



THE CITY OF  
CLEAR LAKE SHORES  
TEXAS

# ECONOMIC DEVELOPMENT & TOWN CENTER WORKSHOP

With City Council – 3/7/23

- Jonny Boultinghouse

# TOPICS

- EDC 101
- CLS by the Numbers
- Town Center Summary
- Progress / Projects
- Next Steps

# EDC 101

## ADOPTION IN TEXAS

The Development Corporation Act in 1979, Texas law has allowed cities to form EDCs to attract businesses and create job opportunities.

The Type A corporation essentially is limited to funding industrial and manufacturing facilities, research and development facilities, recycling facilities, distribution centers, small warehouse facilities, military facilities, job training, targeted infrastructure, regional or national headquarters facilities, business airport facilities and port-related facilities.

## “A” VERSUS “B”

The Type B corporation offers greater flexibility in revenue use. Generally, allowable Type B expenditures include those available under Type A as well as projects that contribute to the quality of life in the community, such as park-related facilities, professional and amateur sports and athletic facilities, tourism and entertainment facilities, affordable housing or other improvements that promote new or expanded business enterprises that create or retain primary jobs.

## THE NUMBERS

As of 2019, there were 727 EDC’s in the State of Texas

Type “A”: 211; Type “B”: 516

## PRIMARY OBJECTIVE 2018/2019

The primary objective for A and B EDC’s combined in FY 18/19 was Infrastructure. 71% of EDC’s own land/property.

\*\* Source: Texas Economic Development Council



# CLEAR LAKE SHORES ECONOMIC DEVELOPMENT MISSION STATEMENT

*Clear Lake Shores EDC's purpose is to promote, assist and enhance the economic development activities and quality of life opportunities within the city that promotes economic development as authorized by the Development Corporation Act of Texas.*

# CLEAR LAKE SHORES BY THE NUMBERS

## No Ad Valorem Tax

The city of Clear Lake Shores does not collect local property tax. The majority of revenue originates from sales tax collected in the city limits.

## Population of CLS

1,318 Residents as of 2022

527 Households in the City limits (Single Family Houses and apartments)

## Budgeted Sales Tax Revenue FY 2023

2% Collected by City = \$2,011,732.00

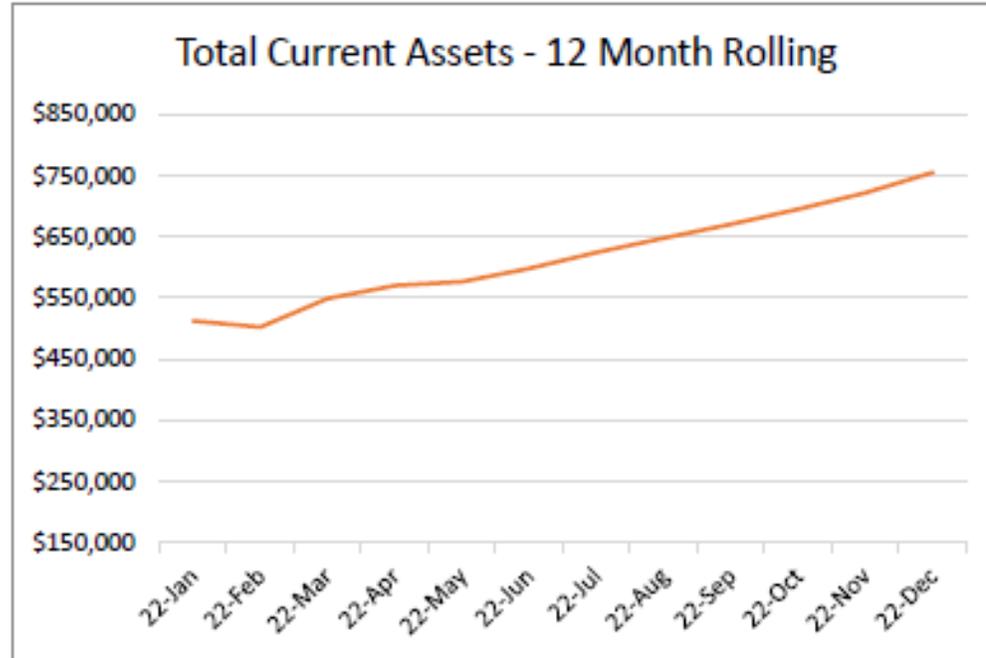
Taxable Sales = \$100,585,600.00

## Citizens Only Account for a Fraction of Total Revenue Collected

\$100,585,600 / 547 households = \$184,000 (not likely)

Per Capita Income of CLS (2022) = \$60,870

# ECONOMIC DEVELOPMENT CORPORATION FINANCIAL SNAPSHOT



<b>TOTAL CASH</b> (as of 12/31/22)
<b>\$745,842</b>
<b>AVERAGE TAX INCOME</b> 12 Month Rolling
<b>\$25,971</b>
<b>EDC TAX RATE</b>
<b>0.25%</b>

### Budgets:

2021/2022	Estimate	TBD
2021/2022	Actual	TBD
2022/2023	Request	TBD

### Tax Income:

22-Jan	22-Feb	22-Mar	22-April	22-May	22-June	22-July	22-Aug	22-Sept	22-Oct	22-Nov	22-Dec
\$26,358	\$30,249	\$23,076	\$21,563	\$27,762	\$29,756	\$25,387	\$27,314	\$26,957	\$24,443	\$24,380	<b>\$24,324</b>
21-Jan	21-Feb	21-Mar	21-April	21-May	21-June	21-July	21-Aug	21-Sept	21-Oct	21-Nov	21-Dec
\$23,007	\$26,575	\$21,999	\$19,829	\$28,633	\$26,678	\$24,812	\$27,983	\$25,958	\$22,339	\$25,145	\$25,284

# ECONOMIC DEVELOPMENT CORPORATION

## SOURCES AND USES (CASH FLOW) STATEMENT

									
	Dec-22	Jan-23	Feb-23	Mar-23	Apr-22	May-22	Jun-22	Jul-22	Aug-22
<b>Sources of Funds</b>									
Available Cash Balance (as of the end of the prior month)	\$722,347.00	\$691,292.00	\$711,742.00	\$732,192.00	\$702,642.00	\$356,592.00	\$275,542.00	\$231,992.00	\$225,942.00
Tax Receipts		\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00
Shell Bottom Texas Park and Wildlife Grant (75% reimbursement)							\$37,500.00	\$75,000.00	\$75,000.00
<b>Total Sources of Funds</b>	\$745,842.00	\$716,292.00	\$736,742.00	\$757,192.00	\$727,642.00	\$381,592.00	\$338,042.00	\$331,992.00	\$325,942.00
<b>Uses of Funds</b>									
*Shell Bottom Park Improvements					\$50,000.00	\$100,000.00	\$100,000.00		
*Capital Funding (Annual)	\$50,000.00								
Infrastructure Improvement Contribution - Lot Paving					\$300,000.00				
Walking Bridge - Partial Funding							\$100,000.00		
*Jammin' on Jarboe					\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00
Contractual Services (2022 Budgeted Amount)	\$3,750.00	\$3,750.00	\$3,750.00	\$3,750.00	\$3,750.00	\$3,750.00	\$3,750.00	\$3,750.00	\$3,750.00
*Marketing & Advert					\$15,000.00				
Budgeted Administrative Costs	\$800.00	\$800.00	\$800.00	\$800.00	\$800.00	\$800.00	\$800.00	\$800.00	\$800.00
*Town Center Landscaping & Improvements									
City Entrance Palm Tree Replacement				\$50,000.00					
Misc Grant Programs									
<b>Total Uses of Funds</b>	\$54,550.00	\$4,550.00	\$4,550.00	\$54,550.00	\$371,050.00	\$106,050.00	\$106,050.00	\$106,050.00	\$6,050.00
<b>Available Cash</b>	\$691,292.00	\$711,742.00	\$732,192.00	\$702,642.00	\$356,592.00	\$275,542.00	\$231,992.00	\$225,942.00	\$319,892.00

NOTES: \* Approved in Budget

Potential Projects

# COVID 19 EMERGENCY RESPONSE GRANTS

## THE GRANT

Applications were posted and received. A percentage of taxable sales was awarded based on annualized revenue and capped at \$25,000 each. The grant was successful and well received with numerous other cities emulating our algorith and application. (some of them verbatim)

## BUSINESSES

Eighteen (18) businesses received grants from the EDC to help retain employees and offset lost revenue during manitory and voluntary shutdowns. Nine (9) located in the Town Center district.

## TOTAL

In total, \$241,976.00 was awarded to Clear Lake Shores businesses.

# CORONA VIRUS STATE AND LOCAL FISCAL RECOVERY FUNDS (CSLFRF)

## American Rescue Plan

The federal government to deliver \$350 billion to state, local and Tribal governments.

## Funds Allocated to the City of Clear Lake Shores

\$301,654.91

## Use of Funds

Replace lost public sector revenue. Invest in water, sewer and other infrastructure. Funds provide substantial flexibility for each jurisdiction to meet local needs... (source: Dept. of Treasury)

## Expiration of Funds

Projects using CSLFRF Funds must be identified and funded within a certain timeframe

See [treasury.gov](https://www.treasury.gov) for more info.

# TOWN CENTER

## A QUICK HISTORY



### Established

In 2009, Voters approved the Town Center Concept but chose not to borrow money for the project. Specific ordinances created to help spur growth.

### Organic Growth

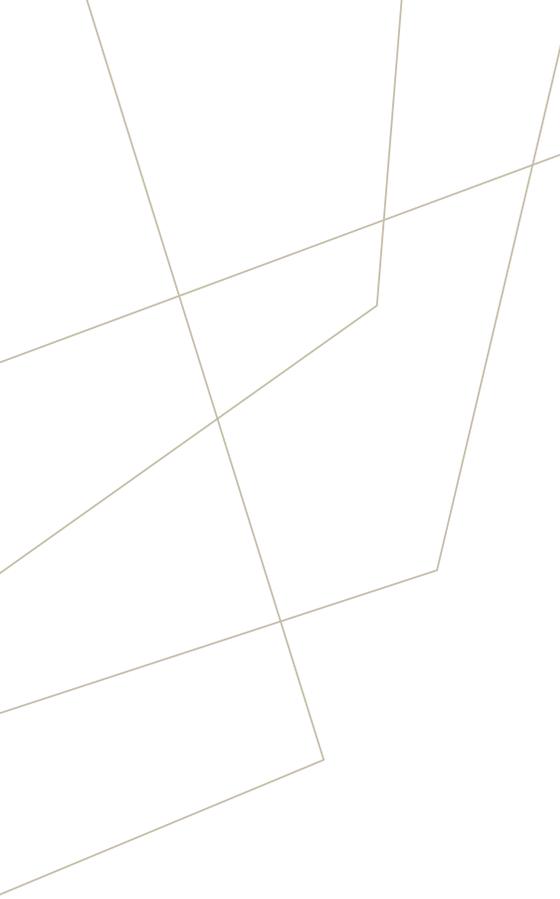
Private businesses and citizens have set the tone and environment of Town Center slowly over time.

### City Assistance

Over the years, the EDC and City have helped cultivate the already established culture of the Town Center with beautification, infrastructure, marketing, and professional services.

### Result

A unique destination for food, drinks and live entertainment has been created that exemplifies the Clear Lake Shores culture. Town Center is a proven success that not only enhances the quality of life of its residents but continues to grow as a sales tax generator.



# TOWN CENTER

## THE ORDINANCE & OBJECTIVES

**Sec. 82-271.** *The objectives of the town center overlay district are to:*

Allow a mixture of complementary land uses that may include housing, retail, offices, commercial services, arts, and civic uses, to create economic and social vitality and to encourage the town center overlay district to become a point of destination;

Develop commercial and mixed-use areas that are safe, comfortable and attractive to pedestrians;

Provide flexibility in the site arrangement and design of new developments and redevelopment to anticipate changes in the marketplace;

Reinforce streets as public places that encourage pedestrian and bicycle travel;

Provide safe and efficient roadway and pedestrian connections to residential areas;

Provide transitions between high traffic streets and neighborhoods;

Encourage efficient land use by facilitating compact, high-density development and minimizing the amount of land that is needed for surface parking;

Facilitate development (land use mix, density and design) that supports, public transit, where applicable;

Provide appropriate locations and design standards for automobile- and truck-dependent uses;

Maintain mobility along traffic corridors and state highways;

Link all neighborhoods of the town center along the water together with pedestrian trails and public transit; and

Link all neighborhoods and subdivisions in Clear Lake Shores with the town center through a network of various trails and public transit.



# PROGRESS



# TARGETED TOWN CENTER PROJECTS

## LANDSCAPING

Replacement of Palm Trees and other landscaping from Winter Storm Uri is starting now. Future landscaping to be planned.

## TRANSPORTATION ALTERNATIVES PROGRAM

TxDOT's Public Transportation Division administers federal funding programs, including Federal Highway Administration funds relating to TxDOT's Bicycle and Pedestrian Program and [Federal Transit Administration funds](#) for transit in Texas.

## PEDESTRIAN BRIDGE OVER JARBOE

Identified as key project for many years. Attempts have been made in past but focused on dual use TxDOT bridge.

## PAVING OF PUBLIC PARKING LOTS

Efficient, sage and high-density public parking lots have been listed on numerous strategic plans and workshops.





Photos curtesy of Alex Scanlon - 2022

# PEDESTRIAN BRIDGE

## STAND ALONE / PRE-FAB

Dual use TxDOT bridge appears to be a long way off with costs too high without securing state or federal funds. A prefab bridge to connect our city to the Town Center may be required even IF a dual purpose bridge is built for interim used.

## LONG-STANDING PROJECT

Mentions of a safe pedestrian bridge over Jarboe has been discussed and appeared in ordinances dating back to at least 2008. Public safety is the #1 goal. This project has been specifically identified as a desirable project by City Council in three different strategic plans in 2014, 2019 and 2020.

## JOINT PROJECT WITH R&D

Roads & Drainage has already laid the ground-work for this project and EDC funding has been estimated in the \$75k-\$100k range. Additional EDC funds will be set aside if needed.

# PUBLIC PARKING LOT IMPROVEMENTS



For reference only.

CAR COUNT 9'-0" 90° STANDARD SPACE	
LOT	TOTAL
1	44
2	88
3	24
<b>TOTAL</b>	<b>156</b>

## PARKING STUDIES

The EDC hired one of the leading parking consultants in the country to review the Town Center public and private parking. A detailed report was updated again in 2021.

## BENEFITS OF LOT PAVING

- 15% increase in parking spaces due to efficiency and striping
- Eliminate dust, mud and overall improved aesthetics for all citizens.
- Better Drainage (current material is also not permeable)
- Maintenance free
- Reinvests sales tax dollars back into City-owned assets while benefiting the businesses that helped create the tax revenue in the first place.

# SUMMARY

Heathy cash reserves.

Strong and conservative cash flow and revenue projections.

Targeted projects have been identified over many years, by numerous councils/EDCs, and approved during strategic plan workshops and meetings.

Reinvest in our community, City-owned assets/properties, and the businesses that have made Clear Lake Shores a success.

## NEXT STEPS

- Joint Meeting/Workshop with Roads & Drainage
- Approval of Plaza 10-6 for improvements.
- EDC budget amendments
- Corresponding City Council budget amendments
- Update engineering with newly acquired lot included
- Determine most efficiency layout of parking lot including TxDOT entrances.
- Coordination with adjacent businesses
- **KEEP MOMENTUM GOING!**



THANK YOU