

Brenham

Washington County

Economic Development

Quarterly Newsletter

Volume 3, Issue 1

Summer, 2022

Business Retention & Expansion Program

Retaining and expanding local businesses is a primary goal of the Brenham | Washington County Economic Development Organization (BWEDO). That is why we launched a Business Retention & Expansion (BRE) Program. The purpose of the BRE Program for our community is to establish and maintain healthy relationships between local businesses and local government—the City of Brenham and Washington County.

What is BRE?

Business Retention & Expansion Programs are intentional and proactive engagement efforts to support local businesses by addressing challenges or concerns so that our businesses can focus on their core business and thrive in our community.

This BRE Program will be a continuous program and will assist the BWEDO team to execute a strategic plan focused on retaining and growing current businesses by meeting their needs and providing the tools and resources to grow. Having such a program encourages existing local businesses to stay and grow deep roots in the community by establishing important relationships and understanding their needs as a business. When businesses are successful, this success trickles to the community and quality of life of those who live here and work here.

What Will the BRE Program Look Like for Local Businesses?

BWEDO makes the effort to communicate with businesses regularly, follow up when problems arise that may affect critical business activities, provide solutions when possible, make them aware of opportunities, and lastly, listen and navigate any challenges they may face to ensure their business continues to thrive in our community.

BRE Program—Continued on Page 2



Want More Information About BRE?

www.BrenhamED.com/BRE

Erica A Warren, BREC

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BWEDO is constantly refining resources to provide businesses with information and opportunities. Each outreach visit will also serve to share information on the access to resources available through the BWEDO office and our BrenhamED.com website. Resource areas include: connections to workforce programs, connections to local

government, available local incentives as well as any known grants or capital funding opportunities, access to our jobs posting website, state/legislative announcements that may impact their operations, being able to bring solutions or create relationships to needs or issues the company may need addressed.

WHEN SHOULD BUSINESSES REACH OUT TO BWEDO?

We are interested in learning more about your business. Contact us when:

- ★ Business Expansion or Mergers and Acquisitions Impact your Business Plans
- ★ Challenges with Government Regulations, Codes, or Policies
- ★ Workforce Needs and Staff Training Issues
- ★ Any Business-Related Issue Impacts your Ability to Thrive in Washington County

<https://www.BrenhamED.com/BRE>

Monique Breaux, Main Street Manager Joins BWEDO Staff



Monique Breaux joined the staff of the Brenham | Washington County EDO in July as the new Main Street Manager for Downtown Brenham when the department transitioned to BWEDO.

Monique joined the City of Brenham in Spring of 2021 as an executive assistant in the City Manager's office, and has previous experience in Parks and Recreation and Public Works in the City of Marble Falls.

Monique comments, "I have experience in journalism (tv and film production), parks and recreation, and municipal administration. I've never met a stranger and somehow, I've man-

aged to link all three of the aforementioned career industries together! Main Street will be an adventure. It combines historic preservation, event planning, and curating business owner relationships. I look forward to seeing new things develop."

Monique has a degree in Mass Communication - Journalism and also holds a Masters of Public Administration degree.

Monique Breaux, MPA

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Spotlight: Disaster Preparation & Business Recovery

In this region of Texas we used to discuss Disaster Recovery most frequently in conjunction with Hurricane Season. However in our post-pandemic world, we now have a greater understanding that disaster can come at any time and in the most unexpected manner! At BWEDO we take very seriously our role in helping our local businesses prepare for and recover from disaster.

Business Continuity Planning

Business continuity planning is the process of considering how your business will stay in operation in the event of a disaster. Business continuity planning looks at the effects of interruptions in supply chains, production capacity, and cash flows. Business continuity considers alternatives and strategies for protecting operations, assets, and personnel. Business continuity planning improves the ability of your business to respond and recover from threats, emergencies, or disasters. Business continuity planning builds resilience both for your business and the community.



Critical Business Function Assessment

Identifying critical business functions is integral in resuming operations following a disaster. Typically, the critical business functions are those that

- 1) Are most sensitive to downtime;
- 2) Fulfill legal or financial obligations to maintain cash flow;
- 3) Play a key role in maintaining your business' market share and reputation; and
- 4) Safeguard an irreplaceable asset.

Disaster Preparedness Actions

Have a disaster plan in place for your organization in the event of a catastrophe. This plan

should be tailored to your organization, updated regularly, and discussed with all team members. Annually review insurance coverage to ensure appropriate coverage in terms of replacement costs for the business AND business interruption insurance. Key to this plan is knowing how to effectively communicate with all team members (both staff

and outside partners) in the event of an emergency when normal means of communication, like phones may not be available.

Know your data is securely backed up in real time and in an offsite location so that you can restore systems quickly in a new location. Peace of the mind when this is managed effectively allows you to focus on more imperative recovery initiatives!

Prepare and maintain a resource list of preferred contractors that may be needed to help you with recovery efforts. And create and strengthen partnerships before disaster arrives in our community. Know your neighbors, Chamber of Commerce, City and County Officials, and BWEDO staff.

FREE Business Continuity Planning Toolkit

The OFB-EZ™ toolkit may be downloaded at:

http://www.disastersafety.org/wp-content/uploads/OFB-EZ_Toolkit_IBHS.pdf

Focus: Workforce

Brenham - Washington County Economic Development is pleased to announce the launch of a community job board, a FREE resource for businesses and job seekers located in Washington County.

Susan Cates, Director of Economic Development, states, "We understand that hiring and retaining a well-qualified workforce is a top priority for local employers. We are providing this recruitment tool, and marketing the website regionally, to help our businesses cast a wider net in accessing the top-notch employees needed in Washington County."

Businesses wanting to list open positions may request a login from <https://washcotxjobs.com/request-account> to get started. An invitation will be sent and once completed, the business can set up additional users within your organization. Each user is responsible for listing and removing positions once filled. Job seekers simply go to www.washcotxjobs.com and choose the category of work they are seeking.

The site will be marketed to media sources throughout the region to attract an even greater pool of applicants and drive more traffic to the site.

For more information, contact Erica Warren at ewarren@cityofbrenham.org or 979.337.7234.

www.WashCoTXJobs.com links

Request an Account



Job Fairs & Events



UPCOMING

JOB FAIR

SAVE
the
DATE

NOVEMBER 10TH, 2022

In case you missed the September 7th job fair at Blinn College you can RSVP today for our next big hiring event!

SAVE THE DATE for the **Red, White, & You! Job Fair**. This event will take place on **Thursday, November 10th from 10-2** at the Fireman's Training Center.

There will be a special tribute to veterans, military, and their spouses. We welcome them to attend for the opening ceremonies to be recognized in our community!! This event will be open to ALL job seekers.

To register your booth, please call **979-595-2800** or email:

economicdev@cityofbrenham.org.

ACTIVITY
SNAPSHOT
YEAR-TO-DATE



136

NEW JOBS
CREATED



26

ACTIVE
PROJECTS



232

REQUEST FOR
INFORMATION (RFI)



18

RFI INFO
SUBMITTED



6

BUSINESS
EXPANSIONS



221

BRE
CONTACTS

Eco Dev Highlights

Brenham Trails at Market Square



- Baker Katz continues to add retail projects to their Brenham Crossing development. In addition to Hobby Lobby, Marshall's, Rack Room Shoes, Five Below, Burke's Outlet, PetSmart, Mod Pizza, and Aspen Dental open currently, Buff City Soap is opening soon and James Avery, Ulta, and Burlington are in development.
- Brenham Trails, a 55+, income controlled multi-family project by Trinity Housing Development is under way and anticipates completion near year's end. Brenham Trails will have 49 one-and-two bedroom units.
- Brenham Mecom is under construction for office/retail center at US290 & Becker, no tenants have been announced.
- In Downtown: 100 E. Alamo, The Grand Leader just opened. This beautiful renovation is the new home to both Ballad of the Bird Dog and Mescalito Coffee.
- Brenham Kitchens acquired 2 acres in Brenham Business Center for a business expansion project.
- Industrial Rig Lights recently acquired an additional 2 acres adjacent to their current location in Southwest Industrial Park for future expansion.
- Kountry Boys Sausage purchased 8.5 acres

from Brenham EDF for a future business expansion in Southwest Industrial Park.

- The Housing Task Force had it's first meeting August 31, 2022. This task force will focus on the housing needs for our community at all income levels, including our workforce.
- Corrosion Resistant Alloys celebrated their official groundbreaking in the spring and their new manufacturing center is under construction located east of Brenham on US290.
- The YellowTruck Market retail incubator which launched in Oct. 2021 with seven retail participants closed effective July 2nd. Five businesses successfully launched to their next venture. The COEO, Company 5, and posey roe each have retail space in Downtown. Krafty Ink is growing her wholesale business after a successful Dallas Market season. Local Honey Bee Company shifted focus to growing online sales, building an robust e-commerce site with the assistance of local marketing company, Planify. The rapid success of businesses leading to frequent turnover of participants, in what was slated as a two-year program, was not anticipated.
- Project permitting continues at a rapid pace. Year-to-date 283 permits have been applied for in the City of Brenham Development Services Department.



Mecom Plaza, US290 & Becker



2022 has been a year of momentum for Washington County. With the leadership of our local elected officials, businesses, healthcare leaders, education institutions, and your Chamber Team, we've progressed as a community even with the setbacks of the pandemic. Our members continue to invest in not only our community but the Chamber, so that the Chamber can continue to support our local businesses, our local workforce, and advocate for our community's quality of life. The Chamber Team thrives on finding inspiration, strategies, connection, and transparency to ensure that we keep our community growing.

May your day be blessed and your business prosper!

Jamie Rankin, President/CEO

The great state of Texas is alive and thriving. It is incredible to read the headlines, daily it seems, of new business's moving their headquarters to our state. This migration is creating a "once in a lifetime" opportunity for strategic growth for cities like ours. These businesses that are moving here will need additional businesses to support them and they are looking for cities like ours, to set up shop. I am excited to continue looking for the right deals for the City of Brenham and I am excited for the future of Texas. It is also amazing to watch the growth of the current businesses in our town. It will be imperative to focus on helping them achieve their growth goals through Business Retention and Expansion. Hold on tight, it will be a challenging and rewarding season for Washington County!

Blake Brannon, Chair—2022



LET'S GET SOCIAL FOLLOW US



www.BrenhamED.com



www.WashCoTXJobs.com



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@BrenhamED



@brenham_washco_edo



Brenham-Washington County Economic Development

FREE SMALL BUSINESS EDUCATION SERIES

OPEN TO THE PUBLIC

"RISK MANAGEMENT, RETAIL LOSS POLICIES & CITIZENS RESPONSE TO ACTIVE SHOOTERS EVENT TRAINING"

BY: BRENHAM PD
TUESDAY, SEPTEMBER 20
6:30 PM - 8:00 PM
NANCY CAROL ROBERTS MEMORIAL LIBRARY

WWW.BRENHAMED.COM

Guest Speaker:

Todd Ashorn
Administrative Sergeant



To RSVP Email:
economicdev@cityofbrenham.org

Sponsored by:





From the Director

In one word, things are HOT! This has been a hot, hot summer and development in Washington County is hot as well.

In 2022, Brenham Community Development Corporation (who owns the land in both of our business parks) sold two parcels, has two parcels under contract, and is negotiating contracts on two additional parcels. They also have one parcel under lease for a year.

Brenham EDF, the private non-profit economic development organization that began focused economic development activity in Brenham way back in 1953 sold their final parcel of land in Southwest Industrial Park.

Residential permits continue at record pace like they did in 2021. And commercial activity is fast-paced along the 290 retail corridor.

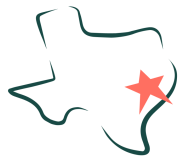
Brenham is doing a great job keeping abreast of all the development, but infrastructure capacity is feeling the pinch. In the coming months you will be hearing about “Impact Fees” being evaluated by the City of Brenham.

Impact Fees are a tool that a growing number of Texas communities use to help circumvent current rate payers in the utility system or tax payers for other services (like road construction and maintenance) from bearing all the

financial responsibility for increasing capacity to accommodate growth. Instead Impact Fees shift a portion of the cost to developers through one-time Impact Fees assessed as new projects are constructed. Impact Fees never capture 100% of the cost of new infrastructure as system improvements carry benefits for the whole community, but it helps! As we work through the process, I will update you in future editions of this newsletter.

The BWEDO office is growing! In May EcoDev Specialist Erica Warren and her husband Travis welcomed a baby boy, Reavis, to their family. Congratulations! While Erica was on maternity leave, we were joined by Cynthia Timpa as an EcoDev Assistant. We couldn’t bear to say goodbye when Erica returned so Cynthia will be staying on in a part-time role. Hurray! In July the responsibility for Brenham Main Street was shifted to the Economic Development Department and we added Monique Breaux to our team as the Main Street Manager. Yay!

We are excited to launch new initiatives in Business Retention and Expansion and Workforce Recruitment as we move into Autumn. Please let us know how we can help your business thrive in Washington County!



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