

# ECONOMIC DEVELOPMENT STRATEGIC PLAN 2024-2027







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## MESSAGE FROM THE EXECUTIVE DIRECTOR



I am so enthusiastic about what the next few years will bring to our community with the guidance of our 2024-2027 Economic Development Strategic Plan. Our economic development strategy enables us to provide community development through a variety of means that will benefit all citizens of Nederland, Texas and those throughout Jefferson County. It is critical that this plan recognizes our talented staff and Nederland EDC Board of Directors and the hard work and efforts to all projects created by the Nederland EDC. We thrive to increase business retention and expansion for the city and to promote job creation. In addition, a huge aspect of economic development is to drive the sales tax for the city. Over the past 11 years the Nederland EDC has created a healthy budget to provide incentives for beautification and incentives to bring in new business and industry. The Nederland EDC is adding new knowledge and skills while building new retail shopping areas for the city and cleaning up dilapidated neighborhoods. The Nederland EDC constructed a new downtown arch and now will provide quality of life experiences for all ages.

On behalf of the Nederland Economic Development Corporation, our economic development strategy is holistic in that it aspires to create economic development, job and workforce growth, improved quality of life, resources to support regional prosperity, provide resources to remove barriers and obstacles to success and support local and regional prosperity. Our commitment is a long-term effort to build the strongest community and region.

We look forward as a team in working with our federal, state, county and local partners to make this plan a reality in achieving an economic model others would want to emulate.

Kay DeCuir, M.ED.

Executive Director 2013- present



## Introduction

The following Strategic Plan will be launched October 1, 2024 and will be reviewed on an annual basis by the Nederland EDC Board of Directors and staff. This document should be viewed as a living tool and catalyst for action.

Progress plans should be reviewed bi-annually by the Nederland EDC Board of Directors and staff and will be updated on a regular basis in response to the evolving needs of the community.

A fundamental role of an organization is to set direction through a clearly defined mission and vision. Additionally core values and principles are defined through history, story sharing and the detailed workings of the organization. All will be used for decision-making to guide and anchor the Nederland Economic Development Corporation for the future.



## BOARD OF DIRECTORS



Bret Duplant - President  
Arkema



Billy Doornbos - Vice President  
C. Doornbos, Inc.



Mitch Macon - Secretary/Treasurer  
B.C. Miller Electric



Billy Neal  
Retired Nederland Police Chief



Kasey Taylor  
RT Technical



Don Albanese  
Mayor of Nederland



Anthony Toups  
Classic Acura



## STAFF



Kay DeCuir  
Executive Director



Maggie Guillot  
Administrative Assistant



Cheryl Dowden  
Finance Manager



James Wimberley  
Attorney



# NEDERLAND ECONOMIC DEVELOPMENT CORPORATION

The Nederland Economic Development Corporation was incorporated June 1996 as a 501(c)(3) non-profit by the Internal Revenue Code. The Nederland Economic Development Corporation is a Type B Corporation.

**Type B Corporations:** The Texas Legislature adopted the Development Corporation Act of 1979 to give cities the ability to raise funds and finance economic and community development efforts through the creation of economic development corporations. The Texas Local Government Code chapters 501, 504, and 505 define the scope of economic development corporations. Corporations are either identified as "Type A" or "Type B" organizations depending on the authority approved by the voters as included in the election ballot language and by the type of sales tax revenue uses approved by the voters.

Type B EDCs created by cities with a population of 20,000 or less and those classified as landlocked communities may use sales tax proceeds to fund projects that promote new or expanded business development that do not create or retain primary jobs. A landlocked community must be located in either Harris or Dallas counties and have less than 100 acres within its city limits and extraterritorial jurisdiction zoned for manufacturing or industrial facilities



## VISION/ MISSION / VALUES

### Economic Development

#### Vision

To be the Premier EDC in Jefferson County for economic growth through business retention, expansion, workforce development, job creation, education, property and sales tax generation.

#### Mission

To enhance the quality of life in Nederland by attracting and growing primary retail and industry jobs, increasing sales tax revenue, increasing property tax revenue while leveraging community investment, supporting a positive business climate, and promoting and assisting businesses.

#### Values

Collaboration: Lead and work collectively with our local, state and federal partners.

Excellence: Commit to enhancing the economic landscape today and for the future.

Equity: Invest in best practices that support the policies, practices and behaviors that support our community partners.

Innovation: Commit to the quality of life for the next generations which include jobs and careers for entrepreneurs, sustaining employment, gainful sales and property tax, and superior education for trades and secondary school programs.



## STRATEGIC ALIGNMENT

### Strategic Annual Goals

**PRIDE GRANT-** continue to budget \$120,000.00 annually in beautification grants for businesses by funding between \$5,000.00-\$10,000.00 for signage, landscaping, exterior façade improvements, parking lots, parking lot striping, and or expansion of parking areas.

**COST BUSINESS ANALYSIS (CBA) INCENTIVE-** continue to offer large grants over \$10,000.00 for businesses who are creating a large number of jobs moving to Nederland, expanding their current service or product offerings, building from the group up, and who are taking properties and placing them back on the tax rolls to create more income to the city.

**DISASTER LOANS-** continue to budget annually \$75,000.00 to help businesses get back on their feet after a hurricane or major catastrophic event. (COVID LOANS in 2020)



## S W A T ANALYSIS

### STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS

#### STRENGTHS

A main artery 94 miles from Houston, Texas and 62 miles from Lake Charles, Louisiana.

A rich history and pride dating back to 1897.

A strong sense of involvement, passion, interest and commitment for the community.

A strong faith-based community.

A diverse and growing community.

A business - friendly community

Small Business is our strength.

Family friendly parks - Doornbos Heritage Park, Carl "Crope" LeBlanc Park, "Tex" Ritter Historical Park, Homer Nagel Park, Rienstra Heritage Park, South 5<sup>th</sup> Street Park, Veteran's Memorial Park.

Museums- The Dutch Windmill Museum and La Maison Acadienne Home.

A Texas Education Agency (TEA) Grade A School District, Nederland ISD.



## (Strengths Continued)

Partners with Lamar University Beaumont, Lamar State College Port Arthur, Lamar State College Orange and Lamar Institute of Technology.

Located within 10 miles of the Port of Beaumont. The Port of Beaumont is the fourth busiest port in the United States in terms of tonnage processed, and the busiest military port in the world for processing U.S. military equipment. The Port of Beaumont serves as headquarters to the U.S. Army's 842nd Transportation Battalion.

Located within 8 miles of the Port of Port Arthur. The Port of Port Arthur is a world class Texas port reaching global markets throughout the world. The port is in close proximity to the Gulf of Mexico located on the Sabine Neches Waterway that connects the world to inland waterways, highways, railroads and pipelines throughout North America.

Surrounded by Highway 69, Highway 347, and less than 5 miles to Interstate 10.

Approximately 1 mile from Jack Brooks Regional Airport.

Located less than 8 miles from the Kansas City Railroad Station.



## WEAKNESSES

- Land locked community.
- Competition with Beaumont and Port Arthur.
- Airport Land for lease - not for sale.
- Lack of adequate funding to move forward with projects and community needed revitalization due to loss of  $\frac{1}{4}$  budget revenue.
- Age Demographics.
- Limited Resources for Startups.

## OPPORTUNITIES

- Support economic community revitalization efforts and strategies by providing a better quality of life experience.
- Secure funding for economic development through grant writing.
- Expand awareness of the NEDC.
- Create new communication channels. Build relationships with all local media.
- Build a partnership with the City of Nederland Leadership and City Council.
- Continue the strong partnership with Jefferson County Commissioners.
- Increase local resident and stakeholder engagement.
- Build a stronger partnership with the faith-based community.
- Transportation Systems.
- Human Capital.

## THREATS

- Housing more rental properties than single family dwellings in the city limits.
- Lack of code enforcement in the city limits for parking and housing maintenance.
- Loss of workforce.
- Social Media negative bloggers and influencers.
- Decreased sales tax.



## CURRENT PROJECTS

1. Adopt a balanced budget- July 2024
2. Off Boston Development- completion date 2024
3. CBA Monitoring of NEDC Clients
4. Pride Beautification Incentives 2024
5. Covid Grant workshops - August 6, 2024 and November 14, 2024
6. 1308 or 1311 Boston Avenue - Event Center pending
7. Commercial Advertising for NEDC events and holidays 2024
8. Nederland EDC Fall Market Day - October 19, 2024
9. Nederland EDC Concert Series - September 5,12,19 and October 3
10. Nederland EDC Business Recognition Events - October 22 and October 29, 2024
11. Cost of Living Index - Regional production for all EDCs in the surrounding 5 counties
12. Twelve Days of Christmas Giveaway - December 2024



## ANNUAL PROJECTS

1. Adopt a balanced budget July 2025, July 2026, July 2027
2. Continue to monitor CBA Clients on a quarterly basis.
3. Pride Beautification Incentives 2025, 2026, 2027
4. Nederland EDC Fall Market Day October 18, 2025, October 17, 2026, October 16, 2027
5. Nederland EDC Concert Series September thru October 2025, 2026, 2027
6. Nederland EDC Business Recognition Event October 2026
7. Quarterly Cost of Living Index- Regional production for all EDCs in the surrounding 5 counties.
8. Covid Grant workshops 2025 and 2026
9. Commercial Advertising for NEDC events and holidays 2025, 2026, 2027
10. Twelve Days of Christmas Giveaway December 2025, 2026, 2027



# NEDERLAND

## 2024 Demographic Overview

Nederland EDC

### POPULATION

Total Population Estimate: 17,938  
Growth Rate 2010-2020: 5.01%  
Growth Rate 2020-2024: -4.87%  
Growth Rate 2024-2029: -2.33% projected  
Average Household Size: 2.48  
Median Age: 38.83

Average Household Income 2023: \$95,973.00  
Average Household Income 2024: \$96,083.00

### HOUSING

Number of Dwelling Units: 7,998  
Owner occupied: 4,964 68.67%  
Renter occupied: 2,265 31.33%



Median Home Price 2024: \$181,109.00  
Median Home Price 2023: \$164,224.00

### BUSINESS

Total Employed: 9,001  
Not in Labor Force: 4,900  
Self-Employed: 459  
Unemployment rate: 1.64%

### EDUCATION

Some College: 27.26%  
Associate Degree: 13.72%  
Bachelor's Degree: 17.12%  
Master's Degree: 4.77%  
Doctorate Degree: 0.76%



## Jefferson County Data 1000+ Employees

BAPTIST HOSPITALS OF SOUTHEAST TEXAS

CHEVRON PHILLIPS

CHRISTUS SOUTHEAST TEXAS HEALTH SYSTEM

TOTAL PETROCHEMICALS USA

ENTERGY TRANSFER PARTNERS \*\*\*\*\*NEDERLAND

EXXONMOBIL CORPORATION

FIRESTONE

HUNTSMAN

JEFFERSON COUNTY COURTHOUSE

LAMAR UNIVERSITY

SUNOCO\*\*\*\*\*NEDERLAND

VALERO PORT ARTHUR OIL REFINERY

WALMART SUPERCENTER



## 500-999 Employees

Air Liquide \*\*\*\*\*NEDERLAND

Arkema

Brock Enterprises

Dow – Beaumont

En Global Engineering

Exxonmobil Chemical

Flint Hills

Hargrove Engineers + Constructors\*\*\*\*NEDERLAND

Helena Laboratories

Honeywell

Invista

Jefferson Energy

Lanxess

Linde's \*\*\*\*\*NEDERLAND SITE

Medical Center Of Southeast Texas

Ohi

Ohmstede

Optimus Steel

Sanserve Building Service

Shenzhen Boqiang International Electronic



## 100-499 Employees

Ab Clean Industrial Service  
Algorip  
American Valve & Hydrant  
Apac-Texas - Trotti & Thomson Division  
BASF Corp. - Beaumont Agricultural Products Plant  
Beaumont Coca-Cola Refreshments  
Beaumont Sewer Department  
Brock Services  
C & D Robotics  
Coburn Supply  
Delta Security  
Dillard's  
Drago Supply  
Dragon Products  
Echo Maintenance  
Furmanite Technical Solutions - Beaumont  
Goodwill Industries Rehabilitation Services  
Gulf Coast Fabricators  
Gulf Coast Machine & Supply  
Harbor Hospital-Southeast Tx  
Healthsouth Rehabilitation Hospital Of Beaumont



## 100-499 Employees Continued

HMT Tank Service  
Holiday Inn  
Home Depot  
Kinsel Motors  
Knights Of Columbus  
Kroger Deli  
Lamar Institute Of Technology  
Land Manor  
Lion Elastomers  
M & M Industrial Service  
M&I Electric Industries  
Marine Fueling Service  
Market Basket \*\*\*\*\* NEDERLAND  
Mason Construction  
Metalforms Manufacturing  
Mike Smith Auto Plaza  
Pappadeaux Seafood Kitchen  
Pat Tank  
Patriot Security \*\*\*\*\* NEDERLAND  
Performance Blastings & Coating  
Philpott Ford/Toyota Sales \*\*\*\*\* NEDERLAND



## 100-499 Employees Continued

Port Arthur Chemical Plant  
Prime Electrical Employment  
Printpack  
Provost & Umphrey Law Firm  
Renal Center Of Beaumont  
Securitas Security Services USA  
Signature Industrial Services  
Southeast Texas Classic Automotive  
Southeast Texas Medical Associates  
Sprint Safety  
T & D Solutions  
Target  
Total Safety  
TPC Group  
Veolia Environmental Service  
Volkswagen of Beaumont



## Goals for 2024 - 2027

### COMMUNITY REVITALIZATION, BEAUTIFICATION, AND INFRASTRUCTURE

**Goal 1:** Foster ownership, pride and investment in the Nederland community to ensure all residents and business owners have access to quality of life events, education, a range of community amenities, meaningful jobs and a safe community in which to live.

#### Expected Outcomes:

Community voice and input will be elevated in a positive tone.

Residents and businesses will have access to support services through community non-profit organizations, the City of Nederland, Nederland Chamber of Commerce and the Nederland EDC.

Ownership and pride will increase in the community of Nederland, Texas.

Nederland EDC will serve as a conduit to keep investments in the Nederland community.

#### Year One Strategies, 2024-2025

1.1 Maintain an inventory of updated demographics and community information for Nederland.

1.2 Engage community members in identifying community needs and providing recommendations and input to support redevelopment efforts and economic development projects.

- Host small informal community listening sessions ( build into existing NEDC meetings) and share with all stakeholders of the community.
- Host small informal business listening sessions ( build into existing NEDC meetings) and share with all stakeholders of the community.
- Utilize community surveys (mail-outs, emails and hand delivered to businesses).



## OUTREACH, EDUCATION, AND COMMUNICATION

**Goal 2:** Serve as an advocate and voice for the community through information sharing, awareness, partnerships, and engaging residents as positive change agents.

### Expected Outcomes:

Community and business members will be better informed about resources and events.  
Nederland EDC Board of Directors and staff will be better known throughout the community.

### Year One Strategies, 2024-2025

#### 2.1 Create an integrated marketing and communications plan.

- Create a tag line and elevator speech to promote Nederland EDC.
- Enhance the Nederland EDC social presence, Facebook, LinkedIn and Instagram.
- Update the Nederland EDC website.

#### 2.2 Launch an Advisory Committee to enhance communications and engagements.

#### 2.3 Develop and foster positive media relationships.

- Compile a list of local print advertisers, radio, and media contacts.
- Create and provide feature stories and solicit onsite interviews.
- Respond to all media opportunities.

#### 2.4 Continue to attend and participate in all community events when possible.



## FINANCIAL SUSTAINABILITY

Goal 3: Diversify and grow revenue to support the operations of the Nederland EDC.

Expected Outcomes:

Financial resources will be available to implement PRIDE and CBA Incentives in the strategic plan.  
Nederland EDC supporters will be expanded.

Year One Strategies, 2024-2025

3.1 Secure and grow the sales tax for the City of Nederland.

- Research available grants .
- Host a fundraiser using the Fiberglass Shoe Project.

3.2 Build the capacity in the Nederland EDC Board of Directors and staff to actively support fundraising efforts.

- Identify clear roles for staff and the Board of Directors in fundraising.



## ORGANIZATIONAL EXCELLENCE AND COLLABORATION

**Goal 4:** Develop effective collaboration and excellence in organizational procedures to achieve the mission

### Expected Outcomes:

Nederland EDC will be a thriving non-profit 501(c)(3) that is making significant contributions to the community of Nederland, its residents and businesses

An active and engaged Board of Directors will lead the organization and support the staff

### Year One Strategies, 2024-2025

4.1 Create defined written expectations of all Board of Directors and committee members

- Establish term limits
- Review, enforce, and update attendance policies
- Review and update the organizational bylaws

4.2 Develop a better orientation process for new members of the Board of Directors

4.3 Develop a staff evaluation process based on defined priorities

- Conduct staff evaluations at the end of each year

4.4 Ensure staff is equipped with professional training and developmental opportunities

4.5 Continue to build strong relationships with the city, county, region and state partners along with other stake holders in the faith based community.