College, the Grayson SBDC, and the judges to brainstorm ideas on how to improve the program and other ways to market the RISE Challenge.
- Assisted in updating the RISE website and collateral and created a new marketing plan for the 2022 Challenge.



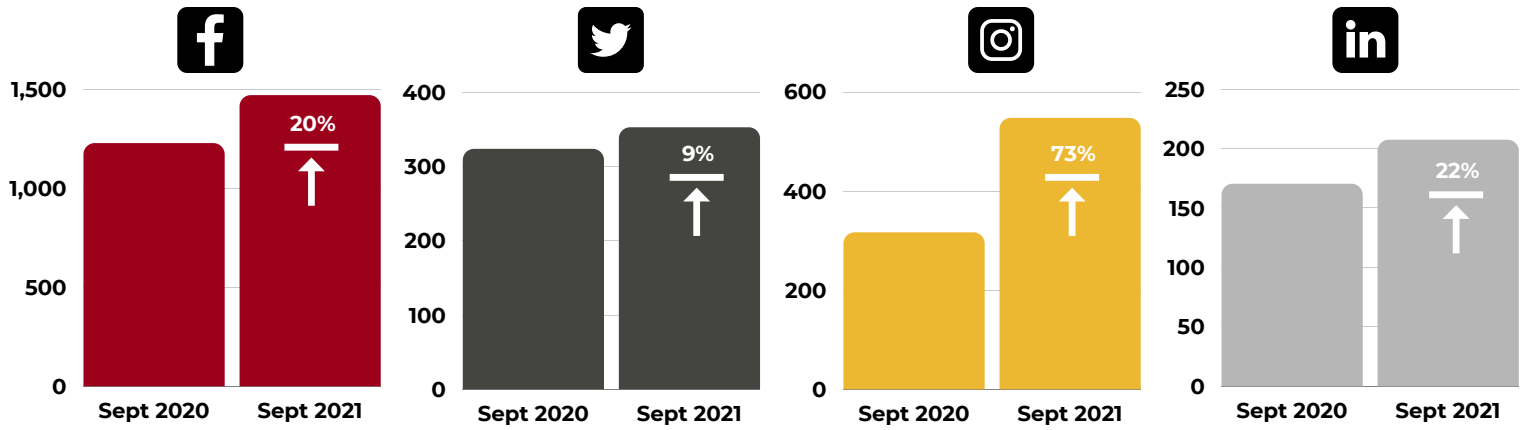
## **GOAL F: ENCOURAGE SHERMAN MINORITY-OWNED & WOMEN-OWNED BUSINESSES**

**Create an environment of education and support to increase the number and size of Sherman minority-owned and women-owned businesses.**






- Researched similar programs in other Texas communities to brainstorm ideas on how to structure the program.
- Hosted the first committee meeting to introduce the program, explain the legal constraints SEDCO operates under as a Type A economic development corporation, and solicit their ideas of how SEDCO resources can be utilized to assist minority-owned and women-owned businesses.
- Started collecting a contact database of minority-owned and women-owned businesses in Grayson County.

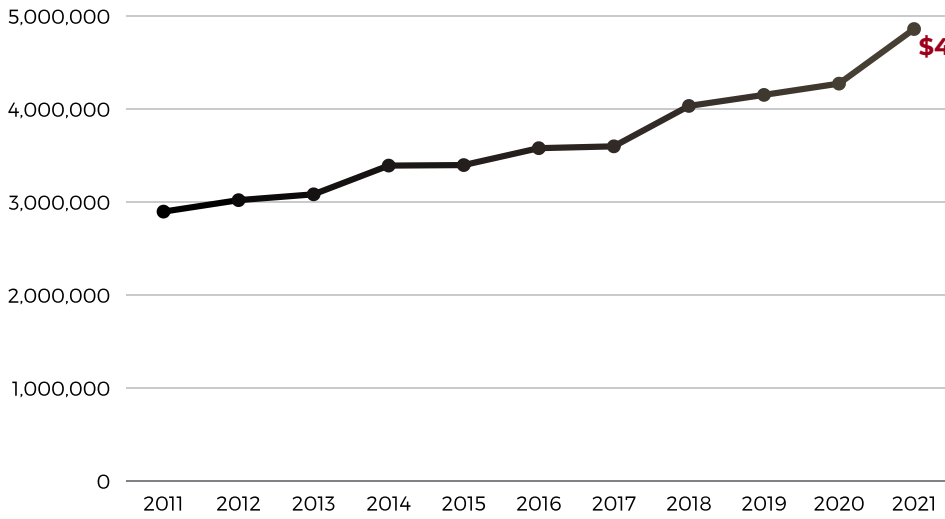
# SOCIAL MEDIA ANALYTICS

## Follower Growth Rate



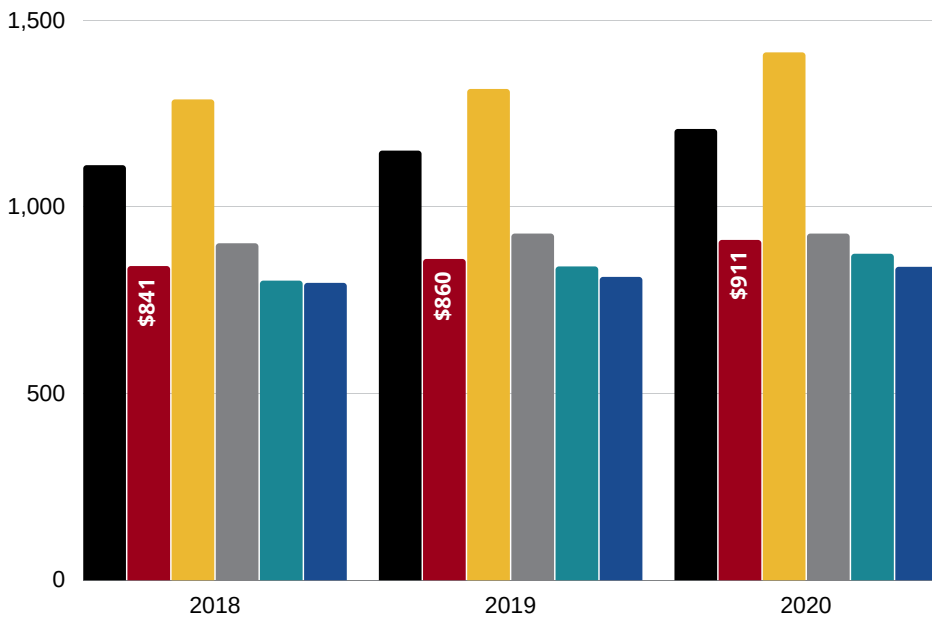
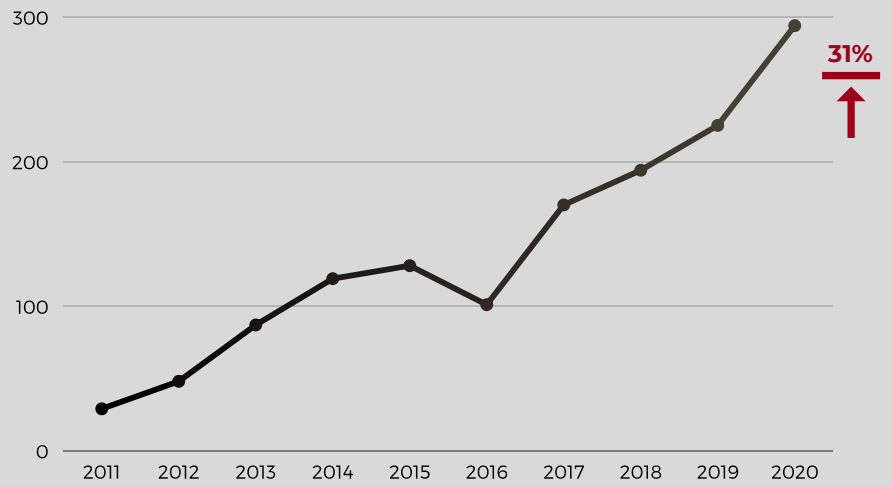
## Ad Campaign Results

|  | f & i   | in     |
|--|---------|--------|
|  <b>Campaigns</b>   | 31      | 26     |
|  <b>Impressions</b> | 277,406 | 66,880 |
|  <b>Engagement</b>  | 10,016  | 2,183  |
|  <b>Video Plays</b> | 44,482  | 5,786  |
|  <b>Clicks</b>      | 10,064  | 698    |



## SEDCO SALES TAX COLLECTION 2011-2021

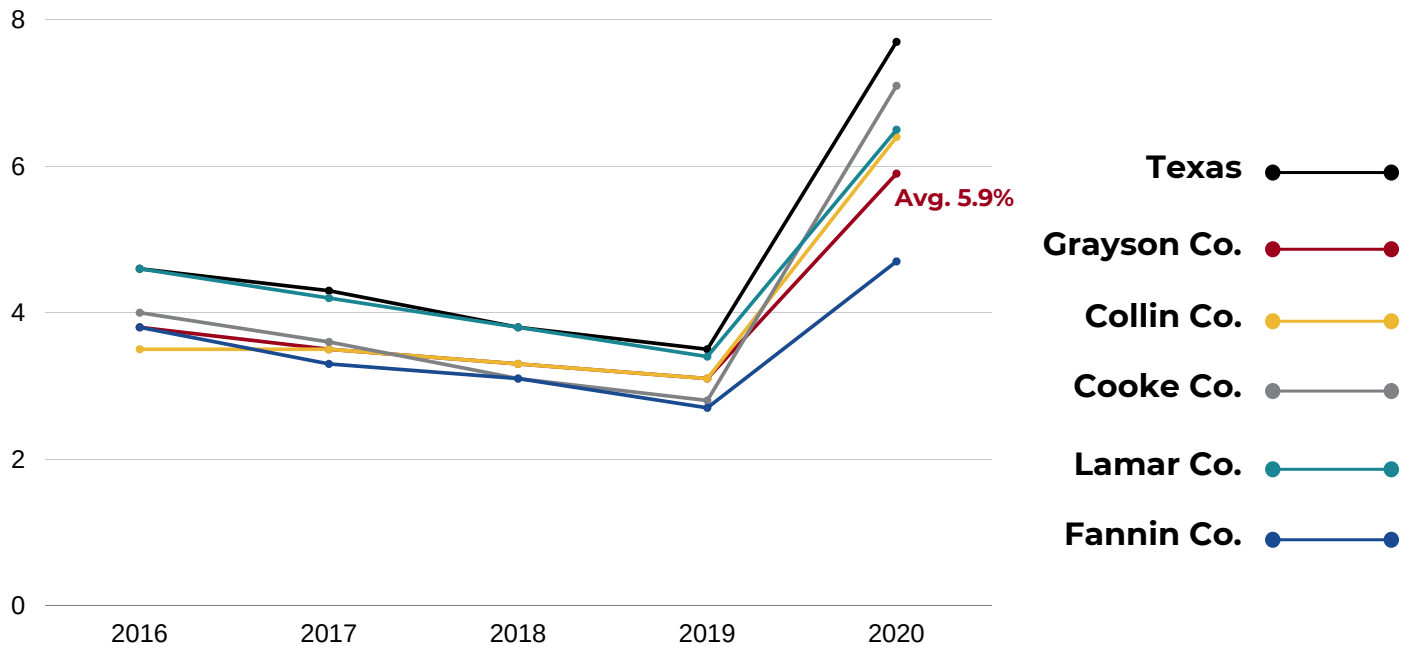
## SINGLE FAMILY PERMITS 2011-2020



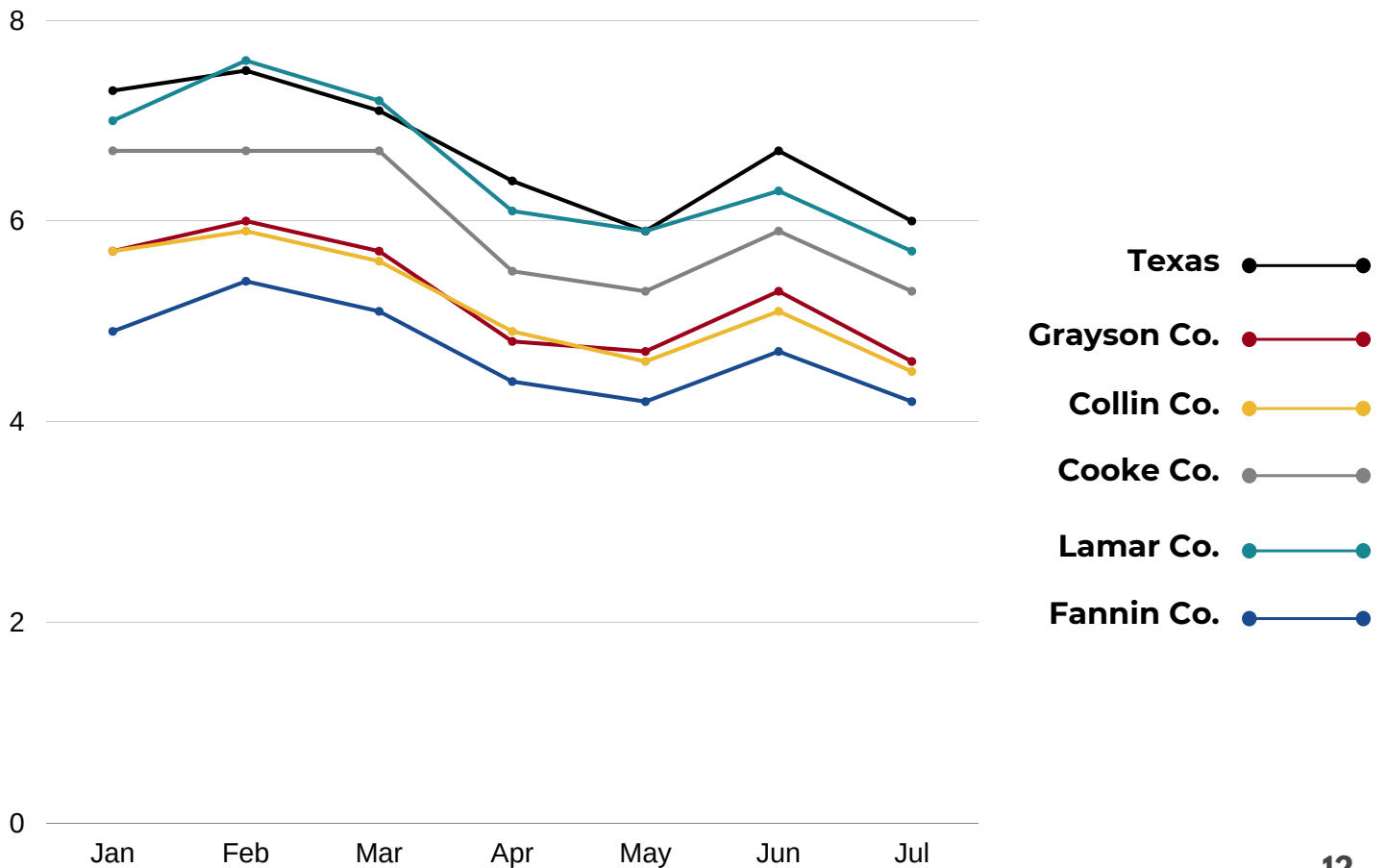
## AVERAGE WEEKLY WAGE 2018-2020

- Texas ●—●
- Grayson Co. ●—●
- Collin Co. ●—●
- Cooke Co. ●—●
- Lamar Co. ●—●
- Fannin Co. ●—●

# AVERAGE UNEMPLOYMENT RATE 2016-2020



# UNEMPLOYMENT RATE Jan-Jul 2021



**PROGRAM  
OF WORK** 

2021-2022

# MISSION

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## TARGET INDUSTRIES

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- Industrial Research & Development
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## GOALS

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## **GOAL A: RETAIN & EXPAND EXISTING PRIMARY EMPLOYERS**

Continue supporting our existing primary employers for continued growth of new jobs and investments through our Business Retention & Expansion Program.

- Visit existing industries to learn about new updates and current needs and seek ways to help them strengthen their Sherman operations.
- Visit headquarters of local companies when feasible (elevated priority).
- Support existing industries with tailored incentive agreements to attract new investments and jobs and assist local companies to compete for corporate expansions.
- Sponsor Plant Manager and Safety Leader Forums and Human Resources Group meetings, all of which provide information, encourage dialogue among local industry, and discuss issues that affect the local business environment.
- Host Leadership Breakfasts with industry representatives and community leaders to discuss the local business environment.
- Work with the Sherman industries, the City of Sherman, and Grayson County to develop strategies to better prepare for disaster-related events.
- Monitor those things which affect the industrial business climate.





## **GOAL B: RECRUIT TARGETED PRIMARY EMPLOYERS & ALLIES**

**Market Sherman's attributes to attract primary employers – companies with statewide, national, and global markets. Continue to build relationships with key partners including site selectors, real estate professionals, other economic development agencies, and local leadership.**

- Attract primary employers with tailored incentive agreements for new investments and jobs.
- Develop a database of best practices related to RFPs, incentive agreements, contracts, and case studies benchmarking SEDCO's efforts in relation to other EDCs and programs.
- Showcase the availability of sites and existing buildings (when available), incentives, and city amenities and highlight Sherman's economic development successes.
- Distribute marketing materials and promotional items to site selectors, real estate professionals, and company administrators representing our target industries.
- Initiate prospecting trips with allies to target industries.
- Host real estate professionals in Sherman to promote Progress Park and other local resources and networking events for allies, site selectors, and commercial brokers.
- Actively participate with economic development allies to increase the scope of our recruitment campaigns to attract primary employer investments and jobs.
- Support the marketing efforts of the North Texas Regional Airport.
- Monitor those things which affect the industrial business climate.



## **GOAL C: SUPPORT WORKFORCE DEVELOPMENT & EMPLOYMENT PROGRAMS**

**Continue to actively support the regional educational institutions, economic development organizations, workforce agencies, and industries on workforce development and training opportunities.**

- Partner with the Advanced Manufacturing Consortium – a regional effort to offer career pathways to area middle and high school students to develop a talent pipeline of upper skilled workers for advanced manufacturing that fit the needs of regional companies.
  - Advanced Manufacturing Program (AMP)
  - Industrial Maintenance Technician (IMT) Program
  - Programmable Logic Controllers (PLC)
  - Business Education for Teachers & Counselors
  - Career Fairs
  - Careers in Texas Industries Day
  - Manufacturing Day + Student Manufacturing Tours
- In partnership with WST and DDA, fund two Career Education Specialists positions to assist with the recruitment and retention of students for the demand occupation training programs while educating the students, teachers, and counselors on targeted jobs in the region.
- Work with WST and the CWL to promote skills development training grants for new and existing industries.
- Continue to partner with the CWL to offer no-cost training to full-time employees of Sherman-based, Type A businesses.
- In response to industries' need for employees, continue to update and promote ShermanTXJobs.com.



# Progress Park

## **GOAL D: MANAGE & MARKET SEDCO REAL ESTATE TO ATTRACT INDUSTRIAL REAL ESTATE INVESTMENTS**

**Maintain and market industrial land, as well as industrial buildings, to attract primary employers that result in the development of property.**

- Due to a lack of available existing buildings, the staff will review opportunities for speculative buildings as well as the acquisition of existing buildings.
- Work with allies to market SEDCO and privately-owned properties to target industries.
- Continue strategic investments in capital improvements and expansion for Progress Park.
- Maintain listings for SEDCO-owned properties on [sedco.org](http://sedco.org).



## **GOAL E: CULTIVATE & FUND AN ENTREPRENEURIAL PROGRAM**

**Incentivize young, Type A eligible, entrepreneurial companies that will be based in Sherman and have the potential to positively impact the local economy.**

- Continue to partner with Austin College, the Grayson SBDC, and other regional leaders to execute the annual RISE Challenge.
- Work with the team to maintain program guidelines, update RiseInSherman.com, and select a panel of judges comprised of local business leaders.
- Market the program through various advertising platforms.
- Solicit applications through RiseInSherman.com from the entrepreneurial business community.
- Execute the competition by having the judges review the applications and select the winner(s).
- Prepare a performance agreement for the winner(s) with the conditions outlined in the program guidelines, and upon execution by all parties, present the incentive to the company.
- Review and monitor the progress and results of the winner(s) based on the program guidelines.

A photograph of a street sign for Houston St in Sherman, Texas. The sign is green with white text and is mounted on a black pole. The text on the sign reads "Houston st" in large letters, with "Sherman" in a smaller, cursive font below it. To the left of the main sign, there is a smaller sign that says "← 100 W". The background shows a building and some trees.

## **GOAL F: ENCOURAGE SHERMAN MINORITY-OWNED & WOMEN-OWNED BUSINESSES**

**Create an environment of education and support to increase the number and size of Sherman minority-owned and women-owned businesses.**

- Organize a committee of local business leaders, primarily minority- and women-owned business owners.
- Work with the committee to establish a program that will educate and provide support to new and existing minority- and women-owned business owners.
- Develop online master classes featuring local, successful, minority- and women-owned business leaders presenting topics relevant to finance, organization, and marketing.
- Market the master classes on various advertising platforms.
- Educate minority- and women-owned business owners on resources available to grow and expand their operations.
- Encourage participation of minority- and women-owned business owners in events and other networking opportunities within the City of Sherman to market their businesses.