

Envision  
Elgin  
Community  
Development  
Team



## Annual Report and Executive Summaries 2008

In 1996, a Strategic Plan for Elgin was completed by the LCRA. By 2004, most of the actions prescribed in that plan were completed and the decision to develop a new community plan was begun. Community leaders were identified and asked to serve on the plan's Steering Committee. The purpose of the Steering Committee was to guide the overall direction of the plan and coordinate activities of their organizations in the development and implementation of the plan. The Steering Committee created the planning schedule and identified the **initial areas to be considered for this plan. These areas of concern were: economic development, infrastructure, quality of life, education (later changed to workforce and education) and historic preservation.**

**In March 2004, Envision Elgin was kicked off with a community discussion where over 150 community leaders participated.** Focus groups met and answered the following questions: why people love to live in Elgin? what is important to the community? and in what direction would the community like to see Elgin head?

**Envision Elgin** is an example of cooperative planning to address current and future community needs. It is **intended to motivate and direct the community and to coordinate and focus on priority development projects in order to meet existing and future social and economic needs of the community.**

Oversight of the plan implementation is the responsibility of the **Community Development Team. This group meets quarterly and evaluates the progress of the strategies. The team consists of 31 members with 5 at-large positions.** Additionally, each focus area has a committee that oversees the implementation of the objectives for that area. It is up to the lead agencies to coordinate the activities of the plan and report their progress and successes. Annually, the Community Development Team will host a public forum to detail the accomplishments and plan adjustments. The following is a summary of each of the Focus Areas and their accomplishments for the past year. **If you have any questions, comments or would like to volunteer to serve on a focus group, please contact the Community Development Department at 281-5724 or email Kay Queen, Administrative Assistant, at [kqueen@ci.elgin.tx.us](mailto:kqueen@ci.elgin.tx.us)**

# Quality Education and Workforce Development

## Vision Statement

*Elgin is a community that values education and lifelong learning. Every student in Elgin ISD has the opportunity to reach their potential and graduates compete in the workforce. Elgin ISD attracts new residents to the community.*

**Objectives: ♦STRENGTHEN PARTNERSHIP BETWEEN ELGIN ISD, PARENTS AND COMMUNITY. ♦RAISE EXPECTATIONS FOR ALL STUDENTS TO EXCEL IN EVERY ASPECT OF LEARNING AND SCHOOL EXPERIENCE. ♦PROMOTE STUDENT SUCCESS ON STATE AND NATIONAL STANDARDIZED TESTS. ♦INCREASE ACCESS TO HIGHER EDUCATION AND STRENGTHEN RELATIONSHIP WITH HIGHER EDUCATION PARTNERS. ♦INCREASE ACCESS TO ADULT AND COMMUNITY EDUCATION.**

### Strategy-Facility Needs

- On May 12, 2007, voters overwhelmingly approved a bond election of some \$43,9\$43,979,322 for numerous projects to meet the District's facility needs.
- Construction of a new middle school to house 1100 students is to be completed in October of 2008.
- Construction of a new classroom wing to house 400 additional high school students will be completed in July of 2008. The high school project includes additions to the cafeteria, library and administrative offices and a new gymnasium.
- The bond package also includes renovations on other existing campuses.

### Strategy-Education Foundation

- The EISD Education Foundation continues to grow and become stronger in the community.
- The progressive dinner party held in late November was extremely successful.

### Strategy-Alumni Association

- The formation of the Elgin High School Alumni Association continues to be extremely successful with a growing membership and well-developed organizational plan.

### Strategy-Enhancement of Higher Education Opportunities

- Partnership programs established with Austin Community College have substantially increased the number of Elgin High School students who now meet college entrance standards.

### Strategy-Teacher Retention

- Retention of EISD's professional staff continues to be the most critical and challenging problem.
- Salary increases for teachers are currently being considered to address the issue.

# New Business Development

## Vision Statement

*Elgin recruits and attracts desirable businesses that create jobs and provide employment for the existing and regional workforce.*

**Objectives: ♦INCREASE ELGIN’S DESIRABILITY AS A SITE LOCATION FOR NEW BUSINESS BY CAPITALIZING ON THE STRONG LOCATION FACTORS FOR THE CITY. ♦PROMOTE A PRO-BUSINESS ENVIRONMENT TO ENCOURAGE CONTINUED GROWTH OF BUSINESS IN ELGIN. ♦RECRUIT BUSINESSES THAT MEET DESIRED TARGET INDUSTRY LIST FOR ELGIN.**

### **Strategy - Participate in regional recruitment initiatives**

- Work with Union Pacific Railroad to attract potential users for “Green Line” rail located North of Elgin.

### **Strategy – Encourage entrepreneurial development in the community**

- Big Austin classes started in February 2008 to be held through May. Topics included marketing, finance, bookkeeping, general accounting business planning and other

### **Strategy - Research and consider expanding targeted industry list**

- Targeted industries now include retail development, food manufacturing, rail users, furniture manufacturing, business services, light manufacturing.

### **Strategy - Identify through the comprehensive planning process future industrial land**

- The City of Elgin is in a Comprehensive Planning process. Plan to address direction in City’s growth, including passenger rail, development of “Green Line” for rail freight and possibilities of high density development &/or new urbanization direction.

# **Retention of Existing Businesses and Jobs**

## **Vision Statement**

*Elgin supports and recognizes the importance of existing businesses that provide both jobs and a stable tax base for the City.*

**Objective: ♦STRENGTHEN LOCAL BUSINESSES THROUGH COOPERATIVE MARKETING AND EDUCATION PROGRAMS**

### **Strategy-Develop a Welcome to Elgin Fact Sheet**

- Directory of businesses on the City of Elgin website maintained by city staff.

### **Strategy-Establish a Formal Business Visitation Program**

- EDC met with and provided business assistance to 15 businesses in the amount of \$56,894.
- EDC participated in Opportunity Austin Business Retention and met with major employers.

### **Strategy-Establish Educational Business Enhancement Courses and Materials to Increase the Competitiveness of Local Businesses**

- Texas Historical Commission Main Street office provided a class on merchandising and storefront window displays.
- EDC negotiated a series of classes with Big Austin to be conducted in 2008. Courses are funded by a Workforce grant, EDC and the Chamber. Course topics include marketing, business plans, e-commerce, financing and Quickbooks.

# Sustainable Growth

## Vision Statement

*The City of Elgin grows in such a manner as to be consistent with the City's ability to serve existing and new development.*

**Objectives:** ♦DEVELOP A BALANCED TRANSPORTATION SYSTEM CAPABLE OF MOVING PEOPLE & GOODS IN A SAFE, EFFICIENT & ENVIRONMENTALLY RESPONSIBLE MANNER. ♦ENSURE RESIDENTS ARE SERVED BY WATER & WASTEWATER SYSTEMS THAT PROMOTE HEALTH & SAFETY & CONTINUE TO MEET THE GROWTH OF NEW RESIDENTS & BUSINESS OPPORTUNITIES. ♦INCREASE THE AVAILABILITY OF HOUSING AT ALL INCOME LEVELS. ♦INCREASE COMMUNITY AWARENESS OF INFRASTRUCTURE & GROWTH ISSUES.

## Strategy – Comprehensive Plan for City of Elgin

- The City retained Wilbur Smith, a renowned planning firm to provide a new comprehensive plan.
- 12-15 month process started in January 2008 and will result in a blueprint for sustainable growth
- The comprehensive plan will address:
  - Land use and zoning designations
  - Transportation
  - Utilities infrastructure
  - Facilities planning
  - Overall development
  - Open space

## Strategy - the connection between land use and transportation as it affects the quality of life in Elgin.

- Through involvement in both local and regional efforts to increase transportation infrastructure investment, the City of Elgin is preparing for the unprecedented growth that is sure to come.
  - Feasibility study for the Transit Oriented Development area
  - Efforts to encourage passenger rail service to Elgin
  - Street improvement projects Phase I, Phase II and Phase III

## Strategy - Encourage the development of assisted living facilities and senior housing

- Elgin Nursing and Rehabilitation Center opened February 2008

## Strategy - Annexation of growth corridors

- City of Elgin annexed west along Hwy. 290 through the Elm Creek subdivision

# Preservation of Elgin's History and Downtown

## Vision Statement

*Elgin preserves its historic character while at the same time accommodating continued development in downtown.*

**Objectives: ♦CONTINUE WORK TO PRESERVE AND DEVELOP THE HISTORICAL AND DOWNTOWN DISTRICTS OF ELGIN. ♦TELL ELGIN'S STORY TO RESIDENTS AND VISITORS. ♦DEVELOP RAILROAD PROPERTY AND ♦INCREASE CEMETARY CAPACITY.**

The Elgin Historical Association is involved in the following projects:

### **Strategy - Tell Elgin's story to residents and visitors**

- Youth programs through the schools including field trips and cooperative partnerships from elementary school through high school
- Continuing development of the Union Depot Museum by:
  - Developing exhibits for the museum
  - Collect historical records and photographs
- Continue communication with Bastrop County Historical Associations by meeting four times a year
- EHA has monthly meetings and programs

### **Strategy – Preserve and develop the historical elements of Elgin**

- Log cabin in Elgin Memorial Park
- 1847 Thomas Christian property
- Mary Christian Burleson Cemetery, clean-up and installing a new marker
- Encouraging historical markers in and around the city

### **Strategy - continue work to preserve and develop the historical and downtown districts of Elgin**

- Elgin is a Texas Main Street City
- Elgin is National Main Street Community

### **Strategy - increase cemetery capacity**

- Assessing cemetery capacity and possible locations for cemeteries

# Quality of Life

## Vision Statement

*Elgin maintains and improves the community's cultural, recreation and essential facilities and services to meet the desired quality of life and wellness of all residents.*

**Objectives: ♦MAINTAIN AND IMPROVE EXISTING RECREATION FACILITIES AND OPEN SPACES. ♦ESTABLISH RECREATION PROGRAMS FOR ALL ELGIN RESIDENTS. ♦MAINTAIN AND IMPROVE ACCESS TO MEDICAL CARE. ♦IMPROVE ESSENTIAL HEALTH AND RECREATION FACILITIES AND SERVICES FOR SENIORS. ♦MATCH LIBRARY SERVICES AND USE TO DEMAND OF THE COMMUNITY. ♦IMPROVE THE ATTRACTIVENESS OF THE ENTRYWAYS OF THE COMMUNITY.**

### Strategy-Community Activity Center

- Survey Results
  - Community is eager for a community activity center.
  - Multiple activities in progress or desired.
  - Many locations are limited or non-existent.
- Field Trips
  - 4 trips, including Smithville, Pflugerville, Georgetown, Burnet, and San Marcos.
  - Each one informative & resulted in pros/cons of building & using a center
- Funding is being researched.
- Priorities have been documented.
- Target Dates & Project Milestones
  - Scott Reed, Project Manager of SHW Group assisting with this portion of project.
  - Complete implementation is expected to be in phases.

### Strategy-Elgin Caregivers

- Program of faith-based and community organizations who work together to meet certain needs of older persons living in the Elgin/McDade area.
- Volunteers provide transportation and support services for senior adults.
- Services include transportation to business and doctor appointments, shopping/errands.
- Activities and programs designed to:
  - Enhance the quality of life of older persons
  - Maximize their ability to meet their needs
  - Promote independence.
- Program is being patterned after Faith in Action Caregivers in Pflugerville, Georgetown and several areas in Austin.
- By-laws are complete & paperwork is being completed for non-profit application.
- Volunteers needed in several capacities. Dorothy Doolittle @ First United Methodist Church is the contact person.

# Tourism

## Vision Statement

*Elgin is a destination for leisure, cultural and business travelers.*

**Objective: ♦IMPROVE AND EXPAND PROGRAMS AND ACTIVITIES THAT PROMOTE ELGIN AS A TOURIST DESTINATION**

### **Strategy – Increase the number of scheduled tours**

The Chamber has actively solicited this market. Each year, we have increased the number of tour groups visiting our city. In order to continue our marketing efforts, the Chamber recently completed a new brochure for group leaders and will be using this publication at four upcoming trade shows sponsored by the Group Leaders' Association of America.

### **Strategy – Continue the promotion and improvement of annual festivals**

The Chamber sponsored Western Days event had one of its most successful years raising money for Chamber projects. The Main Street Board sponsored Hogege Festival also had a successful event with over 20,000 attendees. The Holiday by the Tracks event co-sponsored by Chamber and Main Street was very successful and had an increase in attendance. A new event, Art Walk began in October with successive Walks in November and December. The pattern of 2<sup>nd</sup> Saturday Art Walks will continue in the months of March, April, May and June 2008 and are planned for 8 months 2008-2009.

### **Strategy – Participate in Regional Tourism and Marketing Associations**

The Tourism Committee is extremely active in the Texas Brazos Trail, Presidential Corridor, LCRA River Trail, Texas YES! and BEST Tourism Group. Through these partnerships, Elgin has been able to participate in travel shows and do cooperative advertising in brochures, flyers and publications.

### **Strategy – Improve park and recreation facilities to compete and attract organized events**

The Chamber continues to work with local sport leagues and the Elgin ISD to provide lodging, dining and shopping information for visitors participating in sporting events.

### **Strategy – Nurture the Farmers' Market measured by an increase in vendors and attendance**

The River Valley Market operates year around on Tuesday afternoon from 2pm-5pm. The tourism committee has printed and distributed flyers promoting the market.



# Regionalism

## Vision Statement

*Regional infrastructure projects are developed and supported by Elgin that improve access, attract industry and increase commerce*

**Objective: ♦COMMUNICATE ELGIN’S NEEDS AND CONCERNS TO REGIONAL PARTNERS ON ALL REGIONAL PROJECTS**

### **Strategy - Stay involved in regional forums and workgroups**

- Mayor Markert is on the CAPCOG Executive Committee, active in CARTPO, Greater Austin Chamber of Commerce, Clean Air Force, County Affairs and Mayor’s Breakfast
- Envision Central Texas  
Land Use and Transportation co-chair, Jeff Coffee, City Manager
- CAMPO Capital Area Metropolitan Planning Organization  
Transit Working Group Member, Jeff Coffee, City Manager
- Alliance for Public Transportation  
Executive Committee, Jeff Coffee City Manager
- The City of Elgin participates in the following:  
CARTS, Capital Area Rural Transportation System  
CAPCOG, Capital Area Council of Governments  
CARTPO, Capital Area Rural Transportation Planning Organization  
Bastrop County Transportation Master plan funded by TXDOT  
Envision Bastrop County Strategic Plan

### **Strategy - Host and schedule frequent and regular meetings with state and elected officials and their staff**

Legislative meetings

- Bastrop County Leadership meeting with Cook, Hegar
- Austin San Antonio Corridor Council, Elgin EDC member
- Meetings with Cook, Krusee, Hegar, Watson, Dukes



## Community Development Team 2008

<u>Board Member Name</u>		<u>Represents</u>
Molly	Alexander, President.	Historic Review Board
Jeff	Carter, Vice President	Economic Development Corporation
Patsy	Neidig, Treasurer	Main Street Board
James	Lewis	Parks and Recreation Advisory Board
Anthony	Ramirez	City Council
Geno	Chavarria	Planning & Zoning Commission, EISD Board
Lee	Dildy	County Commissioner
Pat	Frenzel	City Council
Rhoda	Gersch	Combined Community Action
Carl	Herring	Chamber of Commerce
Nan	Jenkins	Ministerial Alliance
Gladys	Markert	Mayor
Janet	Masek	Economic Development Corporation
Bill	McCrary	Chamber of Commerce
Robert	Mauck	EISD Board
Gary	Null	EISD Board
Vacant		Rural Capitol Area Workforce Dev Board
Beth	Rollingson	Advocacy Outreach
Patsy	Hoffman	Library Advisory Board
Donna	Snowden	Elgin Historic Association
<u>At-Large</u>		
Scott	MacKay	At-Large
Merideth	Williams	At-Large
Shawn	Walker	At-Large
Angela	Villarreal	At-Large
Susan	Snelson	At-Large
<u>Perpetual Membership</u>		
Jeff	Coffee	City Manager
Bill	Graves	EISD Superintendent
Amy	Miller	Community Development Director
Gena	Carter	Chamber of Commerce
Beverly	Daughtry	Editor - Elgin Courier
Shirley	Garvel	City Secretary