

Economic Development in
the City of Cibolo, TX

ANNUAL REPORT 2020

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CIBOLO MEANS...

In case you're wondering, Cibolo is a Native American word that means bison. But if you're a young family, an entrepreneur, or a business owner, Cibolo means so much more.

Cibolo means **growth**. We have worked to maintain our small-town Texas charm as the major metro areas grow around us, but we're also one of the fastest-growing towns in the country.

Cibolo means **location**. Located just minutes north of San Antonio and about an hour south of Austin, Cibolo offers fast and easy travel anywhere along the I-35 and I-10 corridors.

Cibolo means **unique lifestyle**. Located in Guadalupe County, Cibolo offers a growing diverse downtown area with home-grown restaurants and eateries, recreation facilities, retail shops, and offices. Meanwhile, the City also embraces the latest technology of the 21st Century in recruiting major industrial users, with the most recent addition being the announcement of Aisin AW, a Japan-based supplier for Toyota, announcing its choice to locate in Cibolo for its new automotive transmission plant.

Cibolo means **smart workforce**. The workforce in Cibolo is smart, young, well educated, with great public schools and colleges and universities nearby. Cibolo also benefits from a large number of military retirees bringing pride and discipline to their work. Several different training programs are also available through local and state agencies to meet the needs of employers.

Cibolo means **opportunity**. Two decades of fast growth have created a strong demand for many industries such as retail, food service, healthcare, and recreation.

Cibolo means **business-friendly government**. The City has plenty of enticing programs for businesses thinking about a new home, including: Chapter 380 agreements, sales tax & property tax incentives, freeport exemptions, and small business improvement grants.

And most importantly ...

CIBOLO MEANS WELCOME



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FROM THE DESK OF THE CITY MANAGER

Welcome to the City of Cibolo, a Texas community strategically located on the Interstate 10 and Interstate 35 corridors just northeast of San Antonio. While careful maintenance of our “small town Texas” identity makes this a great place to live, several other factors make it a premier place to do business: proximity to major urban conveniences; transportation options; a decade of strong economic and infrastructure growth; and a young, highly educated workforce with the talents and skills to help us prosper well into the 21st century. Come – and be part of our next wave of growth.

“The I-35 corridor is one of the fastest growing regions in the nation and Cibolo is no exception to that growth. Cibolo continues to grow at approximately 94 citizens per month (on average) and many new businesses have also chosen to be a part of our community. This ongoing commercial and residential growth adds value, making Cibolo a great place to live, work, or play.”

ROBERT T. HERRERA
CITY MANAGER, CITY OF CIBOLO



MEET THE TEAM

The City of Cibolo employs two full-time professionals in its Economic Development department who work with other City Departments and the Cibolo Economic Development Corporation (CEDC). In addition to work for the City of Cibolo, staff maintains relationships and memberships with the Chambers of Commerce, Schertz-Cibolo-Universal City ISD, Texas Economic Development Council, International Economic Development Council, San Antonio Manufacturer's Association, and Texas Downtown Association. The Economic Development team also works with local Economic Development partners, such as the San Antonio Economic Development Foundation, in collaborative efforts targeted at recruiting businesses that can bring regional wealth for all to share.



Kelsee Jordan Lee
Director of Economic
Development



Dustin Morris
Business Retention and
Expansion Specialist



WINNING IN 2020 AWARDS & RECOGNITION

Both the City of Cibolo and Cibolo Economic Development Corporation were recognized for excellence in economic development in 2020.

The Texas Economic Development Council awarded the City of Cibolo the Community Economic Development Award. The City of Cibolo won under the, "Exemplary Achievement in Measured Objectives" category for the recruitment of the AW Texas plant.

The International Economic Development Council awarded the Cibolo Economic Development Corporation the Gold Award in the, "Innovation in Economic Development Week" category, the highest honor for population size.

The City of Cibolo and Cibolo Economic Development Corporation are building on these exciting wins and are working together to bring more great projects to Cibolo.





TEAMWORK FROM THE GROUND UP

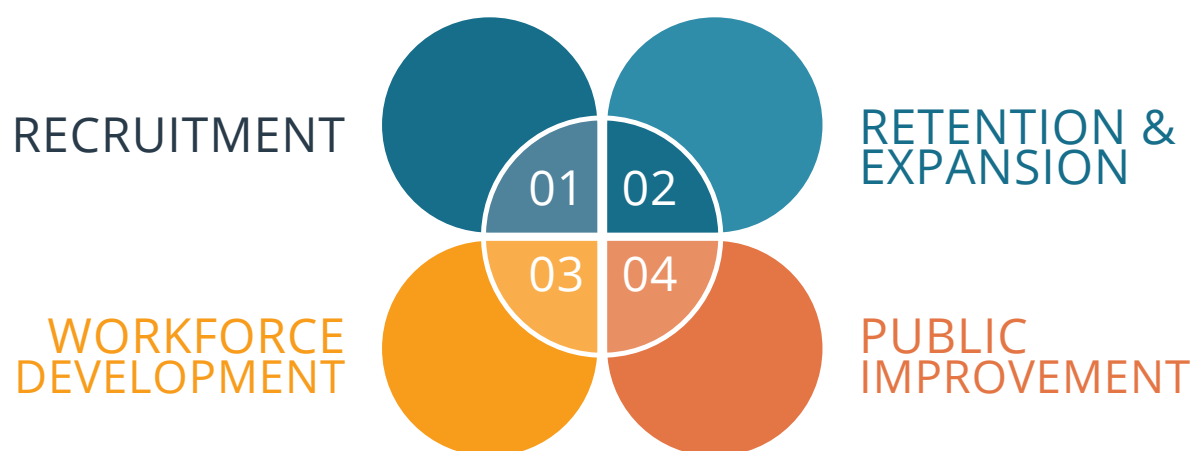
“The main goal of economic development is improving the economic well being of a community through efforts that entail job creation, job retention, tax base enhancements and quality of life.” - International Economic Development Council.

Economic development in Cibola relies on the work of many different departments. Economic Development Department staff works daily with other City departments like Planning & Engineering for plan reviews, inspections, and permits; Public Works to maintain and improve infrastructure; and Finance to consider incentives and necessary investment for the future.



DEVELOPMENT ACTIVITIES

While the COVID-19 pandemic initially slowed down some planned projects and activities for 2020, staff was quick to pivot and find new ways to continue development efforts.



RECRUITMENT EFFORTS

Staff participated in and exhibited at the ICSC Red Rivers conference and trade show in Ft. Worth and participated in the virtual ICSC RECon New York conference and trade show. Retail Live! also followed with the virtual conference trend in 2020. These trade shows provide access to retailers who are looking for expansion opportunities.

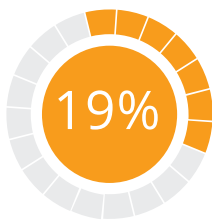
Staff also participated in the Site Selector's Guild's virtual Table Talk and the Global Location Services site selection meeting. These programs both introduced top-tier site selectors to opportunities in Cibola for industrial and office uses. City staff anticipates these remote sessions will continue to be a more cost-effective way to reach prospective companies while travel is suspended during the pandemic recovery efforts.



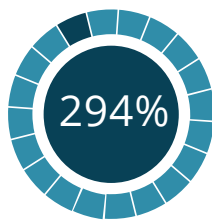
RETAIL LIVE!



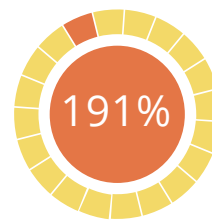
MARKETING EFFORTS



**INCREASE IN
LINK CLICKS**



**INCREASE IN
REACH OF AD**



**INCREASE IN
REACH OF IMPRESSIONS**

City staff also began to capitalize in creating in-house marketing videos that are now available for viewing on the Cibolo Economic Development YouTube page.



* Numbers are from Anderson Marketing Group for year over year growth.

2020 BROUGHT NEW BUSINESSES

Business Recruitment is a large part of what the City of Cibolo's Economic Development department works towards on a daily basis. 2020 saw eighteen businesses join the Cibolo family.



Massage Therapy
by June Alston

Cibolo Automotive



Venetian Nail Bar

Intrinsic Nutrition





CURRENT DEVELOPMENTS

The booming growth in the City of Cibolo means that there are new businesses developing for the new year! The businesses listed below are currently under development and the City looks forward to their grand opening.



Rooted Fork
(Downtown)



The Brooks of Cibolo
(Cibolo Valley Drive)



AW Texas
(I-10)



Mama Mills Jamaican Kitchen
(Downtown)



Living Spaces
(I-35 at Cibolo Crossing)



Willie's Bar & Grill
(I-35 at Cibolo Crossing)

For more information on these developments and more, please visit our GIS Map for Current Development Projects in Cibolo: <https://www.cibolotx.gov/483/Current-Development-Projects>

BUSINESS RETENTION & EXPANSION IN CIBOLO

With the addition of a dedicated Business Retention & Expansion staff member, Cibolo increased its efforts to assist existing businesses. This increase in manpower dedicated to serving Cibolo businesses was an integral part of the City's response during the initial onset of the COVID-19 pandemic. Staff worked to ensure Cibolo businesses were connected to the most up-to-date information during those rapidly changing weeks and months.



Additionally, Economic Development staff worked with two businesses to expand their operations. These expansions included additional buildings with a future expansion announced by theaterseat.com.





RETENTION & EXPANSION

City staff spearheaded Cibolo's 4th Annual Small Business Saturday on November 28. Acting as a Neighborhood Champion, the City of Cibolo highlighted participating businesses leading up to Small Business Saturday to bring awareness to the products and services available here in Cibolo. In 2020, fifteen businesses participated and posts on both social media and the economic development website reached nearly 9,000 people throughout the campaign.

In addition to Small Business Saturday, Economic Development Staff created a new initiative for this year, the #ShopCiboloSmall campaign capitalized on the holiday shopping season and continued the success of shopping locally from Small Business Saturday. From November 28 to the new year, over two dozen businesses participated and posts during this season-long promotion reached ~10,000 people.

SMALL BUSINESS SATURDAY

#shopcibolosmall

GRANT RECIPIENTS

The Cibolo Economic Development Corporation offers a Business Improvement Grant to eligible businesses in the Old Town District to help promote tourism in Cibolo. This geographic area includes most of downtown Cibolo, parts of FM 1103, and parts of FM 78; businesses that fall into this designated area are eligible to apply. These matching reimbursement grants assist small businesses with making exterior improvements to their properties to enhance the aesthetic charm of the Main Street and FM 78 corridor areas. The CEDC approved grants of up to \$10,000 for the following businesses in 2020:



*Fearfully & Wonderfully Made/State Farm are from one combined grant application as both businesses exist on the same property





WORKFORCE DEVELOPMENT

The City of Cibolo participated for the 2nd year in the SCUC-ISD Job Shadow Day in February. This program, sponsored through the local school district, connects high school students to see a “day in the life” of local companies and organizations. Three-hundred-eighty-one students from the district took the day to explore careers in Cibolo and Schertz, including with the City of Cibolo’s Public Works Department. Students learned about safety on job sites and participated in demonstrations of work the Parks, Utilities, Streets, and Drainage teams do to keep the City running.

PARTNERSHIP

Partnering with the Schertz-Cibolo-Universal City ISD and local businesses to develop a workforce ready curriculum.

RESOURCES

Connecting with local resources, such as the Alamo area chapter of Workforce Solutions, ensures Cibolo plans for future needs.

JOB PLACEMENT

To facilitate with the promotion of open positions, the City created a ‘Hire Cibolo’ job board to help find locally available talent.

PLANNING FOR THE FUTURE



TROPHY OAK

The first public facility corporation (PFC) project opened in 2020. This project, called Trophy Oak, consists of class A apartments across from City Hall south of South FM 78. These apartments are a joint development between the City of Cibolo and the NRP Group to provide additional housing options for Cibolo's growing workforce.

WIDENING OF CIBOLO VALLEY DRIVE

Work began on Cibolo Valley Drive from Old Wiederstein Road to I-35 to widen it to match the existing sections of Cibolo Valley Drive with a total of five lanes, two lanes each direction and a center turn lane. These improvements were a joint partnership between the City of Cibolo, City of Schertz, and the developer of Cibolo Crossing to improve traffic flow and safety between the two cities and the commercial developments at IH-35.

BOLTON RD & SANTA CLARA

Along I-10 by the new AW Texas transmission plant, construction began on Bolton Road and Santa Clara Road. The improvements to the roadways and surrounding drainage will not only serve the 160 acre AW Texas facility but will also help open up surrounding properties to be development ready as more inquiries are received for industrial and commercial prospects along the Corridor.



FIRE STATION #3

Design work began on Fire Station #3 and a contractor was selected to begin construction. This new fire station will improve the services and response times to the northern part of Cibolo with the location at FM 1103 and Wiedner Road, located in the heart of the City's continuing residential and commercial growth. The floorplan will also allow for future ambulatory services to better serve the greater community.

UPDATES TO THE UDC

City Staff is also working on updates to the Cibolo Impact Fees and Unified Development Code. These two projects play an integral role in development by establishing the codes and parameters for building in Cibolo as well as ensuring that development pays its share for increasing use of City infrastructure. The Planning & Engineering, Public Works, and Economic Development departments work together to ensure that the needs of the City are addressed while maintaining an environment that is attractive to new commercial and industrial development to serve the citizens of Cibolo.

URBAN LAND INSTITUTE

Members of the Cibolo City Council, Cibolo Economic Development Corporation Board of Directors, Planning & Zoning Commission, and City Staff attended training sessions with the Urban Land Institute. These sessions focused on topics such as density, downtown revitalization, and other development needs geared specifically to assist decision makers. These trainings will help Cibolo with a strategic planning approach to growth, both in the short-term and long-term.



FM 78 E. SANITARY SEWER MAIN & LIFT STATION PROJECT

The FM 78 East Sanitary Sewer Main and Lift Station project will allow property owners in this area to connect to our new infrastructure. The lift station and associated sanitary sewer mains have the capacity to serve approximately 4,500 new connections (based on residential daily flows). This project will allow this underutilized/underdeveloped area of Cibolo to move towards its growth potential while increasing land values for current property owners. Adding this critical infrastructure will allow for the City's visions of the FM 78 Corridor Study to become a reality. This project is scheduled to be completed and in operation by May 2021.

- Timothy D. Fousse C.P.M., Director of Public Works and Capital Improvement Projects, City of Cibolo



TOWN CREEK DRAINAGE & HAECKERVILLE ROAD

The Town Creek Drainage/Haeckerville Road Reconstruction Project has been designed to remove a substantial amount of residential property and future commercial properties from the existing flood plain along Town Creek, south of FM 78. It will also create an "all weather" roadway to the southern portion of Cibolo, allowing quick and uninterrupted access for our emergency services when responding in this area. The first phase of this project should be under construction in April 2021 and we anticipate having Phase 2 of this project under construction in the fall of 2021. The City will also be installing new water distribution mains along Haeckerville Road as part of this project. Again, this is being done to support future growth in this area of our town. Overall, this project has an estimated cost of \$9.5 million dollars.

- Timothy D. Fousse C.P.M, Director of Public Works and Capital Improvement Projects, City of Cibolo

PLANNING FOR THE FUTURE

GVEC - SANTA CLARA SUBSTATION

While the fundamental purpose of the Santa Clara Substation may appear evident—to provide power to the new AW Texas transmission manufacturing facility—GVEC's vision goes beyond this initial impact. The Cooperative recognizes the potential for additional commercial and industrial growth along the I-10 corridor with utility infrastructure now in place. This sets up a foundation for economic development and job creation to positively influence and better the quality of life in the region not only now, but for generations to come.

- Gerri Lawing, Economic Development Director, GVEC

IH 10 & BEYOND

The City of Cibolo, along with Guadalupe County, has invested funds to make improvements to Santa Clara Road and Bolton Road adjacent to the AW Texas Plant site. The road project is the first of several planned Cibolo transportation improvements in the area focused on providing better circulation and traffic flow. The City is working closely with TxDOT on the I-10 Corridor project, which will see I-10 grow from a 8 lane to a 10 lane interstate highway, and improve the intersections at Santa Clara Road and Zuehl Road. With the anticipated growth in the area, the City has recently purchased land located on Bolton Road for a future Public Facilities Center that will include a future Fire House and Police Sub-Station. Additionally, the City has coordinated with the Green Valley SUD in the construction of new and larger water and sewer infrastructure, sized to provide for AW Texas and future development along the IH 10 corridor.

- Rudolph F. Klein IV, P.E., Director of Planning & Engineering, City of Cibolo





GROW WITH CIBOLO!

CONTACT **US**



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