

FAIRVIEW  
ECONOMIC DEVELOPMENT **texas**

# Strategic Plan

Where Community Meets Opportunity.

Updated and Adopted August 2018





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# Acknowledgments

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The Fairview Economic Development Corporation Board of Directors adopted an updated Strategic Plan in 2015. The plan contained an aggressive time line and by the fourth quarter of 2017, a large portion of the plan objectives had been achieved. As a result, the Board embarked on an update of the plan in 2018. This document is a result of that effort.

The following is a brief chronology recognizing prior contributors whose efforts laid the groundwork for the 2018 updated plan:

- 1998, University of Texas at Arlington Study - Presented the concept of developing a commercial area in the Town of Fairview.
- 1999, Fairview Citizen Committee - Established a vision and goals for eventual development of the commercial area.
- 2000, Halff Associates Study - Provided the first concepts for developing a Commercial District with a unique Town Center.
- 2001, Mesa Design Group Plan - Expanded the concepts of the Halff Study providing both refinements and specific plans for streetscape, site and architectural design reflected in proposed land use and zoning documents.
- 2004, Economic Development Advisory Board – Developed the first Economic Development Strategic Plan for the Town of Fairview. This plan outlined specific objectives related to economic development within the Town of Fairview.
- 2014, CPDD Zoning Update, Jacobs Engineering – Updated the CPDD zoning plan to reflect changes in planning, engineering and updated land use requirements.
- 2015, Adoption of an updated EDC Strategic Plan.

# Board Members & Staff

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## **FAIRVIEW ECONOMIC DEVELOPMENT BOARD OF DIRECTORS**

### Members During Planning Phase

Warren Westberg, President

Sim Israeloff, Vice-President

Don Braun, Secretary

Robert Herrema

Jeff Rutherford

Nancy Lewis

Carlo Stripoli

### Current Members (as of August 2018)

Sim Israeloff, President

Jeff Rutherford, Vice-President

Don Braun, Secretary

Robert Herrema

Nancy Lewis

Carlo Stripoli

## **FAIRVIEW TOWN STAFF**

Julie Couch, Town Manager

Ray Dunlap, Economic Development Manager

Shannon Craft, Marketing Specialist

# Background

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## **BACKGROUND**

The Town of Fairview, since its founding, has been a predominately residential community with typically large lot home sites in a rural setting. Prior to 1998, the Town accepted its residential, limited municipal service existence. Town services had been limited primarily to the supply of water, street maintenance, and municipal administration. Businesses had been limited in number and generally described as being 'small businesses' with few employees. Sales tax revenues were minimal, with few retail businesses located within the Town limits. Municipal revenues were largely confined to property taxes and revenues from the supply of water to residents.



During the latter part of the 1990's, some community leaders and citizens began to see the need for additional services. This recognition grew from the expansion of developing subdivisions which housed above average income families often in high value, custom homes. Despite the country setting, residents began seeking added conveniences and municipal services. Parallel with the Town's growth in size and value, community leaders began to recognize not only the potential but also the likelihood of business development along two Fairview highway corridors (US 75 and SH 5) and along Stacy Road. Planning for seemingly inevitable development, the Town began efforts to guide the approaching development in a manner to be complementary of the existing residential community fabric. At the same time, Town leaders saw the growing demand for added community services and saw the potential commercial growth as a source for adding revenues needed to pay for such services.

Fairview has a distinctive character compared with most communities in the Dallas metropolitan area. Despite explosive suburban growth in surrounding communities, the Town has maintained its sense of uniqueness with its country flavor and overall limited population density. In the 2004 Economic Development Strategic Plan, the Town expressed goals indicating a desire to retain its uniqueness and that desire was again respected with the update of the plan in 2015.

In 2015, the Fairview EDC Board reviewed the 2004 plan and objectives, they found most of those objectives had been completed. While not a comprehensive list, some of the completed objectives were:

**To create a new and unique town center.**

While the town center was envisioned to be near 121 and 75, The MG Herring Group developed The Village at Fairview which became the new and unique town center. In December of 2016, Lincoln Properties purchased the center, changed the name to Fairview Town Center and embarked on a \$50 million revitalization project.



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**To provide a variety of housing options within the community.**



This has been achieved and is continuing to be achieved through the creation of several higher density subdivisions, mainly within the Commercial Planned Development District. As of the adoption of this plan, there is a high density neighborhood being built on a 37 acre tract of land at Highway 5 and FM 1378. Furthermore, the updated land use plan for the CPDD allows for more diverse residential opportunities.

**To increase the town's non-residential tax base.**

The development of the Fairview Town Center has added a significant increase to the town's tax base with more than \$84,761,671 being added since 2009.

**To provide dining, shopping and entertainment opportunities within the Town for residents, workers and visitors.**

The development of The Village at Fairview satisfied the objective and Lincoln continues to enhance these options.

# Vision/Mission/Focus Areas

## **VISION & MISSION**

Keeping in mind the vision of the Town, in 2015 the Board adopted an updated Strategic Plan that reflected an alignment of the EDC and the Town's mission. With the majority of the objectives from 2015 having been completed, the Board has adopted the following updated plan.



**Vision** – To continue to be a community which has excellent opportunities and development that is attracted to the diverse opportunities to live, work, play and grow.

**Mission** – To develop and nurture a diverse, vibrant economy consistent with the values and goals of the community.

## **FOCUS AREAS**

1. Enhance marketing strategies and programs.
2. Recruit businesses in the following areas:
  - a. Office and corporate headquarters
  - b. Medical
  - c. Financial and professional services
  - d. Technology, software and media
  - e. Retail, dining and entertainment
  - f. Hotel/hospitality
3. Retain and support the growth of existing businesses.

# Goals and Strategies

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## **GOAL 1**

Continue to expand commercial tax revenue to provide better services and lessen the burden of residential taxes.

### Strategies

1. Ensure that the EDC program of work aligns with activities that eventually lead to the increase of property tax and sales tax revenue from the commercial side to enable commercial property to contribute to better services and relieving tax burdens on Fairview residents.



# Goals and Strategies

## GOAL 2

Create and implement effective strategies to recruit new economic activity consistent with the EDC focus areas.

### Strategies

1. Maintain the EDC website to be a valuable resource to prospects, residents and visitors.

a. Assign a staff member to review the site, on a weekly basis, for accuracy and relevance.

i. Timeline: Ongoing

b. Maintain updated information on available properties.

i. Timeline: Ongoing

c. Provide regular website updates to improve SEO position.

i. Timeline: Ongoing

d. Annually discuss with the Board any potential redesigns of the site.

i. Timeline: Annually



2. Maintain an ongoing social media presence.

a. Have either a staff member or an outside third party dedicated to posting on and monitoring our social media sites.

i. Timeline: Ongoing

b. Remain aware of new developments in social media as they relate to economic development.

i. Timeline: Ongoing

3. Maintain a presence in print mediums.

a. Annually the Board will evaluate in which print mediums we should advertise.

i. Timeline: Annually

4. Involvement with regional and state marketing groups to leverage resources in attracting companies to Fairview.
  - a. Maintain our relationship and participation with the Dallas Regional Chamber of Commerce.
    - i. Timeline: Annually
  - b. Maintain our relationship with Team Texas.
    - i. Timeline: Annually
  - c. Annually have the Board review the relationships and participation levels.
    - i. Timeline: Annually
5. Continued participation in face to face marketing activities to introduce Fairview to more decision makers.
  - a. Staff to continue to market Fairview to local brokers and site selectors.
    - i. Timeline: Ongoing
  - b. Staff to participate, as appropriate, in national opportunities to meet face to face with those in control of location decisions.
    - i. Timeline: Ongoing
  - c. Recruit retail businesses.
    - i. Timeline: ongoing
  - d. Annually the Board will review participation levels.
    - i. Timeline: Annually
6. Seek and implement opportunities to showcase Fairview to developers and site location decision makers.
  - a. Continue to have periodic events where decision makers visit and learn about opportunities in Fairview.
    - i. Timeline: Ongoing
  - b. Use email campaigns and social media to connect with brokers and site selectors.
    - i. Timeline: Ongoing
  - c. Annually review with the Board marketing materials directed at brokers and site selectors.
    - i. Timeline: Annually

# Goals and Strategies

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## **GOAL 3**

Work regionally to address issues related to workforce and transportation.

### Strategies

1. Develop and maintain relationships with various workforce entities.
  - a. Participate with North Central Workforce in endeavors to improve the workforce.
    - i. Timeline: Ongoing
  - b. Make our local businesses aware of services available through Workforce Solutions.
    - i. Timeline: Ongoing
  - c. Work with local school districts serving Fairview to coordinate activities and programs that address workforce.
    - i. Timeline: Ongoing
2. Board and staff to seek ways of joining other municipalities and other entities in establishing and maintaining a role in transportation issues.
  - a. Seek opportunities to partner with other municipalities and economic development organizations to address transportation issues.
    - i. Timeline: Ongoing
  - b. Communicate with our local employers to ascertain the transportation issues and needs that affect their employees and their businesses.
    - i. Timeline: Ongoing
  - c. Work with the Town to coordinate activities and policies related to transportation.
    - i. Timeline: Ongoing



## **GOAL 4**

In conjunction with the Fairview Town Council, develop infrastructure needed to foster development in the Commercial District.

### **Strategies**

1. Collaborate with Town Council and Town Staff to prioritize infrastructure projects.
  - a. Timeline: Complete by fourth quarter 2019
  
2. Collaborate with Town Council and Town Staff to develop financing method for infrastructure projects.
  - a. Timeline: Complete by fourth quarter 2019.



# Goals and Strategies

## **GOAL 5**

Increase Fairview's visibility on a local, regional, state and national level.

### Strategies

1. Participation in activities that promote Fairview.
  - a. Look for local activities that bring visibility to Fairview.
    - i. Timeline: Ongoing
  - b. Continue the annual Texas/OU Friday on The Ticket.
    - i. Timeline: Annually
2. Participation in organizations that promote Fairview's visibility.
  - a. Texas Economic Development Council (TEDC)
    - i. Timeline: Annually
  - b. International Economic Development Council (IEDC)
    - i. Timeline: Annually
  - c. Dallas Regional Chamber and DFW Marketing Allies
    - i. Timeline: Annually
  - d. Team Texas
    - i. Timeline: Annually
  - e. Society of Industrial and Office Realtors (SIOR)
    - i. Timeline: Annually
  - f. Corenet
    - i. Timeline: Annually
  - g. Industrial Asset Management Council (IAMC)
    - i. Timeline: Annually
3. Design local events to promote Fairview.
  - a. Annually review with the Board opportunities for local events.
    - i. Timeline: Annually
  - b. Continue partnership with Fairview's two half marathons.
    - i. Timeline: Annually
4. Leverage local events for marketing publicity.
  - a. Look for sponsorship opportunities with local events.
    - i. Timeline: Annually
  - b. Look for booth opportunities at local events.
    - i. Timeline: Annually



## **GOAL 6**

**Develop and maintain a positive and nurturing environment for local businesses.**

### **Strategies**

1. Make local businesses aware of available resources.
  - a. Continue involvement with Allen Fairview Chamber of Commerce.
    - i. Timeline: Annually
  - b. Conduct semiannual meetings with local businesses to update them on Town happenings.
    - i. Timeline: Semi-Annually
  - c. Send a quarterly newsletter to local businesses.
    - i. Timeline: Quarterly
2. Advocate for local businesses.
  - a. As a part of the workforce and transportation goal, represent the interests of our businesses in this endeavor.
    - i. Timeline: Ongoing
  - b. Consider the effect on local businesses when enacting local ordinances.
    - i. Timeline: Ongoing
3. Develop a business retention strategy.
  - a. Create a strategy for regular interaction and communication with major employers.
    - i. Timeline: As businesses move in
4. Provide opportunities to local businesses for exposure.
  - a. Develop sponsorship program for local businesses.
    - i. Timeline: Annually
  - b. Develop and implement aggressive communication with businesses informing them of free opportunities for exposure.
    - i. Timeline: Annually and ongoing

