



**AGENDA**  
CITY OF TAYLOR, TEXAS  
**CITY COUNCIL JOINT WORKSHOP MEETING  
WITH TAYLOR ECONOMIC DEVELOPMENT  
CORPORATION**

TAYLOR PUBLIC LIBRARY, MEETING ROOM, 801 VANCE  
STREET, TAYLOR, TX 76547  
JANUARY 7, 2025, 11:30 AM

**CALL TO ORDER AND DECLARE A QUORUM**

**CITIZENS COMMUNICATION**

*(The City Council welcomes public comments on items not listed on the agenda. However, the Council cannot respond until the item is posted on a future meeting agenda. Public comments are limited to 3 minutes.)*

**AGENDA; REVIEW/DISCUSS**

1. Receive Strategic Planning Presentation from Michael Ndolo and Kristopher Phillips with the MRB Group.

**ADJOURN**

This meeting is for discussion only. No actions will be taken by the Taylor City Council or the Taylor Economic Development Corporation.

I certify that the notice of meeting was posted in the Taylor City Hall Lobby before 6:00 p.m. on January 3, 2025 and remained posted for at least 72 hours continuously before the scheduled time of said meeting. I further certify that the following news media was notified of this meeting: Taylor Press.

In compliance with the ADA the Library and Meeting Room is wheelchair accessible. Reasonable accommodations will be provided for persons attending city council meetings in need of special assistance. Please contact the City Clerk at least 24 hours prior to the meeting for special assistance.

Posted by: Lucy Aldrich Date: January 3, 2025



## City Council Meeting January 7, 2025 Transmittal Letter

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| STRATEGIC PILLAR |
|                  |

**Agenda Item Number:** 1.

**Agenda Title:** Receive Strategic Planning Presentation from Michael Ndolo and Kristopher Phillips with the MRB Group.

**Council Action to be Taken:**

**Department Submitted:**

**Staff Contact:**

|                                 |
|---------------------------------|
| <b>1. PURPOSE / DESCRIPTION</b> |
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| <b>2. STAFF ANALYSIS / BACKGROUND / PRIOR COUNCIL ACTIONS</b> |
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| <b>3. PROS and CONS</b> |
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| <u>PROS</u> | <u>CONS</u> |
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| <b>4. RECOMMENDATION</b> |
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| <b>5. FUNDING SOURCE</b> |
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| <b>6. TIMELINE</b> |
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| <b>7. OTHER OPTIONS</b> |
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| <b>8. ATTACHMENTS</b> |
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1. Taylor EDC - Plan Presentation 01072025

# Taylor EDC Strategic Economic Development Plan

January 7, 2025



# Agenda

- Introduction
- Overview and Process
- Plan Details
- Q&A

# INTRODUCTION



# How it Started

- **Taylor EDC issued a Request for Information in March asking for proposals to develop an economic development strategic plan**
- **MRB Group was contracted in May to perform the planning services**
- **Objectives for this plan included:**
  - Analysis of economic conditions, demographics, market trends, SWOT Analysis and opportunities, situating Taylor within the region;
  - Confirm and/or Update EDC's current target sectors
  - Identify International and National markets for recruitment of target sectors.
  - Recommend opportunities/tools to grow existing small businesses.
  - Recommend development strategies, tools and funding mechanisms to assist Taylor various infrastructure needs.



# Project Team



Michael N'dolo

Economic Development  
National Services Director



Kris Phillips

Senior Economic Analyst



# About MRB Group

- **Established Expertise:** MRB Group is a nationally recognized consulting firm with over 90 years of experience in architecture, engineering, planning and economic development services
- **Collaborative Approach:** MRB Group emphasizes stakeholder engagement and community-driven planning to ensure projects align with client goals and regional needs
- **Innovative and Data Driven:** By leveraging cutting-edge technologies and data analytics, MRB Group delivers actionable insights and sustainable strategies
- **Proven Track Record:** With a portfolio of successful projects across Texas and beyond, MRB Group is a trusted partner for communities seeking to enhance growth and resilience



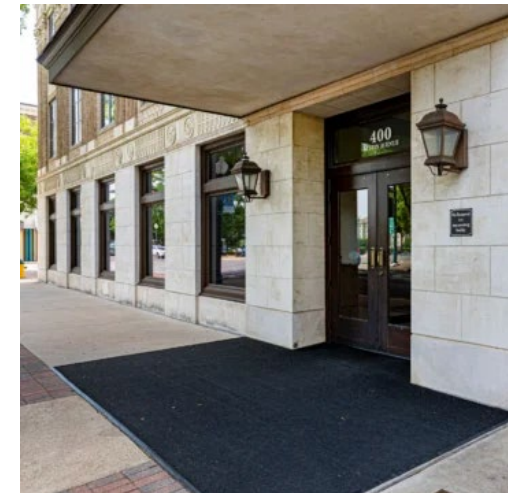
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# OVERVIEW AND PROCESS



# Project Scope

- **Project Kickoff:** Completed May 2024
- **Existing Plan Review:** Completed May 2024
- **Steering Committee Meetings** (5 throughout process)
  - Betty Day – TEDC Chair
  - Kelly Cmerek – TEDC Treasurer and City Council
  - Jeffery Jenkins – Deputy City Manager
  - Ben White – TEDC President & CEO
  - Regina Carlson – TEDC Vice President
- **Economic Base Analysis:** Completed July 2024
- **Community Engagement:**
  - 30 In-Person Interviews: Completed August 2024
  - Opportunities & Challenges Workshop: Completed September 2024
- **Rail Market Analysis:** Completed November 2024
- **Strategic Plan & Report Production:** Completed December 2024
- **Final Plan Presentation:** January 7, 2025



# Key Strategy Areas

1. **Core Economic Development Functions** – Strengthening essential operations and program delivery.
2. **Workforce Development** – Enhancing the skills, training, readiness and availability of the local workforce.
3. **Enhancing Collaboration with the City** – Improving coordination and alignment between the EDC and city government.
4. **Product and Infrastructure Development** – Ensuring the availability of economic development-ready sites, facilities, and critical infrastructure.
5. **Local Business Development** – Supporting local entrepreneurs, fostering local business growth and downtown revitalization.



# PLAN DETAILS



# Core Economic Development Functions

- **Hire an Economic Development Project Manager**
  - Will manage business attraction projects from RFI through ground breaking
- **Pursue Targeted Industries and Samsung Suppliers**
  - Diversify local economy
- **Pursue Rail-Preferred Industry Targets**
  - Use dual-rail advantage to attract rail projects
- **Pursue Grant Opportunities**
  - Consider using 3<sup>rd</sup> party contractor or hiring a grant writer



# Workforce Development

- **Continue to Partner with ISD and Higher Education Providers**
- **Establish a Consistent Teacher Externship Program**
  - Workforce Solutions can provide funding for this program
- **Assess Existing Skills Gaps and Develop a Curriculum to Address Them**
  - Surveying local industry can provide valuable insight, Workforce Solutions can assist with the Curriculum
- **Assist with Funding for Equipment in Classrooms and Curriculum Implementation**



# Enhance Collaboration with the City

- **Collaborate with the City in Re-Evaluating Portions of the Land Development Code**
  - The EDC can provide insight from a project development standpoint as the City evaluates Codes
- **Establish Regular Lines of Communication with the Director of Development**
  - Set up a reoccurring monthly meeting to discuss project-related information and for the EDC to receive updates on City developments



# Product and Infrastructure Development

- **Continue Working with the City to Meet Current and Future Infrastructure Needs**
  - Partner with the City to perform a detailed infrastructure study to identify immediate needs and long-term demands created by industrial and residential growth
- **Identify and Advance the Next Industrial Park or Commercial Site(s)**
  - Once identified, feasibility studies and site due diligence will make sites more marketable
- **Work With Developers to Complete the Expansion of the Current Rail Park and Develop a New Rail Park**



# Local Business Development

- **Pursue the Recruitment of Downtown Businesses**
  - Consider the inducement of another downtown hotel
  - Work to attract professional, retail and commercial businesses
- **Continue to Support Downtown Renovation Through Façade Grants**
- **Partner with the City and Chamber/Visitors Center to Develop Downtown Signage and Wayfinding**



# QUESTIONS



# THANK YOU!

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[MRBGroup.com](http://MRBGroup.com)