



ANNUAL REPORT

FISCAL YEAR
2024-2025

PO Box 32 | 3829 Hwy 36 S
Rosenberg, Texas 77471



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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

George Hext, Vice President

Larry Wilkinson, Secretary

Tim Anders, Treasurer

Councilor Richard Olson, Director

Councilor Hector Trevino, Director

Councilor George Zepeda, Director

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.

Staff

Joe Esch | Executive Director

Through September 30, 2025

Mary Culver | Director of Economic Development

✉ mculver@rosenbergtx.gov

Renée LeLaurin | Senior Administrative Specialist

✉ rlaurin@rosenbergtx.gov

Rosenberg Fast Facts



Current est. population of **43,285**

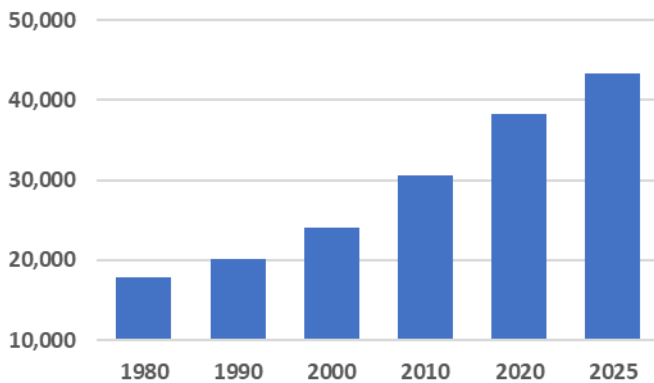


14,955 total households

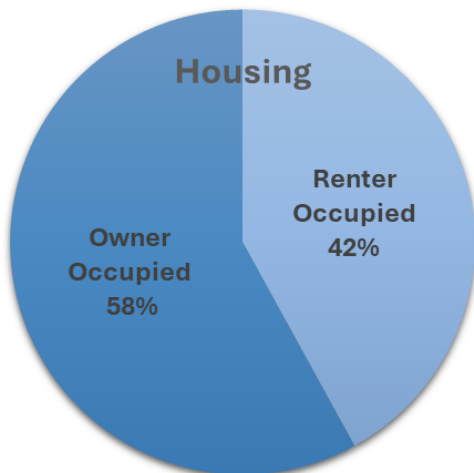
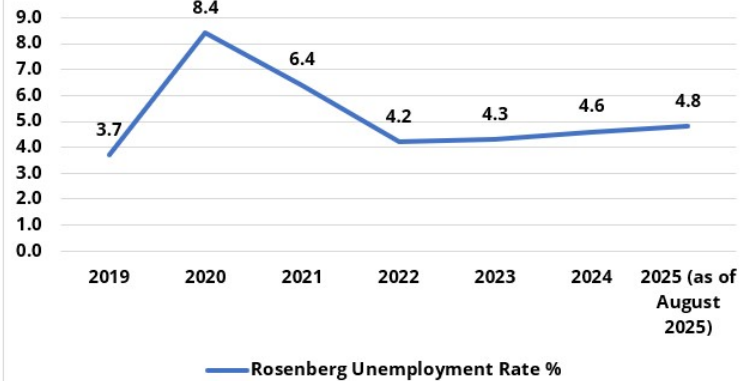


\$66,756 median household income

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
Si Environmental	Utility Services
OCuSOFT	Pharmaceutical
Seatex	Manufacturing
Biotics Research Corporation	Pharmaceutical
Texas State Technical College	Education
Hudson Products (ETJ)	Manufacturing

Revenues/Expenditures

**CITY OF ROSENBERG, TEXAS
ROSENBERG DEVELOPMENT CORPORATION
AS OF SEPTEMBER 30, 2025 - PRELIMINARY**

Classification	2024-25 Adopted Budget	2024-25 Act. Rev/Exp YTD	2024-25 Encumbered	2024-25 YTD Budget Remaining	% of Budget
REVENUES:					Target 100%
<i>Sales Taxes</i>	\$ 6,450,000	\$ 6,933,747	\$ -	\$ (483,747)	107%
<i>Interest Earnings</i>	400,000	424,409	-	(24,409)	106%
TOTAL REVENUES	6,850,000	7,358,156	-	(508,156)	107%
EXPENDITURES:					
Administration (max 10%):					
Office Supplies	1,300	707	-	593	54%
Computer Supplies	2,000	-	-	2,000	0%
Board Meeting and Director's Expenses	6,500	2,344	-	4,156	36%
Other Supplies	1,300	1,248	-	52	96%
Electricity	5,500	2,999	-	2,501	55%
General Insurance	4,350	4,922	-	(572)	113%
Education and Training	10,000	10,775	-	(775)	108%
Administration Services - City Reimbursement	681,000	681,077	-	(77)	100%
Subtotal for Administration Expenses	711,950	704,073	-	7,877	99%
Marketing:					
Regional Marketing	45,000	804	-	44,196	2%
Postage	500	78	-	422	16%
Advertising	46,500	33,032	-	13,468	71%
Printing and Binding	4,000	6,339	-	(2,339)	158%
Subtotal for Marketing Accounts	96,000	40,253	-	55,747	42%
Memberships & Services:					
Business Recruitment	20,000	8,429	-	11,571	42%
Dues, Subscriptions & Service Contracts	1,000	774	-	226	77%
Software Subscription Service	55,000	40,634	-	14,366	74%
RDC Memberships	50,000	22,800	-	27,200	46%
Subtotal for Memberships & Services Accounts	126,000	72,637	-	53,363	58%
Professional Services:					
Engineering Fees	37,500	-	-	37,500	0%
Other Professional Services	20,000	9,877	-	10,123	49%
Legal Fees	30,000	11,448	-	18,552	38%
Janitorial Services	4,500	5,390	-	(890)	120%
Building Repair & Maintenance	5,000	4,464	-	536	89%
Rights-of Way Maintenance	235,000	214,390	3,980	16,630	93%
Downtown Maintenance	35,000	14,864	-	20,136	42%
Subtotal for Professional Services	367,000	260,433	3,980	102,588	72%
Infrastructure:					
Debt Service - Principal	172,785	172,785	-	-	100%
Debt Service - Interest	23,141	23,141	-	-	100%
RDC Projects Fund	5,353,124	5,353,124	-	-	100%
Subtotal for Infrastructure Accounts	5,549,050	5,549,050	-	-	100%
TOTAL EXPENDITURES	\$ 6,850,000	\$ 6,626,445	\$ 3,980	\$ 219,575	97%

FY 2025 Performance Summaries

No new Property Tax Abatement Agreements were completed in FY2025. 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. Active agreements with Aldi, OCuSOFT, and Luxury Boat & RV Storage will expire next year.

At the close of FY2025, staff is working on multiple projects with potential incentives to be offered from the City and the RDC.

City Property Tax Abatements

Company	Aldi	Dollar Tree	Wet Sounds	OCuSOFT	Luxury Boat & RV Storage	Biotics Research Corp.
Duration of Agreement (Tax Years)	2017-2026	2021-2030	2022-2031	2020-2026	2022-2026	2023-2027
% Abated Year One	70%	75%	50%	70%	25%	75%
% Abated Year Two	70%	75%	50%	70%	25%	50%
% Abated Year Three	70%	75%	50%	70%	25%	50%
% Abated Year Four	55%	75%	50%	70%	25%	25%
% Abated Year Five	55%	75%	50%	70%	25%	25%
% Abated Year Six	55%	75%	50%	70%	N/A	N/A
% Abated Year Seven	55%	75%	50%	70%	N/A	N/A
% Abated Year Eight	55%	75%	50%	N/A	N/A	N/A
% Abated Year Nine	55%	75%	50%	N/A	N/A	N/A
% Abated Year Ten	55%	75%	50%	N/A	N/A	N/A
Capital Investment Required	\$44,000,000	\$130,000,000	\$8,500,000	N/A	\$6,000,000	\$8,000,000
Primary Jobs	72	300 (by year 3)	40	125	3	175 (by year 2027)



Dollar Tree Distribution Center



OCuSOFT

FY 2025 Performance Summaries

In FY2025, the RDC completed its reimbursement obligation under a performance agreement with the Rosenberg Railroad Museum for construction of certain museum improvements, collectively known as the Rail Heritage Project. Additionally, the RDC rendered the final incentive payments to TSTC and to Dollar Tree for the job creation incentive. An update on the performance agreement with Village Crossing, entered in 2017, is provided on page 9 of this report.

Current RDC Incentives

Company	Walsh Road Industrial Park	TSTC	Dollar Tree
Duration of Agreement (Tax Years)	2013-2026; Extended to 2033	2015-2025	2020-2030
Type of Incentive	Infrastructure Reimbursement	Infrastructure Improvements	Infrastructure Improvements
Year One	\$300,000	\$200,000	\$1,650,000
Year Two	NA	\$200,000	NA
Year Three	NA	\$200,000	NA
Year Four	NA	\$200,000	NA
Year Five	NA	\$200,000	NA
Year Six	NA	\$300,000	NA
Year Seven	NA	\$300,000	NA
Year Eight	NA	\$300,000	NA
Year Nine	NA	\$300,000	NA
Year Ten	NA	\$300,000	NA
Total Incentive	\$300,000	\$2,500,000	\$1,650,000
Capital Investment Required	\$10,000,000	NA	\$130,000,000
Primary Jobs	5	NA	300 (by year 3)

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

FY 2025 Performance Summaries

In April 2017, the City entered a Chapter 380 agreement with BMC Texas Sales, LLC, to rebate a percentage of sales tax paid at variable levels based upon the amount of revenue generated in each eligible tax year. The RDC entered a similar Performance Agreement with the company for an initial period of ten years (to expire in April 2026), with an option to renew for an additional ten year period.

At the request of the company, the RDC approved the ten-year extension option on April 9, 2025, extending the term from April 2026 to April 2036. The City also approved the ten-year extension to its agreement with the company by separate action.

Under the RDC's Performance Agreement, the company must achieve the sales and use tax revenues shown in the table below to achieve the corresponding rebate percentage:

Aggregate City Sales and Use Tax Revenues	Percentage of the RDC's one-half of one percent Sales and Use Tax
\$3,500,001 - \$3,999,999	35%
\$4,000,000 - \$4,799,999	40%
\$4,800,000 – \$5,599,999	45%
\$5,600,000 - \$6,399,999	50%
\$6,400,000 and over	55%

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)	2017-2026; Extended to 2036	2017-2026; Extended to 2036	
Type of Incentive	Sales Tax Rebate	Sales Tax Rebate	
Year One	\$314,546.20	\$629,092.39	\$943,638.59
Year Two	\$887,985.25	\$443,992.63	\$1,331,977.88
Year Three	\$432,892.81	\$865,785.62	\$1,298,678.43
Year Four	\$429,058.94	\$858,117.87	\$1,287,176.81
Year Five	\$576,539.63	\$1,153,079.27	\$1,729,618.90
Year Six	\$1,159,376.71	\$2,318,753.41	\$3,478,130.12
Year Seven	\$1,886,243.47	\$3,772,486.94	\$5,658,730.41
Year Eight	\$1,164,443.55	\$2,328,887.09	\$3,493,330.64
Year Nine	\$1,083,854.19	\$2,167,708.39	\$3,251,562.58
Year Ten	Contingent upon total sales	Contingent upon total sales	
Total Incentive to Date	\$7,934,940.75	\$14,537,903.61	\$22,472,844.36
Capital Investment Required	NA	NA	NA
Primary Jobs	Retain 50	Retain 50	Retain 50

FY 2025 Performance Summaries

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. Amegy bank is constructing a new location and Texana's new behavioral health facility is nearing completion, putting the developer on track to exceed the targeted size and certified value threshold before the contractual deadline in January 2026 and November 2026. Rooms to Go, a furniture retailer, had previously announced a location in Village Crossing in 2025, but has not yet started construction and the building permit application must be resubmitted.



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

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 hosting site selector 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 expansion of 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 2025 Strategic Projects

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

In FY2025, the RDC submitted an application for the TxDOT Transportation Alternatives Grant Program for grant funding to apply to the creation of an ADA compliant bicycle/pedestrian master plan in the revitalization area. The plan is needed to guide efforts to correct public safety issues for pedestrians traversing the project area. A decision from TxDOT on the City's application was expected in late 2025, and the City was notified in early FY2026 that our application was not selected.

Additionally, staff began working with multiple business and property owners in the project area to connect an expanding business with a property owner seeking to fill vacancies, assist in tenant retention and attraction, property improvements to refresh aging facades in highly visible locations, and demolition of derelict properties. Progress in this area has been slow.

Strategic Project— County-wide Marketing Program

The County-wide Marketing Program started strong in FY2024 with regular meetings among the participating cities of Fulshear, Missouri City, Richmond, Stafford, Sugar Land, and the county, and the successful familiarization tours in mid-October 2025. 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.

FY2025 brought this program significant challenges with the departure of economic development directors for the partner cities of Missouri City and Richmond, as well as Rosenberg's own Assistant Director. As roles are filled and new staff settles in, Rosenberg remains in regular communication with Fort Bend County to resume this program in the new year.

Strategic Project—Grocery Recruitment

Near the end of FY2025, there has been some positive movement on the efforts to attract a major grocer to serve the west side of Rosenberg. Negotiations are ongoing into the new fiscal year.

FY 2025 Project Funds & Status

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.

- ◆ Project is underway with the developer's segment complete. The City and County have completed interlocal agreements for completion of the remaining extension of Koeblen.

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.

- ◆ Staff changes at TxDOT have delayed collaboration on the future improvements to this corridor. Staff has implemented regular internal meetings to identify ways to move the project forward while still working to bring TxDOT into the project.

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.

- ◆ Project is entering final engineering design phase with much of the work to be done with in-house Public Works staff. The project scope includes a full roadway around the complex.

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.

- ◆ Project is ongoing and dirt removal is in progress, with some completed by MUD No. 147 at a cost savings to the City.

FY 2025 Project Funds & Status

FY 2025 Project Descriptions Continued

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.

- ◆ Project is ongoing. The necessary interlocal agreements, easements, and development agreements are now in place and the engineering services firm Kaluza, Inc., was selected in February 2025, with bids received in December 2025.

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.

- ◆ Commitment fulfilled. The final incentive payment installment was completed in September 2025. TSTC staff have expressed gratitude for this partnership and look forward to future partnership opportunities with the RDC.

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.

- ◆ Program ongoing. Initial plans to partner with Fort Bend County on a load/demand study by CenterPoint Energy for rail-adjacent “super tracts” in FY2025 were reoriented and no funds were expended in FY2025. Staff is working to prepare defined program guidelines with the goal of development-ready sites.

Parks Improvements—\$100,000

The RDC allocates \$100,000 annually to fund \$50,000 of improvements in City parks as well as \$50,000 in funding for the Texas Master Naturalists—Coastal Prairie Chapter agreement for improvements in Seabourne Creek Nature Park.

- ◆ TMN-CPC agreement was paid in April 2025.
- ◆ Renovations to fields 1, 4 and 5 undertaken at Seabourne Creek Regional Sports Complex.

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. With previous year’s funding, the cumulative project funding level from the RDC is \$925,000. The total project cost is estimated at \$1,337,000, with the City and County Mobility Funds contributing as well.

- ◆ NewQuest is negotiating with TxDOT and potentially affected property owners within Brazos Town Center, but has not yet moved to begin the project. The RDC has fully funded its portion of the connector street.

FY 2025 Project Funds & Status

FY 2025 Project Descriptions Continued

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 County 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.

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.

- ◆ The company has not requested this incentive or submitted the required documentation for the rebate. The last eligible tax year for this incentive is 2025.

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.

- ◆ With the completion of the Rail Heritage Project construction components and submittal of verified documentation, the RDC fulfilled its funding obligation in March 2025. Additionally, the historic railcar additions must be fully renovated within two years and staff is monitoring the progress to ensure the RRM meets the obligations of the agreement beyond the construction of the additional static rail line.



Rosenberg Railroad Museum
Invites You To...

RIBBON CUTTING

JANUARY 9, 2025 AT 9 AM
1921 Avenue F, Rosenberg, TX 77471

Join us and the Central Fort Bend Chamber of Commerce in celebrating the completion of the Heritage Rail Project construction!

This exciting expansion enhances the Rosenberg Railroad Museum's ability to share our rich railroading history, provide educational programs, and offer unique experiences for our community and beyond. Serving about 20,000 visitors annually, the Museum continues to fulfill its mission of preserving the history of railroads while inspiring future generations through education and engagement. We look forward to marking this special milestone together—your presence will make the occasion even more memorable.

Let us know if you can join us!
Reservation: Rainey.Webster@rrrm.org

FY 2026 Project Funds

The RDC has allocated \$5,500,000 for capital expenditures in the FY2025-2026 budget.

FY 2026 Project Descriptions

Seabourne Creek Regional Sports Complex Improvements—\$1,500,000

The scope of improvements to be undertaken with this funding is still in discussion.

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, including funds carried forward from prior budgets, is approximately \$3,720,000.

I-69 Utilities Extension—\$1,000,000

Ongoing project to extend water and sanitary sewer services along I-69 to accommodate future development.

Site Readiness Program—\$500,000

Ongoing project to preserve and prepare suitable commercial sites and develop necessary infrastructure connections desirable for future commercial development.

Prospective Business Incentives—\$500,000

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

Seabourne Creek Regional Sports Complex FM 2218 Entrance—\$400,000

Additional funding allocation for completion of a new entrance road connection from FM 2218. The total cumulative funding for this project is \$1,230,000, including \$200,000 in additional funding from parkland dedication funds.

Sunset Park LED Lighting—\$225,000

This project will replace the obsolete field lighting at Sunset Park to upgrade all playing fields to LED.



Sunset Park ball fields

FY 2026 Project Funds

FY 2026 Project Descriptions Continued

New Sidewalks—\$150,000

This funding allocation will be to replace existing sidewalks or install new sidewalks in various locations around the city. Potential areas will be presented to the Board in FY2026.

Parks Improvements—\$100,000

The RDC allocates \$100,000 annually to fund \$50,000 of improvements in City parks as well as \$50,000 in funding for the Texas Master Naturalists—Coastal Prairie Chapter agreement for improvements in Seabourne Creek Nature Park.

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.

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 2025, the final year eligible for this incentive.



Business Recruitment & Community Outreach

Expanded Recruitment Tools

With the Board's support, staff has renewed two robust data applications in FY2025 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)
- ◆ FBC Commissioner Dexter McCoy Public Meeting—Proposed Flourishment Center
- ◆ Site Visit—Project Patriot
- ◆ American Ismaili Chamber of Commerce Leadership Panel
- ◆ Fort Bend Familiarization Tour (October 16 -18)
 - ◆ Site visits to TSTC, Frito Lay, and UH Sugar Land
 - ◆ Panel discussions with site selectors on all three days
- ◆ Houston Real Estate Developers Association (HREDA) - multiple monthly meetings
- ◆ LCISD CTE Campus Groundbreaking
- ◆ Economix—Salt Lake City, Utah
- ◆ Fort Bend Legislative Conference
- ◆ OCuSOFT Building Dedication for Robert D. Lowery, M.D., and Benjamin R. Lowery, M.D.
- ◆ GHP Houston Region Outlook
- ◆ Rosenberg Rotary Club—Presentation on RDC
- ◆ CFBC Leadership Forum—Guest Speaker for City/County Government Section
- ◆ Rosenberg 101
- ◆ State of the City of Rosenberg, Richmond, and Sugar Land
- ◆ West Fort Bend Management District Board Meetings -multiple meetings
- ◆ GHP Familiarization Tour with The Partnership
- ◆ Chinese International Economic Cooperation Association (CIECA), Taiwan Delegation Luncheon
- ◆ ULI Best Practices Conference
- ◆ Site Visit—Project Cape Cod
- ◆ Fort Bend Infrastructure Conference

Marketing & Community Resources

Public Awareness/Marketing

- ◆ 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
- ◆ Central Fort Bend Chamber Membership Guide
- ◆ Fort Bend County Fair Magazine & Bucking Chute Sponsor
- ◆ Newspapers in Education Sponsor
- ◆ Fort Bend Chamber of Commerce Newcomer's Guide
- ◆ Texas Economic Development Guide (Statewide)

Community Resources - Business Improvement Grant Program

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. There were two applications received in FY2025 for the BIG program however both applicants withdrew their applications and were not considered for grants. One had already begun constructing their improvements and the other had proposed ineligible improvements.

Given the rising costs of commercial construction and low utilization of the Program, staff proposed amendments to the BIG Program in September 2024. 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. Additional amendments targeting historic commercial structures are being evaluated by staff to bring forward in FY2026 for RDC consideration.

Business Improvement Grant Program

Don't put off those exterior improvements to your business - the RDC can help!

The BIG Program is a reimbursement grant that can pay you back 50% of project costs up to \$10,000 for eligible improvements.

Rosenberg Development Corporation

Freshen Up

- New exterior paint
- Awnings
- Facade remodeling
- Exterior Reconstruction

Beautify

- Landscaping/Irrigation
- Lighting
- Fencing
- Sidewalks/Driveways
- Parking Lot Improvements

Get Noticed

- New Business Signs
- Restoration/Removal of Existing Signs

3829 Highway 36 South
Rosenberg, TX 77471

Contact us for more information

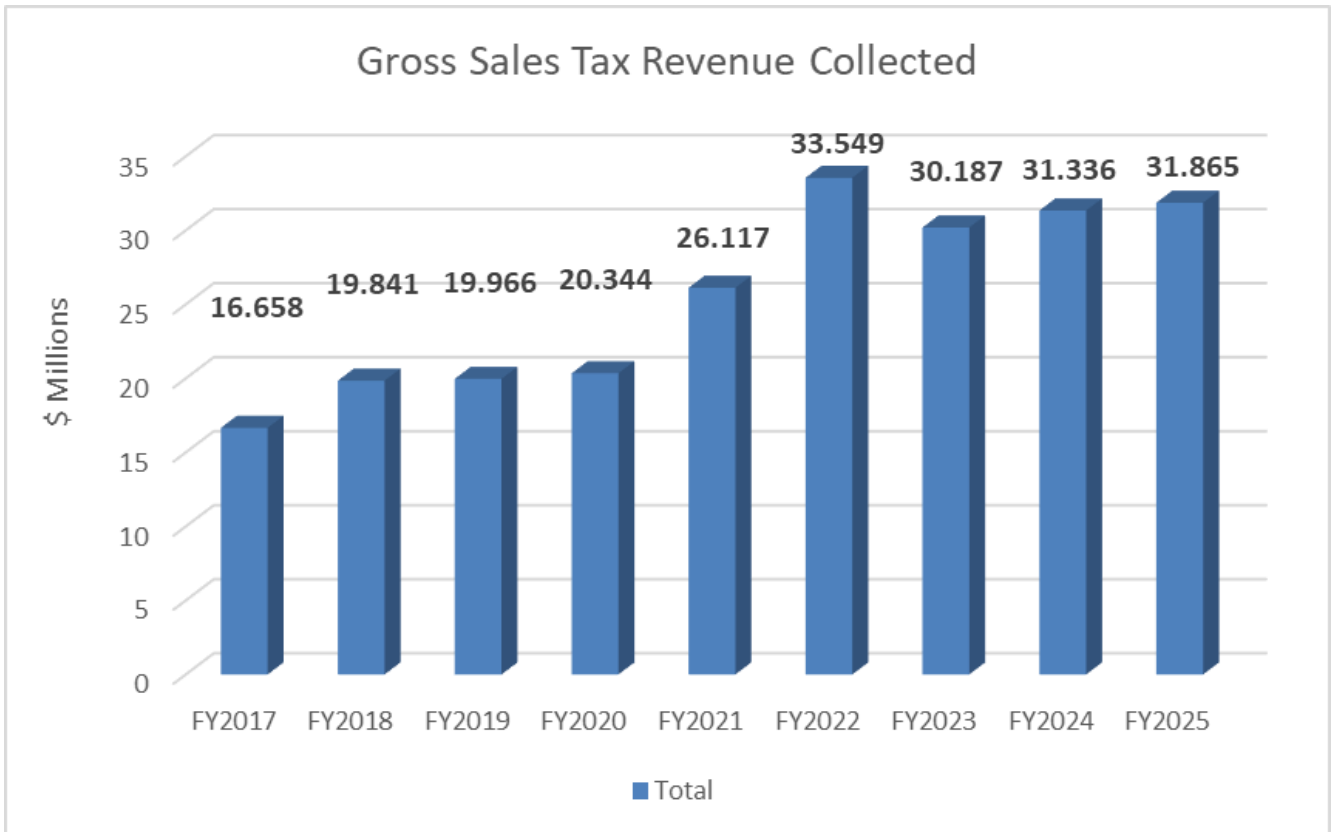
rosenbergdc.com
832-595-3330

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 for the City's fiscal year of October 1 through September 30.

Total sales tax revenue collected for FY2024-2025 was relatively flat at \$31,865,372.75, a slight increase of 1.67% from the FY2023-2024 total of \$31,336,408.67.

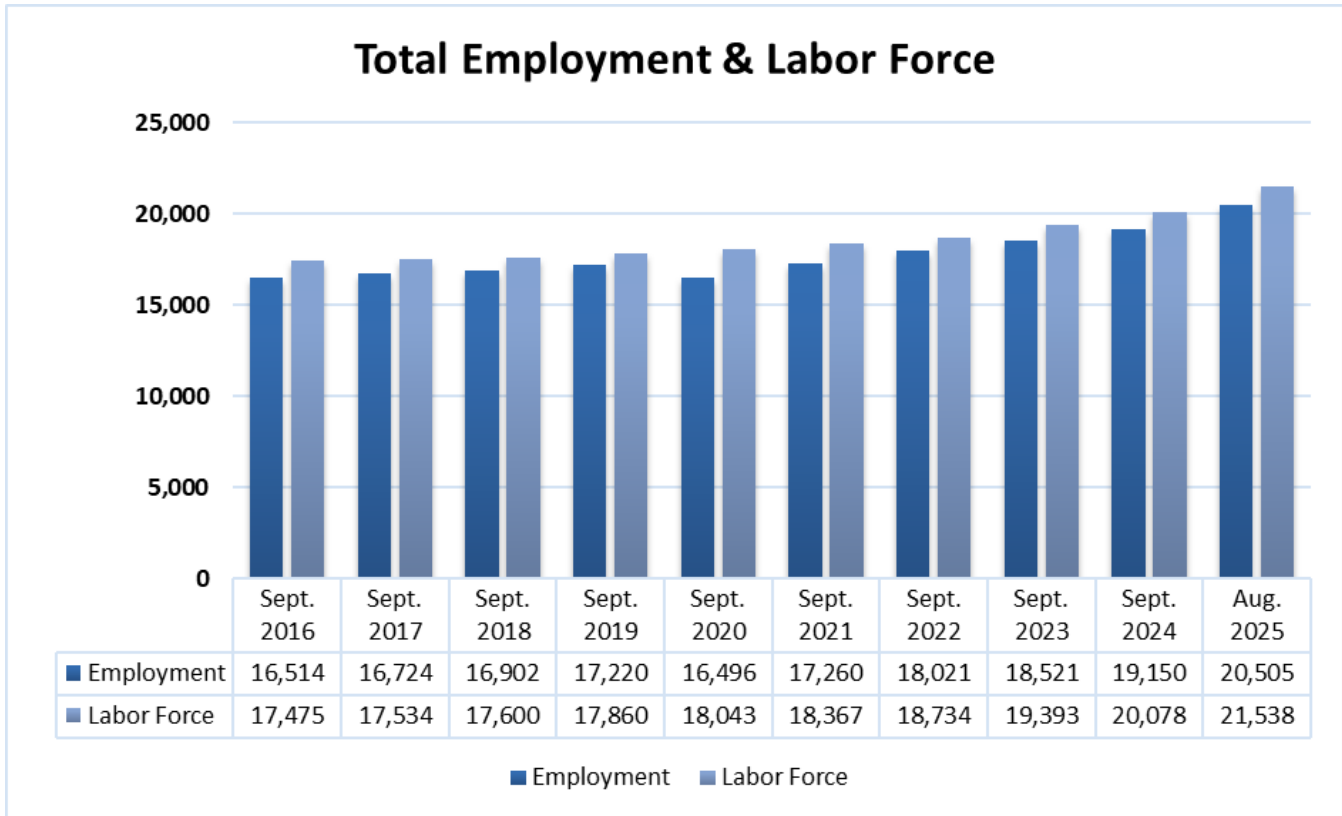


Source: Texas Comptroller - Allocation Historical Summary

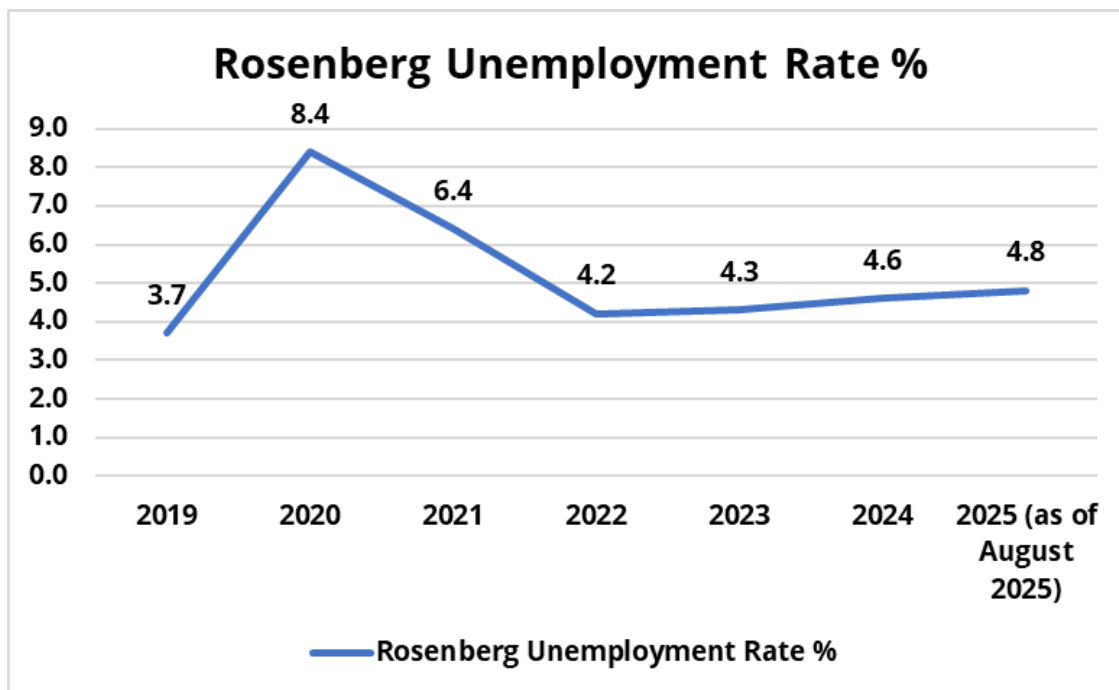
Economic Indicators

Employment

Unemployment data has not been released for September 2025 and the most recent month available is August 2025. The labor force increased from 20,078 in September 2024 to 21,538 in August 2025. Total employment increased from 19,150 in September 2024 to 20,505 in August 2025. The unemployment rate for August 2025 was 4.8%.



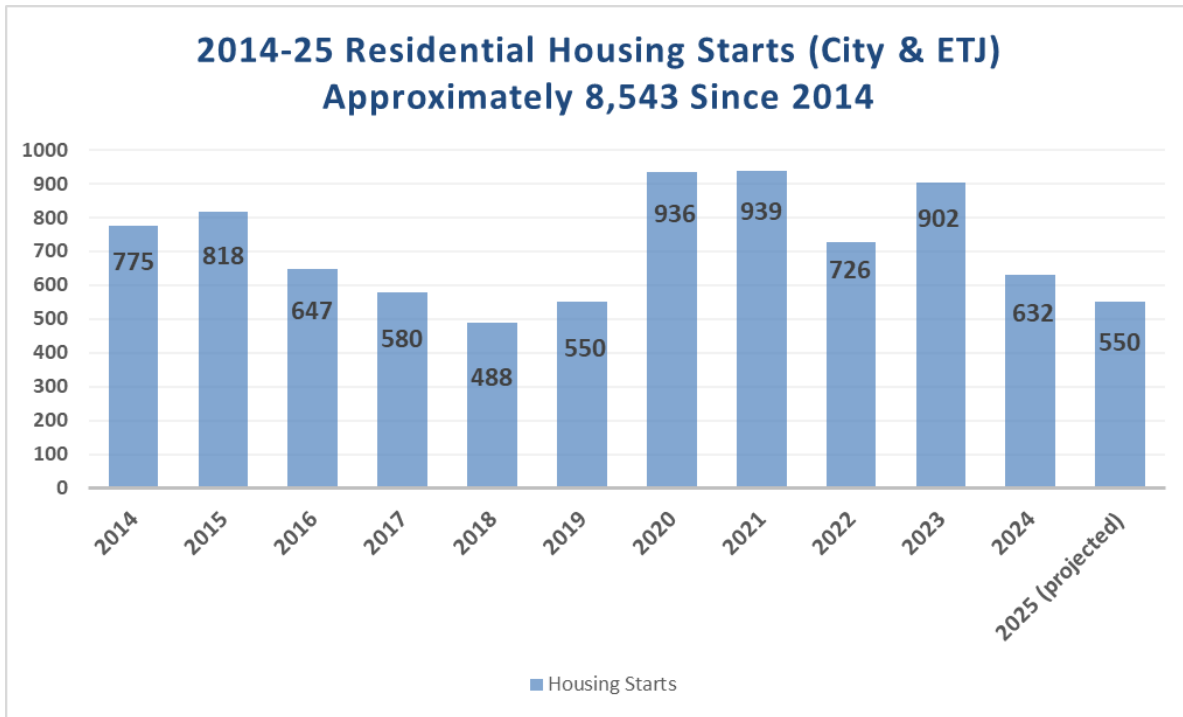
Source: Texas Workforce Commission—Local Area Unemployment Statistics



Economic Indicators

New Home Starts

Rosenberg continues to see steady residential growth but at a slower pace than in recent years. The total house starts for 2025 are projected to end the calendar year at approximately 550.



Certified Values

The current Net Taxable Property Value of \$4,820,640,923 is \$278,348,609 greater than the 2024 total of \$4,542,292,314, a 5.77% increase over the prior year.

