



FISCAL YEAR 2023 - 2024 ANNUAL REPORT

ROSENBERG ECONOMIC DEVELOPMENT

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Rosenberg Development Corporation

The Rosenberg Development Corporation (RDC) was created by election in 1995. It is a Type-B economic development corporation funded by a one-half cent sales tax. State law authorizes the RDC to engage in projects related to primary job creation. Primary jobs are jobs that infuse new dollars into the local economy by creating or selling a product or service that is ultimately exported to regional, state, national, or international markets.

RDC Board of Directors

Ted Garcia, President

John Dorman, Vice President

Larry Wilkinson, Secretary

George Hext, Treasurer

Mayor William Benton, Director

Councilor Hector Trevino, Director

Councilor George Zepeda, Director

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Mission

To recruit, promote, develop, and enhance community and economic opportunities in Rosenberg by providing resources to stimulate the economy and expand the tax base.

Vision

The RDC will be the premier economic development corporation in the Texas Gulf Coast region, driving quality development that expands and diversifies the tax base to the benefit of the City's residents, while supporting job creation and existing business success. The organization will capitalize on the economic advantages of Rosenberg's immediate proximity to major infrastructure connections, serving as the nexus of commercial investment across Rosenberg and its ETJ.

Rosenberg *Fast Facts*



Current est. population of **43,092**

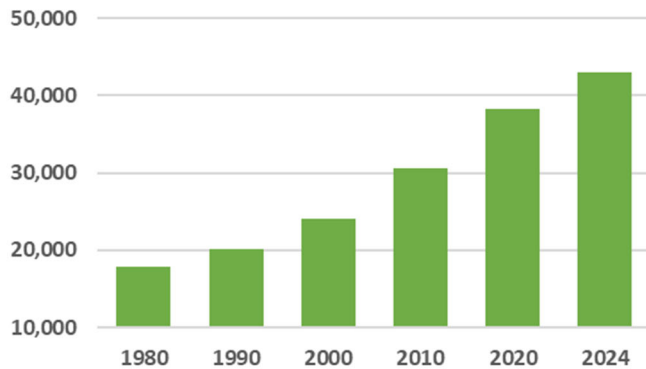


14,872 total households

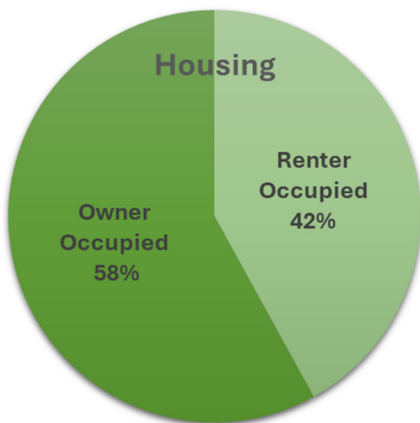


\$62,870 median household income

U.S. Census Historical Population



Rosenberg Unemployment Rate %



Rosenberg's Largest Employers

Employer	Industry
Lamar Consolidated ISD	Education
Frito Lay (ETJ)	Manufacturing
Texana Center	Healthcare
Dollar Tree	Distribution
Fort Bend County	Government
City of Rosenberg	Government
Kroger	Grocery
Benedettini Cabinetry	Manufacturing
Aldi	Distribution
SiEnvironmental	Utility Services
OCuSOFT	Pharmaceutical
Seatex	Manufacturing
Biotics Research Corporation	Pharmaceutical
Texas State Technical College	Education
Hudson Products	Manufacturing

Revenues/Expenditures

CITY OF ROSENBERG, TEXAS
ROSENBERG DEVELOPMENT CORPORATION
AS OF SEPTEMBER 30, 2024 - PRELIMINARY

Classification	2023-24 Amended Budget	2023-24 Act. Rev/Exp YTD	2023-24 Encumbered	2023-24 YTD Budget Remaining	% of Budget Target
REVENUES:					
<i>Sales Taxes</i>	\$ 6,300,000	\$ 6,728,901	\$ -	\$ (428,901)	107%
<i>Interest Earnings</i>	50,000	415,780	-	(365,780)	832%
TOTAL REVENUES	6,350,000	7,144,681	-	(794,681)	113%
EXPENDITURES:					
Administration (max 10%):					
Office Supplies	1,300	781	-	519	60%
Computer Supplies	2,000	10	-	1,990	0%
Board Meeting and Director's Expenses	3,500	5,446	-	(1,946)	156%
Electricity	4,000	3,271	-	729	82%
Other Supplies	1,300	587	-	713	45%
General Insurance	4,000	4,218	-	(218)	105%
Education and Training	10,000	6,327	-	3,673	63%
Administration Services - City Reimbursement	504,425	378,420	-	126,005	75%
Subtotal for Administration Expenses	530,525	399,059	-	131,466	75%
Marketing:					
Outside Professional Services - GFBEDC	6,000	-	-	6,000	0%
Postage	500	8	-	492	2%
Advertising	46,500	41,479	2,800	2,222	95%
Printing and Binding	4,000	4,013	-	(13)	100%
Subtotal for Marketing Accounts	57,000	45,499	2,800	8,701	85%
Memberships & Services:					
Business Recruitment	20,000	5,631	-	14,369	28%
Dues, Subscriptions & Service Contracts	11,000	3,382	-	7,618	31%
Software Subscription Service	34,500	33,166	-	1,334	96%
RDC Memberships	50,000	23,502	-	26,498	47%
Subtotal for Memberships & Services Accounts	115,500	65,681	-	49,819	57%
Professional Services:					
Engineering Fees	37,500	-	-	37,500	0%
Other Professional Services	20,000	-	-	20,000	0%
Other Professional Services - Strategic Planning	102,966	100,280	-	2,686	97%
Legal Fees	30,000	25,988	-	4,012	87%
Janitorial Services	-	421	850	(1,271)	N/A
Building Repair & Maintenance	5,000	5,056	-	(56)	101%
Rights-of Way Maintenance	235,000	205,936	12,131	16,933	93%
Downtown Maintenance	35,000	2,438	-	32,562	7%
Subtotal for Professional Services	465,466	340,120	12,980	112,366	76%
Infrastructure:					
Debt Service - Principal	164,205	164,205	-	-	100%
Debt Service - Interest	28,022	28,022	-	-	100%
RDC Projects Fund	4,440,000	4,086,770	-	353,230	92%
Subtotal for Infrastructure Accounts	4,632,227	4,278,997	-	353,230	92%
TOTAL EXPENDITURES	\$ 5,800,718	\$ 5,129,356	\$ 15,780	\$ 655,582	89%

FY 2024 Performance Summaries

City Property Tax Abatements				
Company	Aldi	Dollar Tree	Wet Sounds	OCuSOFT
Duration of Agreement (Tax Years)	2017-2026	2021-2030	2022-2031	2020-2026
% Abated Year One	70%	75%	50%	70%
% Abated Year Two	70%	75%	50%	70%
% Abated Year Three	70%	75%	50%	70%
% Abated Year Four	55%	75%	50%	70%
% Abated Year Five	55%	75%	50%	70%
% Abated Year Six	55%	75%	50%	70%
% Abated Year Seven	55%	75%	50%	70%
% Abated Year Eight	55%	75%	50%	N/A
% Abated Year Nine	55%	75%	50%	N/A
% Abated Year Ten	55%	75%	50%	N/A
Capital Investment Required	\$44,000,000	\$130,000,000	\$8,500,000	N/A
Primary Jobs	72	300 (by year 3)	40	125

Company	Seatex	Luxury Boat & RV	Biotics Research Corp.
Duration of Agreement (Tax Years)	2020-2024	2022-2026	2023-2027
% Abated Year One	50%	25%	75%
% Abated Year Two	50%	25%	50%
% Abated Year Three	50%	25%	50%
% Abated Year Four	50%	25%	25%
% Abated Year Five	50%	25%	25%
% Abated Year Six	N/A	N/A	N/A
% Abated Year Seven	N/A	N/A	N/A
% Abated Year Eight	N/A	N/A	N/A
% Abated Year Nine	N/A	N/A	N/A
% Abated Year Ten	N/A	N/A	N/A
Capital Investment Required	N/A	\$6,000,000	\$8,000,000
Primary Jobs	110	3	175 (by year five)

No new Property Tax Abatement Agreements were completed in FY2024.

Businesses with active abatement agreements all met their respective targets to receive tax abatement and have submitted annual compliance reporting to the City as required.

(Right: Biotics Research Corporation's new facility in the Rosenberg Business Park. March 2024)



FY 2024 Performance Summaries

In FY2024, the RDC completed its reimbursement obligation under a Performance Agreement with Brazos TC—Partnership “A” (NewQuest) for the new Brazos Town Center connection from Town Center Boulevard to the frontage road and traffic signal installation. The RDC also entered a new performance agreement with the Rosenberg Railroad Museum for construction of certain museum improvements.

Current RDC Incentives

Company	TSTC	Dollar Tree	Dollar Tree	Wet Sounds	RRM Rail Heritage Project
Duration of Agreement (Tax Years)	2015-2025	2020-2030	2021-2025	2022-2031	2024-2026
Type of Incentive	Infrastructure Improvements	Infrastructure Improvements	Job Creation Incentive	Infrastructure Improvements	Construction Reimbursement
Year One	\$200,000	\$1,650,000	\$250,000	\$75,000	NA
Year Two	\$200,000	NA	\$250,000	NA	NA
Year Three	\$200,000	NA	\$250,000	NA	NA
Year Four	\$200,000	NA	\$250,000	NA	NA
Year Five	\$200,000	NA	\$75,000	NA	NA
Year Six	\$300,000	NA	NA	NA	NA
Year Seven	\$300,000	NA	NA	NA	NA
Year Eight	\$300,000	NA	NA	NA	NA
Year Nine	\$300,000	NA	NA	NA	NA
Year Ten	\$300,000	NA	NA	NA	NA
Total Incentive	\$2,500,000	\$1,650,000	\$1,075,000	\$75,000	\$260,000
Capital Investment Required	NA	\$130,000,000	\$130,000,000	NA	\$1,502,500
Primary Jobs	NA	300 (by year 3)	300 (by year 3)	40 (by 2022)	NA

Sales Tax Rebates - Chapter 380 Agreement

Company	BFS Texas Sales (Formerly BMC; RDC Rebate)	BFS Texas Sales (Formerly BMC; City Rebate)	Combined Annual Total
Duration of Agreement (Tax Years)	2017-2036 (1 - 10/Yr. Option)	2017-2036 (1 - 10/Yr. Option)	
Type of Incentive	Sales Tax Rebate	Sales Tax Rebate	
Year One	\$314,546.20	\$629,092.39	\$943,638.59
Year Two	\$432,892.81	\$865,785.62	\$1,298,678.43
Year Three	\$429,058.94	\$858,117.87	\$1,287,176.81
Year Four	\$576,539.63	\$1,153,079.27	\$1,729,618.90
Year Five	\$1,159,376.71	\$2,318,753.41	\$3,478,130.12
Year Six	\$1,886,243.47	\$3,772,486.94	\$5,658,730.41
Year Seven	\$1,164,443.55	\$2,328,887.09	\$3,493,330.64
Year Eight	Contingent upon total sales	Contingent upon total sales	
Year Nine	Contingent upon total sales	Contingent upon total sales	
Year Ten	Contingent upon total sales	Contingent upon total sales	
Total Incentive to Date	\$5,963,101.31	\$11,926,202.59	\$17,889,303.90
Capital Investment Required	NA	NA	NA
Primary Jobs	Retain 50	Retain 50	Retain 50

Economic Development Strategic Plan 2024-2033

On March 13, 2024, the RDC approved and adopted the Economic Development Strategic Plan 2024-2033, a long-term framework to help the RDC accomplish its stated mission to recruit, promote, develop, and enhance community and economic opportunities in Rosenberg.

The Strategic Plan identifies seven (7) core components and areas of focus:

DEVELOPMENT GOALS			
1 INDUSTRIAL <i>Growing and sustaining the City's vibrant manufacturing and distribution sectors.</i>	2 RETAIL <i>Attracting and retaining retail businesses to increase sales tax revenue.</i>	3 REDEVELOPMENT <i>Identifying and reinvigorating existing real estate sites.</i>	
ORGANIZATIONAL GOALS			
4 COMPLIANCE AND MARKET DATA <i>Ensuring the RDC can acquire and disseminate information for decision-making.</i>	5 PUBLIC COMMUNICATIONS AND TRANSPARENCY <i>Keeping stakeholders informed and educated on the RDC's efforts.</i>	6 WORKFORCE DEVELOPMENT <i>Strengthening employer connections to the talent resources and assets.</i>	7 SMALL BUSINESS AND ENTREPRENEURSHIP <i>Providing a resource to those seeking to start or expand a business.</i>

In the months since the Strategic Plan was adopted, Economic Development staff has begun implementing programs and processes recommended in the Plan, guiding future development efforts to maximize benefits to the City. Initial efforts include:

- Identifying infrastructure needs for rail-adjacent sites to increase site readiness and marketability, and partnering with Union Pacific and Canadian Pacific-Kansas City rail companies and CenterPoint Energy.
- Market to potential industrial users by spearheading a County-wide marketing effort for national site selectors, and by hosting regional tours within Fort Bend, leading to both an expanded outreach and enhanced relationships with the real estate community.
- Create the framework for development of a Site Readiness Program to obtain and hold available sites for desired development and prepare them with the necessary infrastructure connections.
- Proposed expanding the Business Improvement Grant reimbursement program to offer a greater level of assistance to revitalize commercial properties. Additional Board discussion and input is needed on the proposed Program amendments.

FY 2024 Strategic Projects

Performance Agreement—Village Crossing

In December 2017, the RDC entered a Performance Agreement for a 108+ acre mixed-use development to be known as Village Crossing. The RDC agreed to design and construct the extension of Airport Avenue to U.S. 59 with water, sanitary sewer, and storm sewer facilities in an amount not to exceed \$3,173,050. Village Crossing, LLC, agreed to construct certain utility extensions and construct commercial improvements with targeted square footage and taxable value. Namely, Village Crossing has agreed to:



- ◆ Complete construction and opening of at least 50,000 square feet of commercial improvements by January 31, 2024 (later extended to January 31, 2026);
- ◆ Provide satisfactory proof that a minimum of \$5,000,000 of taxable value of improvements are constructed no later than November 30, 2024 (later extended to November 30, 2026); and,
- ◆ Complete construction of a minimum of \$10,000,000 of taxable value improvements no later than May 31, 2026 (later extended to May 31, 2028).

The Performance Agreement with Village Crossing was amended on January 11, 2018, to alter allowable uses and again on May 11, 2022, to extend the construction deadlines for the developer due to the widespread effects of the 2020 pandemic. A Third Amended and Restated Performance Agreement was approved in September 2023 to extend construction deadlines an additional two (2) years.

The RDC satisfied its obligation with the completion of Airport Avenue improvements on November 30, 2021. Village Crossing, LLC, is actively working to meet the obligations of this agreement and currently has two commercial businesses operating in the development, Cavender's Boot City and Vida Mariscos restaurant. Additionally, Rooms to Go furniture retailer has announced a location in Village Crossing in 2025, putting the developer on track to exceed the targeted size and certified value threshold before the contractual deadline.

Strategic Project—Grocery Recruitment

Significant new residential development on the west side of Rosenberg has highlighted the desire for an area grocery store. In FY2024, staff contacted major grocery retailers and did confirm that Rosenberg is an area of interest and is under consideration for future store additions. However, west Rosenberg and the ETJ have not yet reached the demographic threshold necessary to spur new store construction for most major retailers. Staff remains in regular contact as west Rosenberg continues to develop with master planned residential communities, and thus grows more feasible for new grocery store development.

FY 2024 Strategic Projects

Strategic Project—Avenue H/Highway 90-A Revitalization Project

In FY2021, the RDC established a multi-year revitalization project along Avenue H/US 90A from the Richmond city limits to the Triple Fork area. After a kick-off delay in FY2022 due to department staffing vacancies, the Avenue H/Highway 90A Revitalization Blue Ribbon Committee began its work in FY2023 and opted to hire professional planning services to evaluate the project area and establish a framework to move the project forward.

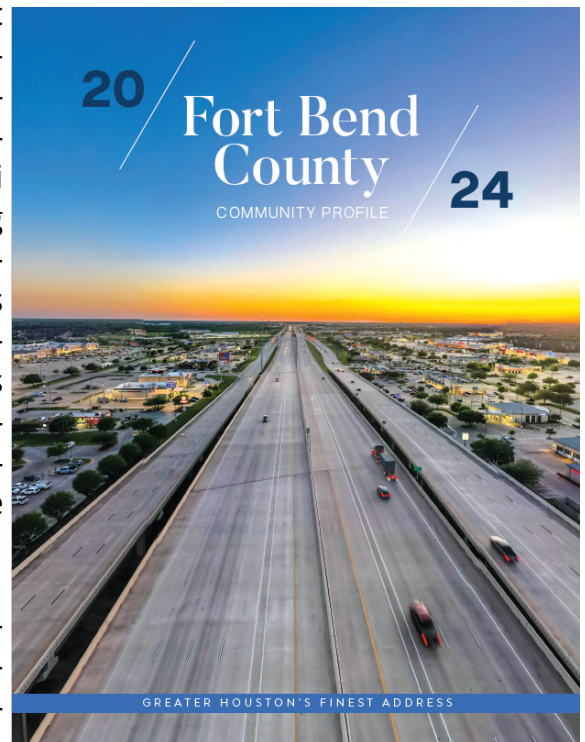
In December 2023, the Blue Ribbon Committee was presented with several revitalization options from Kirksey Architecture, customized for existing conditions along the corridor. The concept plan was also presented to the RDC and was well received. Collaboration with TxDOT is essential to create an implementation plan for the suggested improvements since Avenue H/Highway 90A is fully under TxDOT jurisdiction. Staff changes at TxDOT have delayed collaboration and City staff continues to regularly request their participation to improve the corridor. Progress is delayed until TxDOT is available to participate.

Strategic Project— County-wide Marketing Program

With the dissolution of the Greater Fort Bend Economic Development Council, Fort Bend County Office of Economic Opportunity & Development stepped in to develop and lead a county-wide marketing effort in partnership with Rosenberg, and the cities of Fulshear, Missouri City, Richmond, Stafford, and Sugar Land. Rosenberg staff coordinated and funded a comprehensive marketing booklet, highlighting the strengths and opportunities available in each region of Fort Bend. This team also coordinated a Familiarization Tour for visiting site selectors from national firms with walking tours of business facilities in each city, available sites, and driving tours. Extensive planning efforts were made through 2024, and the “Fam Tour” was held in mid-October 2024.

Tour feedback from guest site selectors was overwhelmingly positive. Of particular note, one major site selection firm representative commented about how genuinely collaborative the Fort Bend cities are together. This guest also commented that in her experience on other tours (which are common in this industry), it is often clear the city representatives have never met each other much less work together, and the level of coordination demonstrated by Fort Bend is unique and highly desirable.

The County-wide marketing team will continue working together to highlight the best of our region and attract new business.



FY 2024 Project Funds & Status

The RDC allocated \$4,440,000 for capital expenditures in the FY2024 budget, and a brief status update as of September 2024 is included with the project descriptions below.

FY 2024 Project Descriptions

I-69 Waterline Extension—\$1,000,000

A project to extend water distribution service along I-69 to accommodate future development.

- ◆ Project ongoing. Engineering design completed and construction bid awarded by City Council. Construction schedule is being prepared by contractor, pending final easement acquisition.

US 90-A Corridor Revitalization Project—\$1,000,000

Additional funding allocation toward a multi-year revitalization project along Avenue H/ Highway 90A from Richmond city limits to the Triple Fork area. The cumulative project funding carried forward from prior budgets is approximately \$1,750,000.

- ◆ Approximately \$30,000 was expended for professional planning services to develop recommendations for the corridor, presented in December 2023. Input is needed from TxDOT to move forward with plan development.

Brazos Town Center Driveway—\$575,000

Years three and four of a four-year performance agreement commitment for the construction of a new driveway into Brazos Town Center, the addition of a traffic signal at Town Center Boulevard, and related signage and landscaping. The RDC will pay the final two annual installments in FY2024 to complete its reimbursement commitment for the addition.

- ◆ Project complete. Reimbursement of \$862,500 for years 2, 3, and 4 was completed in FY2024, thus completing the RDC's obligation under the agreement.

Prospective Business Incentives—\$500,000

These funds can be utilized for incentives to prospective businesses for the creation of primary jobs.

- ◆ No incentives offered in FY2024. Allocation rolled into total funds available for prospective business incentives.

Travis Park Splash Pad Improvements—\$350,000

A project to add a water recycling system to the Travis Park splash pad.

- ◆ Project complete. Water recirculation system installation and all punch list items were completed in September 2024.

Texas State Technical College—\$300,000

Ninth annual installment of a ten-year commitment to TSTC for the operation of its campus in Rosenberg. TSTC opened in the fall of 2016 and will ultimately accommodate about 5,000 students.

- ◆ Ninth incentive installment was paid September 20. One year remaining for RDC incentive to TSTC.

FY 2024 Project Funds & Status

FY 2024 Project Descriptions Continued

Brazos Town Center Phase I and Phase II Connector Street—\$200,000

Additional funding allocation for a project to design and construct a connector street under I-69 to improve access and ease traffic congestion between both phases of Brazos Town Center. In FY2023, \$650,000 was budgeted bringing the cumulative project funding level to \$850,000. The total project cost is estimated at \$1,000,000.

- ◆ Project estimate is roughly \$1,337,000. Fort Bend County's 2023 Mobility Bond includes \$462,000 for this connection. NewQuest and TxDOT are negotiating right-of-way access with property owners.

Traffic Signal—Commercial Drive at Plaza Drive-\$125,000

Additional funding allocation to design and construct a traffic signal.

- ◆ Construction in progress.

Dollar Tree Distribution Center—\$115,000

Year five of a five-year term of direct incentives to Dollar Tree for the creation of primary jobs in the amount of \$75,000. An additional \$40,000 is allocated for the reimbursement incentive of 50% of City property taxes paid in tax year 2023.

- ◆ The final year five incentive was paid on August 30, completing the RDC's cash incentive installments. Dollar Tree has not yet submitted documentation to request tax reimbursement incentive.

Wayfinding Signage Project—\$100,000

Additional funding for a previously approved project to design, fabricate and install directional signs to direct traffic to locations of public interest and public facilities. The project is underway and new signage is expected in FY2024.

- ◆ Master sign design plan and construction drawings completed. The Board withdrew support for the project and City Council formally cancelled the contract in September 2024 before fabrication or installation of any signage took place. Overall, approximately \$89,000 was expended for design services.

Parks Improvements & Texas Master Naturalists—\$100,000

These funds can be used for qualified improvements to public parks in Rosenberg, with \$50,000 specifically allocated to the Texas Master Naturalists for Seabourne Creek Nature Park improvements.

- ◆ Parks improvements in FY2024 included tables and a shade structure at the Travis Park Splash Pad.

Fort Bend Transit—\$75,000

The RDC participates in an interlocal agreement with Fort Bend County Transportation to provide expanded bus routes through Richmond and Rosenberg. Fort Bend Transit operates a Demand-Response Service, a Commuter Park & Ride Service, and a Point Deviation Route Service throughout the area. RDC funds are used exclusively for Rosenberg area services.

- ◆ Annual funding disbursed to Fort Bend Transportation for bus services. Demand/Response rides originating from Rosenberg or to destinations in Rosenberg continues to be the most requested trips throughout Fort Bend County.

FY 2025 Project Funds

The RDC allocated \$6,040,000 for capital expenditures in the FY2024-2025 budget.

FY 2025 Project Descriptions

Koeblen Road Extension—SH 36 at Band Road to FM 2218—\$2,600,000

This project was included in the 2020 Fort Bend County Mobility Funds, and will construct one-half of the four-lane concrete throughfare with curb and gutter and storm sewer between FM 2218 and Seabourne Creek, and complete the thoroughfare from Seabourne Creek to SH 36. Total project estimate is \$15,434,088, with the County, City, and developer also contributing funds.

US 90-A Corridor Revitalization Project—\$1,000,000

Additional funding allocation toward a multi-year revitalization project along Avenue H/ Highway 90A from Richmond city limits to the Triple Fork area. The total cumulative project funding carried forward from prior budgets is approximately \$2,720,000.

Seabourne Creek Regional Sports Complex FM 2218 Entrance—\$630,000

Currently, there is one access point to and from the sports complex using Fountains Drive from the I-69 frontage road. With the completion of the FM 2218 expansion, the second access to the sports complex can now be constructed to relieve traffic congestion in the parking lot and improve traffic flow and pedestrian safety during events. This project will construct a two-lane driveway from the existing parking lot to FM 2218, which included a turn-lane and center median opening to accommodate this connection. Total project cost is estimated at \$830,000, with parkland dedication fees contributing \$200,000 to the project.

Seabourne Creek Regional Detention Basin Expansion—\$600,000

This project is necessary to provide additional drainage detention capacity in the regional basin located within the Park. The detention basin expansion will also provide additional off-site detention capacity for a limited amount of development to occur without on-site detention in exchange for payment of the drainage detention fee. This project ties into TxDOT's planned expansion of SH 36.

4th Street Extension—Mons Avenue to Rice Street—\$500,000

This project is included in the 2023 Fort Bend County Mobility Bond Projects, and consists of constructing a three-lane, curb and gutter collector street to extend 4th Street from Mons Avenue to Rice Street. The County and developers will contribute to this City-managed project, estimated to total approximately \$2,237,000.

Texas State Technical College—\$300,000

Tenth and final annual installment of a ten-year commitment to TSTC for the operation of its campus in Rosenberg. TSTC opened in the fall of 2016 and will ultimately accommodate about 5,000 students.

Site Improvement Program—\$100,000

Identified as a goal in the Economic Development Strategic Plan, the Site Readiness Program allows for the RDC to identify parcels desirable for development and extend necessary infrastructure. Initial areas of focus are rail-adjacent "super tracts" and extending electrical utilities necessary for development.

FY 2025 Project Funds

FY 2025 Project Descriptions Continued

Parks Improvements & Texas Master Naturalists—\$100,000

These funds can be used for qualified improvements to public parks in Rosenberg, with \$50,000 specifically allocated to the Texas Master Naturalists for Seabourne Creek Nature Park improvements.

Fort Bend Transit—\$75,000

The RDC participates in an interlocal agreement with Fort Bend County Transportation to provide expanded bus routes through Richmond and Rosenberg. Fort Bend Transit operates a Demand-Response Service, a Commuter Park & Ride Service, and a Point Deviation Route Service throughout the area. RDC funds are used exclusively for Rosenberg area services.

Brazos Town Center Phase I and Phase II Connector Street—\$75,000

Additional funding allocation for a project to design and construct a connector street under I-69 to improve access and ease traffic congestion between both phases of Brazos Town Center. In FY2024, \$200,000 was budgeted bringing the cumulative project funding level from the RDC to \$925,000. The total project cost is estimated at \$1,337,000, with the City and County Mobility Funds contributing as well.

Dollar Tree Distribution Center—\$50,000

Per the Performance Agreement, \$50,000 is allocated for the reimbursement incentive of 50% of City property taxes paid in tax year 2024.

Rosenberg Railroad Museum—Rail Heritage Project—\$10,000

The RDC entered a Performance Agreement with the RRM for reimbursement of certain construction expenses for the Rail Heritage Project in the amount of \$260,000. Funding in the amount of \$250,000 was previously budgeted for a similar project in FY2023, and was reallocated to the Rail Heritage Project in FY2024. This additional allocation fully funds the RDC's commitment.

Rosenberg Railroad Museum Future Grounds Plan



Business Recruitment & Community Outreach

Expanded Recruitment Tools

With the Board's support, staff has renewed two robust data applications in FY2024 for business recruitment and marketing efforts:

- ◆ **Placer AI** compiles anonymous cell phone data for highly detailed, customizable analytics used for retail evaluations, traffic flow patterns, dwell times, and demographics of a selected customer base. This service is highly informative and has been incorporated as a monitoring tool into recent performance agreements and the City's HOT funded projects. Staff anticipates use of this service will be incorporated by additional departments for various uses in the future.
- ◆ **CoStar** is a proprietary database of property information allowing for a detailed analysis of commercial sites for marketing and site selection use. CoStar data is incorporated into RFI responses and property inquiries.

Special Events, Outreach and Education

Events and continuing education courses attended by Economic Development staff allow the department to build direct relationships with site consultants, real estate brokers, developers, and local business organizations.

Department staff participated in the following events:

- ◆ Fort Bend Chamber of Commerce Economic Development Panel—Guest panelist
- ◆ Highway 36A Coalition Board meetings (held quarterly)
- ◆ Rosenberg 5-Year Strategic Action Plan—Staff Retreat and Council Retreat participant
- ◆ Economic Development Strategic Plan 2024-2033—individual interviews and multiple discussion panels with area business leaders, education sector representatives, non-profits, and small business owners.
- ◆ Participated in multiple informational meetings with local MUD Boards and City-hosted town hall meeting for the Rosenberg Bond Election in 2023.
- ◆ Commercial Brokers/Realtors luncheon
- ◆ Economic development discussion panels and ad hoc committee with TIP Strategies on Fort Bend County and GFBEDC's strategic planning project.
- ◆ Hosted a site visit for Project Neptune.
- ◆ Hosted multiple meetings with regional economic development directors for marketing efforts.
- ◆ TSTC groundbreaking ceremony
- ◆ Fort Bend County Law Enforcement Training Academy groundbreaking
- ◆ Greater Houston Partnership Meet-and-Greet event with CenterPoint Energy representatives
- ◆ West Fort Bend Management District Board meeting (January)
- ◆ CenterPoint Energy regional luncheon
- ◆ Fort Bend Chamber of Commerce—Salute to Business/Night at the Museum
- ◆ Brookewater groundbreaking ceremony
- ◆ State of the City events—Rosenberg, Richmond, and Sugar Land
- ◆ Guest Lecturer —Texas A&M University civil planning class (College Station)
- ◆ Texas Two-Step—day-long economic development continuing education workshop hosted by Texas Comptroller's office (Asst. Director)
- ◆ Fort Bend Infrastructure Conference
- ◆ Education —Economic Development Finance 201 (Asst. Director)

Marketing & Community Resources

Public Awareness/Marketing

- ◆ The County-wide marketing effort is gaining momentum and garnering positive attention for Rosenberg and Fort Bend.
- ◆ Shared efforts with Communications Department to encourage public awareness of tourism information and Business Improvement Grant program and HOT funding application forms available for pick-up.
- ◆ *Rosenberg Insider* newsletter in utility bills
- ◆ Expanded passive digital marketing efforts with sidebar and banner advertising on business development and site selector specific web sites, including *Business Expansion Magazine*, *Area Development Magazine*, *Site Selection Magazine*, *Trade & Industry Development*.

Select Local Print Advertising

- ◆ Greater Houston Partnership Economic Development Guide
- ◆ Fort Bend Chamber of Commerce Newcomer's Guide
- ◆ Fort Bend Herald Newcomer's Guide
- ◆ Central Fort Bend Chamber Membership Guide
- ◆ Fort Bend County Fair Magazine
- ◆ Newspapers in Education Sponsor

Community Resources - Business Improvement Grant Program

The Business Improvement Grant program awarded one (1) reimbursement grant in FY2023-2024 in the maximum amount of \$10,000 for 500 2nd Street. Improvements are nearing completion at the close of FY2024 and reimbursement is anticipated in the next fiscal year.

Established in FY2018-2019 with a \$100,000 total budget, the BIG program has funded \$63,639.85 in exterior business improvements since its inception. Budgeted funds in the amount of \$36,360.15 remain for future grant reimbursement awards.

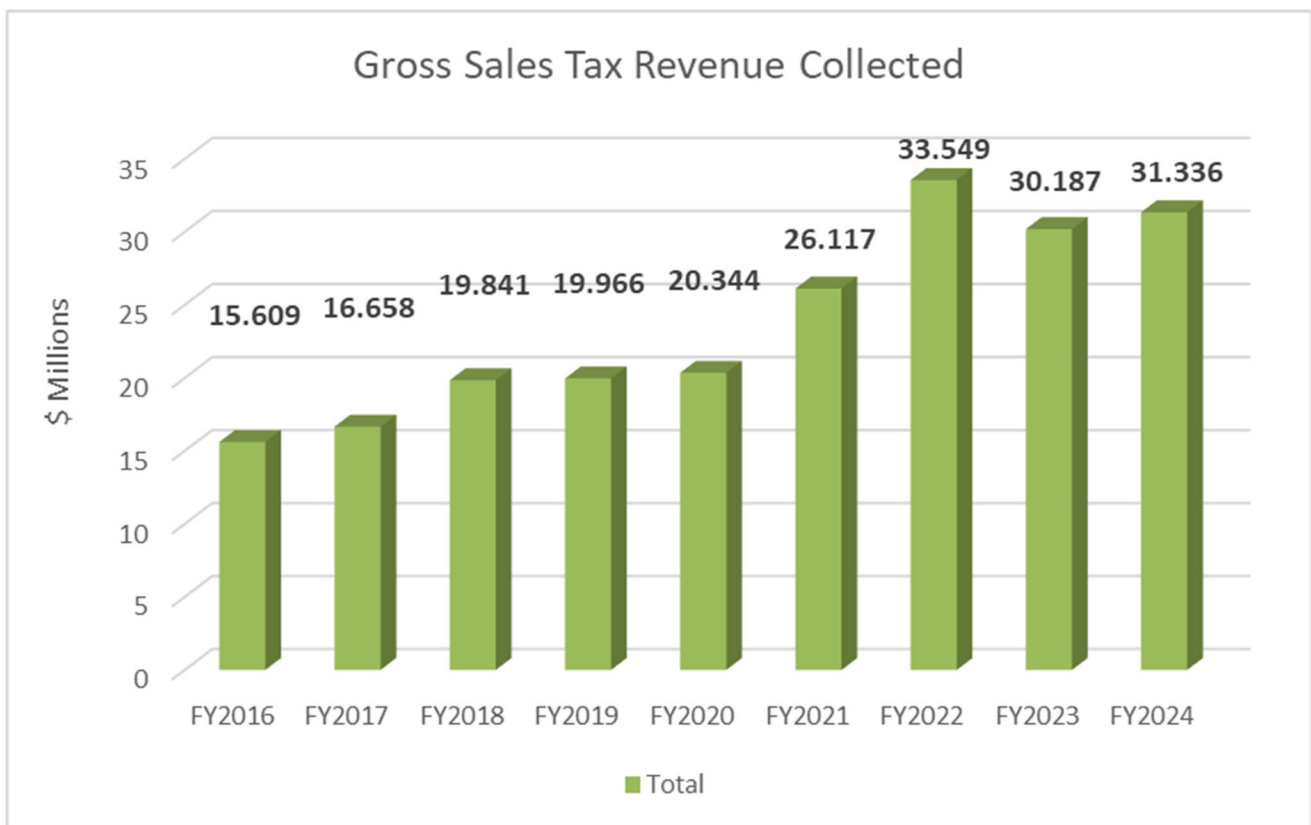
Given the rising costs of commercial construction and low utilization of the Program, staff proposed amendments to the BIG Program in September 2024. Staff proposed and increase the maximum grant reimbursement to \$20,000 under the current guidelines, and a new additional tier to the program to assist in bringing aged structures up to current code with a grant cap of \$40,000. Commercial buildings would need to meet specific criteria and be located along the Avenue H/Highway 90A or a portion of Avenue I/FM 1640 corridor to qualify. The proposed Program amendments were not adopted and require additional discussion and input from the RDC.

Economic Indicators

Gross Sales Tax Receipts

The chart below displays sales tax revenues collected for the City of Rosenberg as reported by the state comptroller's office and organized by the City's fiscal year of October 1 through September 30.

Total sales tax revenue collected for FY2023-2024 was \$31,336,408.69, an increase of 3.81% from the FY2022-2023 total of \$30,186,579.28.

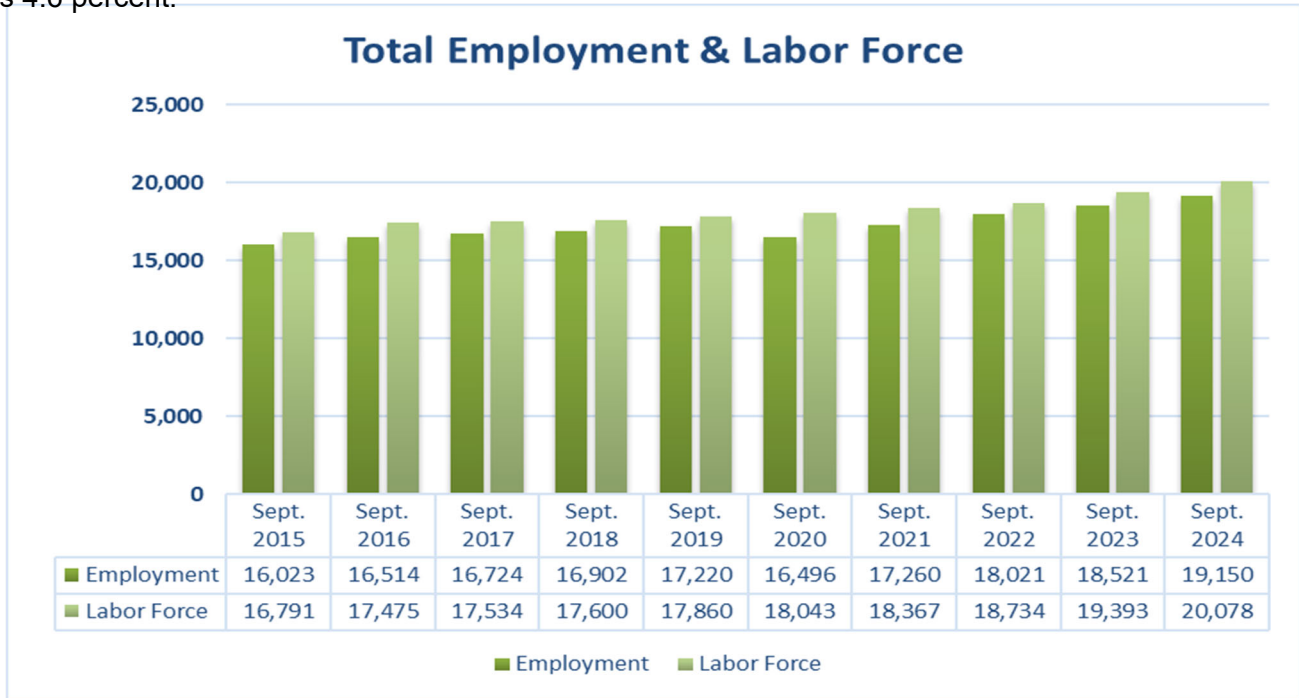


Source: Texas Comptroller - Allocation Historical Summary

Economic Indicators

Employment

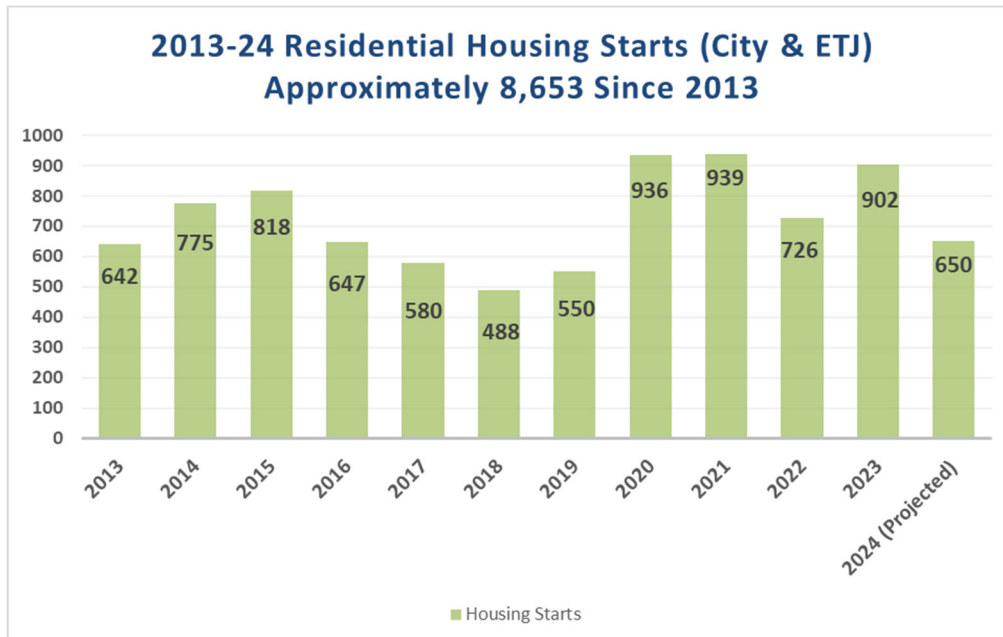
The labor force increased from 19,393 in September 2023, to 20,078 in September 2024. Total employment increased from 18,521 in 2023 to 19,150 in September 2024. The unemployment rate for September 2024 was 4.6 percent.



Source: Texas Workforce Commission—Local Area Unemployment Statistics

New Home Starts

The City and ETJ finished calendar year 2023 with higher than projected housing starts at 902, however higher home prices and elevated mortgage interest rates have dampened house starts in 2024. Rosenberg continues to see steady residential growth but at a slower pace than in previous years. The total house starts year-to-date in September 2024 total 524, and are projected to end the calendar year at approximately 650.

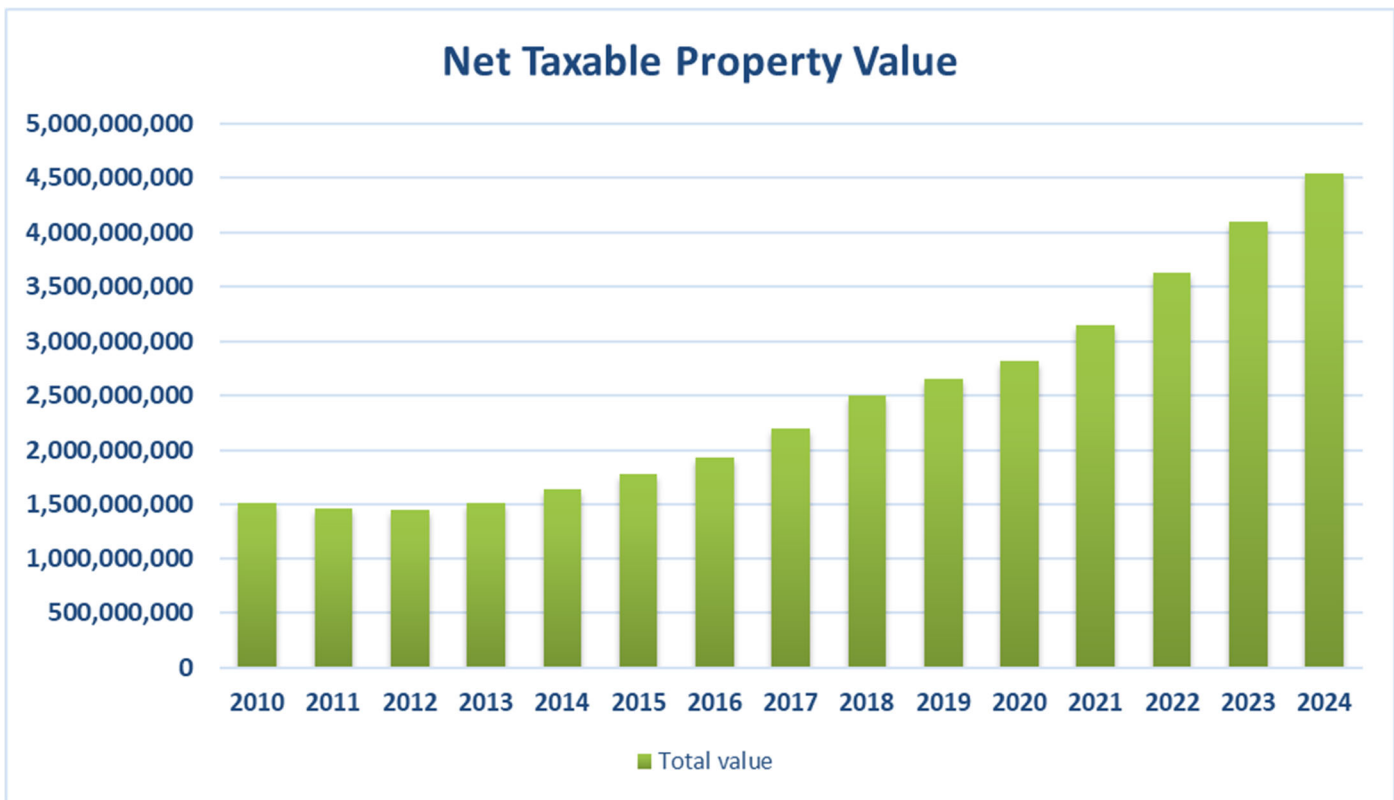


Source: City of Rosenberg Community Development Department

Economic Indicators

Certified Values

The current Net Taxable Property Value of \$4,542,292,314 is \$441,948,255 greater than the 2023 total of \$4,100,344,059, a 9.73% increase over the prior year.



Source: Fort Bend County Tax Assessor-Collector