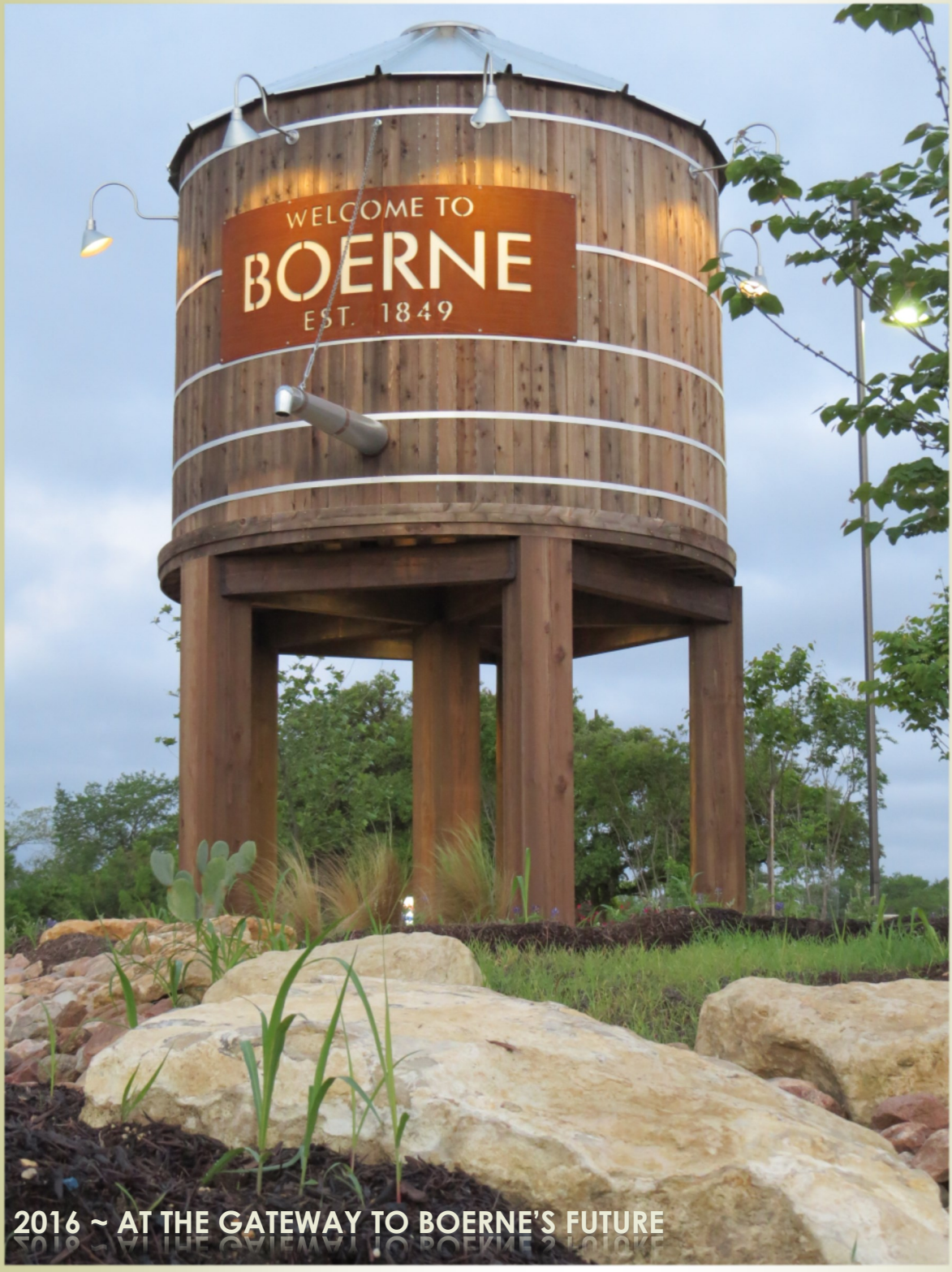
2016
ECONOMIC DEVELOPMENT WORK PLAN

City of Boerne



2016 ~ AT THE GATEWAY TO BOERNE'S FUTURE

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"When nothing seems to help, I go look at a stonecutter hammering away at his rock, perhaps a hundred times without as much as a crack showing in it. Yet at the hundred and first blow it will split in two, and I know it was not that blow that did it, but all that had gone before."

~

from Jacob Riis' Stonecutter Credo

Economic Development Staff

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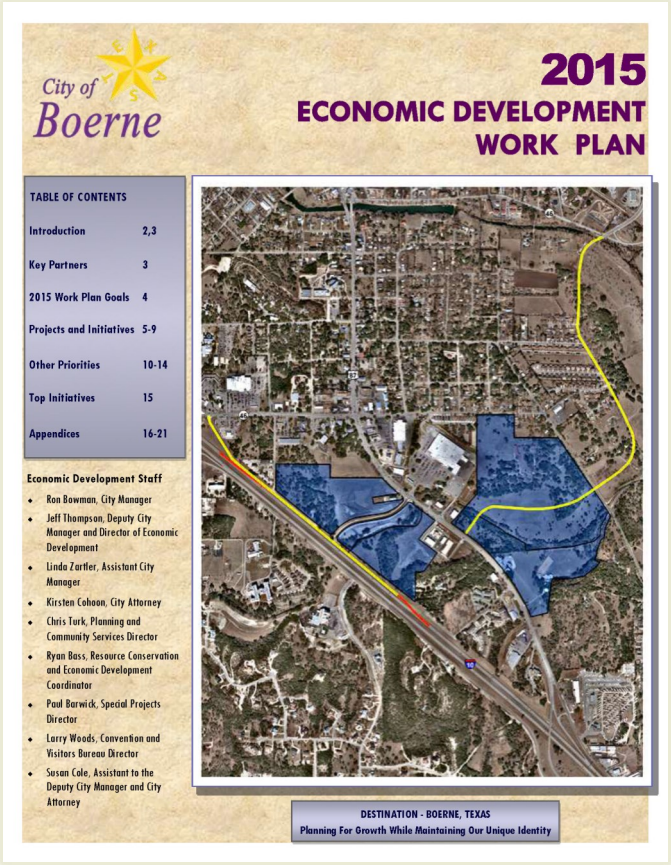
INTRODUCTION

The 2016 City of Boerne Economic Development Work Plan is the fourth plan created to provide a guide for the economic development efforts of the city. The past twelve months have been very productive with significant progress made on all the goals, strategies, and action items listed in the 2015 plan, including the top ten initiatives as follows:



Herff Road – The Public Works Director played a key role in keeping the project progressing and Phase I is nearing completion. Public Works crews worked diligently to relocate utility conflicts once identified. Phase II has been bid, a contract for construction awarded, and construction is ready to begin for scheduled completion in 2016. This project is crucial to the progress of the most development-ready sites in Boerne and remains the most important initiative impacting economic development for Boerne and Kendall County.

IH 10 Frontage Road – Similar to Herff Road, this project is a key component to the start of development in South Boerne (SoBo). The Texas Department of Transportation (TxDOT) roadway is under construction and city staff kept the project on target with close coordination with the TxDOT District staff in San Antonio as well as the timely City Council action for approval and subsequent payment of $790,000 in local matching funds provided by the city.

Catalyst Study and Development of the South Boerne (SoBo) Concept – The city contracted with Catalyst Commercial and Gateway Planning to assist in implementing the city's plan to create a common development vision for SoBo and to invite the four property owners and their developers to a series of discussions about the advantages of working cooperatively to enhance the developments to our mutual benefit. This effort culminated in the Chamber of Commerce Economic Development Forum in June and two days of concentrated meetings, discussions, and concept planning hosted by the city in August. Both sessions included city staff, Council Members Nina Woolard and Jeff Haberstroh and three of the four property owners as well as other community stakeholders.

Hill Country Mile Initiatives – The Historic District Restoration Program reached a new level of utilization with seven participants receiving a total of $33,644, including recent renovations to the Dienger Building, one of the most iconic and important

structures to the look and success of the Hill County Mile. The city funded and work is set to begin with Catalyst Commercial and Gateway Planning on a study similar to the one done for SoBo that will help produce an action plan specific to downtown and the Hill Country Mile. The Amphitheater at the Library project is under construction and the Art Al Fresco project is also underway as the year comes to a close.

Sewer Mains to the North Industrial Park – City staff coordinated the participation of two entities in the industrial park (Environmental Fuel Services (EFS) and Texas Star Nut and Food Company) to successfully secure a $700,000 grant from the Texas Department of Agriculture to fund a sewer line along North Main Street to the industrial park. The main will allow for expansion of existing businesses and recruitment of new businesses, two of the primary goals of the 2016 Work Plan. The city has bid the project and is waiting for final settlement of a land purchase by EFS to award the contract and proceed.

Home Diversity Projects –The city approved a 380 Agreement with Prestwick Development to bring a 72 unit apartment complex to the city's North side. While it is unclear if the project will be awarded the State funding to be built, everything that could be done by the city to facilitate the application and submission with the State by Prestwick was accomplished on time. Staff also worked with Vantage of Boerne, LLC on a 288 unit complex on Old San Antonio Road which is set to begin construction in the near future.

GigaRegion Project – The city opted to participate in GVTC's plan to bring fiber optic internet service to all residential areas in Boerne by providing 50% ($77,500) of the costs of analysis and replacement of city owned utility poles that would be impacted by the installation of service to the 1,590 homes which do not have fiber service today. GVTC committed over $1,700,000 to the project.

Business Retention and Expansion/Key Accounts Program – In the early months of 2015, representatives from the city and the Boerne Kendall County Economic Development Corporation (BKCEDC) performed site visits at a handful of key accounts for the City of Boerne. At those meetings the city was apprised of the status of each entity and the challenges they face which most often was the ability to attract quality staff living within driving distance and the cost of home ownership in Boerne. The program lost momentum with the announcement of the President's retirement but will be reinstated in 2016.

Gas and Sewer System Growth and Electric System Infill – The Gas system experienced its highest rate of growth known to date. Customer count grew by 9.24% in the 12 month period ending in July, 2015 and the gas utility is projected to end FY 2015 with a positive net income for the first time in years. The city has focused on creating gas service availability and the City Council has approved incentives to developers to offset capital costs to bring gas service to new home sites, especially in those areas not served by the city's electric system. Both Sewer and Electric customer count increases were strong at 4.64% and 2.46% respectively.

Water Resource Plan – In October the City Council will receive the Water 2070 Report which staff

worked with HDR to create. The focus of the plan is to determine the status of the city's current water supply versus the projected water demand from the growth in home count at the many residential developments currently underway. Also, the report will outline options and timing for future water source needs including cost estimations for planning purposes.

In addition to the top ten items, several other significant efforts were addressed in 2015 including:

- Completion of the Incentive (380) Policy review and complete revision utilizing consultant EDT Best Practices, LLC
- Participating with the BKCEDC in rewriting the job description, interviewing, and hiring of the new President and CEO. The city again funded $500k in the FY 2015 budget for ongoing and new 380 agreements primarily focused on utility expansion. The new FY 2016 budget includes another $500,000 and an increase in city investment in the EDC from $50k to $75k
- Funding the Catalyst/Gateway initiatives for SoBo and Downtown/Hill Country Mile
- Continued training for city staff who work in economic development; attendance at Texas Economic Development Council conferences as well as the International Council on Shopping Centers conventions in Dallas and Las Vegas.

The coming year will see further progress and "next steps" on most, if not all, of the same initiatives listed as the top ten in 2015 along with new initiatives, such as completing the shared goals work plan with the BKCEDC. There will also need to be a focus on the city's economic development staffing as one member of the current team retires and another will be transferring into a position in Public Works.

Staff will continue to strive to seek economic development opportunities which are specifically targeted to achieve the goals of attracting high quality commercial and retail growth which improves the tax base while at the same time preserving and improving upon the quality of life aspects that Boerne already enjoys.

KEY PARTNERS

As the city continues to work towards ensuring thoughtful, strategic and managed growth through 2016 and beyond, we will work closely with key partners including the Boerne Kendall County Economic Development Corporation, Kendall County, the Greater Boerne Chamber of Commerce and the Boerne Independent School District to determine needs within the community. Other key partners in the area of economic development include the Texas Department of Transportation, Alamo Area Metropolitan Planning Organization, San Antonio Water System, CPS Energy, GVTC and Guadalupe-Blanco River Authority.

GUIDING PRINCIPLES FOR ECONOMIC DEVELOPMENT

Enhancing quality of life, being good stewards of the community's natural resources and maintaining Boerne's unique identity remain at the forefront of every decision the city makes in regard to economic development.

- Seek and encourage quality economic development to include financial growth and quality of life balanced projects which preserve or enhance the character, natural resources, destination drivers, and identity of Boerne
- Increase sales tax, hotel/motel tax, and ad valorem tax revenues with a focus on the balance of commercial versus residential tax base
- Increase utility revenues and margins with a focus on adding wastewater treatment customers, growing gas system customer base and sales, utilizing the reclaimed water utility to achieve water system efficiencies to expand and maximize the city's water resources, and focus on in-fill development for overall efficiency and financial stability of the electric system
- Use return on investment (ROI) based analysis on implementation of the City's Economic Development Guidelines and 380 Agreement proposals
- Seek business development, retention, and expansion that meets the needs of the community, decreases sales tax leakage, and compliments current businesses with a special focus on the Downtown/Hill Country Mile area
- Seek home inventory diversity which covers an array of community needs
- Seek development in identified target group and provide for high quality jobs
- Coordinate economic development efforts with the Boerne-Kendall County Economic Development Corporation (BKCEDC) to best leverage the knowledge, skills and abilities of the economic development staff at each organization
- Utilize Boerne assets for leveraging targeted development - Quality of life, highly regarded school system, Proximity to San Antonio, GigaRegion and access to high speed, fiber internet services
- Retain and/or improve quality of life and unique community identity during periods of rapid growth

2016 WORK PLAN GOALS

City of Boerne and Boerne Kendall County Economic Development Corporation Joint Goals

In mid-2015, the BKCEDC hired a new President and Chief Executive Officer and with the city's full participation, the organization is evolving toward a more dynamic and results-driven enterprise. This change will allow for much more strategic and focused efforts on specific, targeted economic development initiatives which, to be most effective, will require close coordination between the BKCEDC and the city. Toward that purpose, the city and BKCEDC have developed a set of shared goals for their respective 2016 Work plans which focuses on Business Retention and Expansion (BRE) and Recruitment of businesses in target areas. The shared goals include:

BUSINESS RETENTION AND EXPANSION

- *Determine how city support can most effectively be utilized to assist in BRE and recruitment efforts*
    - City Staff participation on BKCEDC led Power Panels
    - I.T. - marketing interface including website redesign, upgrade and maintenance
    - CVB - marketing and branding coordination and coordinated approach
    - Administration - assist with catch up on current documentation and scheduling issues by end of 2015
- *Identify local companies planning to expand in the next 24 months and seek to visit the companies about their expansion efforts*
- *Visit face-to-face with 8 to 10 top employers and/or City of Boerne key accounts*

RECRUITMENT

- *Determine recruitment target group for Boerne*
    - Identify Boerne's target group - Consider: clean commercial; small corporate headquarters; environmental/low water use; less than 25 employees; CEO in Boerne
    - Determine focus companies within the target group
    - Make contact with and request face-to-face meetings with focus companies in the target group
    - Continue interaction with Medical Groups (Methodist; Hill Country Memorial; Christus Santa Rosa; Baptist; The University of Texas Health Science Center; Peterson/Schreiner's)
- *Contact specific retail entities to request face-to-face discussions and to provide updates on Boerne demographic and psychographic data from 2015 Catalyst Study*
    - BKCEDC List – 8-10 entities; coordination of meetings and tracking/reporting results

- Determine viability and potential timing of a grocery store-type development on the city's East side to include contacts as described above

- *Acknowledge and identify impediments to retail and commercial development in Boerne*
  - Once vetted and identified, create strategy to address impediments to include action items and costs
  - Determine how to create development-ready retail pad sites within the Boerne City limits
  - Determine need for additional Industrial Park expansion or site readiness
- *Identify action items resulting from the Gateway Planning reports for SoBo (South Boerne) and Downtown*
  - Consider actions needed to influence a common development vision for SoBo including a variety of owners, developers, consultants.
  - Consider adjustments to City of Boerne Ordinances as necessary and possible creation of a special district or PUD to help fund common improvements needed.
  - Perform cooperative assessment of floodways and consider shared drainage/detention/ retention initiatives.
  - Insure vehicular and pedestrian connectivity of all developments within SoBo.
  - Insure coordination with Downtown/Hill Country Mile initiatives as complimentary area to SoBo and vice versa
  - Determine actions needed to encourage evolution of downtown as a unique tourist attraction and retail center in coordination with SoBo

<u>OTHER</u>

- *Identify methods and opportunities to leverage GigaRegion high speed fiber access with business prospects*
- *Review and update city development processes to be fluid, easy to understand, and conducive to development*
  - Identify existing city platting, permitting, zoning, development processes
  - Use BKCEDC interviews, interactions and observations to provide input from business and development community
  - Document impediments and create proposed improvement options for implementation
- *Determine economic development activities which can be measured and reported on for FY2016 - Face-to-face meetings: Retail; Commercial Brokers; Developers*

2016 WORK PLAN GOALS

Ad Valorem and Sales Tax

The city's current best opportunity for substantial economic development in the next few years is in the area which had been called Project 500 in past Work Plans. In 2015, The city engaged Catalyst Commercial and Gateway Planning to consult on a project to influence a common development vision for the area which has been renamed South Boerne or SoBo.

The city and community as a whole desire for SoBo to develop in a cohesive manner into a unique, attractive, high quality area that serves to compliment the Downtown/Hill Country Mile initiative which is the primary tourism attraction for Boerne today. It is hoped that by providing a second "live work play" area in Boerne, the tourism and sales tax base can be enhanced while addressing the significant sales leakage that was identified in the 2015 Catalyst Retail Study. The Catalyst Study indicated that Boerne can support approximately 290,000 square feet of new retail space at this time, which would reduce the amount of sales tax leakage the city is incurring today.

Catalyst and Gateway consultants recently led city staff, property owners, community leaders, BKCEDC representatives, the Chamber of Commerce and other stakeholders through a series of planning sessions to arrive at a concept plan for the SoBo area. The plan is designed to incorporate the retail demand information from the Catalyst Study with other current community needs including office space, a shortage of multi-family dwelling options, medical facilities and additional entertainment and dining options.

Development readiness of the SoBo area and completion of key roadway projects currently underway (Herff Road expansion/extension and the IH 10 Frontage Road) remain the highest priority areas of focus in the 2016 Work Plan. With the escalating volume of home developments and strong demographic and psychographic information determined by the Catalyst Retail Study, Boerne appears to be poised for significant growth in retail and commercial development.

Action Items for 2016:

- Accomplish action items listed on the City of Boerne-Boerne Kendall County Economic Development Corporation list of shared goals
- Continued focus on home diversity projects to accommodate workforce needs of existing employers and as new development takes place
- Determine strategic annexations for expanded Ad Valorem revenues
- Work with Kendall County and TxDOT to complete/initiate key roadway projects
    - Herff Road Phase II
    - IH 10 Frontage Road
- Analyze and make recommendations to City Council on potential new 380 Agreements

- Cascade Caverns Road area
- SoBo area

- Analyze project concepts as they are brought forward regarding a potential conference center to be developed along with a hotel. Staff will provide assistance and ROI analysis of these projects proposals as they are brought forward

Utility Systems

In addition to funding electric, water, wastewater, gas and reclaimed water utility operations and capital improvements to own, operate, maintain and expand the systems themselves, revenues from utility services provide a significant revenue contribution to the general fund. For FY 2016, the utilities are projected to contribute $1.75m accounting for just over 12% of total General Fund operations. As this is the case, progressive growth of the utility systems provides funding for all other city departments including one-time, extraordinary payments and special projects.

- Continue work on active home development projects which include several with 380 Agreement provisions for shared costs of gas and reclaimed water expansions
- Seek new expansion of gas utility, addition of sewer customers, and utilization of reclaimed water for expansion of available potable water supply
- Seek 380 Agreements which provide for expansion of the gas utility in areas outside the city's electric service territory
- Analyze and project home sale velocity in light of the addition of Esperanza (2,480 units), Ranches at Creekside (880 units), Regent Park (850 units) and Southglen (375 units) developments, all of which are anticipated to begin selling homes in FY 2016
- Seek in-fill projects for electric utility growth and overall system efficiency. Consider incentives designed specifically for this type of development
- Highway 87/North Main Street Development and Industrial Park(s)
- Continue process for Texas Department of Agriculture Grant to bring sewer utility service to Environmental Fuel Systems and the Texas Star Nut & Food Company
- Design and determine costs for installation of sewer mains throughout the industrial park
- Utility System price mitigation
    - Implement wholesale natural gas financial hedging program with EDF Energy Services
    - Investigate Schneider Engineering/EDF proposal for participation in solar/wind power
- Complete Phase I of GigaRegion system improvements: Pole analysis and change out to provide high speed fiber internet access to 1,000 additional homes in Boerne

2016 WORK PLAN GOALS

North Main Street/Highway 87 Development and Key Utility Extensions

Development of the city's North side continues to be an area of focus. Boerne's existing Industrial Park is located on North Main and bringing wastewater treatment and other utility services to the area could result in helping the city to achieve its business retention and expansion goals. This is a challenge in that the cost of extending sewer mains far outweighs any ROI-based return to the city. Access to a Texas Department of Agriculture (TDA) grant has been approved and is awaiting implementation pending successful closing by Environmental Fuel Systems on an adjoining property which will allow expansion of the business.

The TDA project will also take the sewer main to the site of the Texas Star Nut & Food Company and allow adjacent lots and other existing businesses to tie in. Once this is achieved, Phase II would entail creating a financially viable plan to expand sewer/utility service throughout the Industrial Park.

Other initiatives which would improve the development viability on the North side of Boerne include:

- Seek viable development opportunities for the Albin site (67 acres), the M&K Investment Property Development site (28 acres) and the strip center on the North end
- Consider funding mechanisms for North Main development to include financial incentives and TIRZ concept
- Repurpose of City-owned Civic Center and transition to YMCA to address the needs for a Rec Center identified in the 2012 Parks and Rec Master Plan
- Use of new City Hall on City Campus as Impetus for North Main development
- Utilize potential development of new City Hall on the City Campus site as a possible catalyst for extension of the Downtown/Hill Country Mile area and economic development North of Blanco Road.
- Options and plan for re-development of North Main strip center

Boerne North Business Park
Sewer Main Extension

ROADWAY AND MOBILITY PROJECTS

- Herff Road – Continue to provide technical expertise from Public Works Department toward completion of Phase I and start/completion of Phase II in 2016
- IH 10 Frontage Road – Coordinate City funding with TxDOT for completion in 2016
- Scenic Loop/IH 10 Expansion and Improvements – Coordinate City and County funding with TxDOT project
- Old San Antonio/Cascade Caverns – Conduct mobility study and roadway planning to include South end of Old San Antonio Road, Cascade Caverns intersection with frontage road, Scenic Loop intersection with Cascade Caverns and BISD school in coordination with proposed developments on Miller and Jennings Anderson sites
- Highway 46 Improvements/Charger Blvd. to Ammann Road – Work with TxDOT to begin environmental studies and planning process to become shovel ready in 2016 to be eligible for potential early funding opportunities through the Alamo Area MPO
- Roadway extension from Herff Road through Miller property to Christus Parkway
- Request in conjunction with Kendall County, TxDOT re-initiation of Highway 46 to IH 10 mobility connector
- IH 10/Highway 46 Overpass and Frontage Road extension – Coordinate schedule, funding and timing of project through TxDOT

Herff Road - Phase II

IH 10 Frontage Road

DOWNTOWN/HILL COUNTRY MILE

DOWNTOWN AND HILL COUNTRY MILE VISION

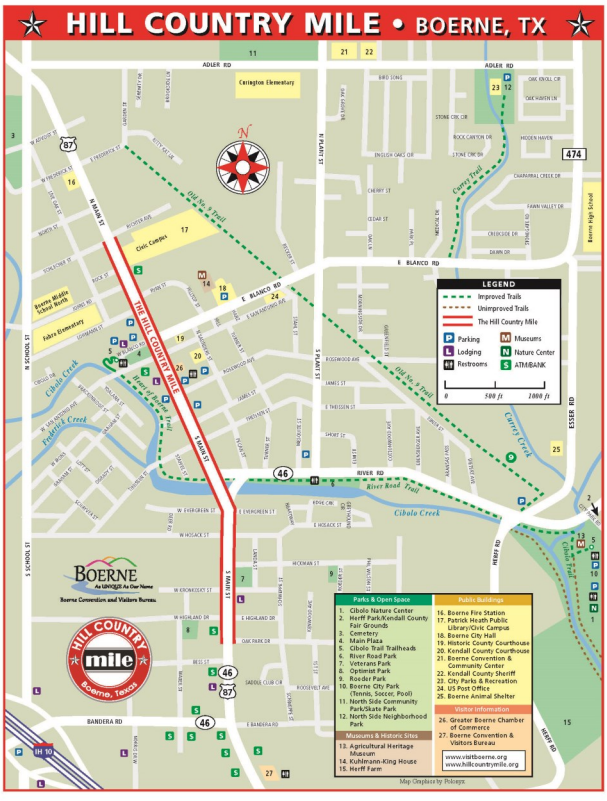
Ongoing downtown planning and improvements will further enrich Boerne's historic downtown; making it safer, more inviting, walkable and a unique destination for visitors and residents alike. Matching grants for the Historic District Restoration Program have been gaining greater awareness and utilization and will continue to motivate downtown property owners to repair and expand the use of these commercial properties. Continued reinvestment in this zone will promote future infill development and provide the setting for a dynamic live/work/play environment to take root while enhancing the quality of place, diversifying land use and strengthening the economic vitality of downtown.

DOWNTOWN DEVELOPMENT - THEISSEN ST./MAIN STREET/CIBOLO CREEK

Discussions are underway with property owner for expansion and addition of retail/restaurant development to enhance this pivotal downtown river corridor property. Development will likely include additional mobility improvements to create more accessible pedestrian routing and parking availability.

HILL COUNTRY MILE BRANDING AND MARKETING

In collaboration with the Convention and Visitors Bureau, the Hill Country Mile is being rebranded and will be marketed through a variety of media outlets including social media, CVB website and Boerne's Visitors Guide, San Antonio Convention and Visitors Bureau's In-room directory with a circulation of 500,000, and San Antonio Guide/Map for rack card placement with a circulation of 500,000. More marketing and promotion time will continue to be allocated for posting on the Hill Country Mile Facebook page for events and notices that support local business and activities.



DOWNTOWN BUSINESS COMMUNITY ASSOCIATION

The City will continue to work with the Greater Boerne Chamber of Commerce and the CVB to collaborate with the Retail Business Committee, part of the Chamber's Business Advisory Council, to ensure the promotion and development of an inviting, safe, entertaining, pedestrian-friendly business environment that will attract and

retain small businesses. The work group will explore topics such as curb appeal, construction/maintenance projects, marketing and advertising, holiday events and promotions, possible extension of business hours along Main Street to ensure residents and tourists take advantage of local shopping opportunities.

DOWNTOWN PLANNING INITIATIVES AND IMPROVEMENTS

The city has contracted with the Catalyst/Gateway Planning Group to develop an initial downtown merchandising strategy, taking into consideration existing merchants and data from the recent market analysis. In addition, a one-day workshop will explore the development of creative conceptual development plans for selected downtown properties that could generate enthusiasm and economic development traction for new or improved land use that would energize some pockets of infill or redevelopment in the core of downtown. Included in these services is the development of conceptual roadway and sidewalk plan/ section design enhancements to make Main Street safer and more pedestrian-friendly. Preliminary planning and permitting of two trail extensions totaling approximately two (2) miles of new trails would occur FY 15-16 if the city is awarded grant funding for the 2015 Transportation Alternatives Planning (TAP) grant. Funds are budgeted this year to make minor repairs, resurface and stripe the city's Lohmann parking lot.

INCENTIVES FOR DOWNTOWN REVITALIZATION

In Fiscal Year 2014-15, seven (7) Historic District Restoration Program Grants were awarded totaling $33,644. This year $35,000 is budgeted to continue with revitalization of downtown. Staff will continue to promote other state, federal and private resources for historic preservation.

CARSTANJEN BUILDING

THE AMPHITHEATER AT THE LIBRARY PROJECT AND RESTROOM

Construction continues for the amphitheater project which will be completed in 2015. This additional venue will primarily support PHPL programming and also provide the opportunity for unique and intimate gatherings for musical and theatrical events as well as a facility rental revenue source for weddings/ receptions and other private gatherings.

BOERNE CITY CAMPUS/CITY HALL SPACE NEEDS ASSESSMENT

An architecture firm has been selected and contracted to develop a space needs assessment for a future city hall to be developed on the city campus property. This firm will also produce a preliminary cost

estimate and conceptual building and site plan for placement of this facility on the property. Upon completion of these services, staff will consider the next phase of project development which would include construction documents and project cost estimating services.

PUBLIC ART COLLECTION/ART AL FRESCO PUBLIC ART COMPETITION

In FY 14-15, two (2) additional bronze sculptures have been pledged by the Majestic Ranch Arts Foundation. Both sculptures are to be placed in the vicinity of the amphitheater and Patrick Heath Public Library. The Art al Fresco competition was launched and ten (10) temporary public art sculptures have been installed in downtown and along Boerne's trail system. Capital funds are in the FY 15-16 budget for use in purchasing and installation of any competition sculpture acquisitions desired to be made part of the City's permanent public art collection. Staff will research and approach potential local partners about the development of a collaborative public art strategic plan.

AL FRESCO
art + community
BOERNE, TEXAS

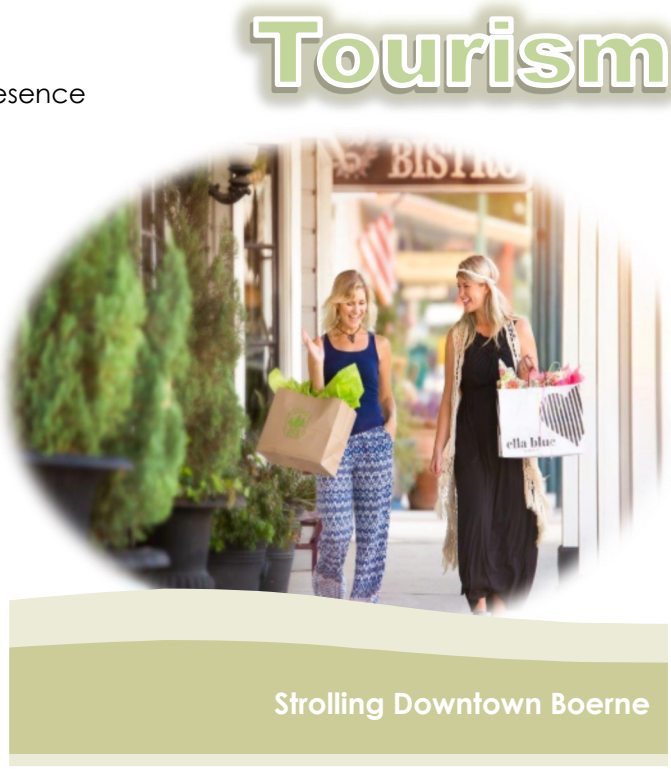
DICKENS ON MAIN AND CHRISTMAS/HOLIDAY DECORATIONS/WEIHNACHTS PARADE

The city is the host of Dickens on Main 2015. This year's single weekend event will continue to utilize increased marketing and social media outlets to promote tourism, shopping, and dining as we continue to improve this annual family-friendly event. The following Saturday is the city's annual Weihnachts Parade along Main Street. Additional Christmas decorations have been purchased for Veterans Plaza and brighter lights will be installed on the city's existing snowflake light pole decorations.

CONVENTION & VISITORS BUREAU

The city has recently experienced a number of positive trends in the revenues received from Hotel/ Motel taxes. Total Hot/Mot revenues increased from $7,165,656 in FY 2013 to $8,125,000 in 2014. At its current pace, we are expecting 2015 to exceed 2014's Revenue as well as Average Daily Rates and Occupancies.

- Implementation of 2016 CVB Strategic Marketing Plan
- Implement plan for
  - Advertising and internet social media presence
    - Update website
    - Create Boerne video
    - Update I Brochure
  - Public Relations
    - Strengthen relationship with San Antonio CVB
    - Build relations with downtown merchants and hoteliers
    - Improve communication in all aspects through email newsletter
  - Metrics
    - Gather and report visitor information from hotels, restaurants and businesses
    - Provide quarterly reports to City Manager and City Council
  - Community Support
    - Hill Country Mile, Amphitheater, and public arts
    - City-wide events, festivals, promotions
    - Economic development initiatives
  - Maintain contact with Tapatio Springs Resort regarding their overall performance and operations to optimize positive image and economic impact on Boerne



WATER 2070 PLAN

The conservation and management of existing water resources is an important component of the city's long-term economic success. In 2015, the city conducted outreach and education efforts to encourage water conservation with a goal of reducing overall use during periods of peak demand. Smoothing peak demands allows for better stewardship of water resources as well as creating opportunities for economic growth that would otherwise not be possible without the addition of new and/or high cost water resource projects, such as the expansion of water treatment capabilities at Boerne City Lake. To assist with conservation efforts, the city is working to utilize and expand its reclaimed water distribution system which is scheduled to come online in Fiscal Year 2016. To complement conservation efforts, the city is making additional changes to the Drought Management Ordinance which will better define local drought response stages and approved hours for landscape irrigation. Short-term economic benefits of conservation will be realized through shaving peak water consumption, maintaining or minimizing increases to the current Guadalupe Blanco River Authority (GBRA) water purchase volumes and eliminating the need to secure additional groundwater.

The City will:

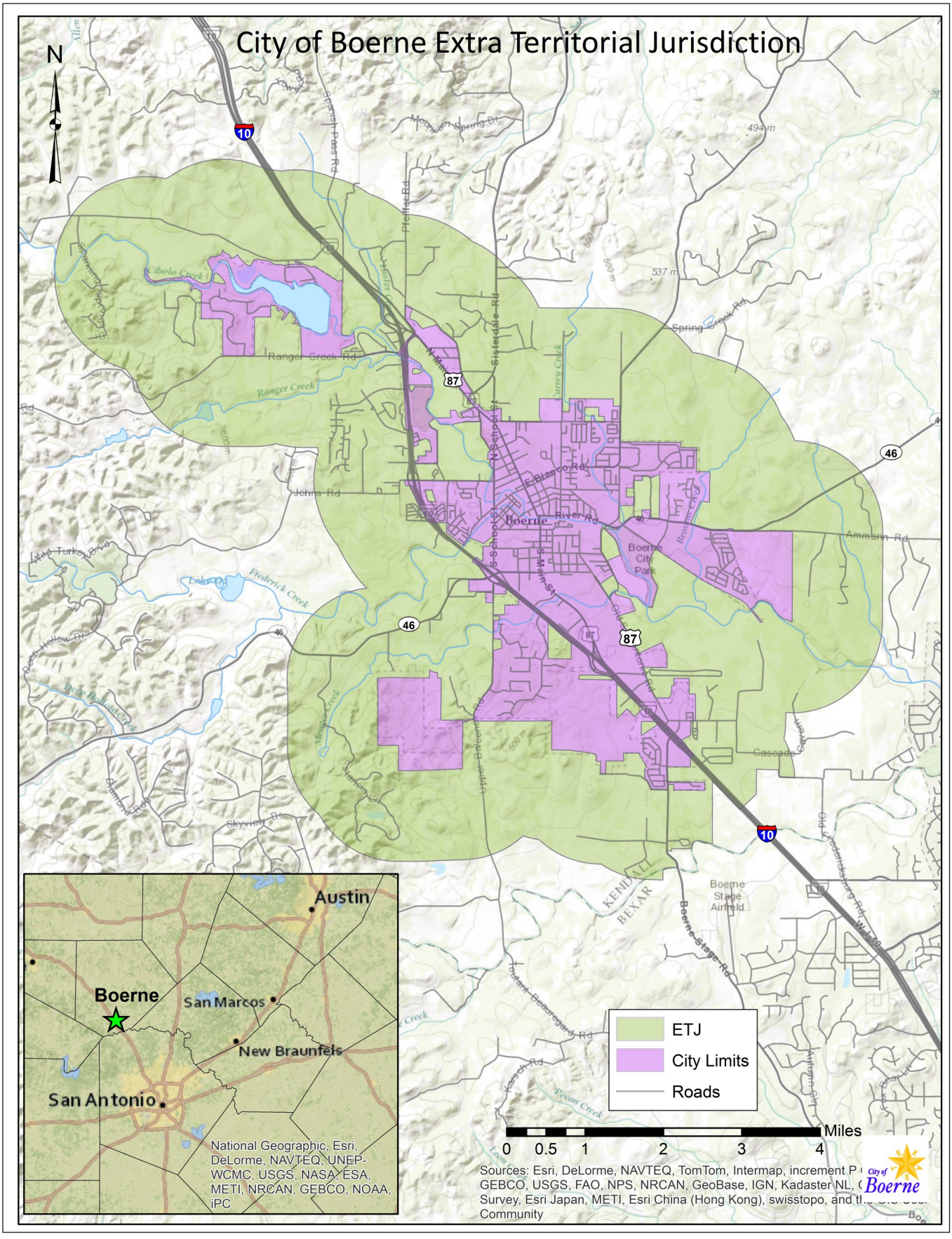
- Promote water conservation techniques and the protection of water quality throughout the Upper Cibolo Creek Watershed. These programs will primarily focus on Boerne water utility customers and water users within the city's Extra Territorial Jurisdiction
- Continue participation in the Texas Water Smart Program and promote U.S. EPA Water Sense strategies which encourage efficient indoor and outdoor water use for both residential and commercial properties
- Promote the use of non-potable reclaimed water. In Fiscal Year 2015 the City completed installation of reclaimed water infrastructure to the Esperanza and Ranches at Creekside developments on Highway 46 East. The distribution system will allow customers in these residential developments to utilize reclaimed water for landscape irrigation purposes further reducing the impact on local potable water resources
- Propose an incentive program for the installation irrigation system upgrades/adjustments and the use of various low flow, water conservation devices.

Work is currently underway on the Water 2070 Plan to evaluate and strategize for Boerne's water needs beyond its current capacity of approximately 35,000 residents. The plan will explore potential new sources of water supply with current partners (GBRA) as well as potential new partners (San Antonio Water Systems).

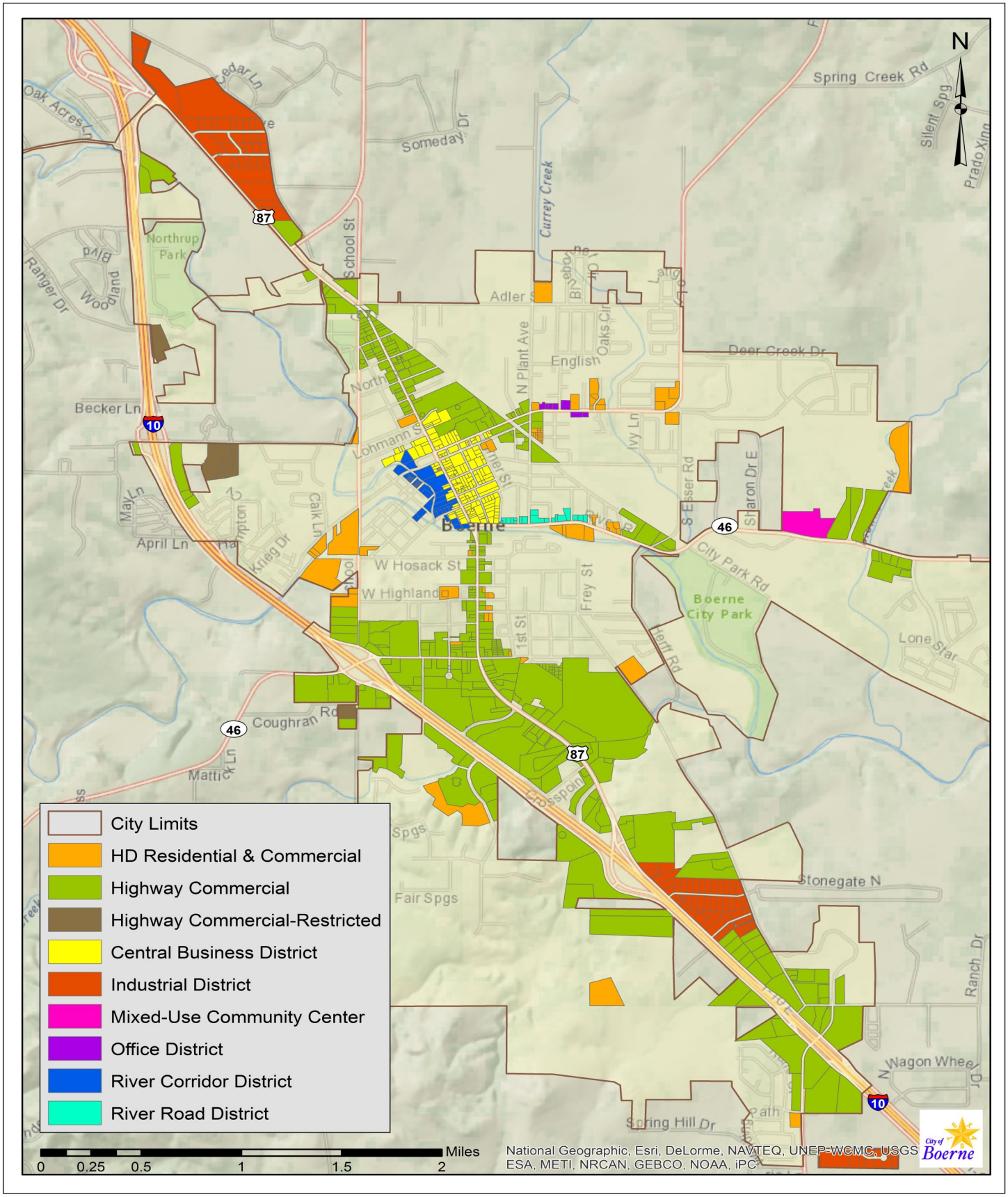
TOP INITIATIVES FOR FY 2016

- Completion of Herff Road Project – participate in facilitation with Kendall County
- Completion of Frontage Road Project – participate in facilitation with the Texas Department of Transportation
- Determination of action items from SoBo Report and concept plan and address items requiring action in 2016 to include mobility connections between Christus and Miller sites; flood plain, drainage, retention and reclamation planning for Calder and Harpole sites
- Business Retention and Expansion – Face-to-face meetings per City of Boerne and Boerne Kendall County Economic Development Corporation Shared Goals
- Recruitment – Identify target groups, identify target companies, make contacts and request face-to-face meetings per Shared Goals
- Recruitment - Contact specific retail entities for face-to-face meetings per Shared Goals
- Recruitment – Identify impediments to Boerne development and actions for remediation
- Analysis and improvement of City of Boerne development process
- Hill Country Mile and Public Art initiatives
- Completion of Catalyst/Gateway Downtown/Hill Country Mile Report
- Installation of North Main Sewer Project (if contract finalized)
- Completion of Phase I of GigaRegion high speed internet project in cooperation with GVTC

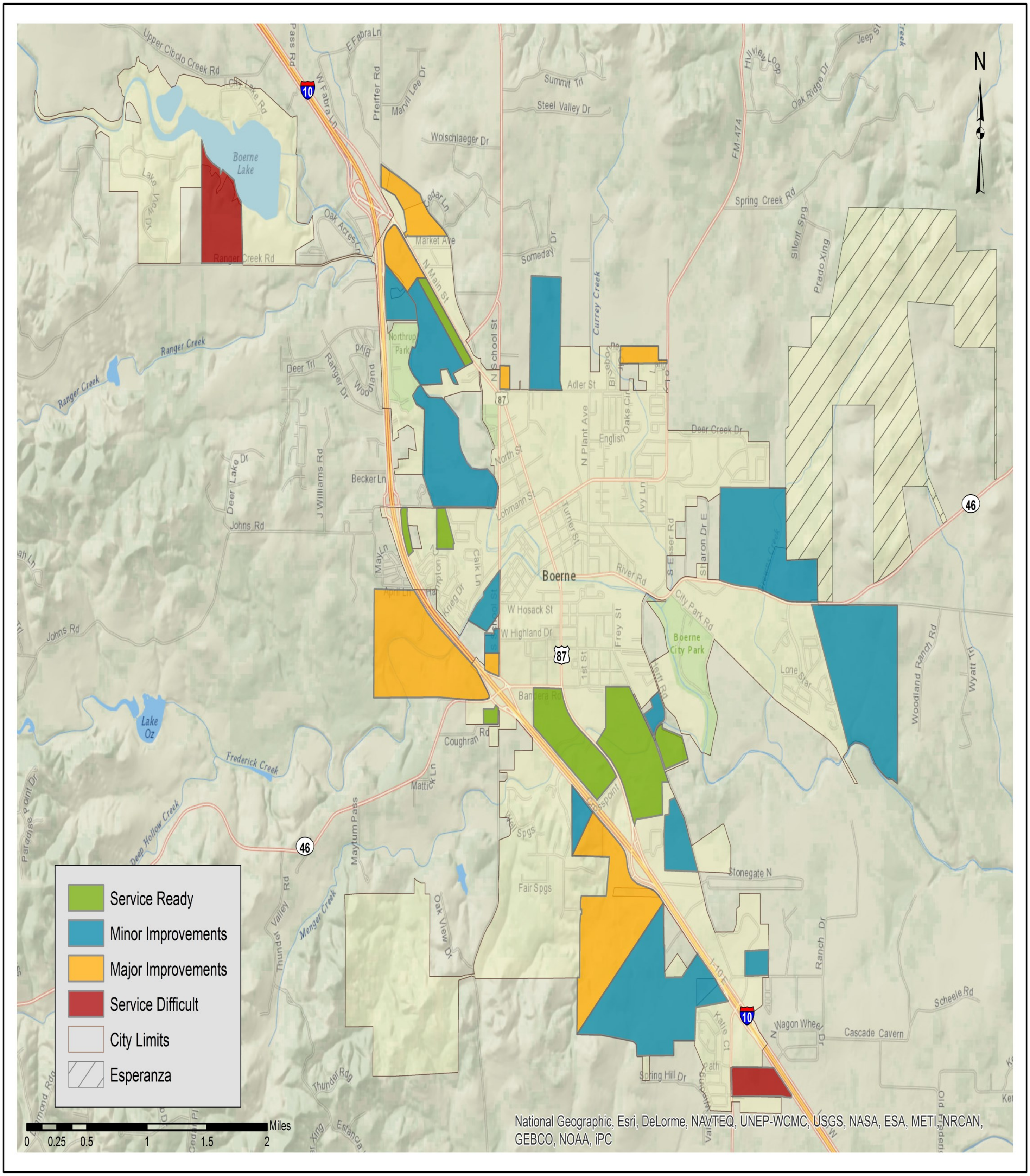
Appendix A - City ETJ Map



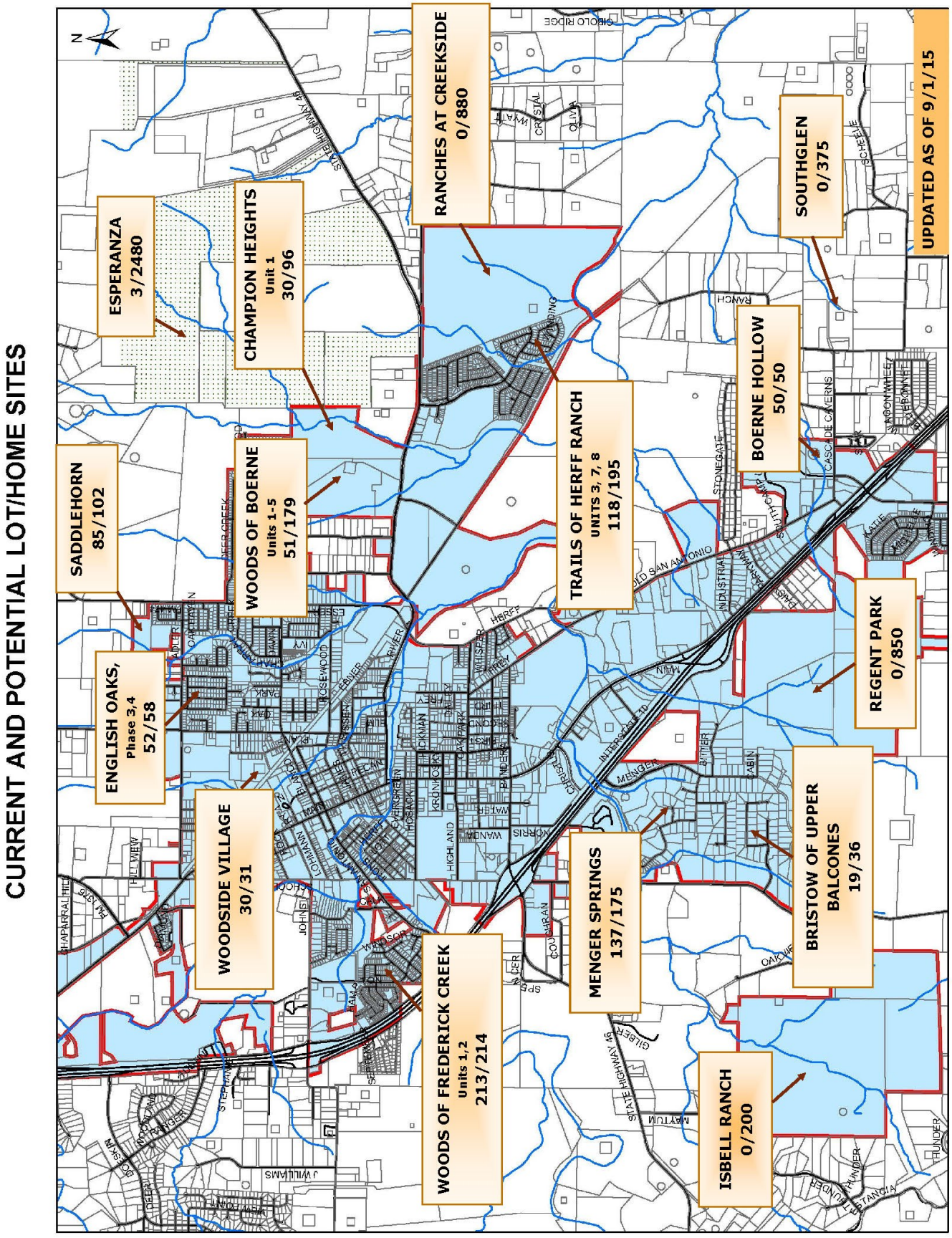
Appendix B - Commercial Zoning Map



Appendix C - Utility Service Availability Map



Appendix D - Current/Potential Home Sites



City of Boerne

For Information on this publication or additional information relating to Economic Development, contact the Economic Development Department of the City of Boerne at (830) 248-1527