



# SHERMAN

ECONOMIC DEVELOPMENT CORPORATION



Program of Work  
2018-2019 Results



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**Stacey Jones**  
*CEd, Executive Vice President*

**Ashton Ghaemi**  
*Director of Research & Marketing*





## SHERMAN ECONOMIC DEVELOPMENT CORPORATION PROGRAM OF WORK 2018-2019 RESULTS

### 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

**The following are target industries that comply with Type A requirements through the Sherman Economic Development Corporation:**

- **Manufacturing** *Technology Products, Equipment, Metal Fabrication, Plastics, Recycling and Food & Beverage Processing*
- **Warehouse/Distribution Centers**
- **Customer Service Centers** *Call Centers, Data Centers*
- **Industrial Research & Development**
- **Regional & National Corporate Headquarters**

### Goals to Promote Capital Investment & Jobs

- Retain and Expand Existing Primary Employers**
- Recruit Targeted Primary Employers and Allies**
- Support Workforce Development and Employment Programs**
- Manage, Market and Expand SEDCO Real Estate to Attract Commercial Real Estate Investments**
- Raise the Profile of SEDCO and Sherman in Local, Regional, State, National & International Markets**





## **GOAL A**

### **RETAIN AND EXPAND EXISTING PRIMARY EMPLOYERS**

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

## **RESULTS**

1. J.P. Hart Lumber Company - *Completed*      \$9.5M investment, 37 new jobs, \$679,999 incentive
2. Presco - *Completed*      \$967,539 investment, 190 retained jobs, \$47,500 incentive
3. GlobiTech - *Completed*      \$17,910,000 investment, 36 new jobs, \$895,500 incentive
4. Tyson Fresh Foods - *New*      \$30M investment, 1,703 retained jobs, \$1.5M incentive
5. Modular Power Solutions - *New*      \$10.2M investment, 105 retained jobs, \$510,000 incentive
6. Conducted 38 Business Retention and Expansion (BRE) visits.
7. Hosted 5 Plant Managers Forums, 5 Safety Leaders Forums, and 10 Manufacturing – HR Focus Group meetings.
8. Reconstructed ShermanTXJobs.com for improved analytics and functionality and marketed the site through various platforms. The site features 7 new videos featuring employees from existing industries, an “Explore Sherman” page that highlights the community’s amenities, and a moving checklist to assist new employees during their transition to Sherman.
9. SEDCO and the City of Sherman hosted a booth at the Finisar Health Fair to educate Finisar employees on Sherman’s housing, tourism, and more.
10. Completed production on 3 existing industry marketing videos for Mueller Construction Company, Christmas Designers, and 903 Brewers.



## 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, economic development agencies, and local leadership.*

## RESULTS

1. Northstar - *Completed* \$84,000 investment, 4 new jobs, \$14,000 incentive
2. Emerson-Vanessa - *New* \$4.8M investment, 55 new jobs, \$275,000 incentive
3. Eternity Technologies, Inc. - *New* \$3.8M investment, 46 new jobs, \$190,000 incentive
4. The staff has worked with the Governor's Office of Economic Development and Tourism, the Dallas Regional Chamber, Team Texas, Burlington Northern Santa Fe Railway, and other allies on a total of 36 projects with an est. \$2,252,730,000 in investments and approx. 10,181 new jobs.
5. Hosted 9 site visits from companies interested in a Progress Park location and met with numerous site selectors, commercial brokers, and real estate professionals to discuss Sherman's assets.
6. Hosted a booth with the City of Sherman at the North Texas Commercial Association of Realtors and Real Estate Professionals (NTCAR) Expo.
7. Co-sponsored the Dallas Regional Chamber's Networking Event for the Site Selectors Guild.



## **GOAL B**

### **RECRUIT TARGETED PRIMARY EMPLOYERS & ALLIES**

## **RESULTS CONTINUED**

8. Attended the Industrial Asset Management Council's (IAMC) Spring & Fall Professional Forums. IAMC is the leading trade association for corporate real estate executives focused on the needs of an industrial portfolio. Through this membership, SEDCO builds relationships with hundreds of corporate real estate professionals that could foster future projects. During the Fall Forum, SEDCO served as a Texas Dinner host for a private event for corporate real estate professionals and sponsored the Community Service Project.
9. Attended WESTEC, the manufacturing technology tradeshow, with Team Texas and saw companies from the aerospace, medical, industrial machinery, automotive, and fabricated metal industries. During the tradeshow, SEDCO co-sponsored the Southern California Consultant Reception.
10. Attended the International Food Technology (IFT19) Expo with Team Texas. IFT drew roughly 23,000 attendees and provided the opportunity to network with about 1,200 exhibiting companies from the food industry. During the expo, SEDCO served as one of the sponsors of the hospitality event for prospects.
11. Participated in the Team Texas Road Show in Chicago and met with three major site consultants – Kate McEnroe, Jerry Szatan, and Kevin Spiegel – and six companies that expressed intent to expand or relocate to Texas from the Chicago area: S&C Electric, Zekelman Industries, Noise Barriers, Ashkar Plastics, Vienna Beef, and Van Norman Molding.



## GOAL C

### SUPPORT WORKFORCE DEVELOPMENT & EMPLOYMENT PROGRAMS

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

## RESULTS

1. Continued to partner with the Texoma Manufacturing Consortium – a regional effort to offer career pathways to area high school students to develop a talent pipeline of upper skilled workers for advanced manufacturing that fit the needs of regional companies. Partnering programs include the Advanced Manufacturing Program (AMP), the Industrial Maintenance Technician (IMT) Program, Business Education for Teachers, Manufacturing Day, and Spring Manufacturing Tours.
2. As of September 2019, there are 92 high school students enrolled in AMP and 13 high school and non-traditional students enrolled in the IMT Program.
3. Sponsored 10 teachers, counselors, and administrators in the Business Education for Teachers Program.
4. Spoke at the Skills Development Grant Check Signing about the importance of the Skills Development Fund and High Demand Job Training Grants and the positive impact \$1.2M in state funded grants has on our economy. A portion of these grants went to Emerson, GlobiTech, Presco, and Tyson Foods for employee training.
5. The W. B. Munson Foundation presented a \$50,000 grant to AMP for tuition and books. This was the first grant the program has received from a local area foundation.
6. At the Grayson College Certificate Program Graduation, the first 20 AMP students received their Manufacturing Certificates.
7. Hosted an IMT Graduate Reception where industry sponsors, mentors, and the SEDCO Board and Staff celebrated with Sherman's four IMT graduates.
8. Supported the Careers in Texas Industries Event that introduced Grayson County high school students to career opportunities in our area.
9. Assisted with the Spring Manufacturing Tours which saw approx. 280 Sherman eighth graders and 150 Denison eighth graders touring Sherman industries.
10. AMP students participated in a summer internship at area companies sponsored by the Governor's Internship Grant.



## **GOAL C**

### **SUPPORT WORKFORCE DEVELOPMENT & EMPLOYMENT PROGRAMS**

#### **RESULTS CONTINUED**

11. Continued organizing the AMP and IMT Student-Mentor Program.
12. Attended the 1st Annual Texas Career Signing Day at Sherman High School to support the AMP and IMT students.
13. Co-sponsored the AMP Scholarship Qualification Parent Meeting where parents and students learned about the commitment required to complete AMP and its benefits. The event included an AMP Lab tour.
14. Presented AMP to the Noon Lions Club.
15. Participated in the SISD Partners Fair.
16. Co-sponsored several presentations, luncheons and celebrations for teachers, counselors, mentors, students, and parents that either educated attendees on the student workforce development programs or celebrated program milestones.
17. Attended the Texas Workforce Commission's (TWC) Employer of the Year Awards Ceremony to support Eaton who was named Large Employer of the Year and Presco who was named Small Employer of the Year.
18. Co-sponsored the Red, White and You and Career Connection Career Fairs with Workforce Solutions Texoma and other community partners. The fairs saw a combined total of 709 job seekers.
19. Completed the workforce video that promotes the AMP, IMT, and Business Education for Teacher programs. The video was uploaded to sedco.org and boosted on social media.
20. Completed the first Swap It Up competition – an effort designed to market AMP to the communities with participating Advanced Manufacturing Programs. During the first competition, AMP students from Sherman, Pottsboro, and Whitesboro competed by trading products and services with Chamber businesses with the goal to donate the most valuable item to a local non-profit. The teams collected a total value of over \$21,000 in products, services, and cash donations for three local non-profits. The Whitesboro AMP team won the Swap It Up Cup, and each team member received an Amazon Fire tablet at the Swap It Up Celebration.





## GOAL D

### MANAGE, MARKET & EXPAND SEDCO REAL ESTATE TO ATTRACT COMMERCIAL REAL ESTATE INVESTMENTS

*Maintain, market, and expand industrial properties to attract primary employers that result in the development of property.*

## RESULTS

1. Purchased 57.3 acres for Progress Park VII.
2. The project to extend Northgate Drive in Progress Park I to the West Travis Street extension is under construction.
3. The new 12" sewer line project in Progress Park II was completed.
4. Completed the Conceptual Track Layout master plan of Progress Park to determine rail access potential and reflect the benefit of rail served property for marketing purposes.
5. Approved the payment of engineering and surveying services to extend Progress Drive to Flanary Road and improve Flanary Road to the Progress Drive extension.
6. Approved Resolution No. SEDCO-2019.1 authorizing a dedication of right of way in Legacy Village to the City of Sherman for Legacy Boulevard.
7. Maintained the landscape of Progress Park to ensure a quality presentation for existing industries and prospective companies.
8. ShermanSites.com was updated to the newest version from GIS Planning. The updated site features improved functionality, analytics, and design. The previous site captured data for Sherman and Grayson County. A third module was added to capture data for the Texoma region.
9. Completed an update to the Available Sites marketing video to include Park VII, uploaded the video to sedco.org, and promoted it on social media.
10. Completed an aerial map update.



## GOAL E

### RAISE THE PROFILE OF SEDCO AND SHERMAN IN LOCAL, REGIONAL, STATE, NATIONAL, AND INTERNATIONAL MARKETS

*Improve and enhance positive awareness of Sherman's amenities and assets and highlight economic development successes.*

## RESULTS

1. Presented three quarterly reports to the Sherman City Council and distributed the reports to SEDCO's contacts.
2. Hosted three Leadership Breakfasts with industry representatives and community leaders to discuss the local business environment.
3. Continued to promote SEDCO and Sherman news, events, press releases, and more through social media.
4. SEDCO was one of 51 organizations to receive the Texas Economic Development Council's (TEDC) 2018 Economic Excellence Recognition.
5. Presented to the Kiwanis Club, the Texoma Human Resource Management Association (THRMA), and the Leadership Sherman Class about economic development.
6. Hosted "Practicing Economic Development: A Workshop for Community Leaders" for members of the SEDCO Board of Directors and the Sherman City Council.
7. Met with Janie Havel, Community Relations Representative for the North/Northeast Texas Region for the Governor's Office of Economic Development & Tourism to discuss state incentives and provide an update on Sherman.
8. Hosted a meeting between Congressman John Ratcliffe's DC Chief of Staff, Dustin Carmack and existing industry representatives.
9. Attended the International Economic Development Council's (IEDC) Annual Conference and TEDC's Mid-Year, Annual, and Texas Legislative Conferences.
10. Traveled to Austin to testify against HB 1221 before the House International Relations and Economic Development Committee on behalf of SEDCO and TEDC.





## GOAL E

### RAISE THE PROFILE OF SEDCO AND SHERMAN IN LOCAL, REGIONAL, STATE, NATIONAL, AND INTERNATIONAL MARKETS

#### RESULTS CONTINUED

11. Participated in two webinars through the Texas Economic Development Council – “Talent Attraction - What Gen Z and Millennials Look for in Jobs and Locations - How Can Communities Attract the Next Generation of Talent” and “Trends in Online Site Selection & GIS Technology - How Businesses and Site Selectors Use the Web to Screen and Select Communities.”
12. Met with representatives from Austin College to discuss how the new Jack B. Morris Center for Business Studies could benefit business and industry and SEDCO’s recruiting efforts.
13. Created a SEDCO Instagram account to expand SEDCO’s social media presence.
14. Ordered new promotional giveaways to market Sherman to site selectors and real estate professionals through prospect visits and tradeshows.
15. Provided sponsorships to the Sherman Education Foundation, Sherman Chamber of Commerce, Austin College, and more.
16. Represented SEDCO at numerous community events and meetings.
17. Kent Sharp serves on the TEDC Board of Directors and is participating in the 2019 Sherman Leadership Class.
18. Stacey Jones serves on the IAMC Membership Committee, Texoma Middle Skills Workgroup Steering and Manufacturing Committees, Center for Workplace Learning Advisory Board, and the Executive Committee for the Sherman Boys & Girls Club. Stacey also served as Principal for a Day at Piner Middle School.
19. Ashton Ghaemi serves on the Sherman Chamber of Commerce Events Committee and the Executive Committee for the Crisis Center and is a member of the Sherman Chamber Ambassador Program and Sherman Service League. Ashton completed three IEDC certification courses and the prep course for the certification exam.

