

2018-2019



Program of Work

**SHERMAN**

ECONOMIC DEVELOPMENT CORPORATION





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*Director of Research & Marketing*







## SHERMAN ECONOMIC DEVELOPMENT CORPORATION PROGRAM OF WORK 2018-2019

### 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

The following are target industries that comply with Type A requirements through the Sherman Economic Development Corporation:

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

### Goals to Promote Capital Investment & Jobs

- Retain and Expand Existing Primary Employers**
- Recruit Targeted Primary Employers and Allies**
- Support Workforce Development and Employment Programs**
- Manage, Market and Expand SEDCO Real Estate to Attract Commercial Real Estate Investments**
- Raise the Profile of SEDCO and Sherman in Local, Regional, State, National & International Markets**





## **GOAL A**

### **RETAIN AND EXPAND EXISTING PRIMARY EMPLOYERS**

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

## **ACTIONS**

1. Visit existing industries to learn about new updates and current needs and seek ways to help them strengthen their Sherman operations.
2. Sponsor quarterly Plant Manager and Safety Leader Forums and monthly Human Resources Group meetings, all of which provide information, encourage dialogue among local industry, and discuss issues that affect the local business environment.
3. Support existing industries with tailored incentive agreements to attract new investments and jobs and assist local companies to compete for corporate expansions.
4. Visit headquarters of local companies.
5. In response to industries' need for employees, conduct a marketing campaign to promote ShermanTXJobs.com.
6. Contract with an outside firm to complete an Economic Impact Analysis for incentive proposals.





## **GOAL B**

### **RECRUIT TARGETED PRIMARY EMPLOYERS AND 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, economic development agencies, and local leadership.*

## **ACTIONS**

1. Attract primary employers with tailored incentive agreements for new investments and jobs.
2. Showcase the availability of buildings and sites, incentives, and city amenities and highlight Sherman's economic development successes.
3. Develop marketing materials and promotional items to distribute to site selectors, real estate professionals, and company administrators representing our target industries.
4. Initiate prospecting trips to allies for target industries.
5. Host real estate professionals in Sherman to promote Progress Park and other local resources and networking events for allies, site selectors, and commercial brokers.
6. Add new marketing videos to sedco.org.
7. Actively participate with the Governor's Office of Economic Development and Tourism, Oncor, Dallas Regional Chamber, and Burlington Northern Santa Fe (BNSF) Railway to attract investments and jobs.
8. Participate in the Texas Economic Development Council (TEDC), International Economic Development Council (IEDC), and North Texas Commercial Association of Realtors and Real Estate Professionals (NTCAR) conferences, networking events, and marketing programs to enhance communications with site selectors and increase the scope of our recruitment campaigns of primary employers.
9. Support the marketing efforts of the North Texas Regional Airport.
10. Contract with an outside firm to complete an Economic Impact Analysis for incentive proposals.







## GOAL C

### SUPPORT WORKFORCE DEVELOPMENT AND EMPLOYMENT PROGRAMS

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

## ACTIONS

1. Partner with the Texoma 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.
2. Co-sponsor regional manufacturing and call center career fairs with Workforce Solutions Texoma (WST), the City of Sherman, local industries and regional economic development organizations.
3. Sponsor Sherman Independent School District teachers and counselors in the Business Education for Teachers Program.
4. Assist regional partners in organizing Manufacturing Day and Spring Manufacturing Student Tours.
5. Partner with Sherman High School's Principals, Counselors and Post-Secondary Readiness Career & Technical Education Coordinator to market the Advanced Manufacturing Program (AMP) and Industrial Maintenance Technician (IMT) Program to the students and parents.
6. Partner with Workforce Solutions Texoma on grant opportunities to continue the expansion of AMP at Grayson College.
7. Market AMP to the region through multimedia advertisements and continue supporting the Director of Career Pathways and Initiative position at the Center for Workplace Learning (CWL).
8. Sponsor students for the IMT Program.
9. In response to industries' need for employees, conduct a marketing campaign to promote ShermanTXJobs.com.
10. Work with WST and CWL to promote skills development training grants for new and existing industries.





## GOAL D

### MANAGE, MARKET & EXPAND SEDCO REAL ESTATE TO ATTRACT COMMERCIAL REAL ESTATE INVESTMENTS

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*Maintain, market, and expand industrial properties to attract primary employers that result in the development of property.*

## ACTIONS

1. Maintain the landscape of Progress Park to ensure a quality presentation for existing industry and prospective companies.
2. Market Progress Park through various multimedia platforms.
3. Expand and maintain SEDCO and privately-owned properties on ShermanSites.com.
4. Work with allies to market SEDCO and privately-owned properties to target industries.
5. Continue strategic investments in capital improvements and expansion for Progress Park.



## GOAL E

### RAISE THE PROFILE OF SEDCO & SHERMAN IN LOCAL, REGIONAL, STATE, NATIONAL & INTERNATIONAL MARKETS

*Improve and enhance positive awareness of Sherman's amenities and assets and highlight economic development successes.*

## ACTIONS

1. Meet regularly with the Mayor and City Manager, along with designated staff members to stay current on local development issues.
2. Consider partnerships with the City of Sherman that enhance awareness of the market and entice investment and job creation from target industries.
3. Promote Sherman's amenities and assets through various multimedia advertisements, press releases, speaking engagements, association conferences, and trade shows.
4. Present quarterly reports to the Sherman City Council.
5. Host Leadership Breakfasts with industry representatives and community leaders to discuss the local business environment.
6. Continue distribution of SEDCO reports.
7. Host a SEDCO annual event for local industries and community partners.

