



SHERMAN

ECONOMIC DEVELOPMENT CORPORATION

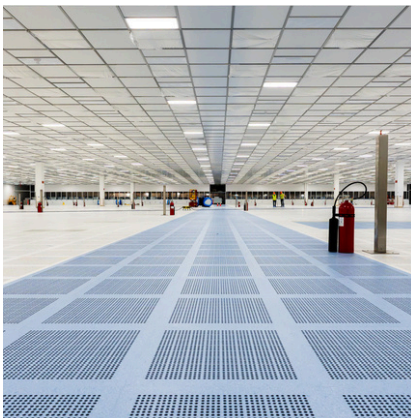


2023-2024
Annual Results

2024-2025
Program of Work



SHERMAN
ECONOMIC DEVELOPMENT CORPORATION



BOARD OF DIRECTORS

Janie Bates, *Chair*

Scott Bandemir, *Vice-Chair*

Jason Brumm, *Secretary*

Gail Utter, *Member*

Dr. Al Hambrick, *Member*

Robin Phillips, *Member*

Willie Steele, *Member*

EX OFFICIO MEMBERS

David Plyler, *Mayor*

Shawn Teamann, *Deputy Mayor*

Juston Dobbs, *Council Member*

Robby Hefton, *City Manager*

Dr. Thomas O'Neal, *SISD Superintendent*

STAFF

Kent Sharp, *President*

Ashton Bellows, *Chief Financial Officer*

Shannon Blake, *Vice President of
Business Development*

April Day, *Executive Assistant*



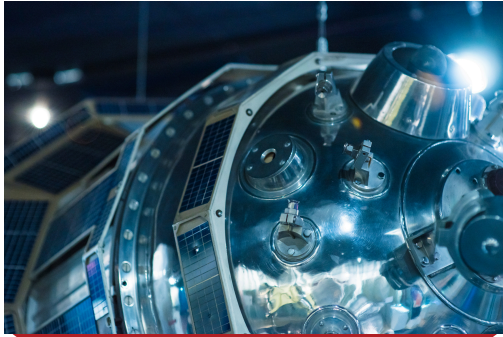
PROGRAM OF WORK RESULTS

2023/2024

MISSION

Grow and diversify the economy of Sherman and the surrounding area through the addition of new jobs and investment of primary employers.

TARGET INDUSTRIES



Advanced
Manufacturing



Industrial Research &
Development



Corporate
Headquarters

FY 23-24 GOALS

- A. Retain & Expand Existing Primary Employers
- B. Recruit Targeted Primary Employers & Allies
- C. Support Workforce Development & Employment Programs
- D. Manage & Market SEDCO Real Estate to Attract Industrial Real Estate Investments
- E. Cultivate & Fund an Entrepreneurial Program
- F. Encourage Sherman Minority-Owned & Women-Owned Businesses





GOAL A

RETAIN & EXPAND EXISTING PRIMARY EMPLOYERS

Continue supporting our existing primary employers for continued growth of new jobs and investments through our Business Retention & Expansion Program.

- The SEDCO Board approved the following resolutions for existing industries:
 - 2023.26: Authorizing and approving a real estate sales contract for the sale and conveyance of an approx. 5.08 acres, located in Progress Park to Persys Engineering, Inc.
 - 2024.03: Authorizing a \$50,000 Small Business Development Grant to P.Q.D. International for assistance in purchasing a CNC tube bending machine and a laser tube cutting machine. P.Q.D. will maintain 10 employees and invest an estimated \$600,000 capital expenditure.
 - 2024.07: Authorizing up to \$290,000 in financial assistance to Harvest Hill Holdings, Inc. to support an \$8 million expansion at the Sherman Sunny Delight facility. Harvest Hill will maintain an average of 140 employees and donate \$2,900 (1% of the incentive) to Masterkey Ministries as part of the Community Involvement Obligation.
 - 2024.09: Authorizing up to \$2,941,571.43 in financial assistance to Coherent, based the company's estimated \$98 million capital expenditures to relocate processes from California and Illinois and establishing a new production line. Coherent will maintain an average of 338 employees and will donate \$29,415.71 to the Advanced Manufacturing Program as part of the Community Involvement Obligation.
 - 2024.10: Authorizing a \$50,000 Small Business Development Grant to Mueller Construction Company, LLC for assistance in purchasing a new fiber laser machine and electrical upgrades to their Sherman facility. Mueller will add 7 new employees and invest an estimated \$559,664.03 in capital expenditure.
- Presented a \$317,276 incentive payment to Sunny Delight. The company has invested \$30,160,316.96 in qualified expenditures for two Juicy Juice production lines at their Sherman facility.
- Conducted five Business Retention and Expansion (BRE) Visits.
- Sponsored 3 Plant Manager and Safety Leader Forums and 2 Leadership Lunches.
- Attended and presented at numerous events, meetings, trainings, webinars, and conferences and served on local, regional, and state committees and boards.
- Provided sponsorships to the local, regional, and state organizations.

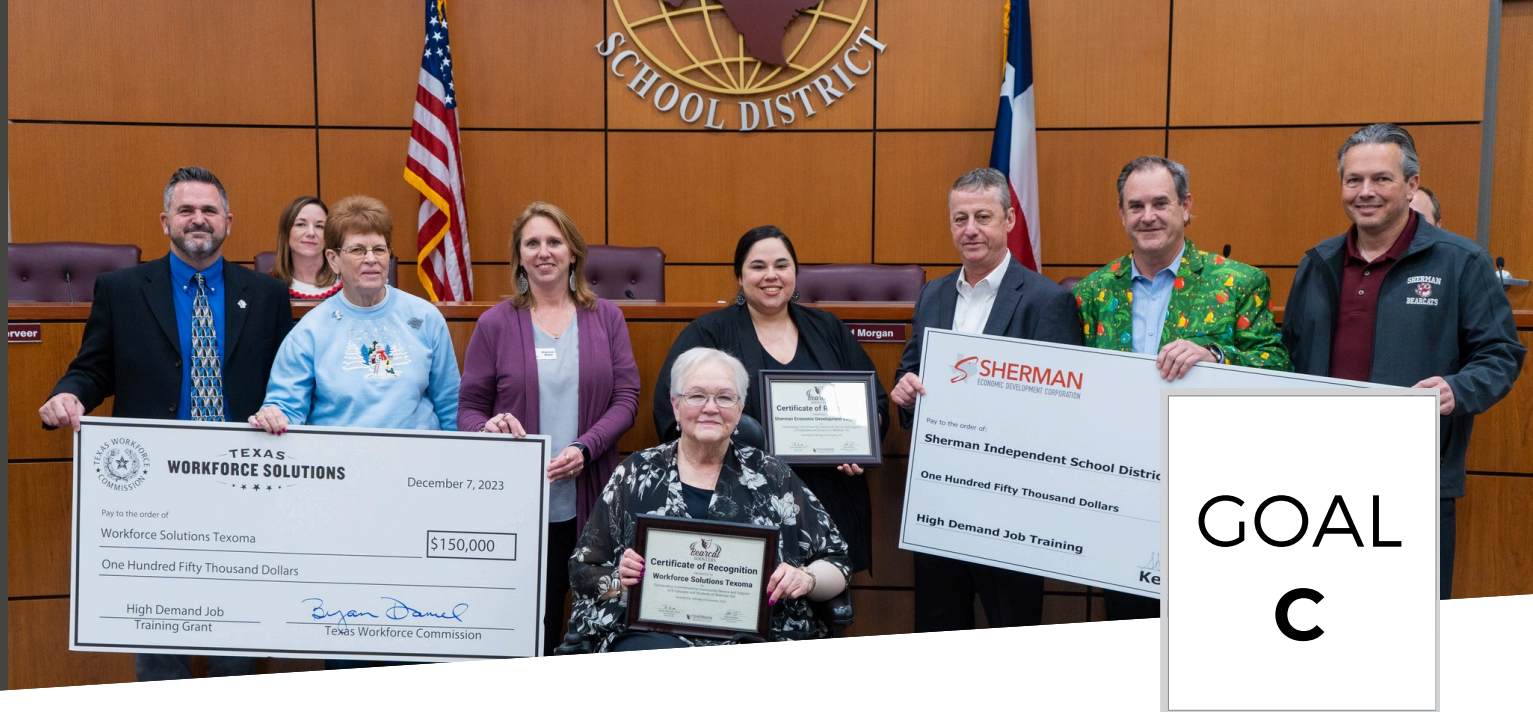


GOAL B

RECRUIT TARGETED PRIMARY EMPLOYERS & ALLIES

Market Sherman's attributes to attract primary employers – companies with statewide, national and global markets. Continue to build relationships with key partners including site selectors, real estate professionals, other economic development agencies, and local leadership.

- The Texoma Semiconductor Tech Hub was selected by the Biden-Harris Administration as one of the 31 U.S. tech hubs and received \$900,000 in Economic Development Administration funds.
- Staff attended SEMICON in San Francisco, hosted a dinner with suppliers of the current Sherman semiconductors, co-sponsored a suite at the San Francisco Giants game for key company representatives, and returned with solid leads to recruit companies within the target market.
- The SEDCO Board approved the following resolutions:
 - 2024.12: Authorizing financial assistance to DJL Properties Texas, LLC, and Molinos USA, Inc. for up to \$1.3 million to construct a corn mill production facility. The resolution also approves the sale of approx. 30 acres in Progress Park VI at \$35,000 per acre, totaling \$1,050,000. Upon completion of all phases, the total capital investment is an est. \$35 million with the creation of approx. 25 jobs.
 - 2024.14: Authorizing financial assistance to Easy Foods, Inc. for up to \$2.1 million to construct a corn and flour tortilla and chip production facility. The resolution also approves the sale of approx. 30 acres in Progress Park VI at \$35,000 per acre, totaling \$1,050,000. Upon completion of all phases, the total capital investment is an est. \$50 million with the creation of approx. 238 jobs.
- Hosted 17 site visits and prospect meetings.
- Marketed Sherman at the Industrial Asset Management Council (IAMC) Spring Forum in Greenville, South Carolina.
- Distributed the quarterly reports to over 1,500 newsletter contacts.
- Met with site selectors and other allies to discuss Sherman's programs and assets.
- Worked with 2x2 Media on videos highlighting Sherman to recruit jobseekers and new companies.



SUPPORT WORKFORCE DEVELOPMENT & EMPLOYMENT PROGRAMS

Continue to actively support the regional educational institutions, economic development organizations, workforce agencies, and industries on workforce development and training opportunities.

- Provided \$150,000 in matching funds for the High Demand Job Training (HDJT) grant from the Texas Workforce Commission (TWC) for a total of \$300,000 to help meet the needs of the growing high-tech industry in Sherman. The grant was awarded to Sherman ISD and used to equip the new Electronic Engineering Technology (EET) lab at the high school.
- Partnered with the Advanced Manufacturing Consortium - a regional effort to offer career pathways to area middle and high school students to develop a pipeline of upper-skilled workers for advanced manufacturing that fit the needs of regional companies.
- Co-sponsored events for teachers, parents, counselors, mentors, industry representatives, and students that educated attendees on the student workforce programs or celebrated program milestones.
- Co-sponsored the Red, White, and You and Career Connection Job Fairs.
- Promoted and attended the Austin College Fall Employer Recruitment Day with local industries.
- Matched grant dollars with Workforce Solutions Texoma and the Denison Development Alliance for two Career and Education Outreach Specialists to assist with student recruitment and retention for AMP, IMT, EET, and other demand occupation training programs while educating the students, teachers, and counselors on targeted jobs in the region.
- Continued to partner with the Center for Workforce Learning to offer no-cost training to full-time employees of Sherman-based, Type A businesses.
- Maintained job listings on ShermanTXJobs.com and promoted the listings through social media ads.



GOAL D

MANAGE & MARKET SEDCO REAL ESTATE TO ATTRACT INDUSTRIAL REAL ESTATE INVESTMENTS

Maintain and market industrial land, as well as industrial buildings, to attract primary employers that result in the development of property.

- The SEDCO Board approved the following resolutions:
 - 2023.28: Authorizing the execution of a real estate sales contract for the acquisition of approx. 10.781 acres from 903 Brewers, LLC., authorizing the execution of a related termination agreement, and payment of ad valorem taxes owed on the property.
 - 2023.30: Authorizing and approving a 0.041-acre water line easement with the City of Sherman.
 - 2024.05: Opposing all permits submitted to the Texas Commission on Environmental Quality (TCEQ) and other governmental agencies by BM Dorchester, LLC, regarding the construction of the proposed cement production plant and quarry in Dorchester, Texas; recognizing the potential loss of approx. \$35 billion of planned capital investment by the semiconductor industry; authorizing up to \$100,000 funding for legal and consulting services; and urging thorough review of said applications.
 - 2024.11: Authorizing an agreement with Vessels Construction, a division of Vescor, Inc for the construction of approximately 1,100 LF of 10'-12' concrete road widening on each side of the existing 24' wide Howe Drive.
- Kent met with GlobalWafers and City of Sherman staff to discuss the sewer extension needs and requirements within Progress Park.
- Worked with BNSF and Via Rail on projects seeking rail served sites in Progress Park.
- Worked with service providers to prepare for infrastructure and utility needs in Progress Park.



GOAL E

CULTIVATE & FUND AN ENTREPRENEURIAL PROGRAM

Incentivize young, Type A eligible, entrepreneurial companies that will be based in Sherman and have the potential to positively impact the local economy.

- Continued to partner with Austin College, the Grayson Small Business Development Center (SBDC), PQD International Inc., Lori Ann Cannon, CPA, and other regional leaders to execute the annual Raising Innovative Sherman Entrepreneurs (RISE) Challenge.
- Worked with the partners to update program guidelines and RiseInSherman.com and selected a panel of judges comprised of local business leaders.
- Updated the RISE Program, introducing a new requirement that businesses must have been operational for at least one year but no more than five years, with a minimum of one year of sales.
- During the 2023 RISE Challenge, two businesses applied, and one advanced to Round 2. However, the Round 2 applicant decided to withdraw from the competition due to scaling back of their operations.
- Started brainstorming how to transition the annual competition to a traditional grant program that is offered year-round.
- Continued to monitor and track past RISE winners through quarterly payroll and financial reports and updates from the Grayson SBDC.



ENCOURAGE SHERMAN WOMEN-OWNED & MINORITY-OWNED (WOMO) BUSINESSES

Create an environment of education and support to increase the number and size of Sherman minority-owned and women-owned businesses.

- Worked with the WOMO Committee to continue to develop a program that will educate and provide support to new and existing women-owned and minority-owned business owners.
- Hosted the Sherman WOMO Annual “Launch into Action” Event with approximately 70 people in attendance. Eighteen businesses participated in the marketplace to showcase their goods and services. Featured speakers included Casie Rivas, JaCoi James Pugh of Black Women’s Wall Street, Eric Ross, and Gail Utter.
- Developed workshops featuring successful local WOMO business leaders, focusing on finance, organization, and marketing. Hosted the Resource Fair and a “Marketing 101” workshop, providing essential business resources and marketing insights to support WOMO businesses.
- Marketed the WOMO directory on social media and sedco.org.
- Educated WOMO business owners on resources available to grow and expand their operations.
- Encouraged participation of WOMO business owners in events and other networking opportunities within the City of Sherman to market their businesses.
- Hosted three small group breakout sessions to offer business networking and discussion in a more intimate setting with the added feature of providing a key business takeaway for attendees to enhance the value of these gatherings.



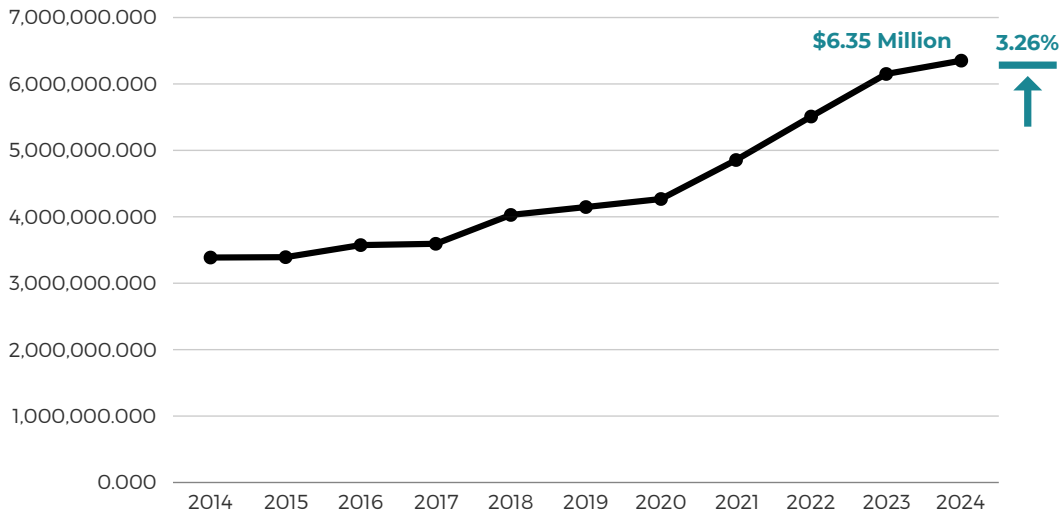
RECOGNITION OF RESULTS

- SEDCO and the City of Sherman received the Community Economic Development Award (Population 20,001 - 50,000) from the Texas Economic Development Council (TEDC) for the second consecutive year, recognizing our efforts on the multi-billion dollar GlobalWafers project.
- SEDCO received the TEDC 2023 Economic Excellence Recognition Award.
- April completed the TEDC Basic Economic Development Course.
- Shannon graduated from the Future Training Leaders (FLT) Program through TEDC and Leadership Sherman through the Sherman Chamber of Commerce.



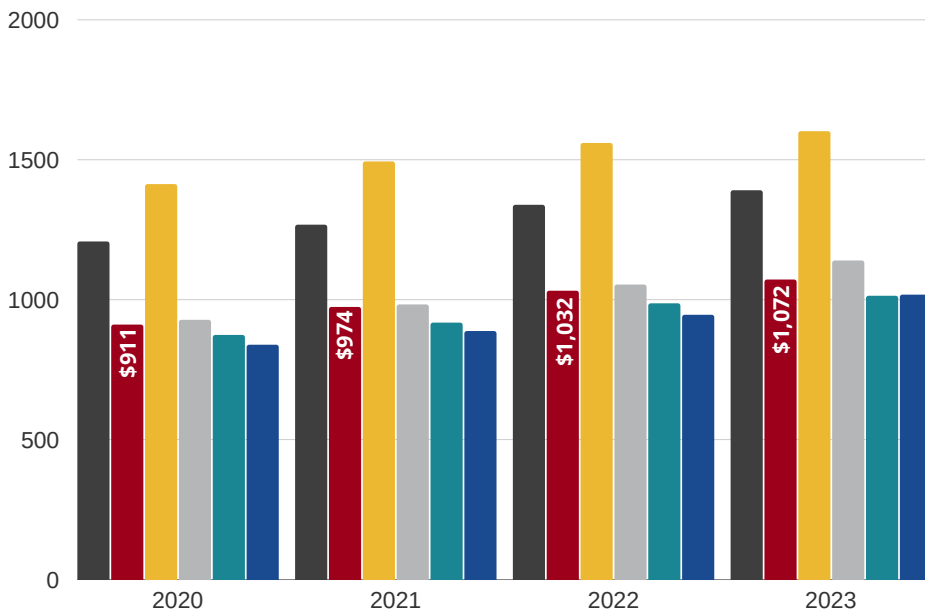
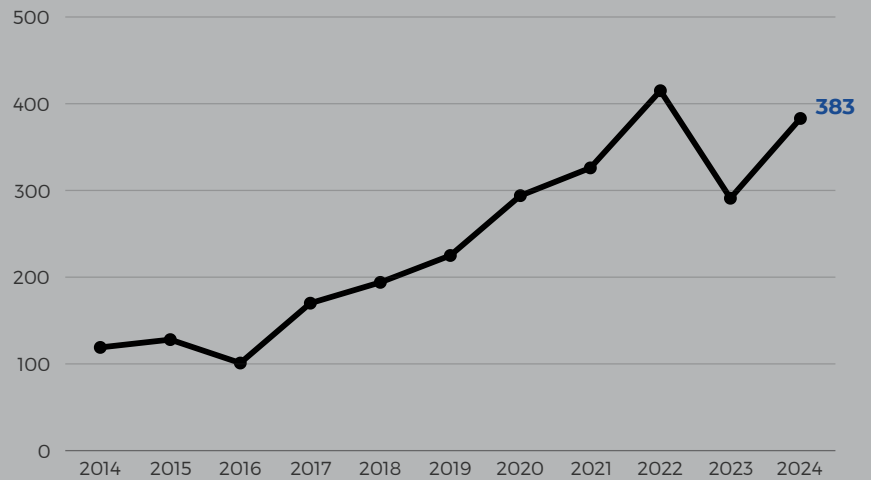
OTHER BUSINESS

- The SEDCO Board approved the following resolutions and corporate policies:
 - 2023.27: Presented a plaque to the Douglass family of Douglass Distributing as a token of our appreciation for their immeasurable contributions to Sherman, Texas.
 - 2024.01: Amendment to the Articles of Incorporation changing the number of directors from five to seven.
 - 2024.02: Amendment to the SEDCO Bylaws to reflect the Articles of Incorporation update of a seven-member Board of Directors serving for (3) three-year terms.
 - 2024.04: Amendment to the SEDCO Bylaws to provide that all board members must reside within the city limits of Sherman or the extraterritorial jurisdiction (ETJ) of the City of Sherman during the term of appointment to the SEDCO Board.
 - 2024.06: Authorizing a license agreement with Garney Companies for a laydown yard of 0.3443 acres in Progress Park II with a term ending December 31, 2024.
 - 2024.08: Authorizing Oncor's use of a 0.9286-acre transmission line easement off Northgate Drive.
 - SEDCO Investment Policy
 - Ineligible Section 457(f) Deferred Compensation Plan for Tax Exempt and Governmental Organizations and Supplemental Compensation Agreements
 - Amendment to the Travel & Expense Policy allowing mileage reimbursement over 150 miles per trip for employees receiving an automobile allowance.
- Updated the Application for Financial Assistance to include a Community Involvement Obligation. This obligation requires companies receiving a SEDCO incentive to donate 1% of the total incentive value to support an approved Sherman non-profit or community organization.
- SEDCO staff attended the Texas Commission on Environmental Quality (TCEQ) Public Town Hall where Kent spoke regarding possible negative impacts to the current and future industries within Progress Park.
- Co-hosted the Sherman Mayor's Economic Development Roundtable with the City of Sherman and Keynote Speaker Ross Perot Jr.

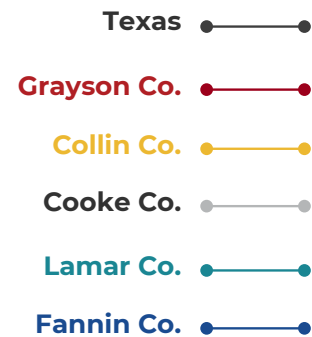


SINGLE FAMILY PERMITS DEC 2014 - JUL 2024

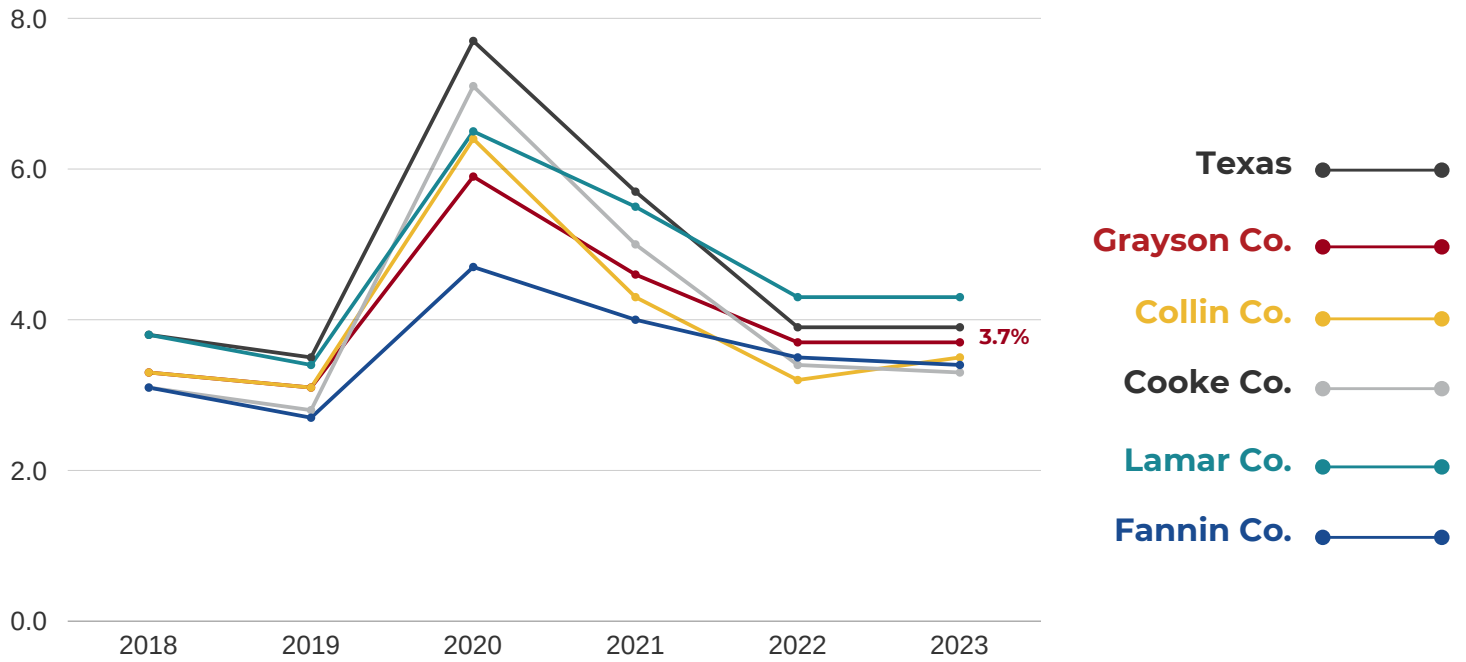
Represents the number of actual lots for which a construction permit has been pulled by the homebuilder.



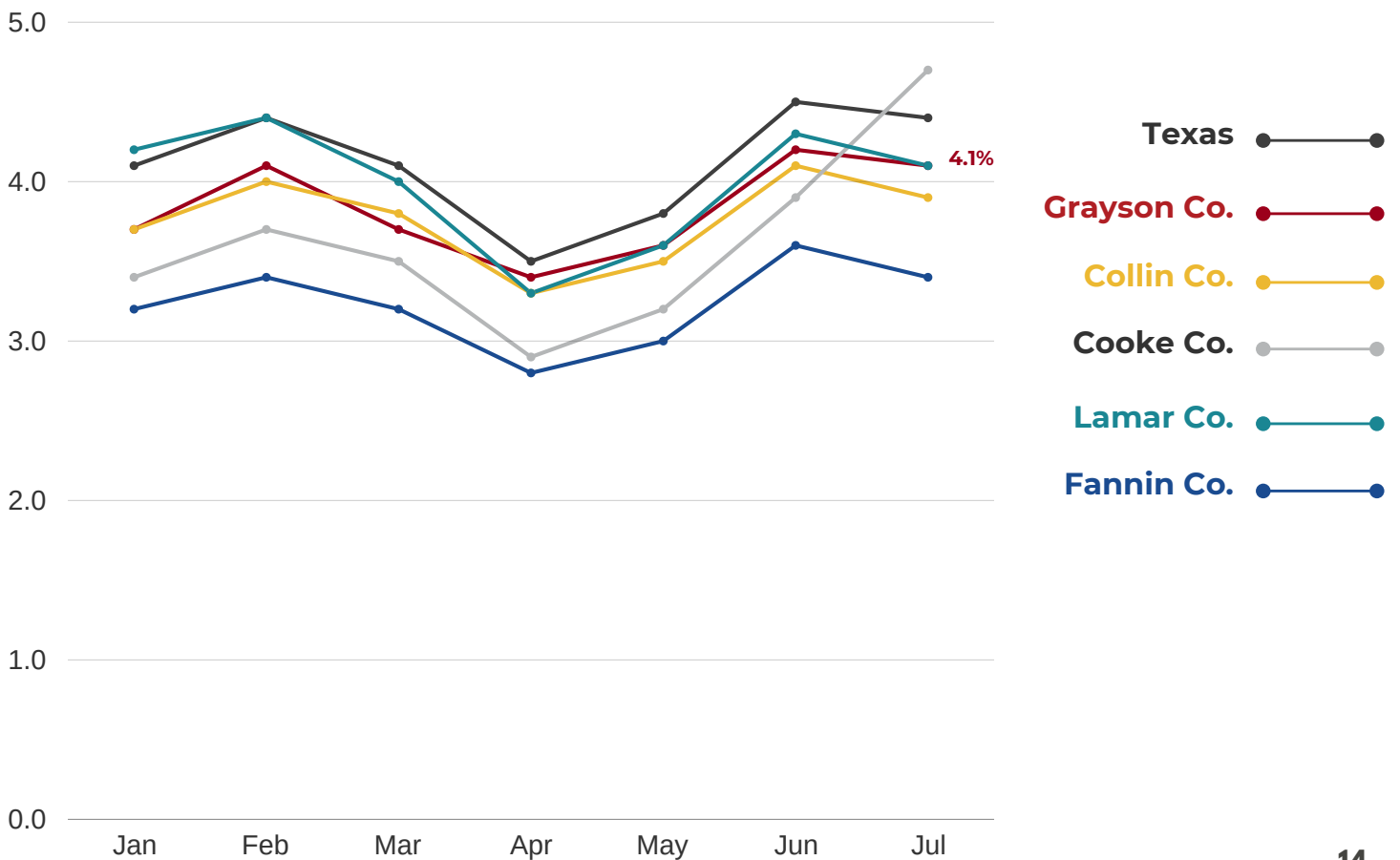
AVERAGE WEEKLY WAGE 2020 - 2023



AVERAGE UNEMPLOYMENT RATE 2018-2023

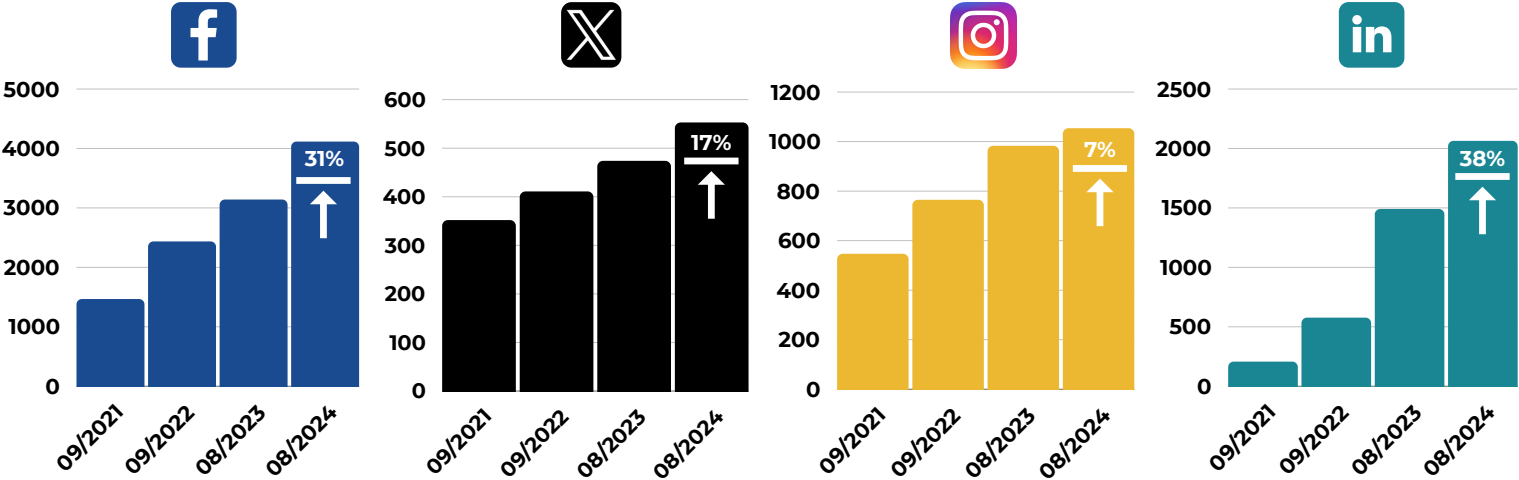


UNEMPLOYMENT RATE Jan-Jul 2024



SOCIAL MEDIA ANALYTICS

Follower Growth Rate



Ad Campaign Results

Metric		f & i	in
	# of Campaigns	22 Oct 2023 - Sept 2024	13 Oct 2023 - Sept 2024
	Impressions	651,831	207,011
	Engagement	57,064	8,359
	Video Plays	78,844	54,493
	Clicks	6,447	7,878



PROGRAM OF WORK

2024/2025

■ GOALS

A

Retain & Expand Existing Primary Employers

Recruit Targeted Primary Employers & Allies

B

C

Support Workforce Development & Employment Programs

Manage & Market SEDCO Real Estate to Attract Industrial Real Estate Investments

D

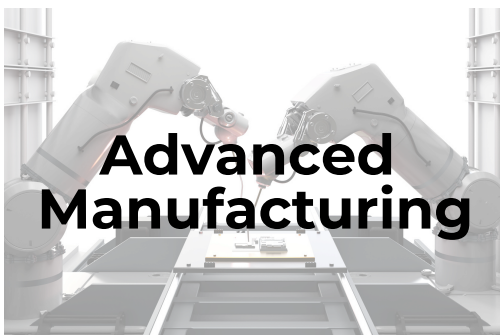
E

Transition the Entrepreneurial Program into an on Demand and Focused Effort

Educate & Promote Sherman Women-Owned and/or Minority-Owned (WOMO) Businesses

F

TARGET INDUSTRIES ■



GOAL A

Continue supporting our existing primary employers for continued growth of new jobs and investments through our Business Retention & Expansion Program.



RETAIN & EXPAND EXISTING PRIMARY EMPLOYERS

- As related to the rapidly changing advanced manufacturing industry, both globally and domestically, SEDCO will position Sherman as a focal point for retaining large- and small-scale capital investment projects
- Visit existing industries to learn about new updates and current needs and seek ways to help them strengthen their Sherman operations.
- Visit headquarters of local companies when feasible (elevated priority).
- Support existing industries with tailored incentive agreements to attract new investments and jobs and assist local companies to compete for corporate expansions.
- Sponsor Plant Manager and Safety Leader Forums which provide information, encourage dialogue among local industry and discuss issues that affect the local business environment.
- Host Leadership Lunches with industry representatives and community leaders to discuss the local business environment.
- Work with the Sherman industries, the City of Sherman, and Grayson County to develop strategies to better prepare for disaster-related events.



GOAL B

Market Sherman's attributes to attract primary employers – companies with statewide, national and global markets. Continue to build relationships with key partners including site selectors, real estate professionals, other economic development agencies, and local leadership.



RECRUIT TARGETED PRIMARY EMPLOYERS & ALLIES

- As related to the rapidly changing advanced manufacturing industry, both globally and domestically, SEDCO will position Sherman as a focal point for attracting large- and small-scale capital investment projects.
- Attract primary employers with tailored incentive agreements for new investments and jobs.
- Showcase the availability of sites and existing buildings (when available), incentives, and city amenities and highlight Sherman's economic development successes.
- Distribute marketing materials and promotional items to site selectors, real estate professionals, and company administrators representing our target industries.
- Initiate prospecting trips with allies to target industries.
- Host real estate professionals in Sherman to promote Progress Park and other local resources and networking events for allies, site selectors, and industrial brokers.
- Actively participate with economic development allies to narrow the scope of our recruitment campaigns to attract primary employer investments and jobs.
- Support the marketing efforts of the North Texas Regional Airport.



GOAL C

Continue to actively support the regional educational institutions, economic development organizations, workforce agencies, and industries on workforce development and training opportunities.



SUPPORT WORKFORCE DEVELOPMENT & EMPLOYMENT PROGRAMS

- Partner with the Advanced Manufacturing Consortium – a regional effort to offer career pathways to area middle and high school students to develop a talent pipeline of upper-skilled workers for advanced manufacturing that fit the needs of regional companies. These efforts include:
 - Advanced Manufacturing Program (AMP), Industrial Maintenance Technician (IMT) Program, Programmable Logic Controllers (PLC), Business Education for Teachers & Counselors, Careers in Texas Industries Day, Manufacturing Day, Student Tours, and Electrical Engineering Technology (EET) Program.
- In partnership with Workforce Solutions Texoma and the Denison Development Alliance, continue to support two Career Education Specialists positions to assist with the recruitment and retention of students for AMP, IMT, EET, and other demand occupation training programs while educating the students, teachers, and counselors on targeted jobs in the region.
- Explore a new Women in STEM initiative with industrial, workforce, and education partners.
- Work with Workforce Solutions Texoma and the Center for Workplace Learning to promote skills development training grants for new and existing industries.
- Continue to partner with the Center for Workplace Learning to offer no-cost training to full-time employees of Sherman-based, Type A businesses.
- In response to industries' need for employees, continue to co-sponsor career fairs and update and promote ShermanTXJobs.com.

GOAL D

Maintain and market industrial land, as well as industrial buildings, to attract primary employers that result in the development of property.



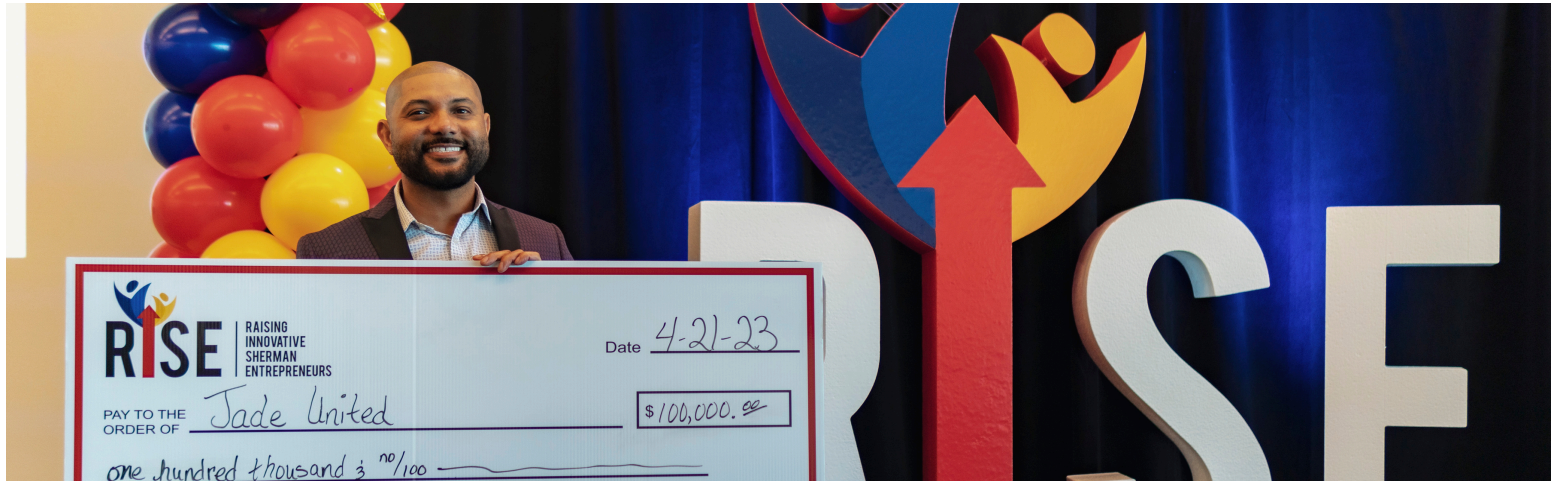
MANAGE & MARKET SEDCO REAL ESTATE TO ATTRACT INDUSTRIAL REAL ESTATE INVESTMENTS

- Work with allies to market SEDCO and privately-owned properties to target industries.
- Continue strategic investments in capital improvements and expansion for Progress Park.
- Partner with the City of Sherman on strategic infrastructure development to enhance usability.
- Maintain listings for SEDCO-owned properties on sedco.org.



GOAL E

Incentivize young, Type A eligible, entrepreneurial companies that will be based in Sherman and have the potential to positively impact the local economy.



TRANSITION THE ENTREPRENEURIAL PROGRAM INTO AN ON DEMAND AND FOCUSED EFFORT

- Evaluate and modify the Raising Innovative Sherman Entrepreneurs (RISE) platform to accommodate a more in demand program for young entrepreneurs.
- Continue to partner with Austin College, the Grayson Small Business Development Center, PQD International Inc, Lori Ann Cannon, CPA, and other regional leaders.
- Update program guidelines to be more consistent with current SEDCO traditional incentive structure.
- Continue to monitor the progress and results of the current RISE Challenge winners.



GOAL F

Create an environment of education and support to increase the number and size of Sherman women-owned and/or minority-owned businesses.



EDUCATE & PROMOTE SHERMAN WOMEN-OWNED AND/OR MINORITY-OWNED (WOMO) BUSINESSES

- Work with the WOMO committee to continue a program that will educate and provide support to new and existing women- and/or minority-owned business owners.
- Continue workshops and an annual event featuring local, successful, WOMO business leaders presenting topics relevant to finance, organization, and marketing.
- Market the WOMO directory on social media and sedco.org.
- Educate WOMO business owners on resources available to grow and expand their operations.
- Encourage participation of WOMO business owners in events and other networking opportunities within the City of Sherman to market their businesses.
- Host small group breakout sessions quarterly to offer business networking and discussion in a more intimate setting.





CONTACT

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FOLLOW

