



CITY OF *Keller*
Economic Development
Strategic Business Plan

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Department Overview

Overview of Department:

Economic Development has been identified as a vital function of the City of Keller and the Economic Development Department is working to ensure that Keller maintains a dynamic and sustainable business climate. The Keller Economic Development Department provides many services to current businesses within the city limits and to businesses seeking to expand, relocate or start a new business in Keller. The Department offers assistance that includes site selection, demographic analysis, incentives and connections to local commercial real estate professionals and groups. The Department strives to recruit, retain and expand quality commercial businesses that will serve the needs of the community and improve the quality of life for the citizens of Keller. The Department will assist the City of Keller in the following areas:

- Focus on attracting top-tier businesses
- Work to ensure the strength and sustainability of existing businesses
- Expand the commercial property tax base
- Enhance retail opportunities that will assist in the increase of the local sales and use tax
- Create job opportunities
- Provide local goods and services
- Encourage patronage from those living outside of Keller

Economic Development Mission Statement:

To improve the quality of life for residents and the business community of Keller through the recruitment and retention of targeted businesses that will increase property value and sales tax within the City.

The essence of the mission statement of the Department focuses on recruiting and retaining commercial business that will continue to increase both the sales tax revenue and commercial property value that will benefit the City of Keller's tax base as a whole. The Department will continue to seek opportunities that provide the citizens of Keller with additional locations to shop, dine, work and obtain services within the city limits.



Key Advantages & Challenges

Location:

Keller is located in the rapidly growing section of Northeast Tarrant County in the heart of the Dallas – Fort Worth Metroplex. Keller's location has poised itself to see a population increase of 48.83 percent since 2000 and has welcomed an increase in both residential and business development. From Keller, downtown Fort Worth is 15 miles southwest and downtown Dallas is 25 miles southeast.

Keller is also midway between two of the largest airport facilities in North Texas, Dallas/Fort Worth International Airport and Fort Worth Alliance Airport.

Keller's proximity to major highways such as I-35W, I-820, State Hwy. 170 and State Hwy. 114 allows for both residents and businesses to move easily throughout the Metroplex. Commercial development within the City has convenient access to both a commercial airport in Dallas/Fort Worth International Airport and a industrial airport at Fort Worth Alliance Airport. Keller is also located next to the Alliance Global Logistics Hub, one of the world's premier inland ports. The Alliance Global Logistics Hub offers strategic multi-modal transportation access, including BNSF Railway's Alliance Intermodal Facility, Two Class I rail lines and the FedEx Southwest Regional Sort Hub. Keller's central location in the Metroplex can serve as an advantage for businesses and corporate organizations.



With Keller being centrally located in the Metroplex, the City has found itself landlocked by multiple other municipalities. Keller borders six other cities, which include Fort Worth, Watauga, North Richland Hills, Colleyville, Southlake and Westlake. The proximity to the other cities has created a potential market saturation in the retail and office sector. Retail stores that have a presence in a city that surrounds Keller often rely on Keller residents to shop there and may not justify opening another location in Keller because the decrease in customers at their current location would not make the business plan feasible.

- It is important for Keller to recruit businesses that are not currently located in neighboring cities in order to minimize market saturation and competition for customers, or to provide sound fiscal advantages for the relocation or expansion of those businesses.

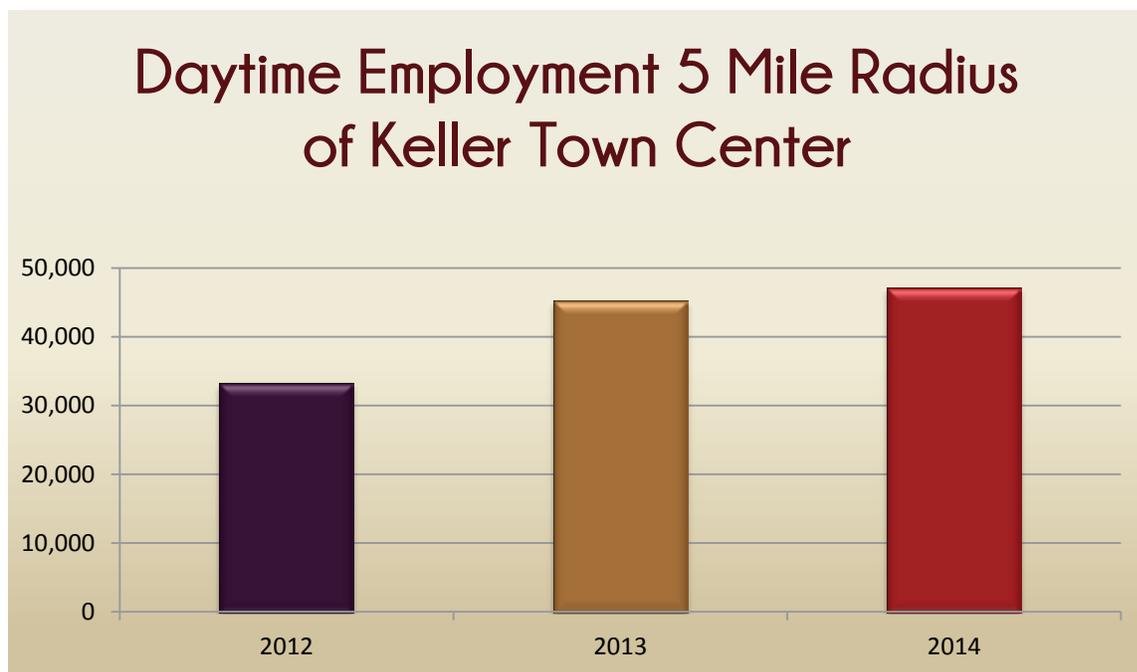
Even though Keller is within minutes of major highways, the City lacks a major highway inside the City limits. This can be a challenge in attracting retail and business due to lower traffic counts and traffic flow limitations.

- Keller can work to mitigate not having a major highway by continuing to work with the Texas Department of Transportation on roadway improvements within the City to improve traffic flow and access to major highways located just outside of Keller.

Daytime population:

Without a major highway inside the City limits, Keller lacks the daytime population that is attributed to cities that have large commercial development along federal highways.

In the past six years, Keller has worked to increase the daytime population by targeting professional offices, specifically medical facilities, to locate within the City. The City has seen an increase in daytime population as a result of growth in these types of daytime population drivers. Within a five-mile radius of Keller Town Center, the daytime population in 2012 was 33,226. In 2014 the daytime population has risen to 46,641, an increase of 41 percent, according to the CoStar Property database.

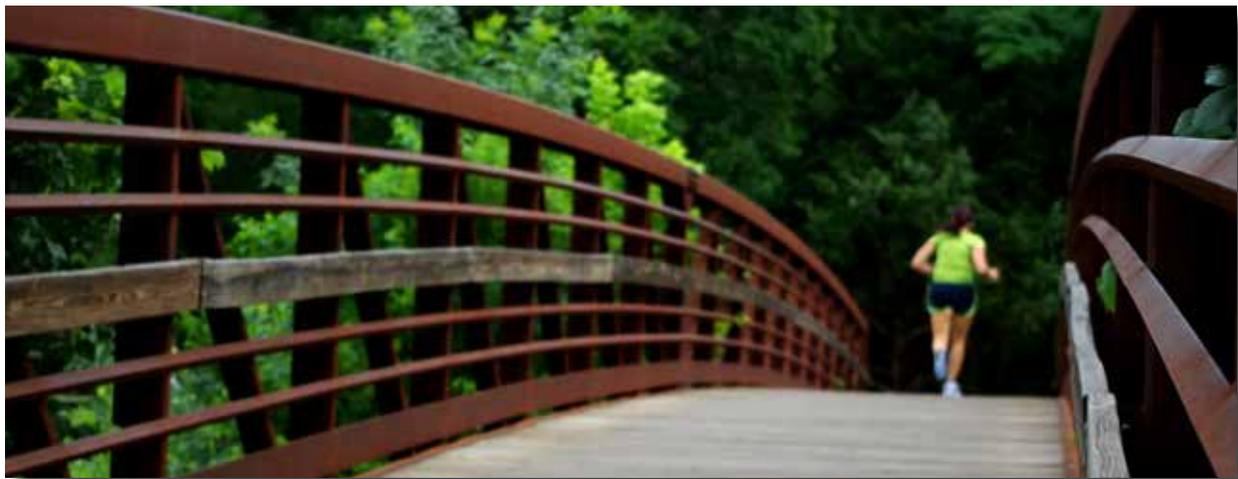


Even with the increase in daytime population over the previous two years, Keller still lags behind Southlake, with a daytime population of 76,272 within a five-mile radius of Southlake Town Square and Alliance Town Center, with a daytime population within a five-mile radius of 52,056. This may be attributed to their presence along major state highways.

- Keller must continue to work to attract regional and corporate headquarters along with professional offices that will increase the daytime population within the City limits.

Quality of Life:

Keller has gained national attention by combining big-city conveniences and amenities with small-town charm and a heavy emphasis on quality of life. Keller's wide variety of housing options, an excellent school system, an accredited police department and award-winning City facilities and programs can make the City a top destination for new businesses.



Businesses that are looking to locate within the City of Keller can be assured that employees will find quality housing options. Diversity in Keller's housing market offers something for everyone, an apartment near Town Center, a master-planned community surrounding an 18-hole championship golf course, low maintenance patio homes or a large wooded lot offering an escape from the daily bustle.

In 2013, the City issued nearly 270 single-family building permits with new homes averaging 4,083 square feet in size. According to Zillow Real Estate the 2013 average sale price for a home in Keller was \$304,000. Keller's home values have risen 5.1 percent in 2013 and is predicted to rise an additional 4 percent in 2014, according to Zillow Real Estate. In the first half of 2014 the median price of homes sold was \$334,052

Recent roadway network improvements to Rufe Snow Drive, North Tarrant Parkway, Davis Boulevard, Mt. Gilead Road and the expansion of Golden Triangle Boulevard have expanded Keller's regional appeal, while increasing the retail trade corridor visibility and providing continuous access throughout the region.

The City is equipped to protect all commercial property in Keller and in 2013 was named the 7th Safest City in Texas by SafeWise and the 28th Safest City of its size in the U.S. by Neighborhood Scout. The Keller Police Department is also the first in Texas to meet the best practices required for accreditation by both the Texas Police Chiefs Association and the national Commission on Accreditation for Law Enforcement Agencies. The Keller Fire Department trained a dozen firefighters in 2013 as fire inspectors in order to provide quicker response times on home and business fire inspections, and Keller is among only 4 percent of communities nationwide certified as StormReady by the National Weather Service.

Keller features an impressive and expansive park and trail system that offers recreation and mobility. Parks and recreation facilities include the City's award-winning recreation and aquatics center, The Keller Pointe, and multiple sports facilities. Our lauded Parks and Recreation Department also hosts dozens of free special events annually, drawing residents from our neighboring communities into Keller and encouraging interaction between our residents and the business community. The Keller Public Library recently earned its fourth consecutive Achievement of Library Excellence Award from the Texas Municipal Library Directors Association — an honor shared by only 28 of the state's 565 libraries in 2013 — and offers a variety of tools to serve the needs of the local business community and its employees.

Keller Independent School District serves the majority of Keller residents and nine different cities, including Fort Worth, Haltom City, Watauga, North Richland Hills, Hurst, Colleyville, Southlake and Westlake, making it one of the largest and fastest growing ISD's in the region. Keller ISD boast a 93.8% graduation rate and their graduating seniors have received over \$43.4 million in scholarship offers, including twelve National Merit Semifinalists. The campuses located within the City limits include, Keller High, Keller Middle, Indian Springs Middle, Bear Creek Intermediate, South Keller Intermediate, Florence Elementary, Freedom Elementary, Hidden Lakes Elementary, Keller-Harvel Elementary, Shady Grove Elementary and Willis Lane Elementary.

Employers searching for highly-skilled and educated employees won't have to look far, either; according to Esri Community Analyst, nearly 30 percent of residents within a 5-mile radius of Keller hold a Bachelor's Degree and 11.3 percent of residents hold a Graduate/Professional Degree.

- Keller must focus on the high quality of life it has created by continuing to fund and maintain public facilities and parks, recreational programs, public safety, the Keller Independent School District and the public arts.

City of Keller Awards and Accolades:

- Top 10 Neighborhoods in DFW, The Dallas Morning News
- Top 10 Safest Neighborhoods, The Dallas Morning News
- Top 10 Neighborhoods for Empty-Nesters, The Dallas Morning News
- Top 12 Best Suburbs, D Magazine
- Top 10 Safest Places in Texas, Movoto
- Top 10 Best Cities In America to Raise a Family - ZOOMtens
- Gold Certified Scenic City, Scenic Texas
- Best Place to Ride a Bike, Living Magazine
- Top 12 Best Places to Live, Fort Worth, Texas Magazine
- 50 Safest Cities in Texas, SafeWise
- 20 Best Cities for Homeownership in Texas, Nerd Wallet



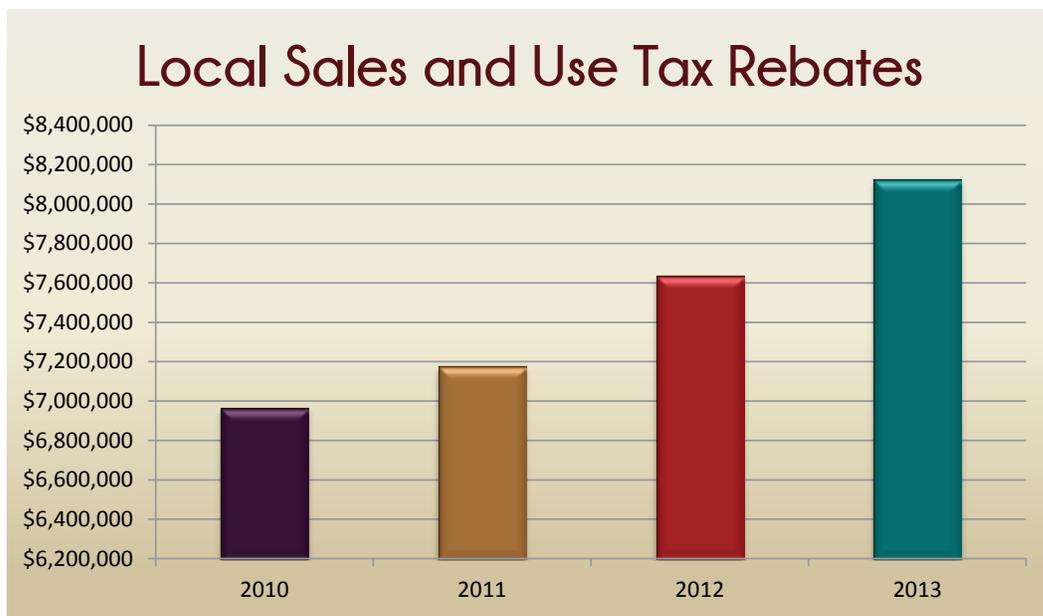
- Tree City USA 20th Anniversary, Arbor Day Foundation
- Best Display of Public Art, North Texas Magazine
- Best Place to Stay Fit, North Texas Magazine
- Best Practices Accreditation, Texas Police Chiefs Association
- Distinguished Budget Presentation Award, Government Finance Officers Association
- Gold Circle Award for Financial Transparency, Texas State Comptroller's Office
- Excellence in Financial Reporting, Government Finance Officer Association
- Achievement of Library Excellence Award, Texas Municipal Library Directors Association
- Best Family Aquatics Center, Aquatics International Magazine
- Lone Star Programming Achievement Award, Class IV, Texas Recreation and Parks Society

Local Sales and Use Tax:

The Development Corporation Act of 1979 gives cities the ability to finance new and expanded business enterprises in their local communities through dedicated economic sales tax elections categorized as Type A or Type B. Economic Development Corporations (EDCs) are then put in place to administer these funds. Cities can either adopt a Type A EDC, a Type B EDC or some form of both. Type A EDCs are typically created to fund industrial projects and can be used to fund land, buildings, equipment, facilities, expenditures, targeted infrastructure and improvements for projects that create primary jobs. Type B sales tax revenue can be used for any project eligible under Type A and to pay for land, buildings, equipment, facilities, infrastructure for athletic facilities, tourism and entertainment facilities, convention facilities and public parks.

Keller currently utilizes Type B sales tax revenue and the funding is allocated to public parks, infrastructure and crime prevention. Not having a dedicated funding source for economic development projects could be seen as a problem for recruitment and expansion of business in Keller; however, the majority of neighboring communities that do utilize the Type A Sales are few (e.g. Roanoke, Trophy Club and Haslet). Therefore, Keller can offer similar incentives as their competitors in relation to sales tax use.

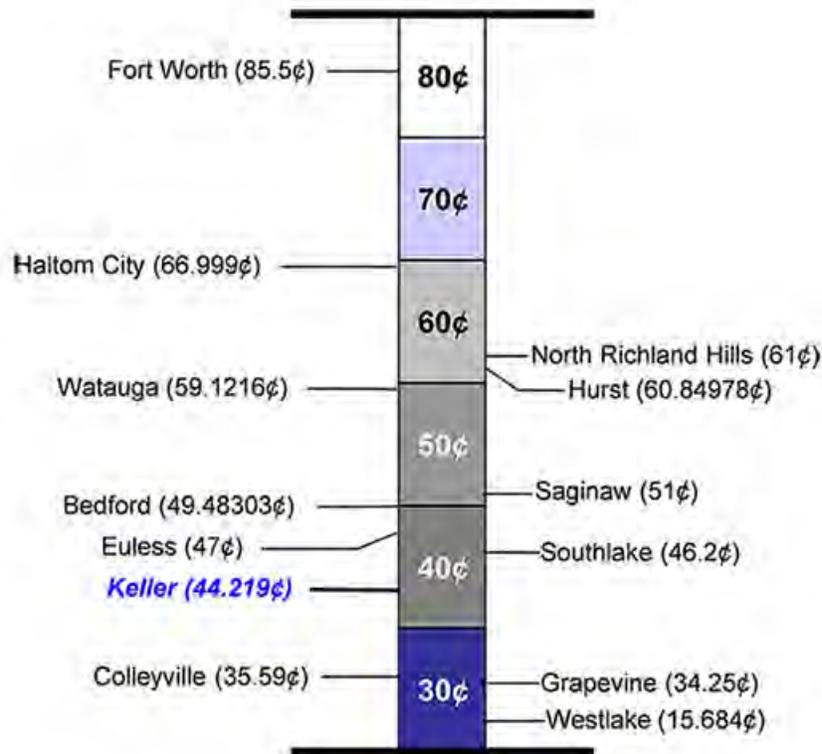
- Keller can increase the City's portion of the local sales and use tax by targeting the retail and restaurant industry and by continuing to increase awareness of the City's shop local campaign, Keep It In Keller.



In the Fiscal Year 2013-2014 budget, the Keller City Council dedicated \$1.2 million to future economic development projects. Also, in Fiscal Year 2013-2014 budget City Council provided budgeted funding in the amount of \$35,000 for grants to business for capital improvements within the Old Town Keller Overlay District. This program is known as the Old Town Keller Façade Improvement Matching Grant Program. These funds are not designated for economic development use unless approved by the City Council as part of the annual budget process. The ability to utilize cash grants through a dedicated economic development fund may be beneficial in recruiting commercial development.

Property Tax:

The City of Keller boasts one of the lowest property tax rates in the area at .44219 per \$100 of valuation. Keller can utilize this in recruitment efforts in the area, especially since many cities that border Keller have a higher property tax rate. Fort Worth's tax rate is .855 per \$100 of valuation, North Richland Hills' is .61 per \$100 of valuation, Watauga's is .591216 per \$100 of valuation and Southlake's is .462 per \$100 of valuation. On a commercial project valued at \$10 million, the City of Keller property tax portion would be \$44,219 yearly; if that same project located in Fort Worth, they would pay \$85,500 yearly in city property taxes.



Even though the City's property tax is one of the lowest in the area, business property taxes are composed of other taxing jurisdictions such as Keller ISD, Tarrant County, Tarrant County Hospital District and Tarrant County College District. Including the various taxing entities Keller businesses property tax rate is \$2.623587 per \$100 of valuation. Depending on the business location within Fort Worth determines the complete tax rate, but for businesses located along Keller's border in Fort Worth the tax rate would include Keller ISD and the total property tax rate is \$3.036397 per \$100 in valuation. A combination of all taxing districts would place North Richland Hills business property tax rate at \$2.686397 per \$100 valuation (if the business was within the Birdville ISD boundary), Watauga's is \$2.667613 per \$100 valuation (if the business is within the Birdville ISD boundary) and Southlake's is \$2.50340 per \$100 valuation (if the business is within the Carroll ISD boundary).

- Keller's low property tax rate can serve as a key advantage when competing with adjacent cities. Keller should continue to maintain and market the value of services that businesses receive for their portion of the property tax dedicated to the City of Keller. Keller should also plan to be competitive in offering incentives to mitigate property tax increases that businesses may experience by choosing to locate within the City limits.

Strategy and Planning

Keller Economic Development Department Goals:

- Increase commercial property tax base
- Increase daytime population
- Increase sales tax revenue
- Recruit targeted new businesses in priority locations
- Identify, pursue and assist current Keller businesses that are looking to expand
- Identify, pursue and assist businesses in surrounding communities that are looking to expand and/or relocate to Keller
- Retain successful and targeted businesses

Targeted Business Industries:

- Professional Services (accountants, engineers, architects, attorneys, title companies, oil and gas, etc.)
- Entertainment, Recreation and Dining
- Medical and Healthcare
- Hospitality
- Medical Supply Manufacturing & Assembly
- Software & Media
- Big-box Retail
- Federal/State Government Offices



Focus Areas:

The Keller Economic Development Department will use four focus areas, 1) recruitment 2) retention 3) expansion and 4) promotion, to meet the department's goals. To accomplish these goals the department will:

- **Recruit:** targeted business industries
- **Retain:** current businesses
- **Expand:** assist businesses currently located within the city limits and target local area businesses seeking to expand or relocate to Keller
- **Promote:** market opportunities for business investment in the City

Focus Area: Recruitment

- Continue to establish and strengthen relationships with site selectors, regional developers and commercial brokers
 - Develop site-related marketing materials for available commercial properties
 - Host developers/brokers forums quarterly
 - In addition to the current Site Selection page on the City's economic development site, work with Information Services to utilize mapping software to highlight unleased/undeveloped properties in town
 - Publish electronic monthly updates regarding recent development in Keller to site selectors, regional developers and commercial brokers
 - Create database of local commercial brokers to distribute information regarding tenants looking for space in Keller
- Increase marketing efforts at Tradeshows and industry conferences
 - Texas Economic Development Council
 - International Economic Development Council
 - North Texas Association of Commercial Realtors
 - International Council of Shopping Centers
 - DFW Marketing Team
 - Society of Industrial and Office Realtors
 - Society of Commercial Realtors
- Attend targeted business industry trade shows
 - The Health Industry Council of the North Texas Region
 - Biotechnology Industry Organization
 - Medical Device and Manufacturing Expo
 - Bisnow Commercial Real Estate Events
- Through existing business communications, identify potential new businesses that have support relationships with existing businesses
 - Utilize existing businesses in Keller's targeted business industries to recruit their needed manufacturers, sales representatives or marketing teams
 - Identify supporting businesses that would enhance current Keller businesses
- Maintain and expand relationships with local business networking groups.
The following are retention efforts with these groups:
 - Joint effort in marketing and recruiting targeted businesses
 - Provide demographics, available sites and other recruiting tools
 - Work to leverage existing resources in the local business sector and in the community to share business know-how and best practices, financing opportunities and innovative business solutions
- Continue to work with the Office of the Governor Economic Development & Tourism (EDT) to identify domestic and international expansion and recruitment opportunities for which the City of Keller could be a potential site.

- Actively recruit corporate headquarters and regional offices
 - Utilize Keller's assets to attract corporate headquarter and regional offices, such as the proximity to air transportation in both the Dallas/Fort Worth International Airport and Fort Worth Alliance Airports, as well as close access to State Hwy. 114 and Interstate 35-West. Also, according to Esri Community Analyst, Keller has more than 711,000 workers between the ages of 18 and 65 within a 15-minute drive time
 - Further market the site selection portion of the City's economic development webpage to commercial brokers and site selectors
 - Identify and market shovel-ready sites in strategic areas within Keller



- Leverage current high-level corporate executives within Keller
 - Identify high-level executives who live and work within Keller
 - Work to create a recruitment ambassador group with these targeted executives
- Continue to ensure a competitive incentive policy
 - Encourage development in targeted commercial areas, such as Keller Town Center, Old Town Keller and North Main Street, by providing incentives based on items such as job creation, return on investment, business quality and impact to the community
 - Research and evaluate the possibility of creating a Municipal Development District
 - Research and evaluate the possibility of creating a Public Improvement District in Old Town
 - Research, evaluate and develop a Breakthrough Business Program that would subsidize rent for businesses in their growth phases
 - Identify Private-Public Partnerships that will provide additional funding for developments
- Identify desired uses for targeted commercial areas within Keller
 - Develop goals and development types for each targeted area
 - Ensure that zoning allows for desired uses
 - Utilize and incorporate KEDB 2020 Plan in recruitment efforts of desired uses

Focus Area: Retention & Expansion

- Continue to develop a business retention and expansion plan that will strengthen involvement with the local business community and ensure existing local businesses – including office, retail, restaurants, industry and service – remain successful and continue to contribute to the City of Keller's economy.
 - Host business roundtables with economic development staff and local Keller businesses
 - Interview members of the business community regarding the current business environment
 - Develop a Guide to Marketing your Keller Business that includes contact info and summary of marketing opportunities for local businesses
 - Continue to utilize local business networking groups to provide a forum for City staff to address issues and provide information to business owners
- Develop a business visitation program
 - Include all businesses in the rotation: retail, restaurants, corporate, industry and service
 - Visit all businesses within a 3-year cycle or less
 - Verify accuracy of business data and contact information
 - Identify issues of importance to businesses, obstacles for their success and opportunities for assistance
 - Identify the best mode to distribute City news to businesses
 - Consider including City elected and appointed officials in visits
 - Solicit feedback from current businesses and commercial developers to ensure municipal policies do not hinder commercial growth
- Develop a partnership with the Small Business Administration that would assist current Keller businesses
 - Utilize the Keller Public Library as a meeting location and reference site



- Strengthen the Keep It In Keller campaign
 - Create welcome kits for new businesses that explain the program
 - Identify ways to enhance the site with lunch specials or job postings
 - Develop a city-wide shop local rewards program
 - Partner with local business networking groups to market and encourage the shop local campaign

- Develop a business recognition program
 - Highlight businesses that are community partners, who receive national recognition and/or who have had a long and successful tenure within the City
 - Highlight new and upcoming businesses

- Establish incentives that can apply to expansion of existing businesses
 - Utilize a fast-track permitting process for targeted businesses
 - Provide relocation expenses
 - Offer financial incentives as approved by City Council



Focus Area: Promotion

- Strengthen the Economic Development Department as the link between the business community and the City
 - Continue to be active in local business networking groups
 - Within two months of opening, an Economic Development staff member will visit each new business
 - Economic Development staff will attend Keller business ribbon cuttings/grand openings
 - Monthly site visits to targeted existing business within City limits

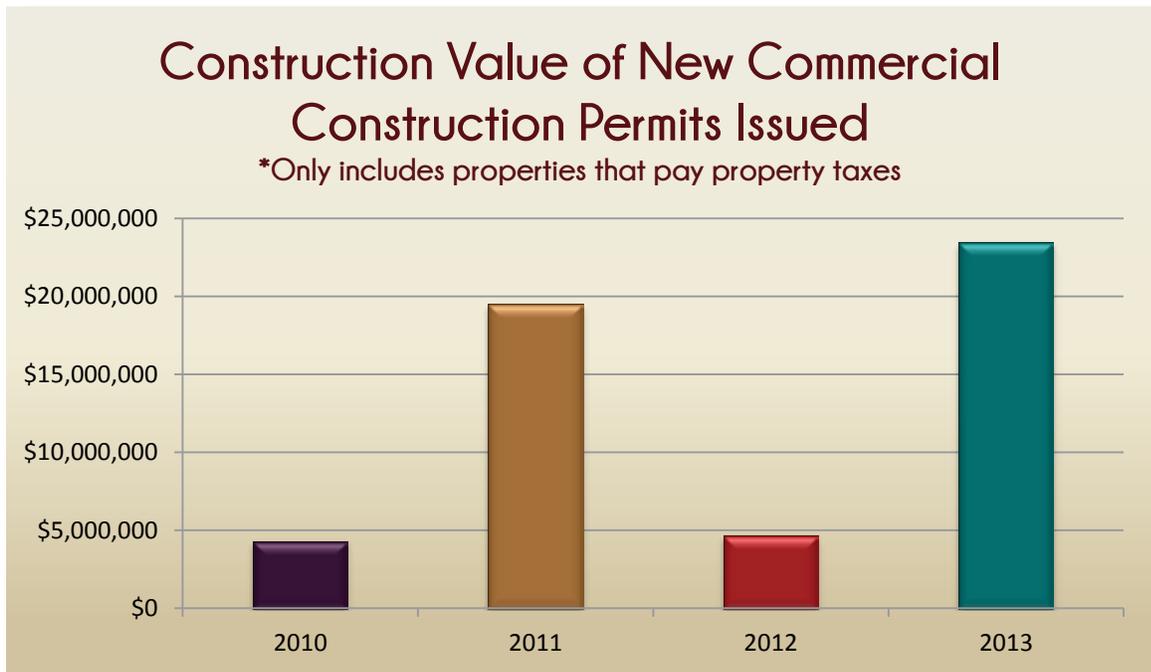
- Utilize Web and Social Media
 - Develop an Economic Development Facebook page that will feature new and existing businesses, and share specials and economic development news
 - Work with GIS to utilize mapping software to highlight local restaurants with locations and photos
 - Update OTK Matching Grant Program webpage showing completed projects

- Strategically utilize Print Media to enhance Keller's regional presence
 - Sub-Regional Advertising
 - DFW to Alliance 114 West Corridor publication
 - Dallas Regional Chamber
 - NTX Magazine
 - Develop an Economic Development welcome kit for new businesses
 - Continue to develop and distribute Shopping & Dining Guides yearly
 - Continue to work with City's Communications Department to share economic development news
 - Continue to distribute bi-monthly economic development newsletter
 - Old Town Keller Matching Grant Program annual reports to City Council
 - Continue to provide bi-monthly updates in North Texas Magazine
 - Work with other City Departments to leverage their events, activities and operations

- Implement Special Events and Partnerships
 - Host quarterly broker/site selector meetings
 - Host monthly business owners/managers breakfast
 - Host yearly Realtors Luncheon with KISD and KISD Education Foundation
 - Continue to grow Keller's Small Business Saturday campaign by featuring holiday specials on the Keep It In Keller website

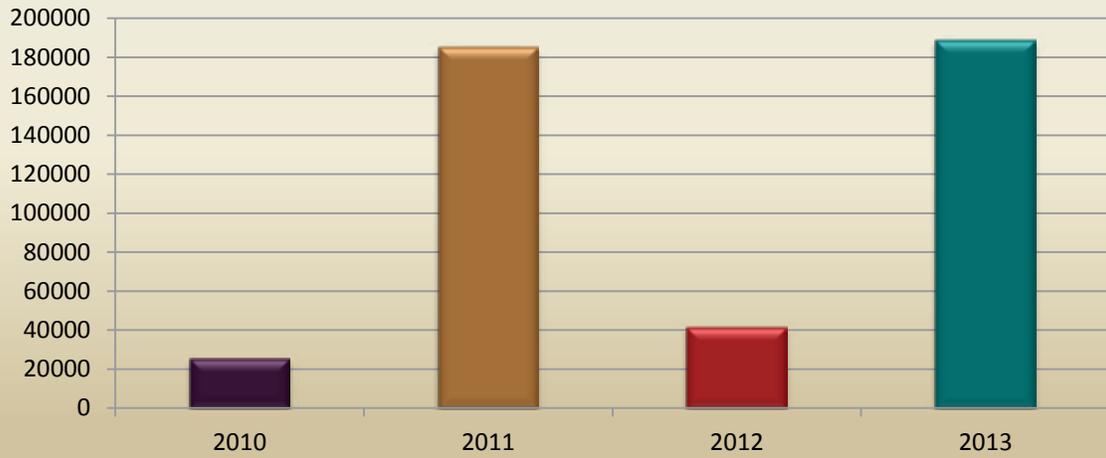


Graphs

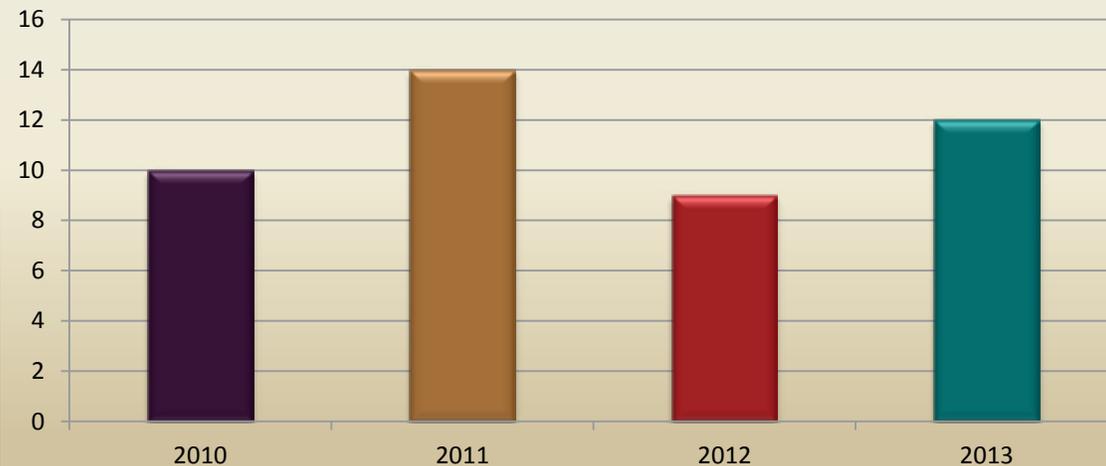


Square Footage of New Commercial Construction Permits Issued

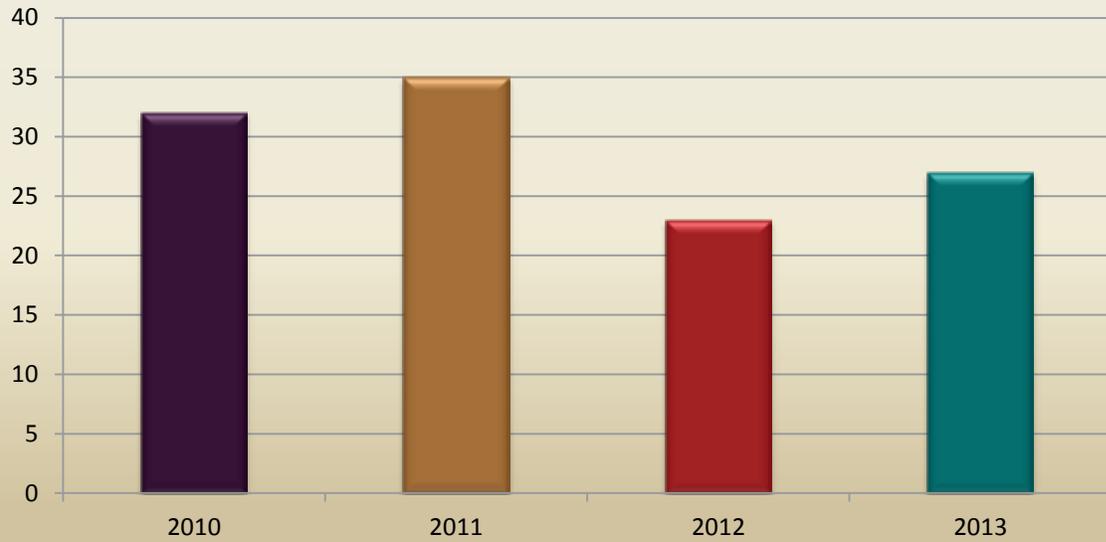
*Only includes properties that pay property taxes



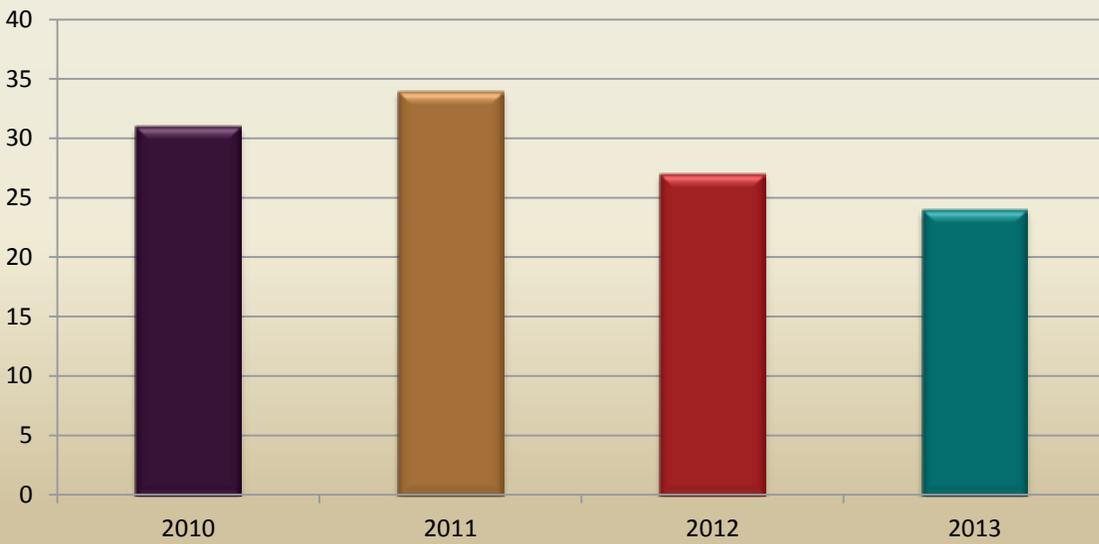
Number of New Restaurant Openings



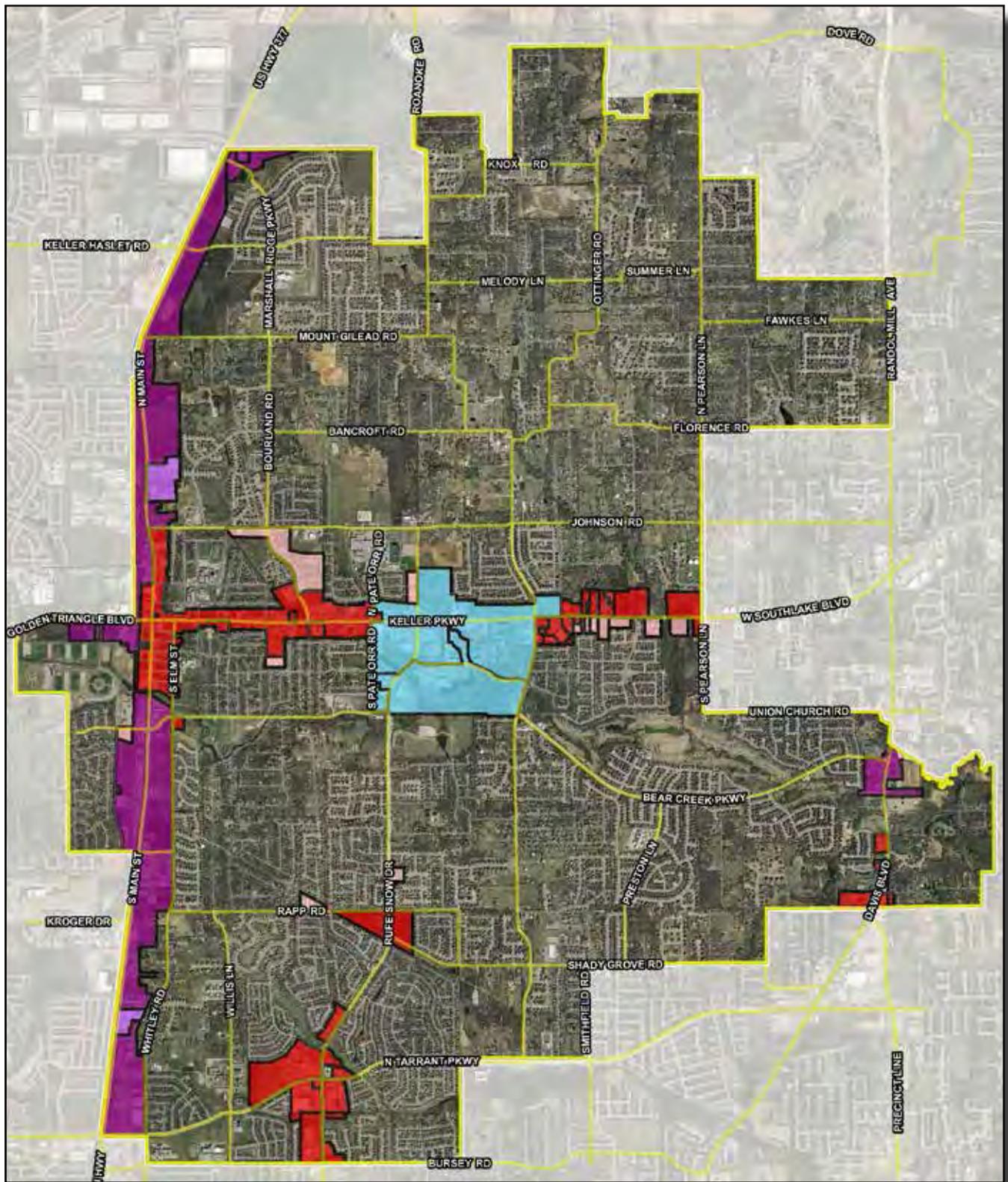
Number of New Retail Openings



Number of New Office Openings



City of Keller Commercial Zoning Districts



- Commercial
- Light Industrial
- Town Center
- Retail
- Office

Marketing Keller

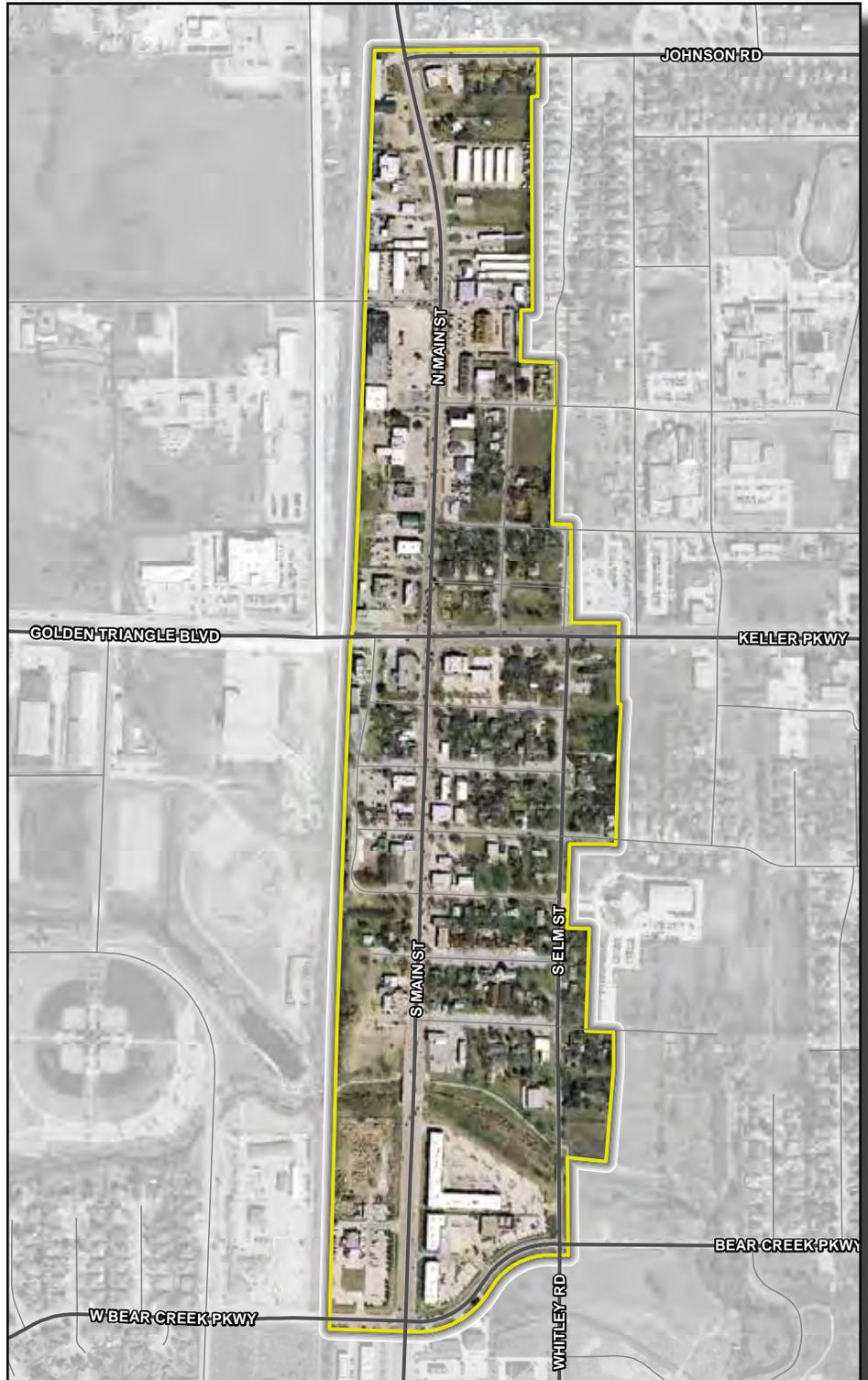
Old Town Keller

Targeted recruitment for the area:

- Redevelopment – particularly in North section
- Family Entertainment – sports focused
- Restaurants
- Office
- Retail – Specialty Shops

Properties being marketed:

- Former Keller Hardware Shopping Center
- Available property and buildings
- City-owned properties (110 West Vine Street and 121 Elm Street)
- Other commercial properties located within the area



Old Town Keller Overlay District

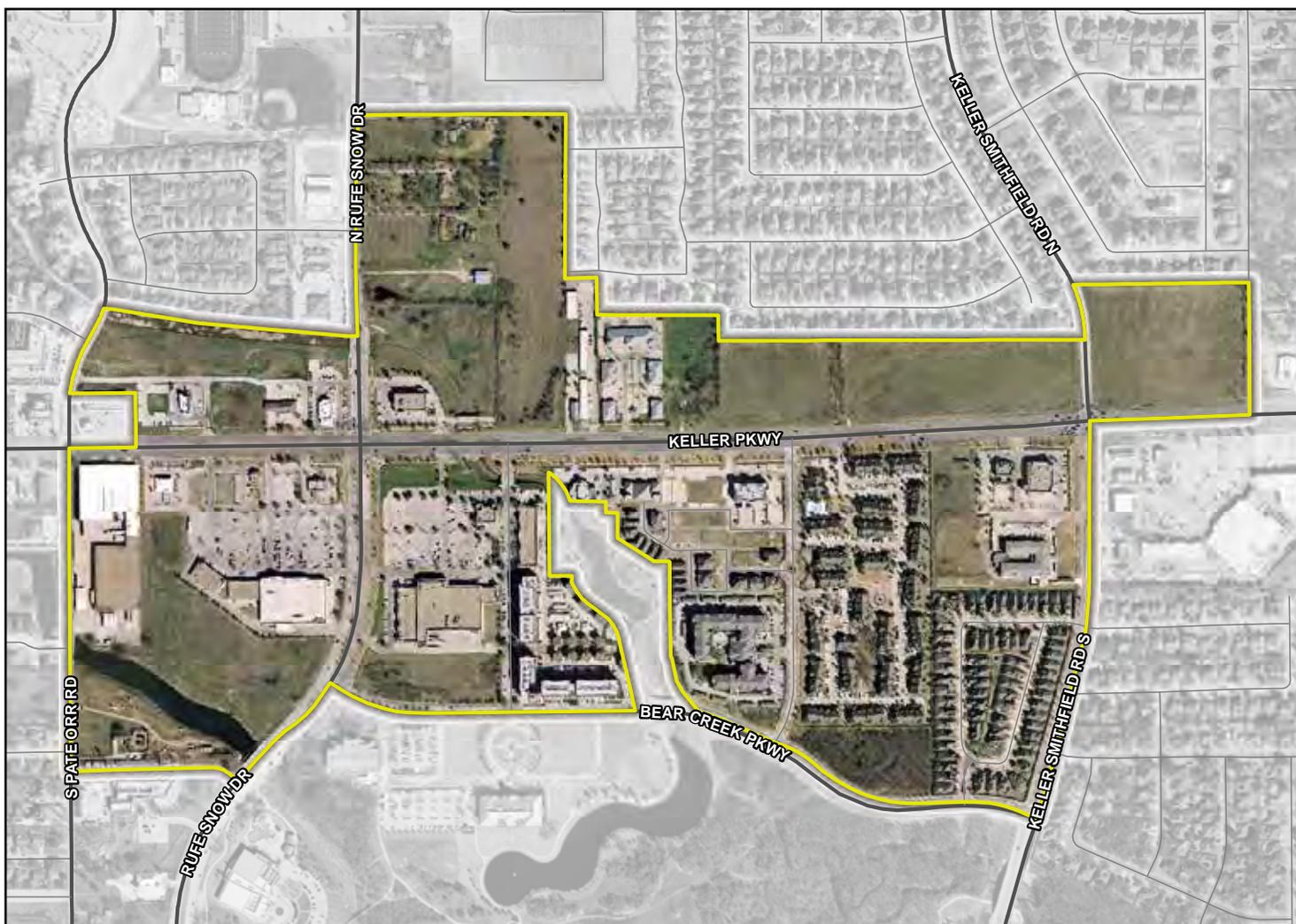
Town Center and Keller Parkway

Targeted recruitment for the area:

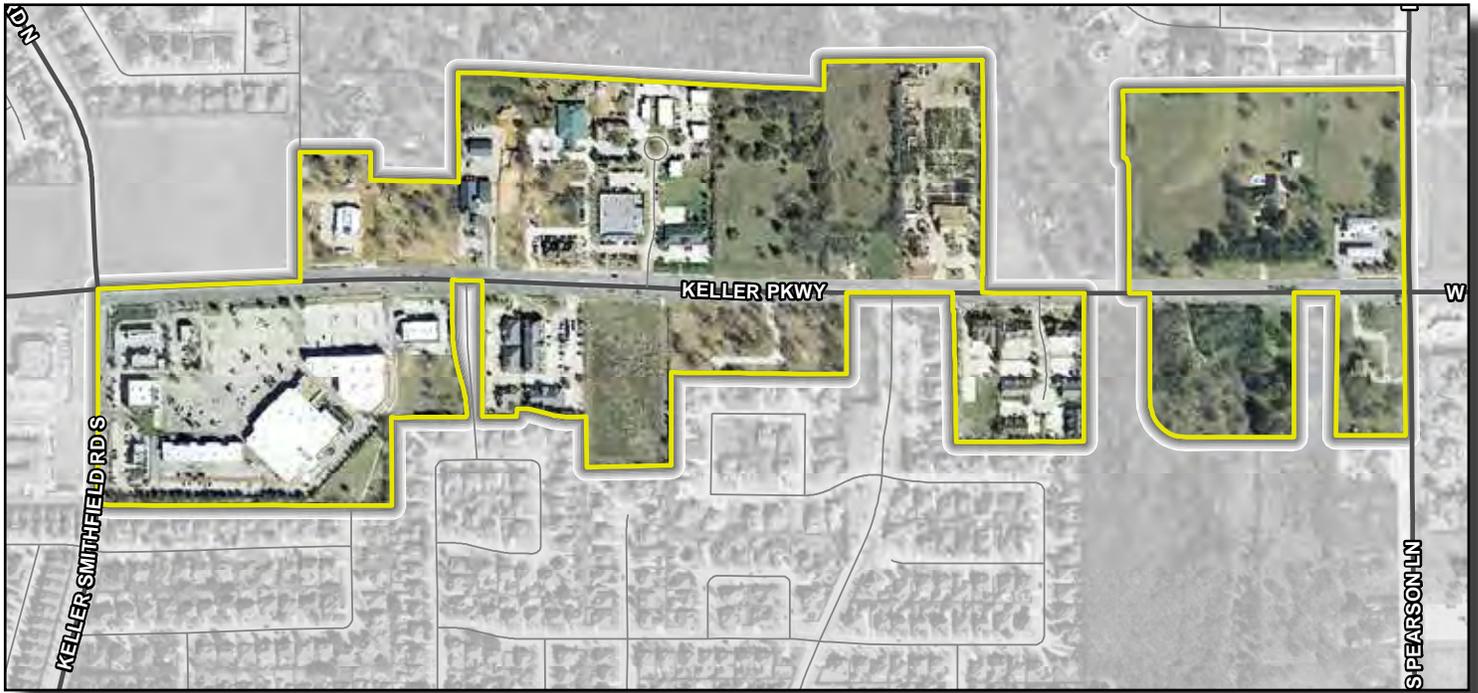
- Daytime population generators - professional offices, medical, etc.
- Hotel/convention centers
- Retail – department stores
- Restaurants

Properties being marketed:

- Arthouse/Regency Center
- Undeveloped land east of Keller Parkway
- Redevelopment of West Keller Parkway
- 459 Keller Parkway (former Mimosa Manner site)
- City owned property (541 Keller Parkway)
- Other commercial properties located within the area



Town Center Zoning District



East Keller Parkway



West Keller Parkway

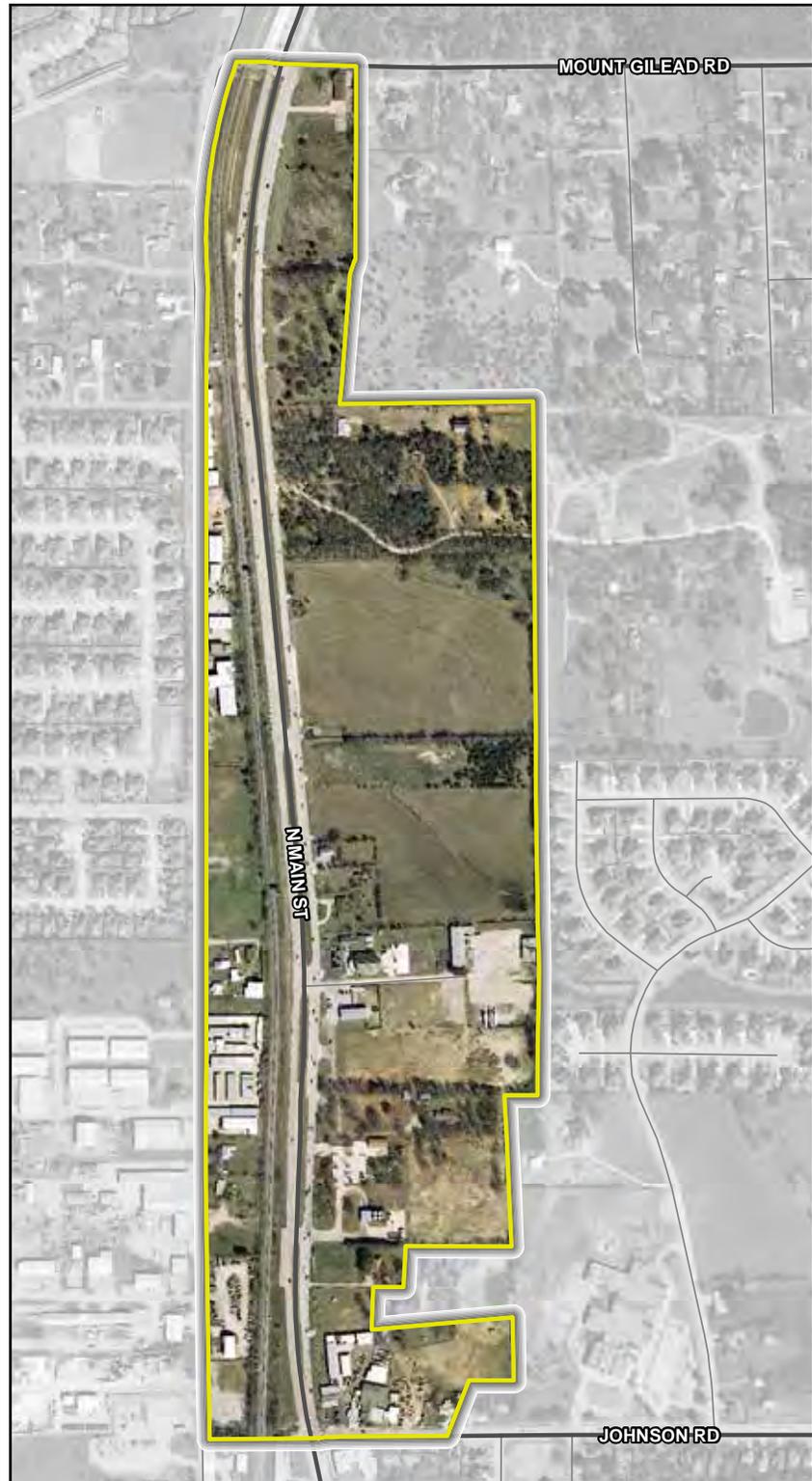
North Keller (U.S. 377)

Targeted recruitment for the area:

- Hospitality
- Big-Box Retail
- Shopping Centers
- Neighborhood Services
- Regional/Corporate Headquarters
- Family Entertainment
- Federal/State Government Offices

Properties being marketed:

- 20 plus acres near Samantha Springs
- Harvest Christian Church building
- Over 60 acres of undeveloped land along North U.S. 377



Mt. Gilead to Johnson Road



Mt. Gilead to North City Limits

South Keller (U.S. 377)

Targeted recruitment for the area:

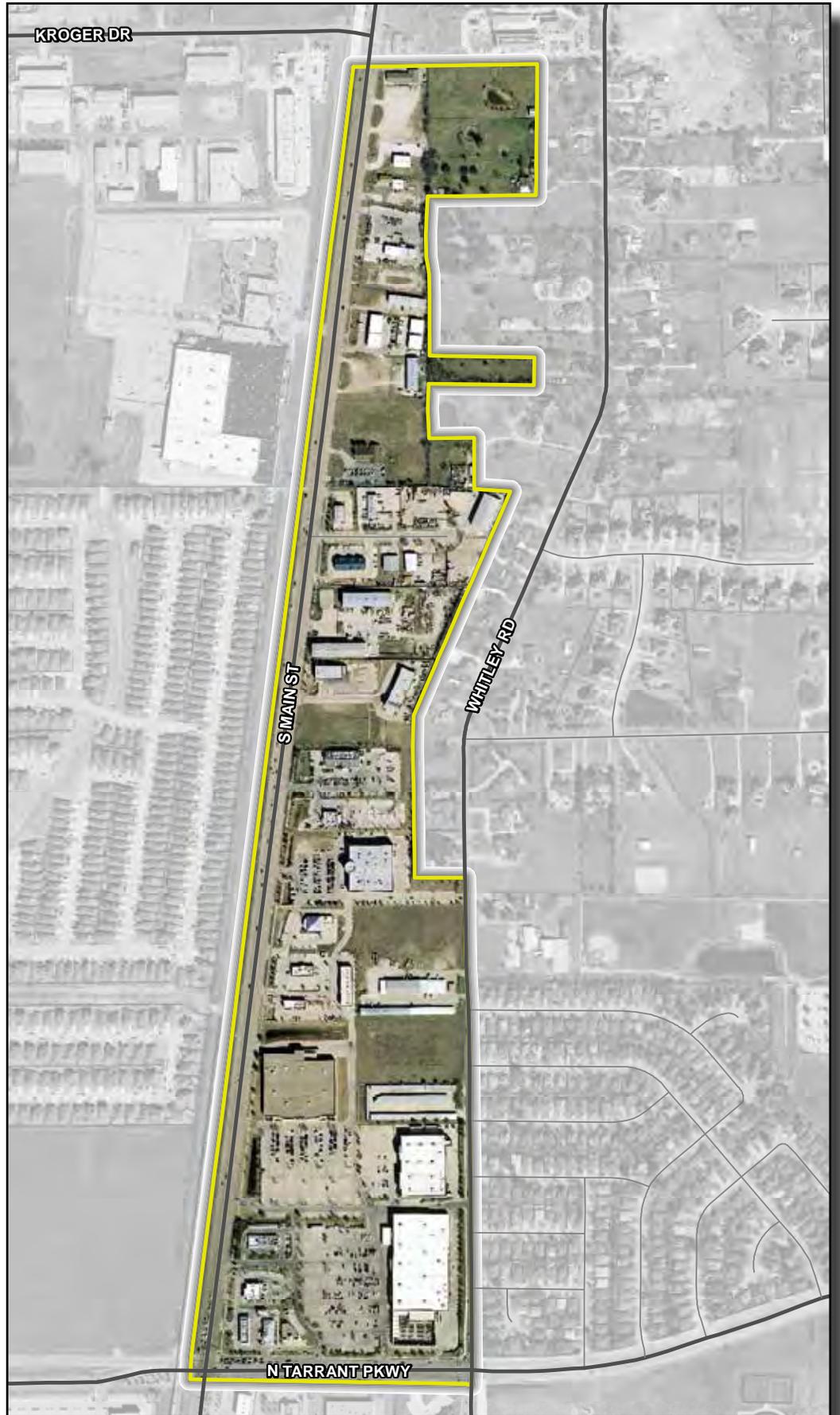
- Big-Box Retail
- Restaurants
- Redevelopment
- Industrial
- Flex-office space

Properties being marketed:

- Undeveloped property along South U.S. 377
- Bear Creek Plaza Shopping Center
- Chisholm Trail



West Bear Creek Pkwy. to Kroger Drive



Kroger Drive to
North Tarrant Pkwy.

Work Plan

Focus Area: Recruitment

Initiative	End Date		Responsibility
	FY	quarter	
Attend North Texas Association of Commercial Realtors' Real Estate Expo Dallas, Texas	2014	4	ED Staff
Develop electronic monthly updates to be distributed to site selectors, regional developers and commercial brokers	2014	4 ongoing	ED Coord.
Attend International Council of Shopping Centers' Texas Deal Making Conference Dallas, Texas	2015	1	ED Staff
Develop <i>Site Selection Guide</i> for Town Center properties	2015	1	ED Staff
Develop <i>Site Selection Guide</i> for Main Street properties and Old Town	2015	1	ED Staff
Develop database of local commercial brokers and site selectors	2015	1	ED Director
Site visits to current Keller businesses that are part of Keller's Targeted Business Industries	2015	1	ED Staff & ED Board
Research and evaluate incentive options for creating a Municipal Development District and/or Public Improvement District	2015	1	ED Director
Host developers'/brokers forum	2015	2 then quarterly	ED Staff & Business Networking Groups
Identify high-level executives who live and work within Keller	2015	2	ED Staff & ED Board
Develop 'ambassador group' with targeted executives	2015	2	ED Board
Develop mentorship program with targeted executives	2015	2	ED Board
Attend TEDC's Economic Development Sales Tax Workshop Richardson, Texas	2015	3	ED Staff
Attend International Council of Shopping Centers' RECon Las Vegas, Nevada	2015	3	ED Staff
Attend Society of Industrial and Office Realtors' Spring World Conference	2015	3	ED Staff
Develop a map to be used on the City's Economic Development website that locates the property, provides a photo of the property and broker contact information for unleased/undeveloped areas.	2015	3	ED Staff & GIS Dept
Attend Health Industry Council's Annual Meeting	2015	3	ED Director
Accompany DFW Marketing Team on out-of-state recruiting trip	2015	4	ED Staff
Attend Biotechnology Industry Organization International Convention	2016	3	ED Director
Attend Medical Device Manufacturers Association's Annual Meeting	2016	3	ED Director

Focus Area: Retention and Expansion

Initiative	End Date		Responsibility
	FY	quarter	
Attend Texas Economic Development's annual conference Houston, Texas	2015	1	ED Director
Attend International Economic Development Council's annual conference Fort Worth, Texas	2015	1	ED Director
Evaluate Breakthrough Business Program as a potential economic development program	2015	1	ED Staff & City Manager
Host business roundtables with economic development staff and Keller business owners	2015	1 monthly	ED Staff, ED Board and Business Networking Groups
Attend Texas Economic Development Council Spring Conference Dallas, Texas	2015	2	ED Staff
Attend TEDC's Small Business Financing Essentials for Economic Developers Workshop Dallas, Texas	2015	2	ED Staff
Develop 'Guide to Marketing your Keller Business'	2015	2	ED Coord.

Focus Area: Marketing and Public Relations

Initiative	End Date		Responsibility
	FY	quarter	
Attend DFW Marketing Team (in association with the Dallas Chamber of Commerce) quarterly meetings	2014	quarterly	ED Director
Attend Business Networking Group's monthly luncheons	2014	monthly	ED Staff
Attend ribbon cuttings/grand openings of Keller businesses	2014	ongoing	ED Staff and ED Board
Introductory meetings to new Keller businesses within two months of opening	2014	ongoing	ED Staff and ED Board
Bi-monthly Economic Development Newsletter	2014	ongoing	ED Coord.
City Council Economic Development Updates	2014	ongoing	ED Director
Bi-monthly economic development update feature in North Texas Magazine	2014	ongoing	ED Director
Develop and distribute Shopping and Dining Guide	2014	3 yearly	ED Coord.
Update Old Town Keller Matching Grant webpage to feature completed projects and impact to the district	2014	4	ED Coord.
Create welcome kits for new businesses	2014	4	ED Staff
City Council Old Town Keller Matching Grant Program annual report	2014	4	ED Staff
Small Business Saturday Campaign	2015	1	ED Coord.
Develop interactive map on the Economic Development website to highlight local restaurants	2015	1	ED Staff & GIS Dept
Evaluate joining Fort Worth Chamber of Commerce and the Northwest Chamber of Commerce	2015	2	ED Director
Realtor's Luncheon with KISD and KISD Education Foundation	2015	3	ED Staff
Develop a Keep It In Keller Facebook page	2015	4	ED Coord.