



Hamilton Economic Development Corporation

2020-2023 Strategic Plan

Hamilton Economic Development Corporation

Mission Statement

The mission of the Hamilton Economic Development Corporation is to promote and enable community and economic development in Hamilton.

Vision Statement

Hamilton will be recognized as the premier Hill Country community for economic development and quality of life.



Goal #1: Downtown Development

To work with the Hamilton Main Street Program to revitalize Hamilton's Historic downtown into a thriving district.

- 1. Determine needed infrastructure and create plans for installation**
 - a. Outdoor seating area
 - b. Locate areas to landscape (provide limestone rock beds, trees, and flowers)
 - c. Public restrooms
 - d. Thompson Building and parking lot (See Goal #6)
 - e. Maintain relationship with TxDOT
 - f. Provide match funding for the Texas Department of Agriculture Main Street Infrastructure Grant

- 2. Create an appealing atmosphere by preserving historic character**
 - a. Add Historical guidelines to the current EDC Façade, Awning, and Signage Grant Guidelines
 - b. Research the purchase of properties to modify into parking lots, restrooms, water features or economically productive historical properties

3. Ensure that initiatives in downtown create a charming effect

- a. Establish wayfinding/directional signage
- b. Trim trees and park area to showcase library from downtown
- c. Install lighting
- d. Create a selfie station
- e. Add to the Christmas décor each year
- f. Work with the City to revise ordinances to align with downtown initiatives
- g. Install ghost signs, murals, or historical pictures in downtown

4. Parking

- a. Create a parking plan for downtown
- b. New striping for parking places
- c. Plant trees and flowers along parking areas

5. “Imagine the Possibilities” Tour with Main Street including vacant properties, developers, turnkey properties, Downtown TX website

6. Support Hamilton Main Street Program community events

7. Research feasibility of a downtown lodging facility



Goal #2: Business Retention & Expansion

To build and foster relationships with existing businesses that result in retention and expansion

1. Conduct existing business visits

- a. Create a BRE questionnaire.
- b. Build information files on Hamilton's top industries
- c. Staff will conduct an official BRE Visit at least 12 businesses per year
- d. Board members will identify a visit they would like to participate in
- e. Quarterly updates to board regarding BRE visits

2. Identify ways to market the BRE program and Hamilton existing businesses:

- a. Write articles
- b. Request testimonials from existing business owners
- c. Publish in newspaper, local media outlets
- d. Publish in social media outlets
- e. Email blasts
- f. Continue Hamilton Works which highlights existing businesses

3. Host industry events that promote business retention efforts

- a. Host annual Business Appreciation Luncheon or Breakfast
- b. Host a Business/Workforce Resource Fair

4. To provide support to local existing businesses

- a. Educate more businesses about the benefits of working with various workforce development resources such as the Small Business Development Center (SBDC), Workforce Solutions, etc.
- b. Distribute educational marketing material to typical small business service providers in Hamilton such as attorneys, certified public accountants, financial institutions, and financial advisors
- c. Provide training workshops for existing local businesses

- 5. Partner with the Hamilton Chamber of Commerce to create and distribute welcome packages and list of area resources for new businesses.**

- 6. Provide social media exposure/showcase to existing businesses on a routine and requested basis**

- 7. Identify Shop Local gap opportunities with local businesses**
 - a. Secure an ESRI Gap Analysis from Texas Main Street Program to help guide business recruitment
 - b. Workforce Solutions data
 - c. BRE visit questions, such as “What supplies does your business buy?” to try to match buyers with local sellers



Goal #3: Community Development

To continually improve the quality of life in Hamilton

1. Workforce/Education

- a. Host/Help Host a Virtual Career Fair
 - Explore potential partners
 - Market to existing industries as a solution to their succession planning challenges
 - Continue to work with Hamilton ISD to market to students exploring what their options are and how considering a trade could lead to a rewarding career
 - Focus on Youth Retention: retaining local youth to fill local quality jobs
- b. Partner with the Hamilton ISD to identify opportunities to bridge the workforce gap between education and employers

2. Workforce Housing

- a. Pursue opportunities to partner with others for housing
- b. Research pros and cons to establishing a Community Foundation as a source of funding
- c. Secure properties to build and/or incentivize new infill housing
- d. Utilize dilapidated and abandoned properties to leverage existing infrastructure for infill housing

3. Beautification

- a. Host a Downtown/Park Trail Cleanup event
 - Power wash existing downtown sidewalks
 - Clean windows in downtown
- b. Create a plan/partnership for maintenance of public spaces downtown
- c. Support Keep Hamilton Beautiful efforts
- d. Encourage greater usage of bulk waste transfer station

4. Recommend revisions to Hamilton's ordinances as needed (look at other towns)

5. Establish wayfinding/directional signage throughout Hamilton leading to shopping/eating areas



Goal #4: Tourism

To become a premier Hill Country tourism destination

1. **Create a Visit Hamilton website to specifically attract tourists to Hamilton**
2. **Drive traffic to new Tourism website**
3. **Develop our tourist avatars/persons then targeted marketing to them**
4. **Tell our story through Social Media and other Media outlets**
5. **Promote specific types of tourism:**
 - a. Historical/Heritage Tourism
 - b. Agricultural Tourism
 - c. EcoTourism/Nature Tourism
6. **Create promotional material for the Hamilton County Historical Commission Interpretive Signage Program and historical tours**
7. **Work with the Library and Museum to create a historical tourism draw: Genealogy and Hamilton County History**
8. **Market the Downtown Art Galleries**
9. **Research and replicate what some other Hill Country communities have done to attract tourists, i.e. Hico, Fredericksburg, Brady, Comfort, San Saba, Marble Falls**
 - a. Answer the question: What do we do here that people would come see/do?
 - b. Take a 281-Road Trip Day to take notes on what tourists are already enjoying along route
 - c. Create a 281-Road Trip brochure, ad, marketing material, social media post
 - d. Create something complementary to what tourists are already doing along 281, such as live music, shopping, dining, attractions, and experiences, etc.

10. Create two Selfie Stations with great backgrounds for photos

- a. One at Circle T
- b. One in downtown (Hamilton Main Street to create)

11. Promote community events to tourists

12. Hamilton Main Street to research how to pipe music throughout downtown

13. Leverage the RV visitors to shop downtown

14. Partner with Texas Brazos Trail Region to leverage their heritage tourism efforts to attract tourists to Hamilton

15. Consider an art attraction (gallery, store, installation, etc.) to entice tourists interested in art/culture

16. Actively promote all Hamilton attractions

17. Leverage Circle T

- a. Hamilton Main Street will purposefully schedule events during key roping weekends
- b. Partner with downtown businesses to increase awareness and create experiences that appeal to visitors of Circle T
- c. Market downtown ads to roping visitors, roping fans, and social media fans of Circle T and The Inn at Circle T

18. Partner with area wineries, tap houses, and live music venues to attract tourists

19. Leverage hunting and fishing tourists and spouses to explore Hamilton while here

20. Expand Small Business Saturday (American Express) and use their materials to promote shopping with small business owners throughout Hamilton.

21. Promote Hamilton's Film Friendly Community designation to attract film industry projects



Goal #5: Business Development/Marketing

To successfully market the Hamilton area to investors for business development

1. Entrepreneurial Development

- a. Collateral materials
- b. Promote the EDC's start-up incentive grants
- c. Create a "Startup Texas"-like support team approach and checklist with help from SBDC.
- d. Develop resources for entrepreneurial assistance/advice
 - Research and fully describe all revolving loan fund options
 - Offer branding and marketing advice
 - Provide Customer Service Excellence Workshops
 - Provide Workshops on Growing a Small Business Successfully

2. Telling our story

- a. Business-friendly
- b. Small town charm/country life with fewer people
- c. Reliable fiber optic high-speed internet/easy to work from home
- d. Quality hospital/health care
- e. Affordable land
- f. Market new Genealogical Library once finished
- g. Team Roping Capital of Texas
- h. Most ranchland in region
- i. Historical background in Main Street District
- j. Billy The Kid story
- k. Ann Whitney story
- l. Showcase airport and Glider Club story
- m. Promote hunting and fishing lifestyle
- n. Use old vs. new photos of Hamilton to tell the history story
- o. Promote historical markers and interpretive sign locations

3. Business Recruitment

- a. Actively market 281 Business Park opportunities
- b. Collateral materials
- c. Develop a baseline economic development incentive policy
- d. Identify target industries and target prospects
- e. Create a list of all available buildings and properties / Main Street to create list of downtown available buildings and properties
- f. Identify site selection consultants and industry site selection professionals to target
- g. Attend "Meet the Consultants" events to begin building relationships
- h. Leverage Texas Economic Development Council membership
- i. Continually explore regional marketing opportunities
 - Texas One
 - Team Texas
 - Grand Central Texas
- j. Continue strong relationship with Workforce Solutions
- k. Secure relevant workforce information from Workforce Solutions
- l. Network with other Economic Development professionals and developers
- m. Market new airport runway length to potential investors

4. Social Media

- a. Grow Instagram engagement
- b. Grow Facebook engagement
- c. Buy targeted ads for social media channels
- d. Continue to use hashtags: #hamiltontexas & #visithamiltontx
- e. Once established, promote local selfie stations on social media channels
- f. Distribute tips packets to local business to maximize TripAdvisor/Yelp/Google Search/Google Maps



Goal #6: Thompson Building

To ensure the highest and best use for the Thompson Building

1. **Work with the Main Street Program to explore all options for tax-generating opportunities for the property, including these and more:**
 - a. Hire a professional to conduct a preliminary review of the structural integrity of the roof, walls, and foundation of the building
 - b. Explore programmatic options through economic analysis, development trends, gap studies, and architectural design options
 - c. Secure reputable developer for the project
 - d. Create a gathering space adjacent to Thompson Building, such as a parklet
 - e. Fund Thompson Building construction project