



SEMI ANNUAL REPORT JUNE 2021

Development Corporation of Richmond



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Message from the Executive Director

Greetings,

We have hit the ground running this year! Although our business community was met with hardships due to the pandemic, Richmond remained a strong, vibrant community with a growing economic base.

Richmond is a community full of both growth and historic charm. The Development Corporation of Richmond (DCR) is diligently working to attract businesses and investment that will help to diversify the already vibrant mixture of existing businesses.

2021 is proving to be a year of growth and opportunity for our community. I invite you to be a part of the exciting progress that is occurring here in Richmond.



Board of Directors

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Director

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Director

2021 Accomplishments

- House Bill 3097 & HB4301
- SB 374
- Retail Coach
- Bella Media
- Richmond Economic Development Week
- Increased Media Presence

House Bill 3097 & HB 4103

- Goal was to extend the hotel occupancy state rebate tax incentive timeline on House Bill 4347 (We were able to secure this and extend the deadline from 2023 to 2027 because of both HB 3097 and HB 4103.

SB 374

- S.B. 374 amends the Local Government Code to authorize a municipality that is annexing an area under specified annexation provisions to also annex with the area the following contiguous or connecting rights-of-way:
 - the right-of-way of a street, highway, alley, or other public way or of a railway line, spur,
 - contiguous and runs parallel to the municipality's boundaries; and
 - contiguous to the area being annexed or a right-of-way of a public road or highway connecting such an area to the municipality by the most direct route; or
 - or roadbed, that is:
 - contiguous and runs parallel to the municipality's boundaries; and
 - contiguous to the area being annexed or a right-of-way of a public road or highway connecting such an area to the municipality by the most direct route; or
- the right-of-way of such a connecting public road or highway.

SB 374 (continued)

- S.B. 374 authorizes a municipality to annex a right-of-way under the bill's provisions only under the following conditions:
 - the municipality provides written notice of the annexation to the right-of-way's owner, through the owner's registered agent, if applicable, not later than the 61st day before the date of the proposed annexation; and
 - the owner does not submit a written objection to the municipality before the date of the proposed annexation.

The bill authorizes a governmental entity that owns a right-of-way proposed to be annexed to specify the location at which the municipality must deliver the notice. The bill exempts the annexation of a right-of-way under the bill's provisions from a statutory annexation width requirement.

S.B. 374 clarifies the authority of a municipality with respect to annexation of road rights-of-way by ordinance on request of the road's owner or the governing body of the political subdivision that maintains the road.

Retail Coach

The Retail Coach, founded in 2000 in Tupelo, Mississippi, is a national retail consulting, market research and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development strategies to local governments, chambers of commerce, and economic development organizations. Through its unique process, The Retail Coach offers a fully customized system of the products and services that better enable communities to maximize their retail development potential. Their experience in leading municipalities in over 450 communities in 31 states will create better, stronger places to live and work.

The Retail Coach will work to recruit the ideal retailers and restaurants to fill leakage, allowing our economy to further flourish. Retail Coach will begin studying the community, then the next steps of the process will include continued retail recruitment, marketing and branding efforts, as well as presenting available sites in Richmond to retailers.

Bella Media

Bella Media is tasked to create engaging content that is informative, educational, and consistent to tell the Richmond story with accuracy and flair; develop content that reflects the community attributes, business partners, and brand of Richmond through creative use of video and still images paired with professionally written copy; posting the content to Richmond's social media platforms with the frequency to keep the story moving forward.

DEVELOPMENT CORPORATION OF RICHMOND

Richmond Economic Development Week

- We had a total of **133** applicants for Warehouse Associates for the Family Dollar Distribution. **16** Caseworkers, **10** Clerk III, **4** Fairground Maintenance, and **3** Accounts Payable applicants at Fort Bend County Jobs! That is a total of **166** job applicants!
- Strengthen our relationship with our business community by giving them the opportunity to speak with our Public Works Dept., TXDOT and West Fort Bend Management District.
- Provided an opportunity to help our local attractions reach out to our citizens and share what they offer.
- Provided an opportunity for our business community to meet and receive information about resources from Tim Jeffcoat, Houston Area Director for U.S. Small Business Administration.
- Provided opportunities for our small boutiques, vendors and restaurants an opportunity to showcase what they offer during the Friday event that promoted a “Shop Local” component.


Richmond Economic Development Week



Increased Media Presence

- We have significantly increased our presence on social media. We already had a presence on Facebook, Twitter, and LinkedIn. We have expanded to Instagram and YouTube Channel. This will give us the ability to expand to all major markets within the social media space. Instagram numbers are extremely strong. Please see below:

Last 7 Days ▾



Recent Highlights

You gained 207 more followers in the last 7 days.

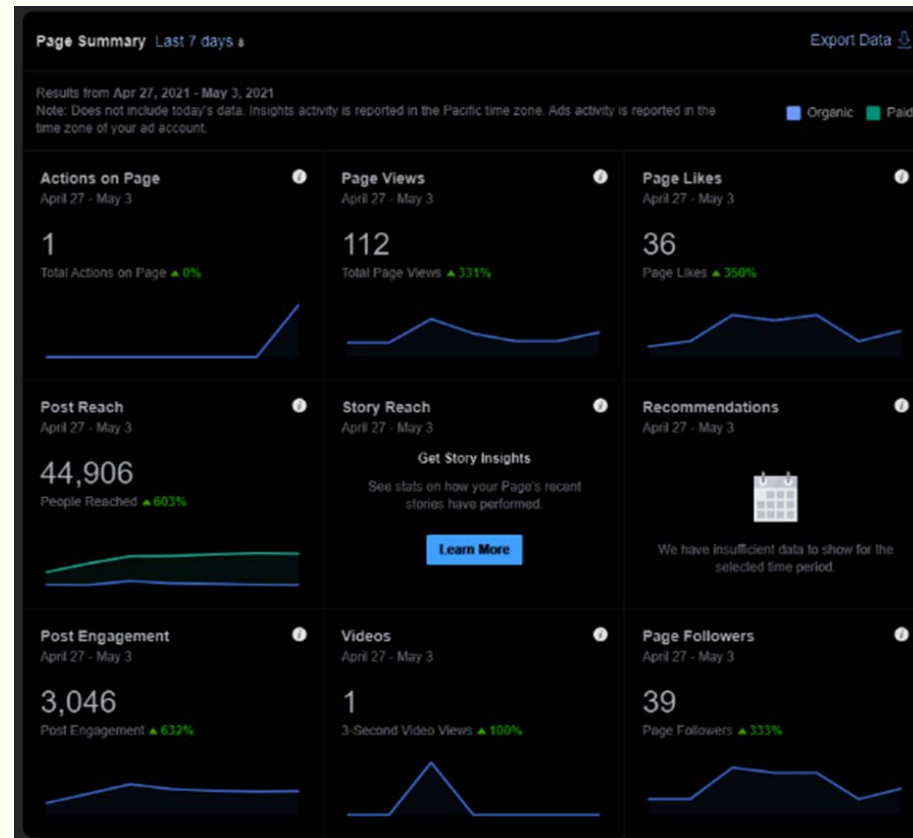
Overview

8,186
Accounts Reached >

250
Content Interactions +284.6% >

Your Audience See All

215
Total Followers +2,587.5%





THANK YOU!

ANY QUESTIONS?