

Implementation Plan 2006 -2010 Port Arthur 4A Economic Development Corporation

January 2006

Vision Statement for Port Arthur 4A EDC

Port Arthur 4A Economic Development Corporation provides leadership and technical support related to developing and implementing a citywide economic development strategy which establishes Port Arthur as a model local economy creating quality jobs, stimulating investment in both business opportunities and community amenities, generating tax revenue to support city services, and ultimately creating a high standard of living for all city residents.

Four -Year Strategic Plan:

GOALS

BALANCED INDUSTRY MIX

- Create a balanced industry mix targeting specific primary industry clusters.

JOB GROWTH

- Create 1,200 new primary jobs that match Port Arthur 4A's labor force and training capacity.
- Anticipated wage rates over the four-year period will range from \$30,000 to \$38,000 annually.
- This effort will have a multiplier impact of 1.46 or 1,752 additional jobs.

AVERAGE EARNINGS PER WORKER

- Utilizing Texas Workforce Commission Unemployment Insurance data as a benchmark increase average earnings per worker in primary industry in Port Arthur 3% annually over the four-year period.

CAPITAL INVESTMENT

- Increase the total capital investment by \$1,300,000 throughout the City to be measured by additions in sales, property and unsecured property real estate tax rolls over the next four years.

Marketing and Sales

MISSION

To implement a proactive, aggressive industrial recruitment process focused upon specific industrial clusters that can achieve world-class competitive stature in Port Arthur.

OBJECTIVES SERVED

Maintain an aggressive and creative economic development recruitment program focused on increasing diverse primary industry employers in Port Arthur. Develop an economic development partnership driven by accountability with public and private sectors of Port Arthur, the currently operating economic development organization, the chamber or commerce, secondary and higher education institutions.

INVESTMENT STRATEGIES

1. Re-focus on targeted industry clusters, including workforce development capacity and other local inputs.
2. Participate in a minimum of four trade shows annually in targeted industry sectors.
3. Develop a focused direct marketing program for the markets in the plastic, manufacturing and bio-tech industries both instate and nationwide for expansions into Port Arthur, and establish consistent calling program into these areas.
4. Promote and continue to improve utilization of EDC website as a marketing tool.
5. Formalize the EDC website Research Program to enhance land database and statistical comparison.
6. Secure and enhance Port Arthur place as the economic hub of the Southeast Texas Region.
7. Prepare carefully tailored marketing materials using cost analyses and local business testimonials.
8. Host and sponsor national facility locators and business consultants at a major event in Port Arthur.
9. Host and sponsor major events that will bring visiting CEOs to the marketplace, inviting key prospects to them as well.

OUTCOMES

Creation of a balanced industry mix with a focus upon 1,200 new jobs, which will increase average earnings per worker in Port Arthur.

Business Expansion & Retention

MISSION

The EDC will ensure 1) the successful implementation of a citywide expansion and retention program in Port Arthur and 2) that all reasonable efforts are made to retain existing primary industry.

OBJECTIVE SERVED

Assure job growth among existing businesses already impacting our economy.

INVESTMENT STRATEGIES

1. Review and revise retention and expansion program.
2. Expand Retention Program to include commercial, industry, manufacturing, and service companies, etc.
3. Coordinate and use of area Enterprise Zone, & Foreign Trade Zone.
4. Maintain current status of all expansion and retention programs being implemented in Port Arthur.
5. Market the benefits of the expansion and retention program as part of its attraction program. Where possible, stories and testimonials of local expansions will be used to leverage attraction efforts.
6. Develop a collaborative effort with partner agencies to insure quick response to the needs of the business community.
7. Become involved in target industry associations, newsletters, meetings, etc. for increased industry knowledge and networking.

OUTCOMES

A strong potential for a positive Return-On-Investment will occur and new jobs will be provided to the Port Arthur economy.

Media Relations

MISSION

To develop a specific media relations plan targeting both statewide and nationwide media centers that will advance the business image of Port Arthur and achieve our strategic goals.

OBJECTIVES SERVED

Raise the awareness around the United States that Port Arthur is a great place to do business.

STRATEGIES

1. Conduct local media public relations program advancing the value of Port Arthur vision to the local economy.
2. Garnering coverage in major market/out-of-area publications and other media.
3. Pursue coverage in applicable trade publications.
4. Assist in directing direct mail and other ad campaigns.
5. Place news articles.
6. Materials development - press kits, articles, opinion pieces, and fact sheets, etc.
7. Event planning - press conferences, open houses, investor and community meetings.
8. Utilize media research and media pitching techniques.
9. Develop key reporter contacts.
10. Editorial board meetings, letters to the editor, and opinion articles.
11. Continue relationship with media relations consultant to develop and implement the media relations plan.
12. Review the plan annually with the other programs of the EDC.
13. Evaluate cost effectiveness and progress made toward stated objectives.
14. Conduct media briefing sessions to inform members of the media about the importance of economic development in the communities.

Job Creation Team Administration

MISSION

The EDC will convene a Job Creation Team to conduct special analyses, develop case studies, create action plans and agendas, and implement steps that will achieve the strategic goals and objectives of the Job Creation plan.

OBJECTIVES SERVED

Product development is critical to a successful attraction and expansion effort. The EDC and its partners must play a leadership role in a number of areas in Port Arthur.

INVESTMENT STRATEGIES

1. The Job Creation Team continues to provide collaboration support for implementation of Job Creation Plan.
2. The EDC will continue to work in concert with the Texas Workforce Development Board on projects that have been identified in the Comprehensive Economic Development Strategies.

3. The EDC will organize a committee comprised of service providers and representatives of the Port Arthur business community who will monitor the progress and make recommendations for improving the outreach programs.
5. Expand information sharing throughout the city regarding best practices in economic development.
6. Schedule regular meetings with Job Creation Team.

Workforce Development

MISSION

Insure that existing companies and new companies have an adequate supply of trained workers.

OBJECTIVES SERVED

Coordinate and assist local educational institutions with business to develop innovative training initiatives for workforce development.

STRATEGIES

1. Support efforts to establish a citywide manufacturers association.
2. Actively participate in strategic planning initiatives that involve education and workforce training.
3. Actively participate with the Lamar State College - Port Arthur College in the development of a workforce/economic development plan.
4. Actively engage local high school districts with local industry for the purpose of educating students, counselors and teachers about career opportunities.
5. Insure that EDC target industries are tied to workforce training capacity and labor availability.
6. Solicit the help of Workforce Development Board and private employment agencies in development of periodic workforce and skills assessments.
7. Actively support occupational, technology and industrial training initiatives in cooperation with local higher education, high schools and the business community.

Special Projects

MISSION

The EDC will convene a Special Projects Task Force to conduct special analyses, develop case studies, create action plans and agendas, and implement steps that will achieve the strategic goals and objectives of the EDC plan.

OBJECTIVES SERVED

Product development is critical to a successful attraction and expansion effort. The EDC and its partners must play a leadership role in a number of areas in Port Arthur 4A Economic Development.

INVESTMENT STRATEGIES

Potential special projects include transportation service, needed amenities in the city, pooled training and education, and developing a building program for Port Arthur 4A Economic Development.

1. Support additional infrastructure improvements in the Port Arthur Business & Industrial areas.
2. Support enhancement of Port Arthur civic improvements including Community parks, downtown revitalization efforts in all communities and other positive public and private investment.
3. The EDC will continue to work with key developers/builders to formulate a building and inventory strategy for Port Arthur leading to speculative buildings to assist the EDC in its attraction efforts.
4. The EDC will continue to support a program that offers building designs and cost estimation, zoning and use permit pre-approvals, and other services to expedite the construction of industrial buildings for prospects generated by the EDC.
5. Conduct cost/benefit analyses of all major expansion or relocations to the City.
6. Develop client management team with automated list server that will result in workforce intelligence program. This product will assist the training agencies and other partners in the development of programs to enhance job creation.

Implementation Timeline

MAY- JULY 2006 Present plan to economic development partners.

JULY-SEPTEMBER 2006 Present plan to the cities of Port Arthur.

SEPTEMBER 2006 Create a development strategy with specific action work plans for each community within the city.

THIRD QUARTER 2006 Increase direct sales efforts in target areas in the Business Park.

FOURTH QUARTER 2006 Schedules major events planned for CEO's and site selectors to visit Port Arthur.