



Downtown Infrastructure

"Construction Schedule"

and

Coffee w/the Commissioner

"Economic Development Update"

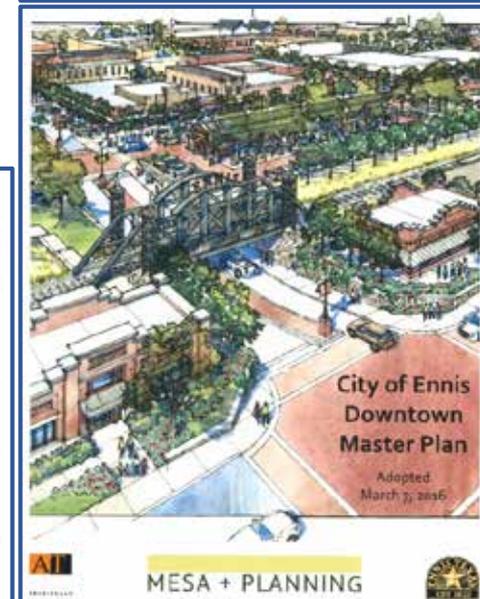
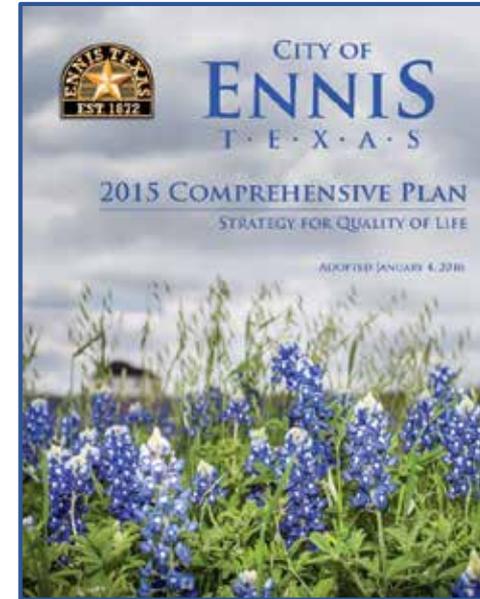
The day everything changed!!





Strategic Objectives

- 2013 Tornado
- 2014 Citizens Survey
- 2015 Comprehensive Plan
- 2016 Downtown Master Plan
- 2017 Community Improvement Plan

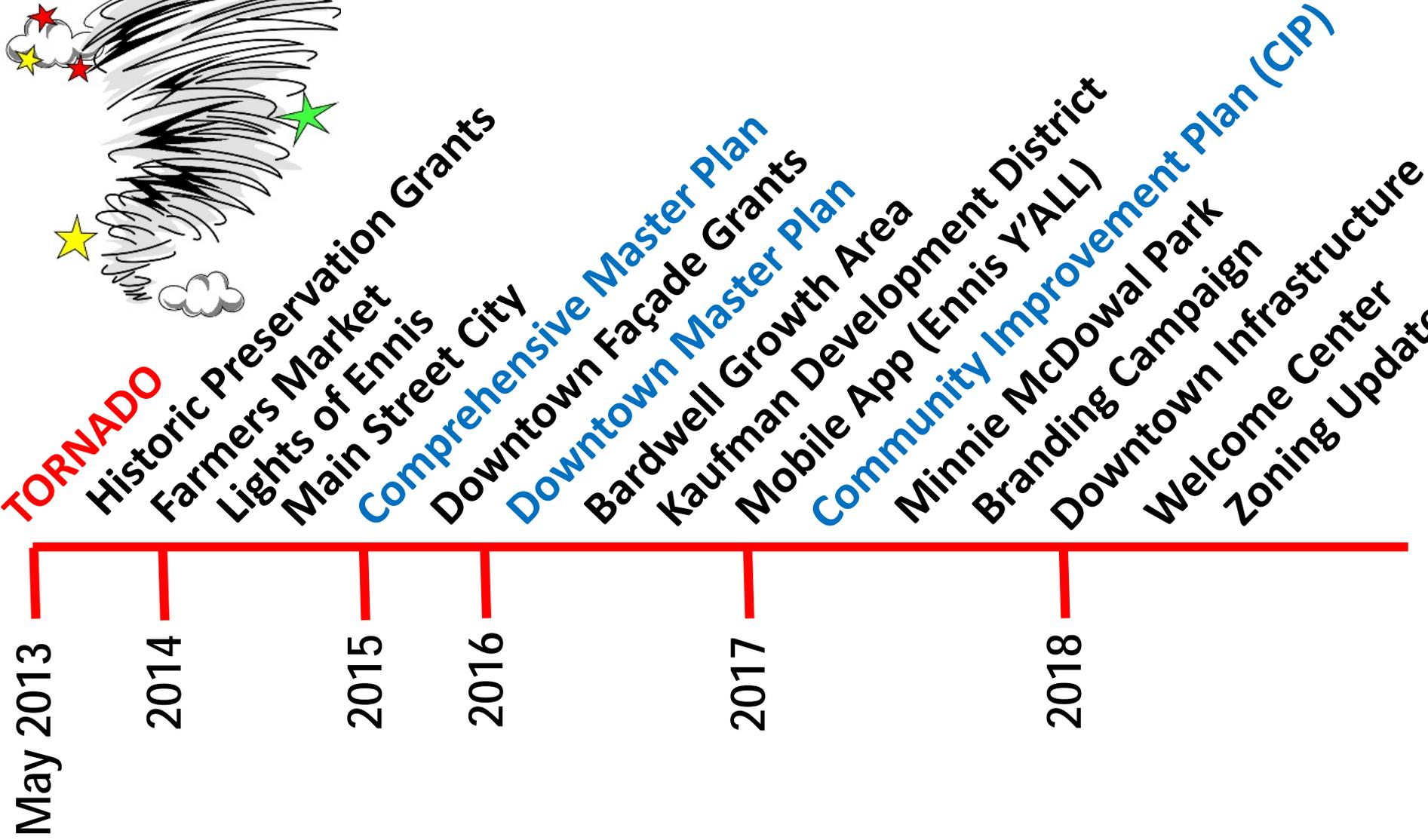




Drumbeat of Progress



TORNADO

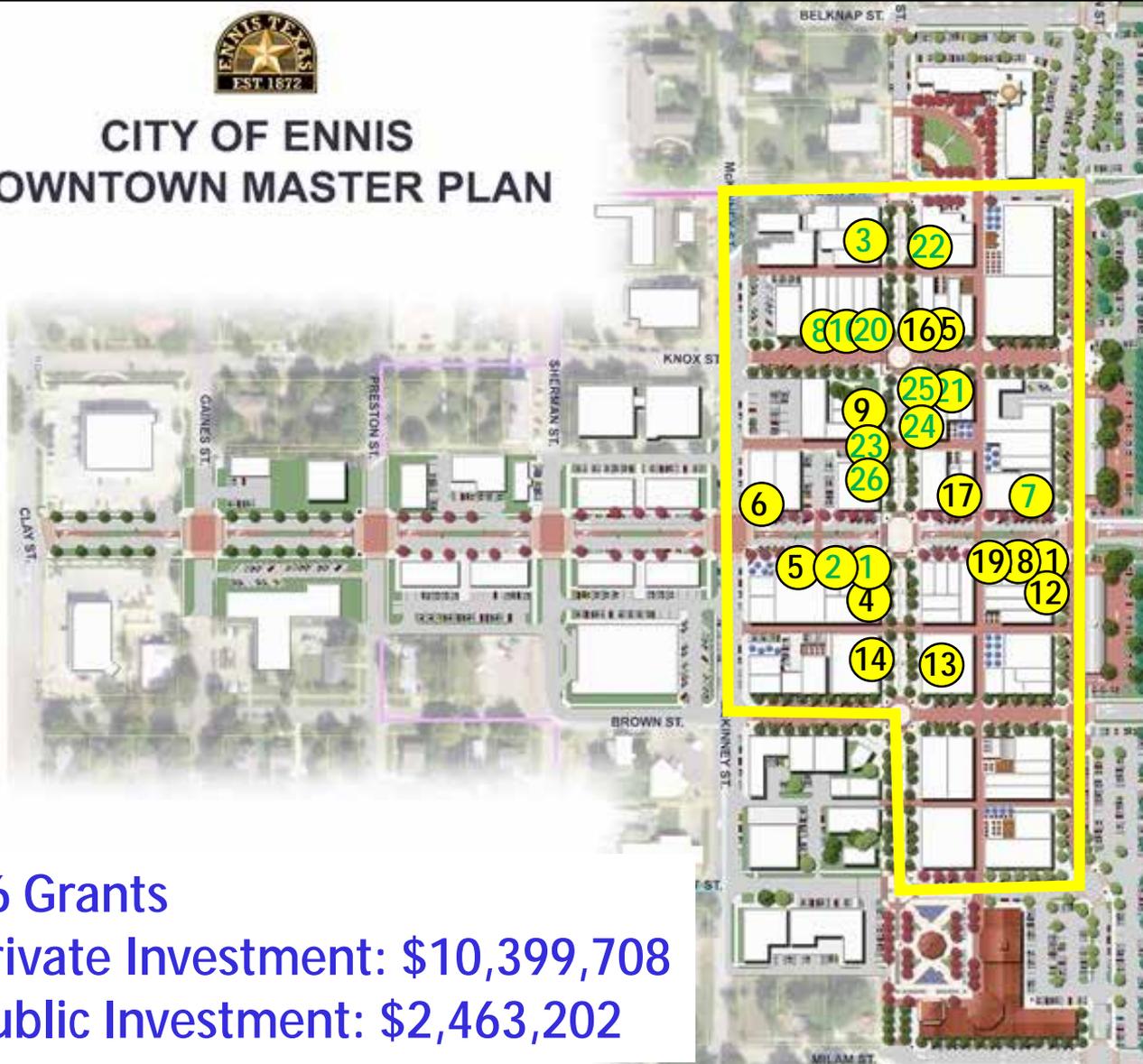




HP Grant Program



CITY OF ENNIS DOWNTOWN MASTER PLAN



- | | | |
|-----|---------------------|----------|
| 1. | 101 S Dallas | Complete |
| 2. | 207 W. Ennis Ave | Complete |
| 3. | 213 N. Dallas | Complete |
| 4. | 107 S. Dallas | In-Const |
| 5. | 213 W. Ennis Ave | In-Const |
| 6. | 218 W. Ennis Ave | In-Const |
| 7. | 108 W. Ennis Ave | Complete |
| 8. | 208 W. Knox | Complete |
| 9. | 117 N. Dallas | In-Const |
| 10. | 204 W. Knox | Complete |
| 11. | 101 SW Main | Jan 2018 |
| 12. | 103 SW Main | Jan 2018 |
| 13. | 112 W Brown | Jan 2018 |
| 14. | 115 S Dallas | Jan 2018 |
| 15. | 114 W Knox | Jan 2018 |
| 16. | 116 W Knox | Jan 2018 |
| 17. | 110 W Ennis Ave | Jan 2018 |
| 18. | 105 W Ennis Ave | Jan 2018 |
| 19. | 107-109 W Ennis Ave | Jan 2018 |
| 20. | 200 W Knox | Complete |
| 21. | 113 W Knox | Complete |
| 22. | 210 N Dallas | Complete |
| 23. | 120 N Dallas | Complete |
| 24. | 112-114 N Dallas | Complete |
| 25. | 116 N Dallas | Complete |
| 26. | 113 N Dallas | Complete |

26 Grants

Private Investment: \$10,399,708

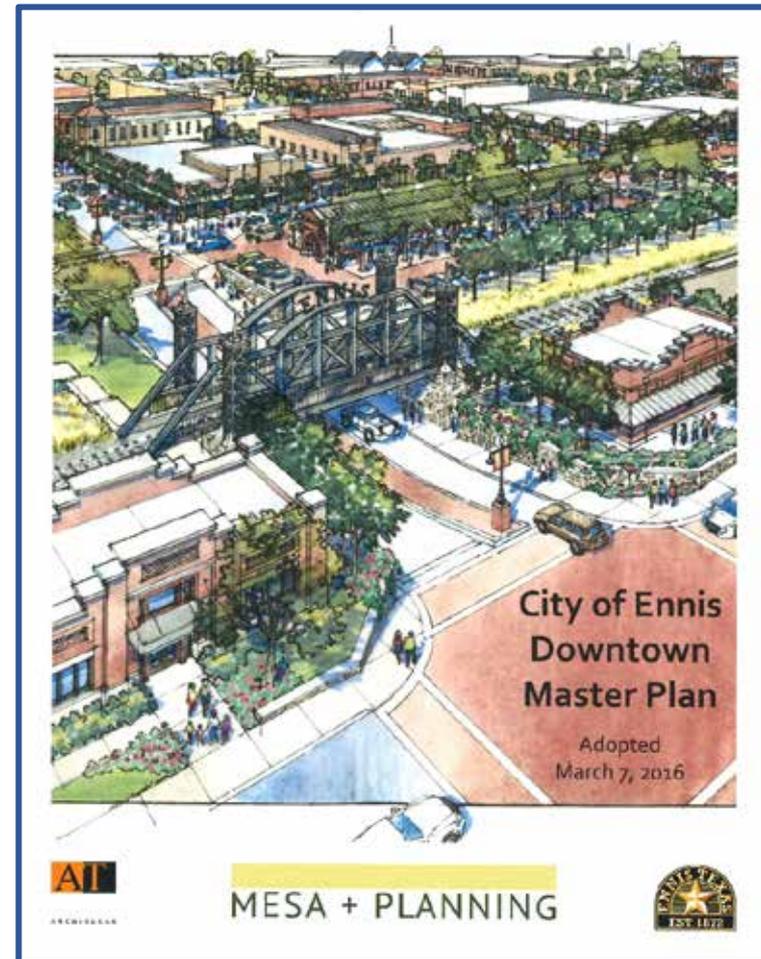
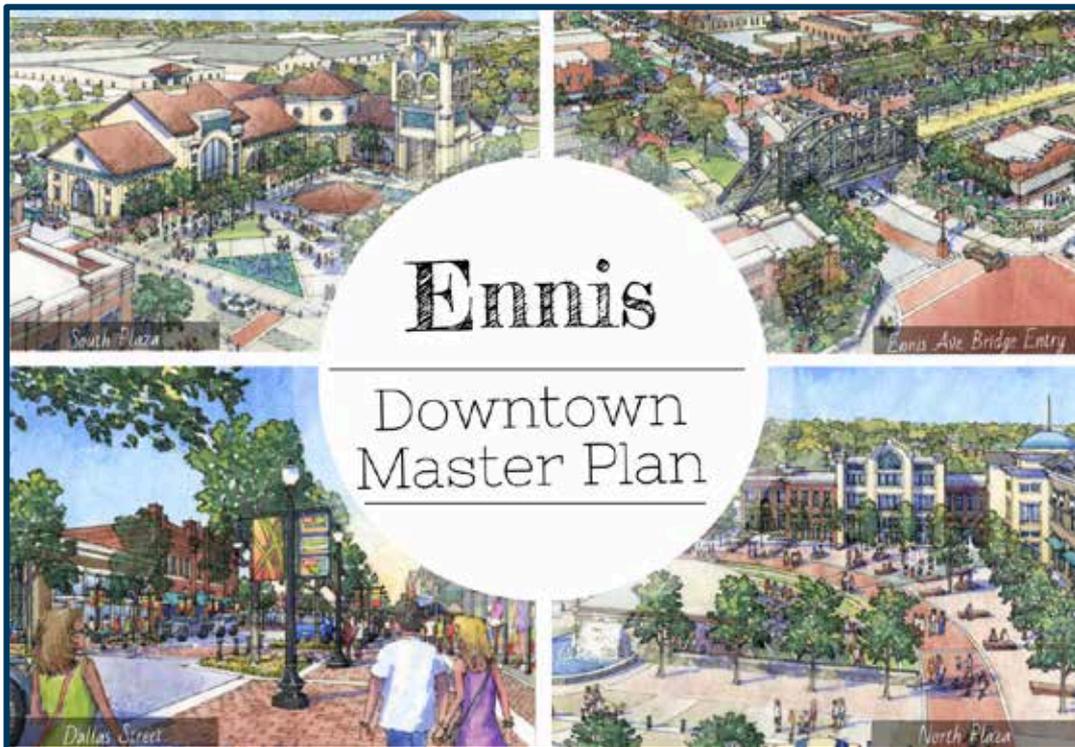
Public Investment: \$2,463,202





Downtown Master Plan

- Adopted Mar 7th, 2016
- Vision to guide Downtown Revitalization

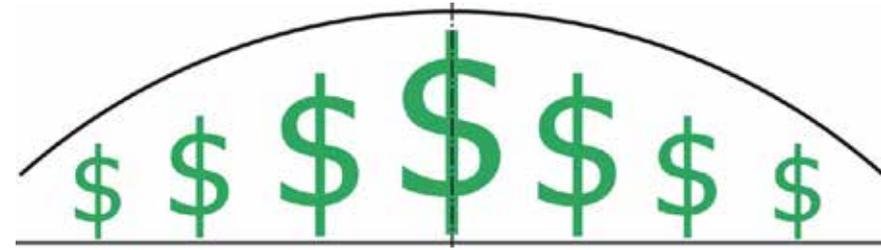




Value Gradient / Value Transfer

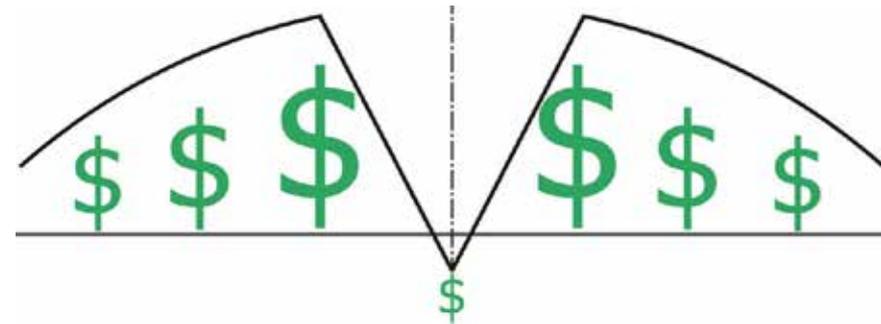
Downtown - **YESTERDAY**

- Center of Commerce
- High Point of Value
- Value Radiates Outward



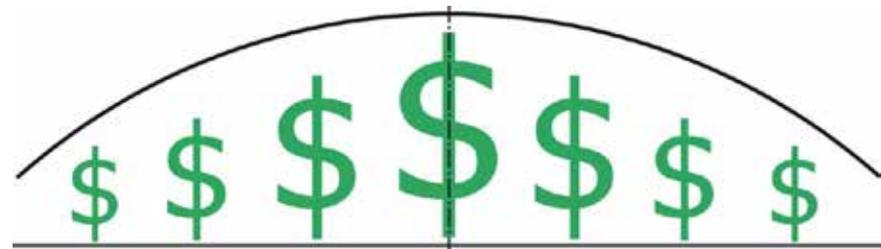
Downtown - **TODAY**

- LOW point of Value
- Value Depreciates



Downtown - **TOMORROW**

- Experiential Destination
- High Point of Value
- Value Radiates Outward





Downtown Investment

2013-2018

- Historic Preservation Grants (26)
- Façade Improvement Grants (14)

2017-2019

- Water & Sewer
- Dallas Street
- Alleys & Storm Wtr
- Minnie McDowal Park
- Welcome Center

	Public \$	Private \$
	\$2,463,202	\$10,399,708
	\$91,656	\$264,554
	\$8,200,000	
	\$800,000	
	<u>\$4,000,000</u>	
	\$15,554,858	\$10,664,262

\$26,219,120



Imperative 1

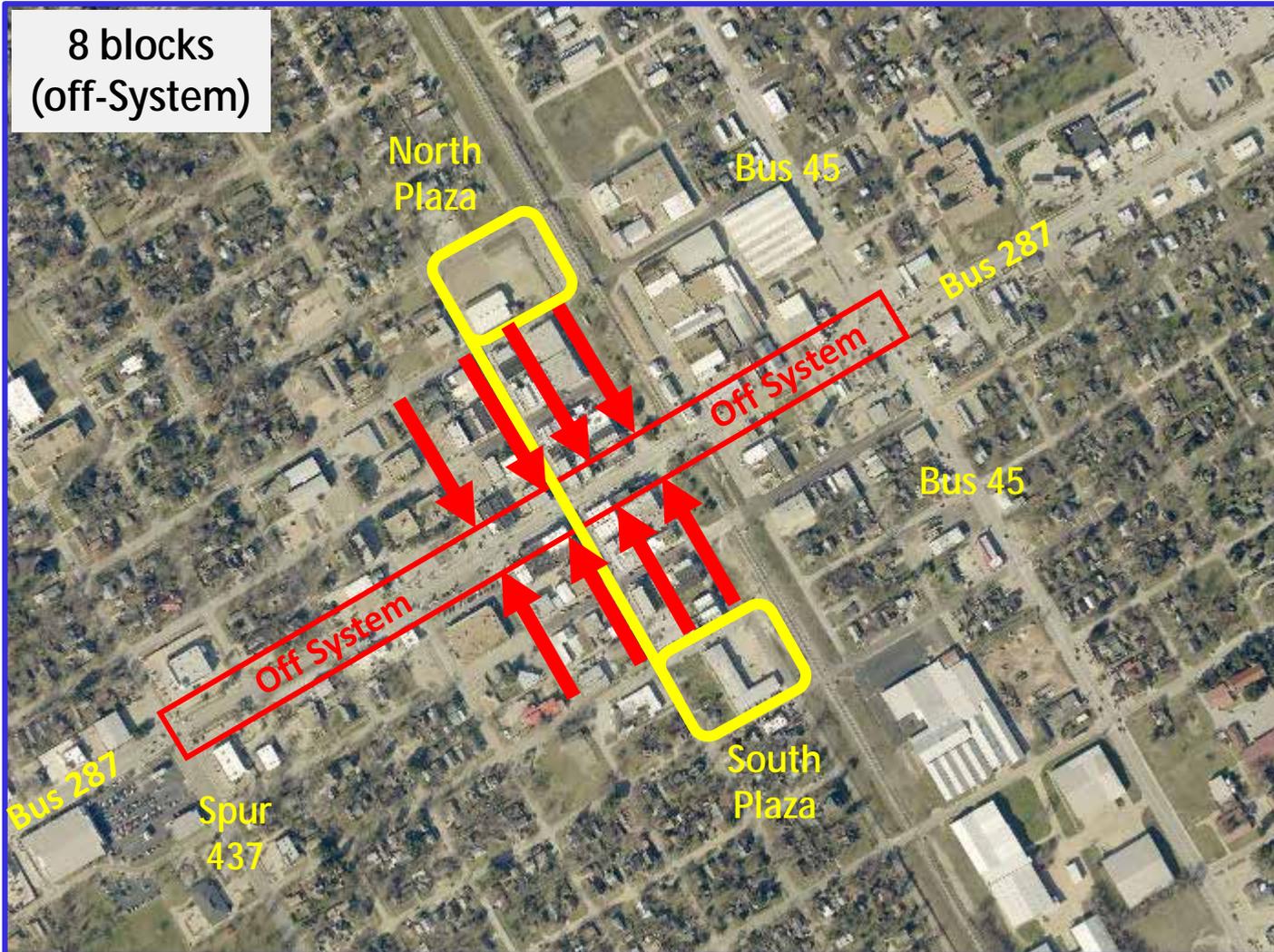
IH 45 Market to Downtown Market





Imperative 2

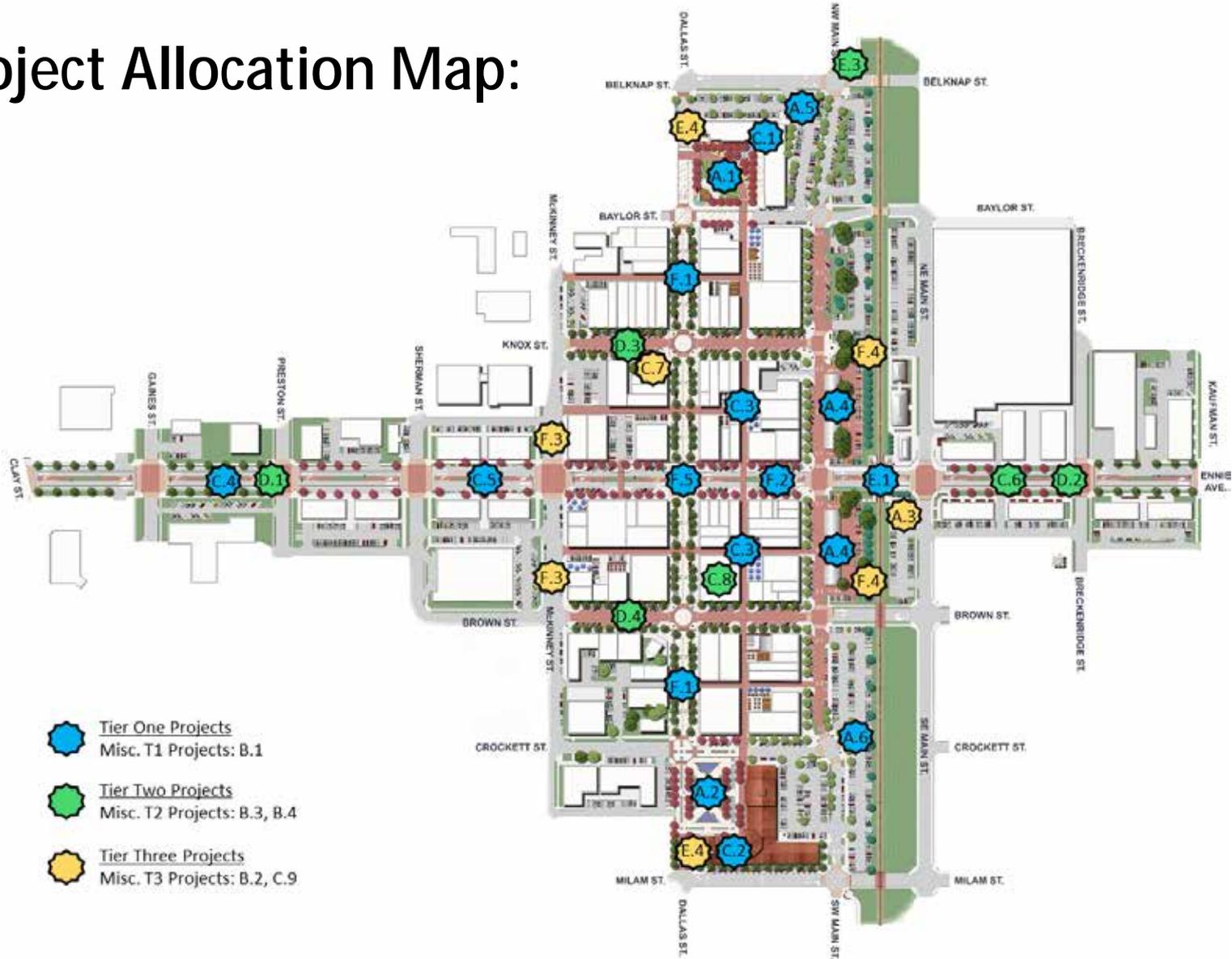
North Plaza to South Plaza





Downtown Master Plan

Project Allocation Map:





Downtown Master Plan

Catalyst Projects:

- Tier One

- Water & Sewer
- Dallas Street
- Alleys & Grease Traps
- Grade Separated Crossing
- Ennis Avenue
- North Plaza
- South Plaza
- Main Street Mall

2018-2019

2018-2019

2018

Active

Active

Active

Active

Active

Project
Downtown Infrastructure

Project UP Safety Zone

Project Plaza P3

- Tier Two

- Tier Three

- Minnie McDowal Park
- Welcome Center

Complete

2018-2019



Downtown Master Plan

Implementation Strategy:

- Multiyear Journey
- How do we get from the current state to the future state



Current State



Future State



Downtown Master Plan

Implementation Strategy (10 years):



Current State

Catalyst Projects



Future State

MM Park
Welcome Center

Infrastructure
Dallas Street

North Plaza
MS Mall (N)

South Plaza
MS Mall (S)

Under-Pass
Ennis Avenue

1-2

3-4

5-6

7-8

9-10

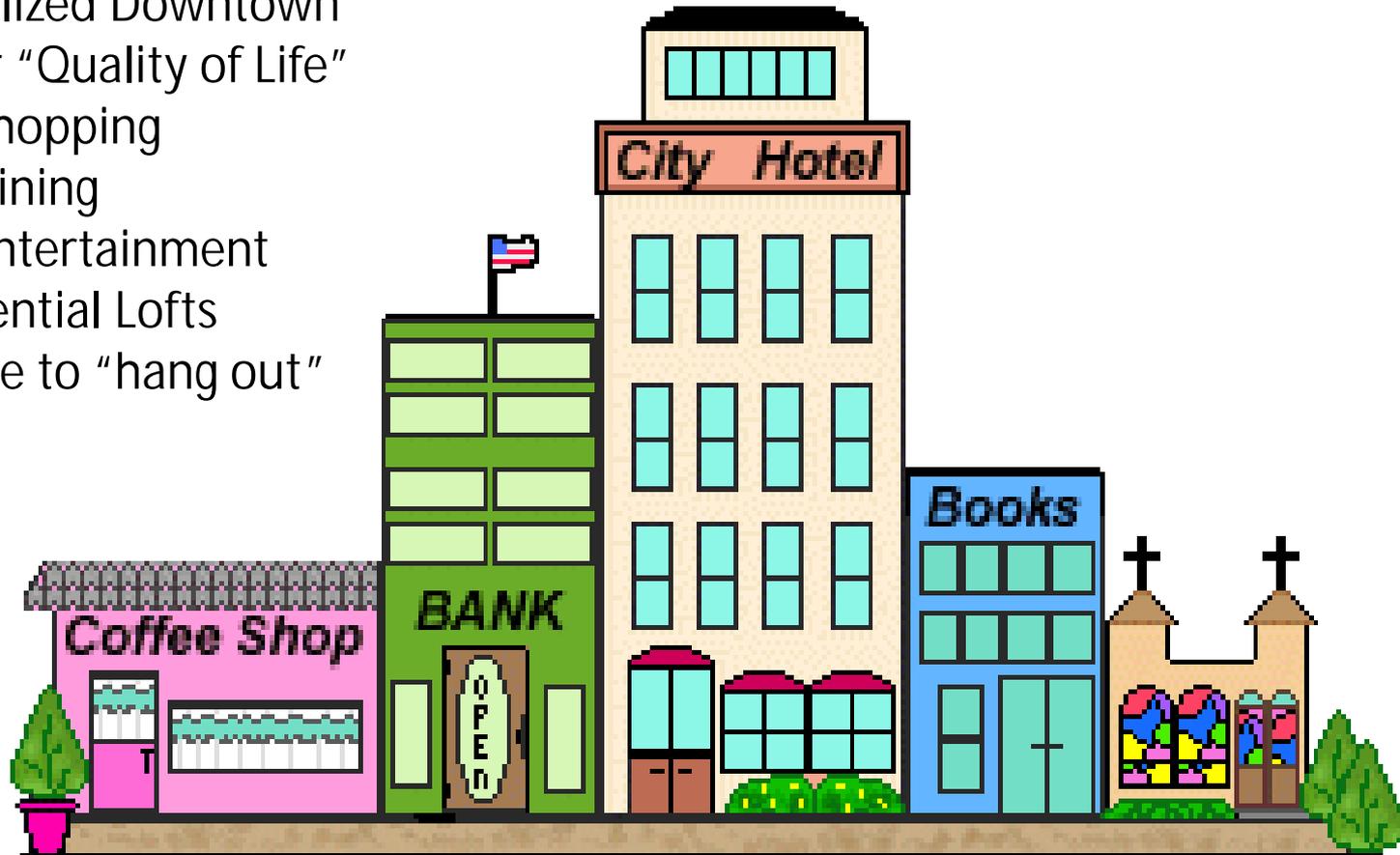
Time (Years)



Downtown Master Plan

The Future

- Revitalized Downtown
- Better "Quality of Life"
 - Shopping
 - Dining
 - Entertainment
- Residential Lofts
- A place to "hang out"



Foundation of Essential Services



Minnie McDowal Park

The VISION





Minnie McDowal Park

The REALITY



Welcome Center

The VISION



Grade Separated Crossing & Main Street Mall



North Plaza



South Plaza





Project Downtown Infrastructure UPDATE



Project Scope

North Side

South Side

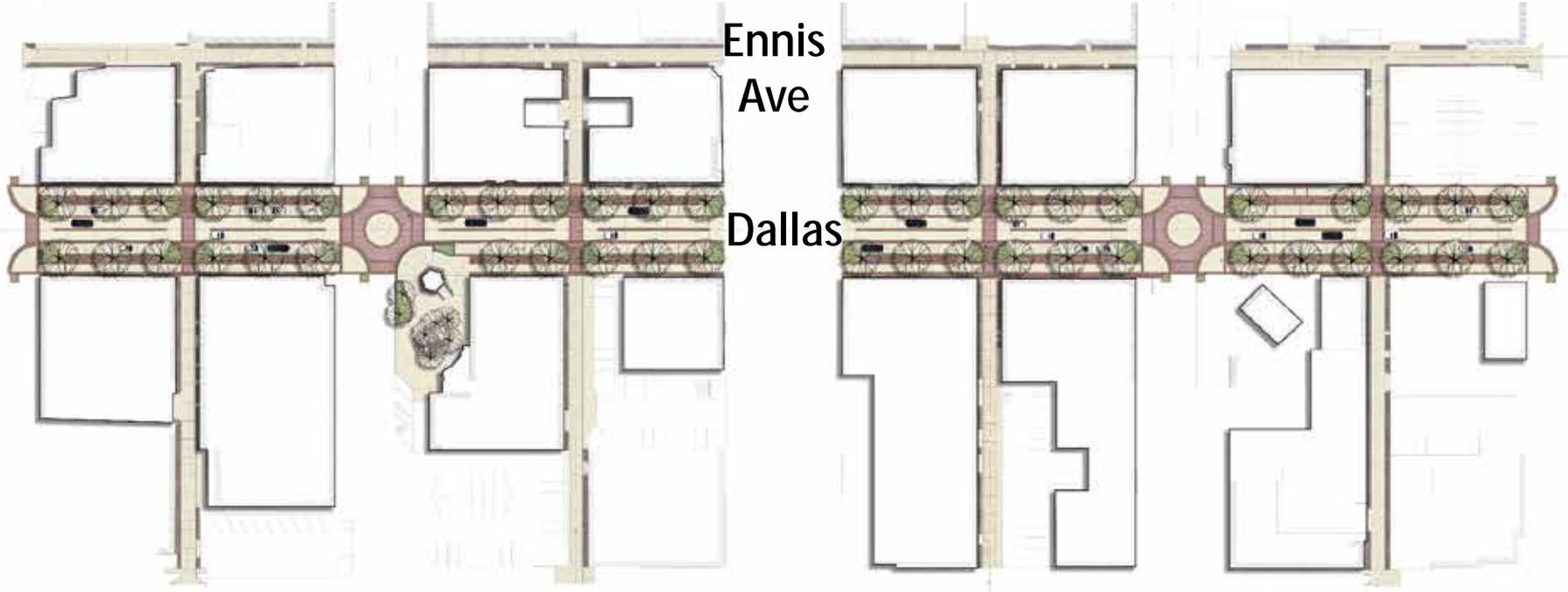
Main Street

Baylor
St

Knox
St

Brown
St

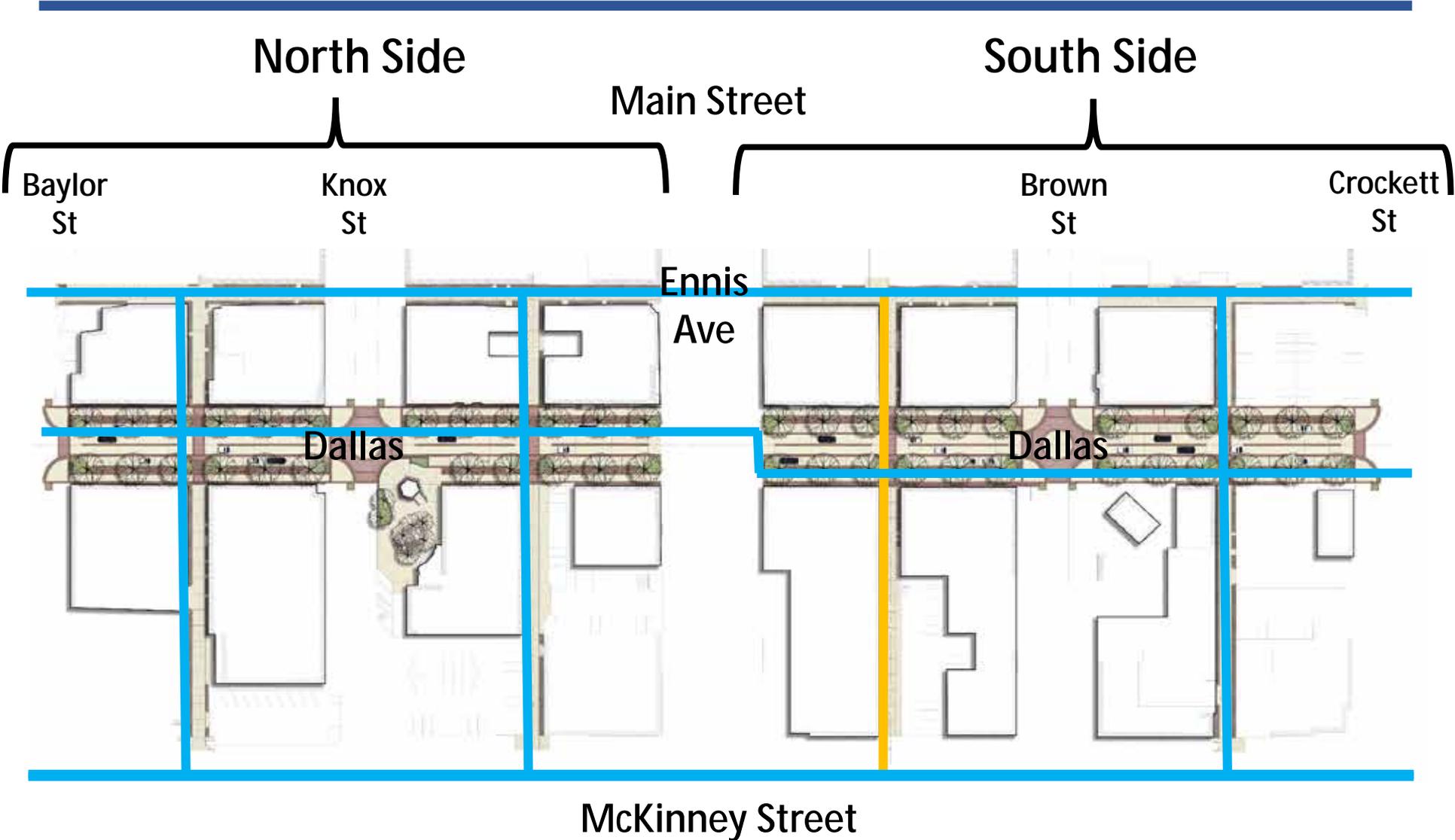
Crockett
St



McKinney Street



Water Lines





Sewer Lines

North Side

South Side

Main Street

Baylor
St

Knox
St

Brown
St

Crockett
St



Ennis
Ave

Dallas

Dallas

McKinney Street



Grease Trap Systems

North Side

South Side

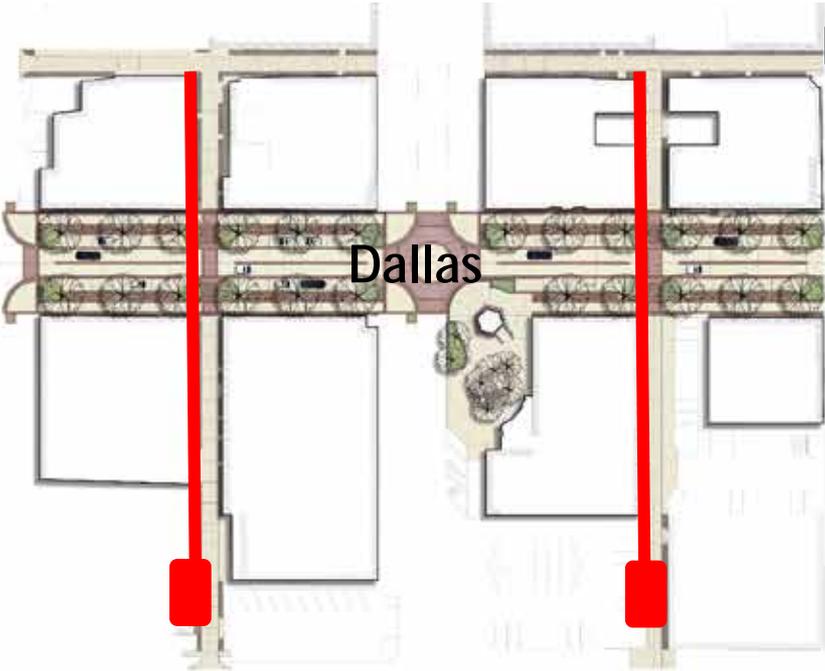
Main Street

Baylor St

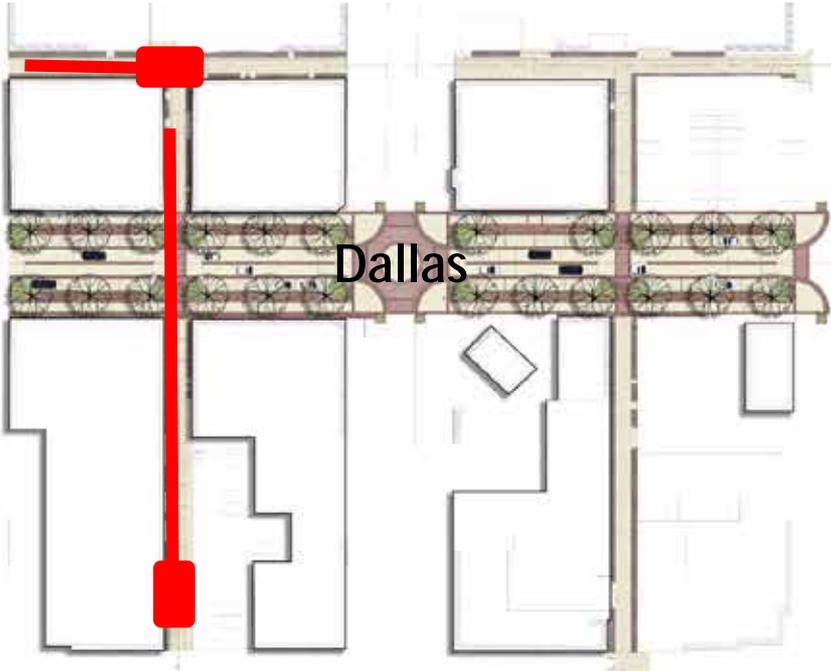
Knox St

Brown St

Crockett St



Ennis Ave



McKinney Street



Electrical Systems

North Side

South Side

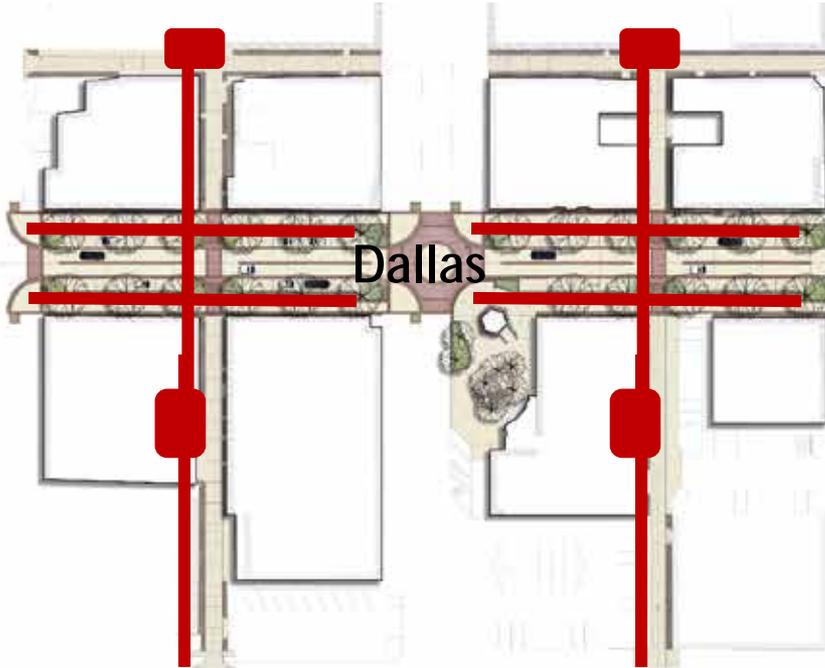
Main Street

Baylor
St

Knox
St

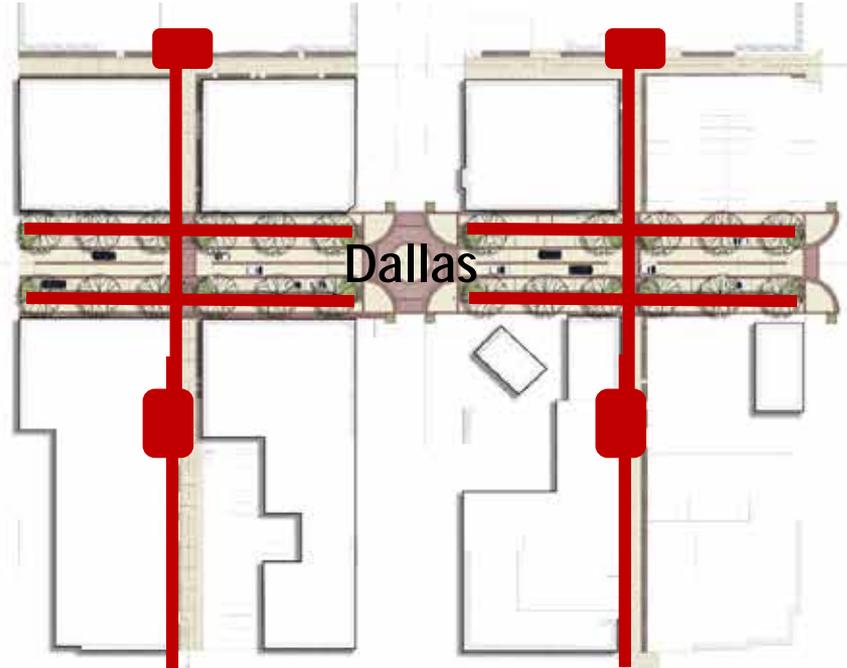
Brown
St

Crockett
St



Ennis
Ave

Dallas



Dallas

McKinney Street



Alley Streetscape

North Side

South Side

Main Street

Baylor
St

Knox
St

Brown
St

Crockett
St



Ennis
Ave

Dallas

Dallas

McKinney Street



Dallas Streetscape

North Side

South Side

Main Street

Baylor
St

Knox
St

Brown
St

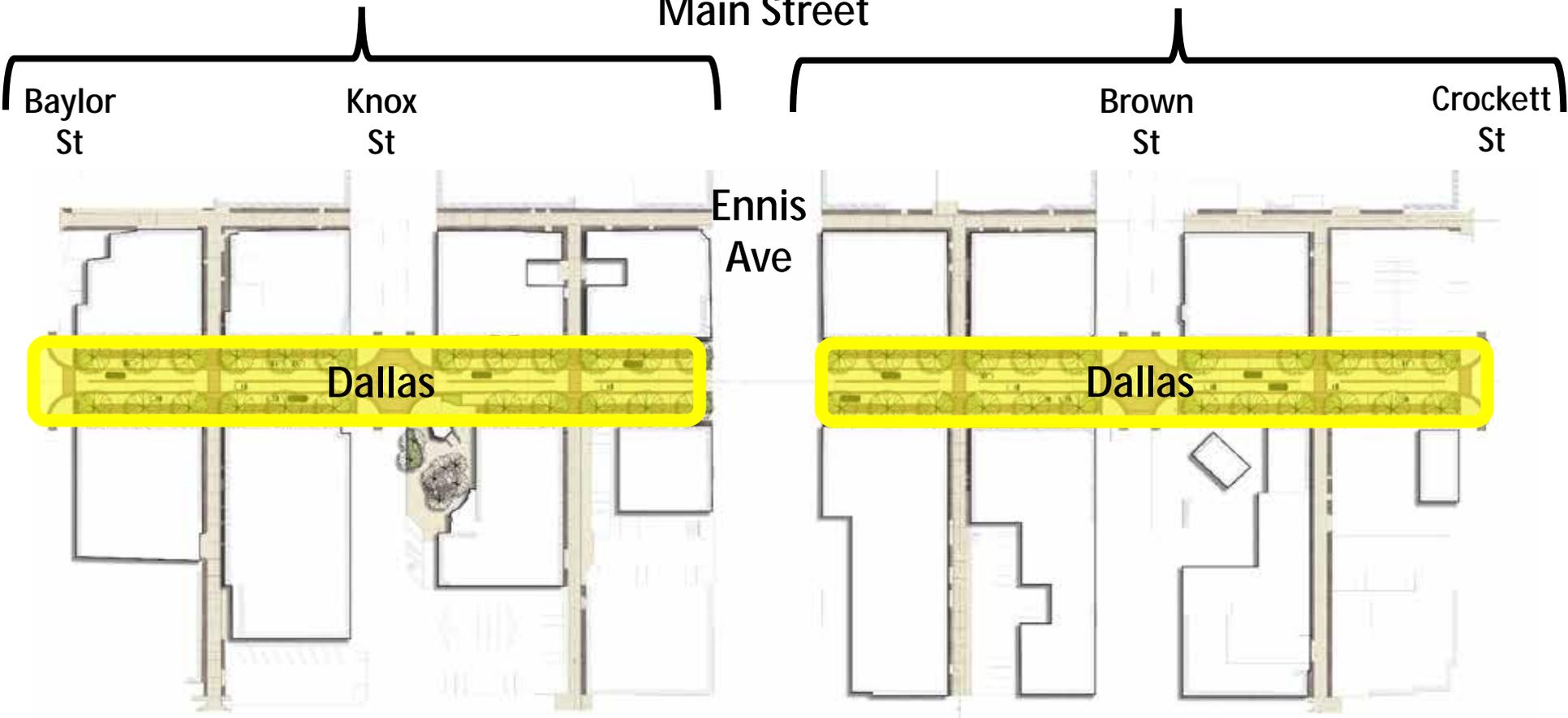
Crockett
St

Ennis
Ave

Dallas

Dallas

McKinney Street





Work Areas

North Side

South Side

Main Street

Baylor
St

Knox
St

Brown
St

Crockett
St

Ennis
Ave

Work Area 5

Work Area 6

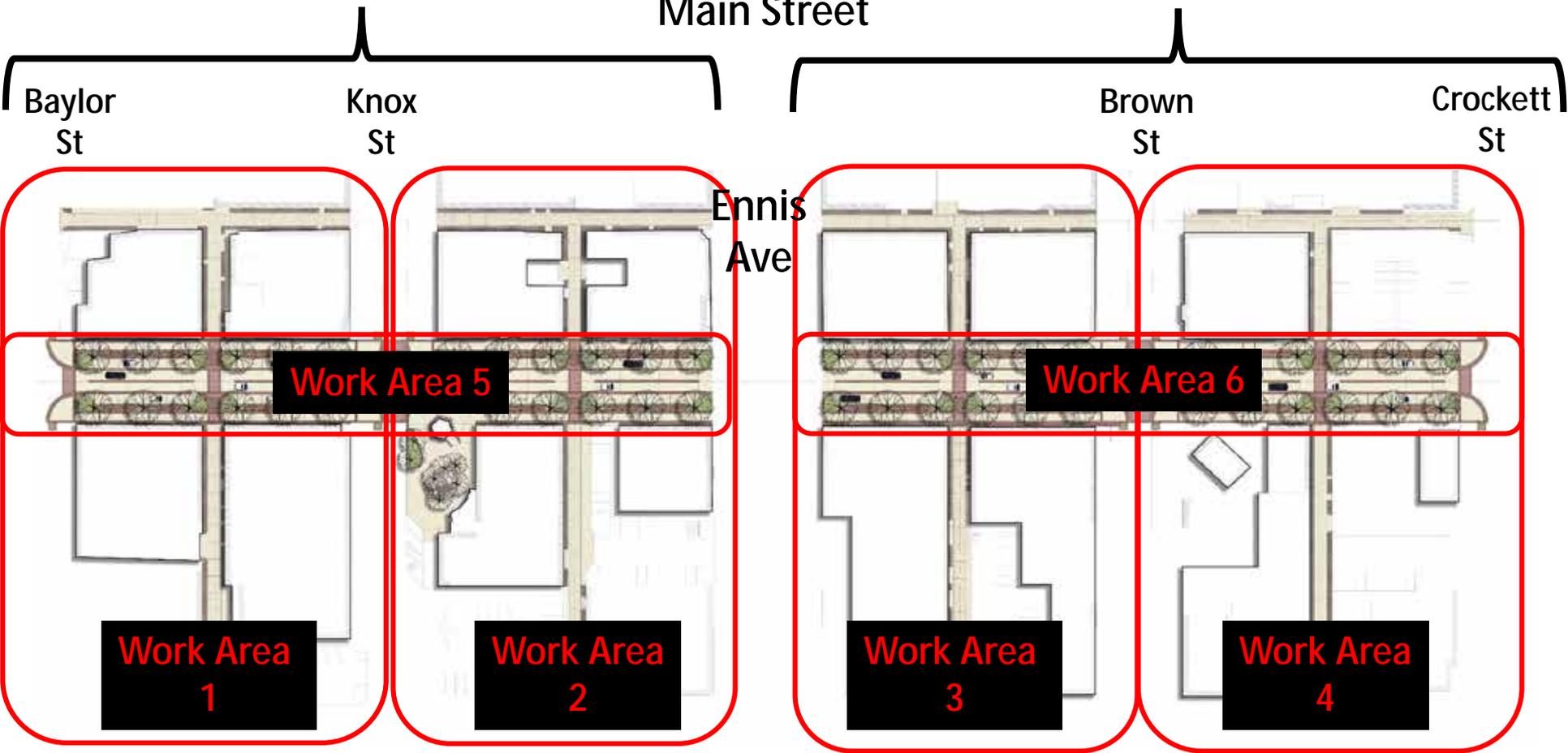
Work Area
1

Work Area
2

Work Area
3

Work Area
4

McKinney Street





Construction Schedule

Four Phase Operation:

	<u>Work Area</u>	<u>Timeframe</u>
• Phase 1	1 and 4	Mar-Apr-May
• Phase 2	2 and 3	Jun-Jul-Aug
• Phase 3	Dallas North	Sep-Oct-Nov-Dec
• Phase 4	Dallas South	Jan-Feb-Mar-Apr
• Welcome Ctr	201 NW Main	Apr 2018 to Apr 2019



Phase 1 (Mar-Apr-May)

North Side

South Side

Main Street

Baylor
St

Knox
St

Brown
St

Crockett
St

Ennis
Ave

Work Area
5

Work Area
6

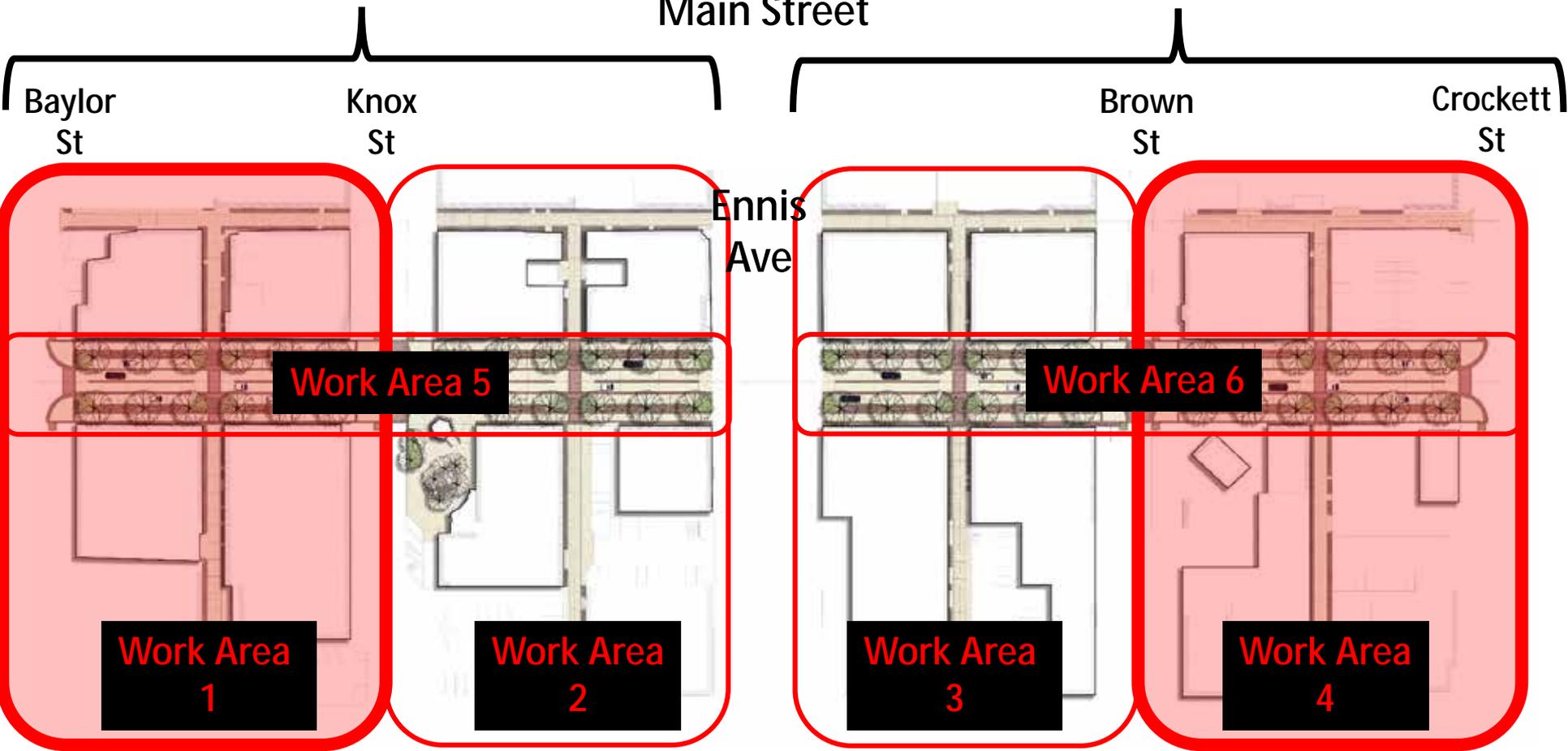
Work Area
1

Work Area
2

Work Area
3

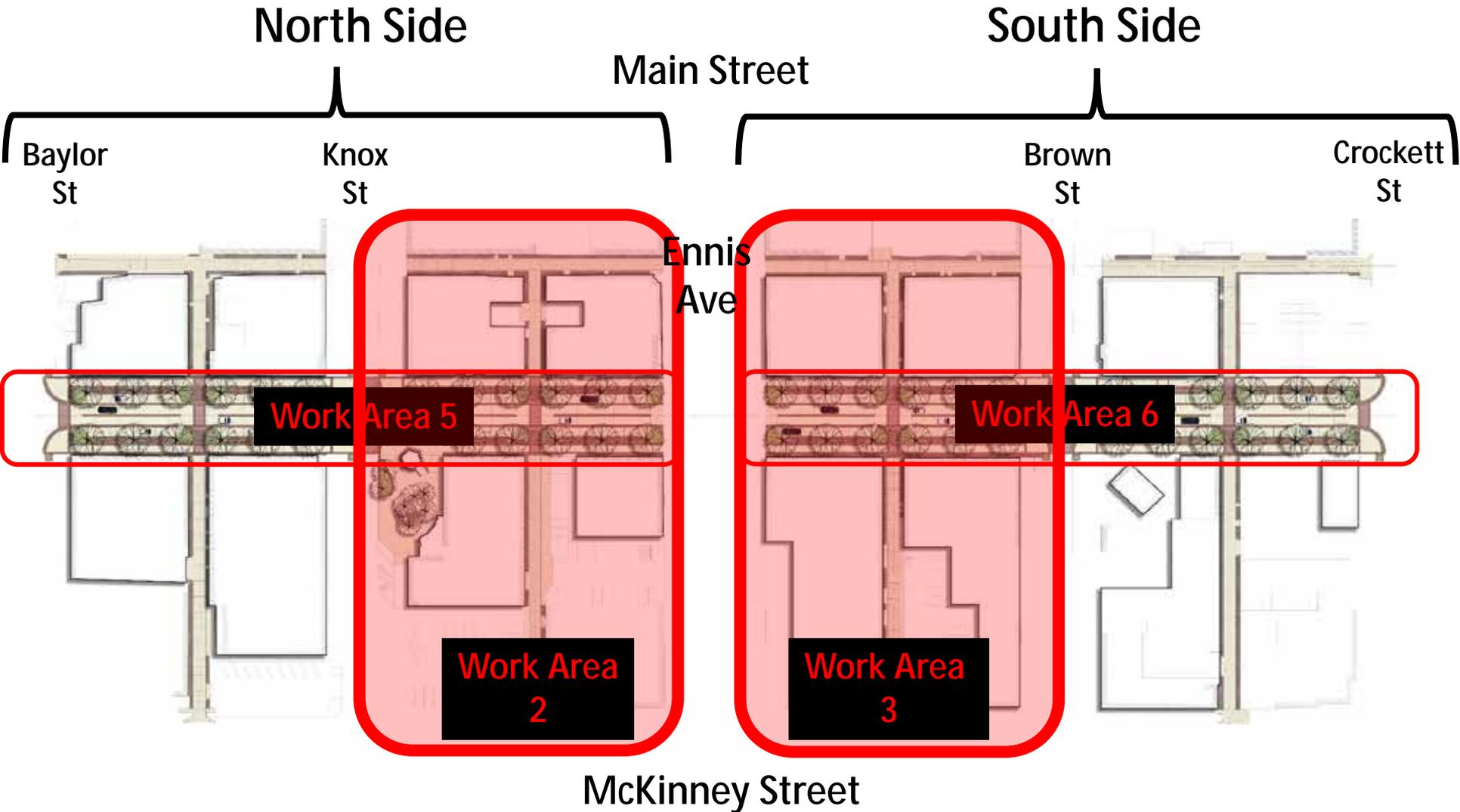
Work Area
4

McKinney Street





Phase 2 (Jun-Jul-Aug)





Phase 3 (Sep-Oct-Nov-Dec)

North Side

South Side

Main Street

Baylor St

Knox St

Brown St

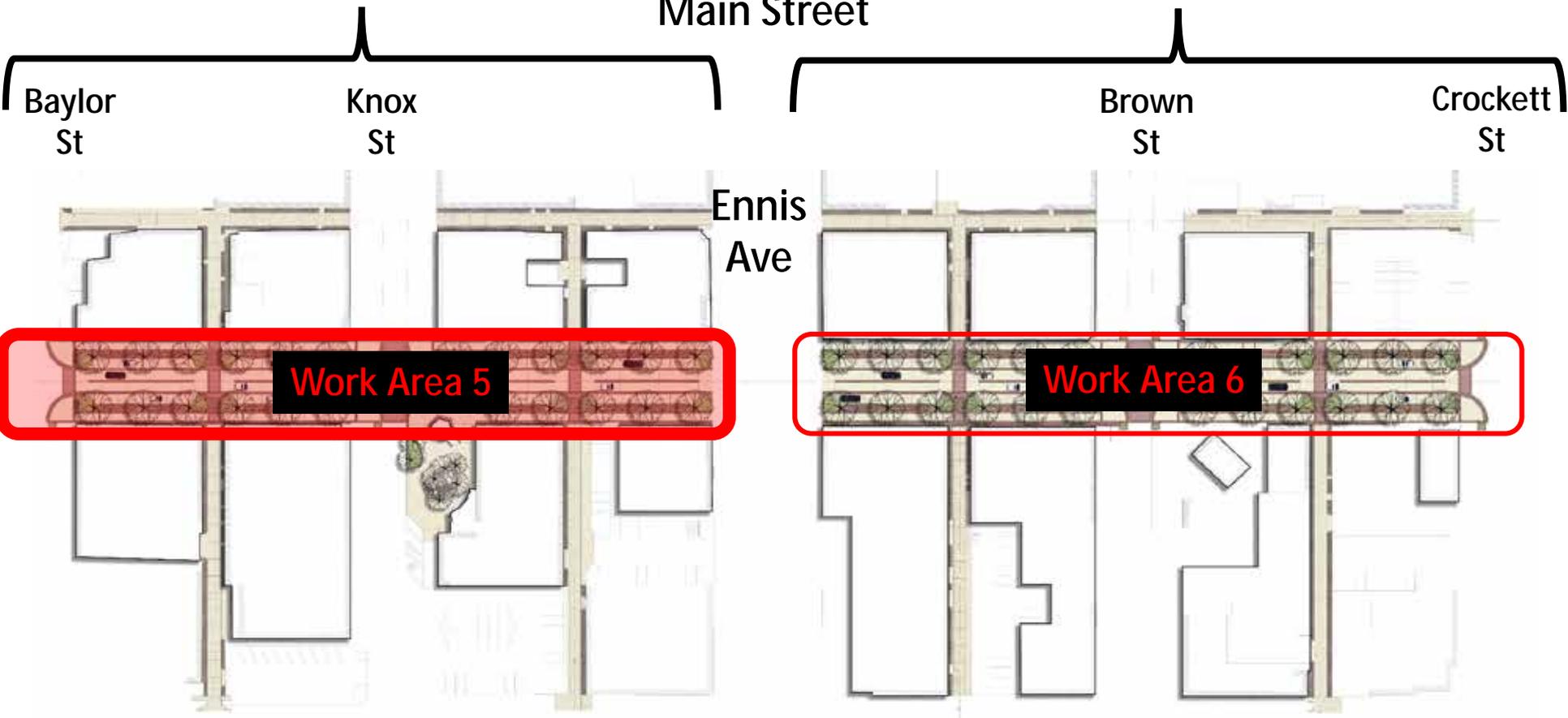
Crockett St

Ennis Ave

Work Area 5

Work Area 6

McKinney Street





Phase 4 (Jan-Feb-Mar-Apr)

North Side

South Side

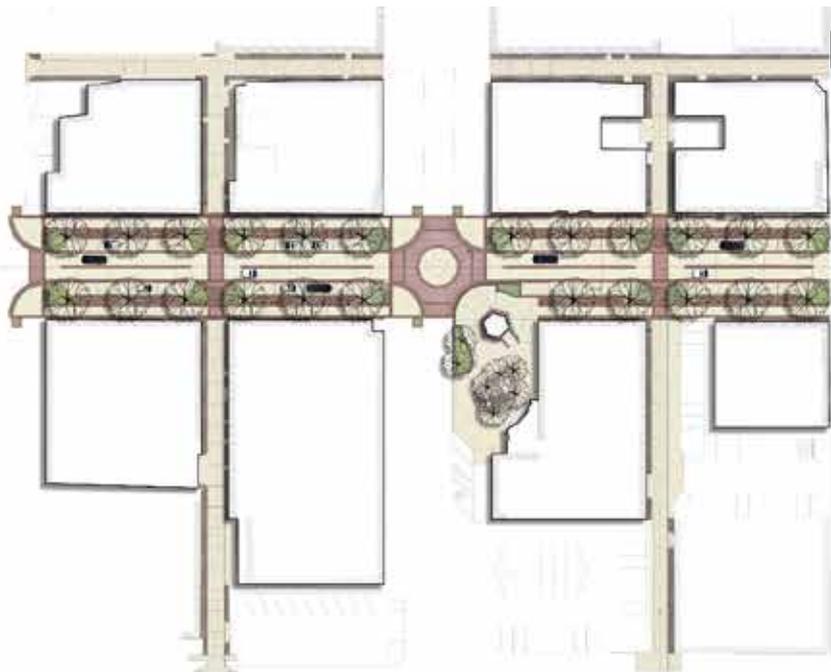
Main Street

Baylor
St

Knox
St

Brown
St

Crockett
St



Ennis
Ave



Work Area 6

McKinney Street



Downtown Parking UPDATE



Walmart Comparison





Public Parking



Dallas Street



Dallas Street



Dallas Street



Dallas Street





Coffee w/the Commissioner

Economic Development UPDATE



Economic Development Corp.

- Created in 1995
- Type B
- Funded by a half cent 4b sales tax (\$1.8 per year)
 - Board of Directors (7)
 - Mike Montgomery (President)
 - Russell Thomas (Secretary)
 - Angie Juenemann (Treasurer)
 - Tom Abram (Director)
 - Jess Haupt (Director)
 - Betty Glaspay (Director)
 - Phil Newsom (Director)



Economic Development Corp.

VISION: Every resident will have the opportunity to maximize their economic potential.

MISSION: Facilitate the diversified economic growth of our community presenting Ennis as the preferred industrial, commercial and residential choice.

PURPOSE: Enhance the quality of life within our community and to promote continuing development for the City of Ennis.



EcDev Team

MEMBERS

City Commission

Economic Development Corporation

Marty Nelson

Director, Economic Development

Ashley Colunga

Director, Communications and Marketing

Gina Rokas

Director, Tourism and Guest Services

Becky McCarty

Manager, Main Street

Rhonda Winters

Executive Assistant

Ginger Gonzales

Secretary, Receptionist, Grant Writer

Mary Davis

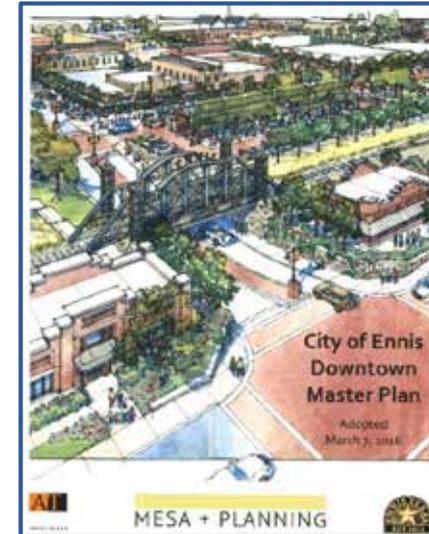
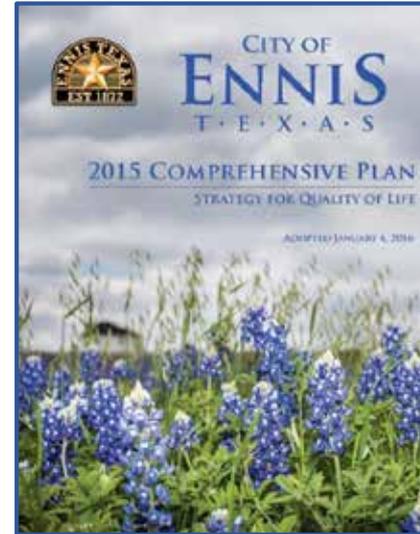
Farmers Mkt & Downtown Event Coordinator



EcDev Goals and Objectives

LINES OF OPERATION

- Communications & Marketing
- Tourism / Visitor Guest Services
- Industrial Development
- Downtown Revitalization
- Kaufman Development District
- Retail Development
- Residential Development
- Workforce Development
- Bardwell Lake Development





Economic Development

Imperatives:

1. I-45 Market connection to the Downtown Market

- Must be physically connected to allow the free flow of commerce
- Railroad X-ing is a physical obstacle that MUST be overcome
- Grade separated crossing

2. North Anchor connection to South Anchor:

- Must be physically connected to allow the free flow of commerce
- Ennis ave is a physical obstacle that MUST be overcome
- Ennis Ave (Off-System)

3. Growth in TIRZ#2 (East IH 45)

- Creates economic vitality that will transfer into the Downtown



Imperative 1

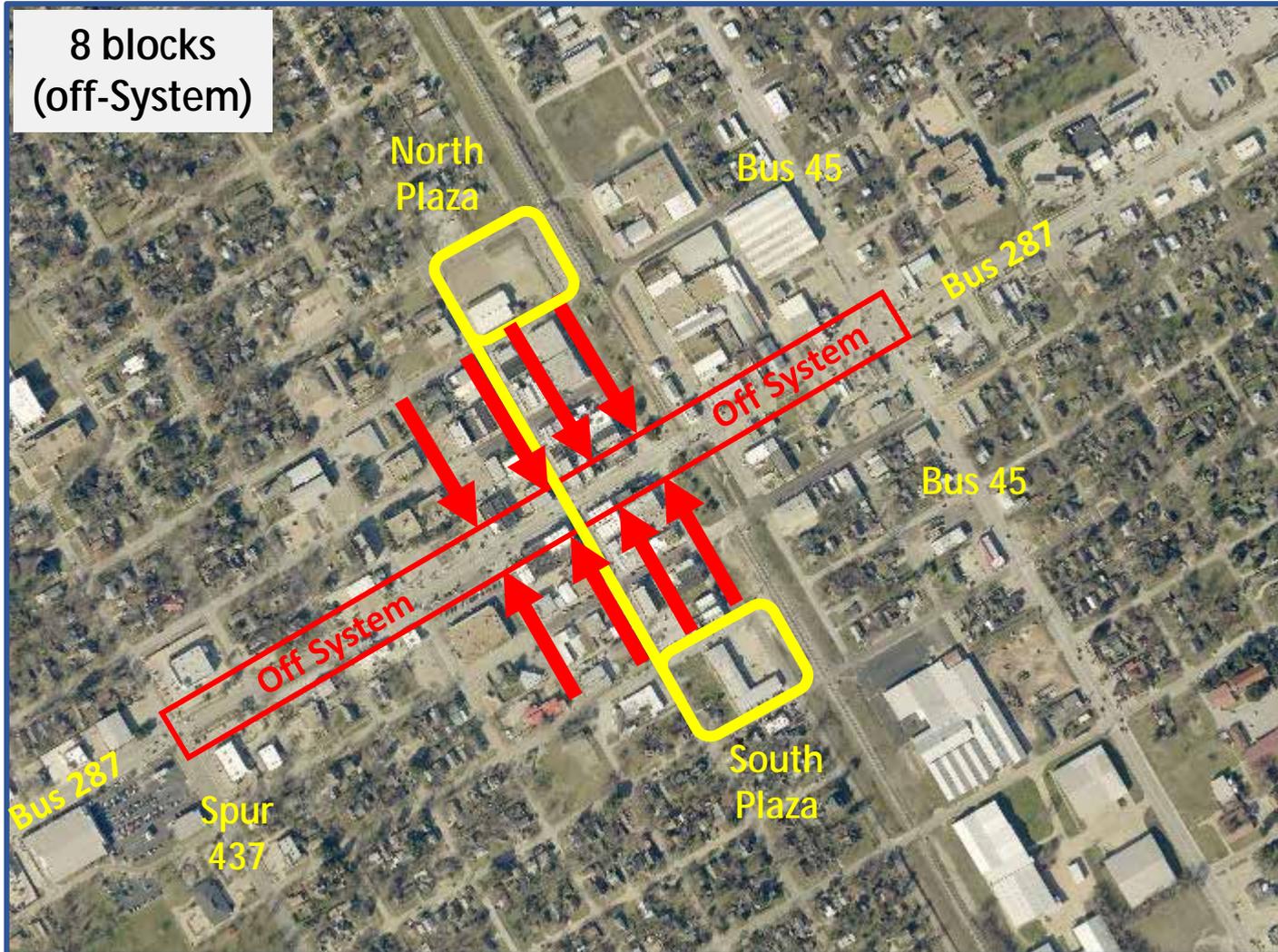
IH 45 Market connected to Downtown Market





Imperative 2

North Plaza connected to South Plaza

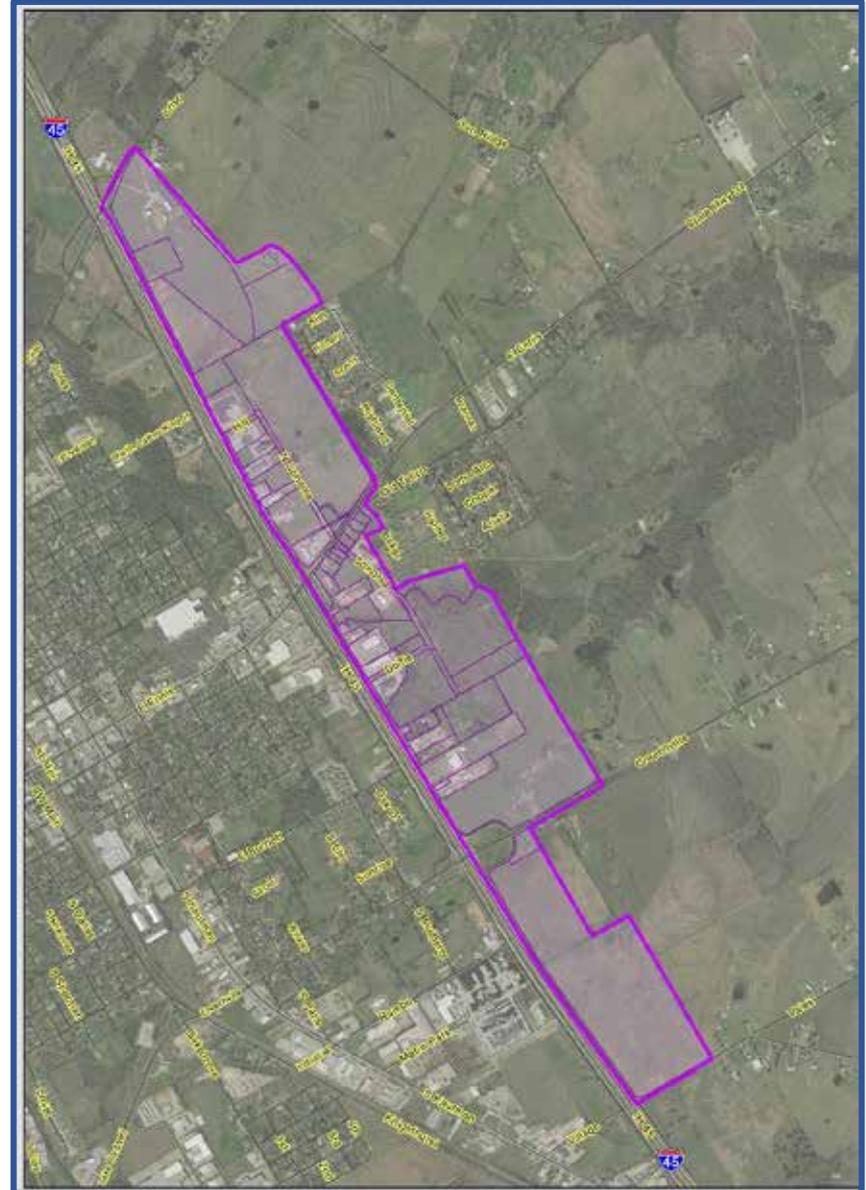




Imperative 3

TIRZ# 2

- Growth drives economic vitality into the City
- Property Tax Driven
- Value Capture 446.22 A
- 75% City of Ennis
- 75% Ellis County
- 30 Year Duration





Communications & Marketing

BRANDING CAMPAIGN

- Phase 1 **EXPLORE**
 - What does Ennis say about itself
 - What do outsiders say about Ennis
- Phase 2 **EVALUATE**
 - Brand Truths
 - Brand Strategy
- Phase 3 **EXPRESS**
 - Brand Story
 - Logo
 - Video
- Phase 4 **ENGAGE**





Communications & Marketing

ENNIS • TX NEWSLETTER

2017 was a monumental and pivotal year for the City of Ennis. Strategic plans were updated, vetted, approved and funded, laying the groundwork for projects that will impact the citizens of Ennis for years to come. As the new year begins, we invite you to reflect on our 2017 accomplishments and more importantly, look forward to the exciting things in store for 2018.

LOOK BACK ON 2017

MINNIE MCDOWAL PARK

- Took the first project in the Downtown Master Plan from conception to completion.
- Located in the "Heart" of our Downtown, the new park creates a public "Gathering Place".
- Activities like the Farmers Market and live music bring people downtown, and the park helps keep people there longer.



STREETS

- Purchased new equipment in order to provide, "Good Streets, Everywhere, All the Time".
- Resurfaced 10 miles of streets, completed by a newly trained city crew, with many more planned for 2018.

GROWTH PREPARATION

- Extended development agreements to landowners in areas of future growth.
- Agreements protect the City and landowner from undesirable development and pave the way for quality development.

CITY CHARTER

- Adopted 52 Charter amendments.
- Obsolete terms and practices were replaced with best practices from other cities.

HOUSING BOOM

- At the beginning stages of a housing boom which is a key indicator of a growing economy.
- Spyglass, \$24 Million dollar apartment complex in construction, will feature 185 market rate apartments.

54 residential permits issued.

121,655 square feet

\$10,108,549 permit value



PLANNING INITIATIVE

The approved "Community Improvement Plan" is the mechanism that transforms the Vision and Goals of the Master Plan into real projects.



GROW IN TO A BIGGER AND BETTER TOMORROW

LOOKING FORWARD TO 2018

NEW WELCOME CENTER

- One-stop shop for anyone interested in Living, Working, Playing, Visiting, Investing or Developing in Ennis.
- Features include Welcome Center, offices for City Inspections and ECDiv team, retail incubators and world-class public event space.



RETAIL DEVELOPMENT

- A top priority is bringing shopping, dining and entertainment venues to the City.
- Active negotiations occurring with retail developers.
- New developments already underway along I45 and Ennis Ave that will be visible in 2018.

PARK IMPROVEMENTS

- Proceeding with park improvements as identified in the approved Parks Master Plan.
- Projects include splash pads, new equipment, improved ball fields and shading.
- Work has already begun at IOCF Park at Fairview.

DEVELOPMENT ORDINANCE

- Revisiting planning and zoning ordinances.
- The new "Unified Development Ordinance" will be complete this year. The new UDO allows a common sense approach for new development while preserving the City's character and charm.

NEW POLICE AND FIRE STATIONS

- Constructing a new third fire station to serve the West side of town at Crumby Club Rd and Jeter Dr.
- Exploring a new joint fire and police facility that will allow for future growth and expansion toward Barnwell Lake.



DALLAS STREET AND DOWNTOWN INFRASTRUCTURE

- Replacing 100+ year old water and sewer lines in the downtown core is essential to creating a foundation to support 100% occupancy.
- The "New Dallas Street" will be a beautiful, pedestrian friendly boulevard connecting the North and South sides of downtown.

TRANSPORTATION IMPROVEMENTS

- Another project of vital importance is the new underpass at Ennis Avenue and the railroad crossing.
- The underpass will create a vital economic connection between the downtown and I45 markets.
- There is significant staff work being done to activate projects that will improve accessibility and trafficability on I45, Hwy287 and Ennis Avenue.





Communications & Marketing

ENNIS
TEXAS

EST. 1872

Here we

2017

2018

2019

2020

2021

DENNIS REGIONAL PARK
 • 100-acre park with playground, splash pad, and walking trails.
 • 100% of the park is wheelchair accessible.
 • 100% of the park is ADA compliant.

2018

WEST PLAZA
 • 100% of the plaza is wheelchair accessible.
 • 100% of the plaza is ADA compliant.

2019

NORTH STAR
 • 100% of the North Star is wheelchair accessible.
 • 100% of the North Star is ADA compliant.

2020

DOWNTOWN
 • 100% of the downtown is wheelchair accessible.
 • 100% of the downtown is ADA compliant.

2020

WEST PLAZA
 • 100% of the West Plaza is wheelchair accessible.
 • 100% of the West Plaza is ADA compliant.

2021

DOWNTOWN WAREHOUSE
 • 100% of the downtown warehouse is wheelchair accessible.
 • 100% of the downtown warehouse is ADA compliant.

2021

NEW PARK
 • 100% of the new park is wheelchair accessible.
 • 100% of the new park is ADA compliant.

2021

NEW PARK
 • 100% of the new park is wheelchair accessible.
 • 100% of the new park is ADA compliant.

GROW IN TO A BIGGER AND BETTER TOMORROW

MINNIE MCDOWAL PARK

PROJECT COMPLETION 2017
PROJECT VALUE \$800K

Source: City of Austin, CityIDC

- Performance gazebo, climbing sculptures, Wi-Fi, art wall, water feature, seating and public restrooms
- Will be activated several nights a week with live music, open mic nights, movies, etc.
- Location of the Plaza Theatre owned by Lee Roy Mitchell who went on to start Cinemark
- The park is named after the theatre's longest standing and most beloved employee, Minnie McDowal



2017

2018



HISTORIC PRESERVATION GRANT PROJECTS

PROJECT COMPLETION Ongoing
PROJECT VALUE \$2.2M

Source: City of Austin, CityIDC

- Historical Preservation and and Farade Grant program in downtown
- 13 completed grants and 13 active grants



WELCOME CENTER

PROJECT COMPLETION 2018/19
PROJECT VALUE \$4.3M

Source: City of Austin, CityIDC

- Will house the EcoDev team, City Inspection Team, event space with rooftop patio, 4 retail incubators and restaurant
- Will be the point of entry for all guests, future residents, investors, developers, builders and more



2019

NORTH PLAZA

PROJECT COMPLETION 2019
PROJECT VALUE \$18M

Source: City of Austin, CityIDC

- Provides public gathering space and water feature and home to the Municipal Court, Police Station and...



FIRE STATION 3

PROJECT COMPLETION 2018/19
PROJECT VALUE \$2.1M

Source: City of Austin, CityIDC

- New Fire Station to house the additional firefighters acquired through the SAFER grant
- Will reduce response time to northern and westward areas of our city and enhance ISO/PPC ratings (lower ISO rating for the City typically yields lower insurance premiums)
- Fire Station 1 will be a separate project to be completed in the future





Tourism & Guest Services

MOVING DOWNTOWN

- CVB / Visitors Center
- 204 W Knox

- New Welcome Center
- 201 NW Main

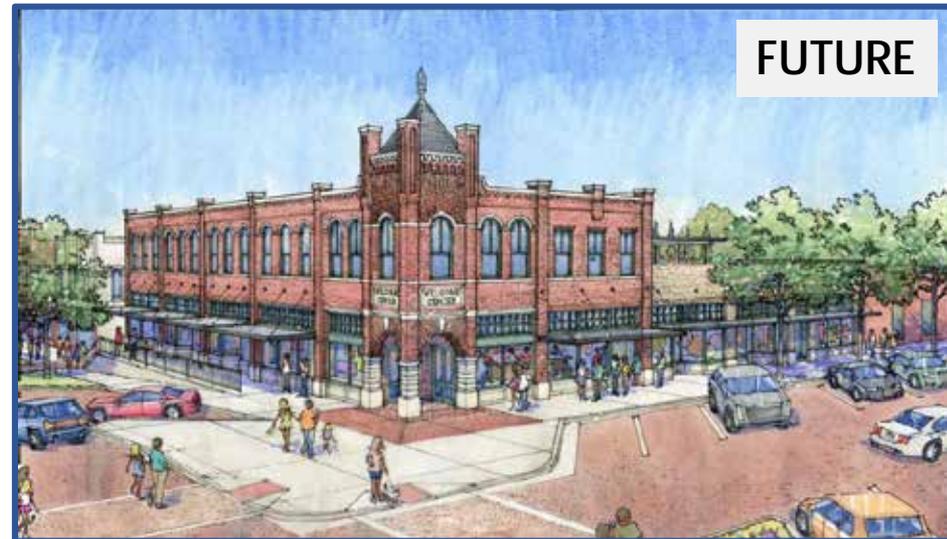




Tourism & Guest Services

NEW WELCOME CENTER:

- Welcome Center
 - Orientation Theater
 - Something Awesome
 - Public Toilets
- Building Inspections
- EcDev Team
- Special Events Room
- 4 Small Business Incubators
- Flex space (offices)
- Flex Space (Alley Restraunt)





Industrial Development

11 Projects, \$67.5 Million, 334 Jobs





Downtown Revitalization

MAIN STREET - GOALS & OBJECTIVES:

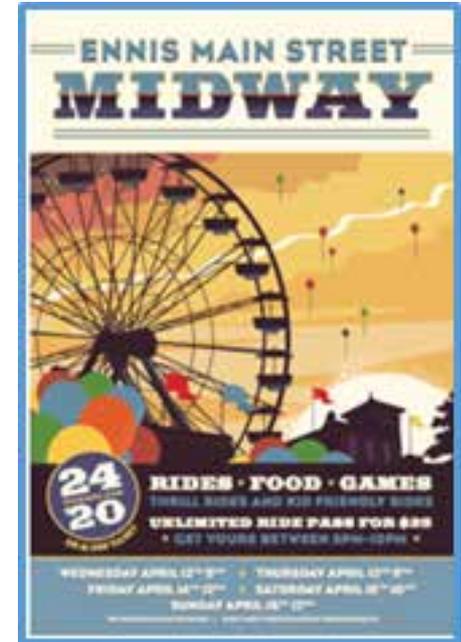
- Main Street 10 Point Report
- Texas Capital Fund (Main Street)
- Occupancy Data
- Sidewalk Café Guidelines
- Event Routes (3 north & 3 south)
- DMP Implementation
- Downtown Infrastructure
- Downtown Zoning
- Farmers Market
- Grease Trap Systems
- Movie Nights
- Lights of Ennis
- MMP Programming
- Plaza P3
- Welcome Center
- UP Safety Zone (Under-Pass)
- Special Events



Downtown Revitalization

SPECIAL EVENTS & FESTIVALS:

- Farmers Market Apr-Oct
- Main Street Midway 11-15 Apr
- Bluebonnet Festival 20-22 Apr
- Farm Fresh Dinner 11 May
- Polka Festival 25-27 May
- Blues on Main 9 Jun
- Freedom Festival 30 June
- Pre Stage Fan Fest 4 Oct





Downtown Revitalization

SPECIAL EVENTS & FESTIVALS:

- Jazz Under the Starz ??
- Autumn Daze 20 Oct
- FM Finale 27 Oct
- Christmas Parade 29 Nov
- Lucky's Car Show 1 Dec
- Lady of Guadalupe 12 Dec

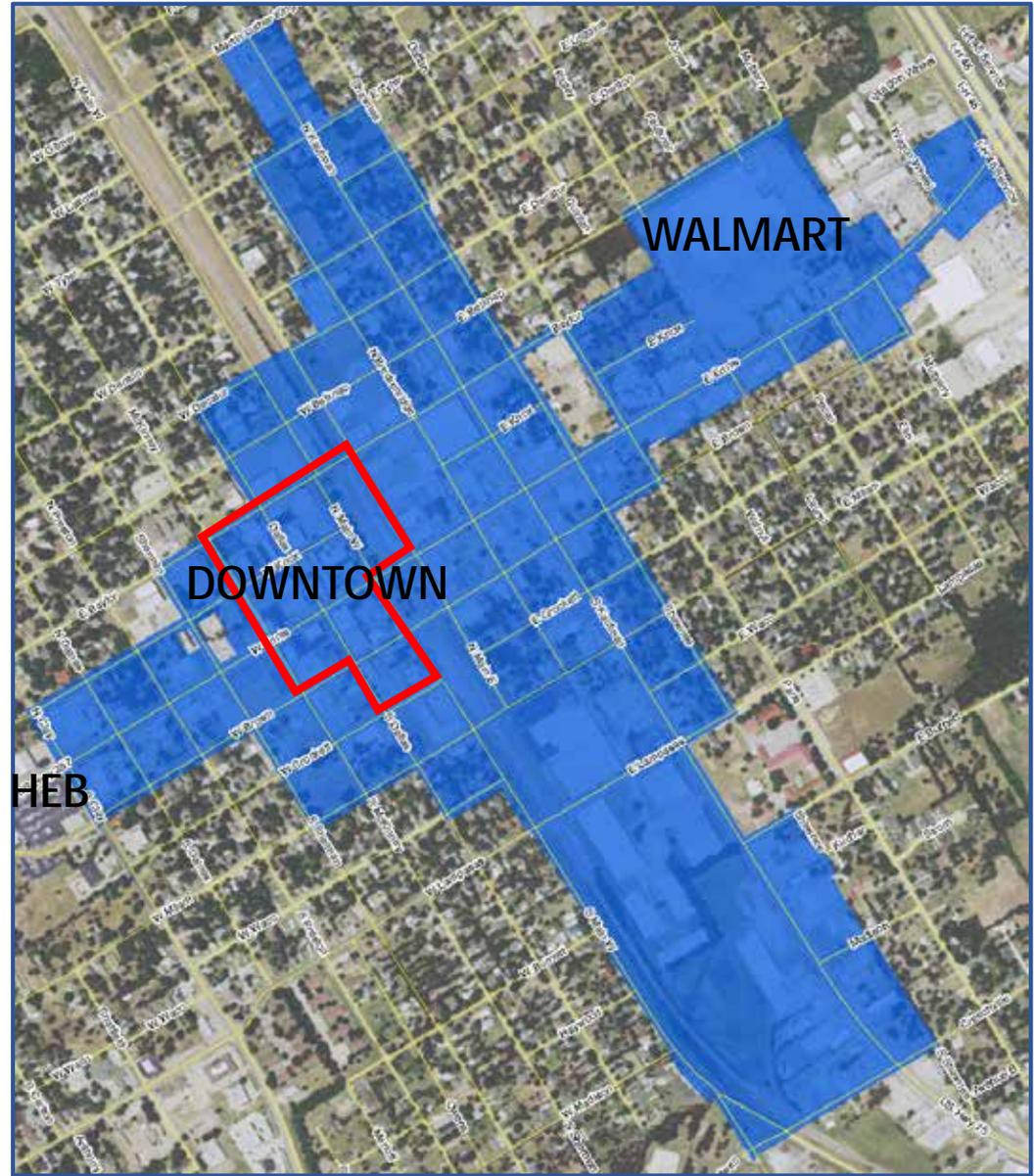




Downtown Revitalization

TIRZ# 1

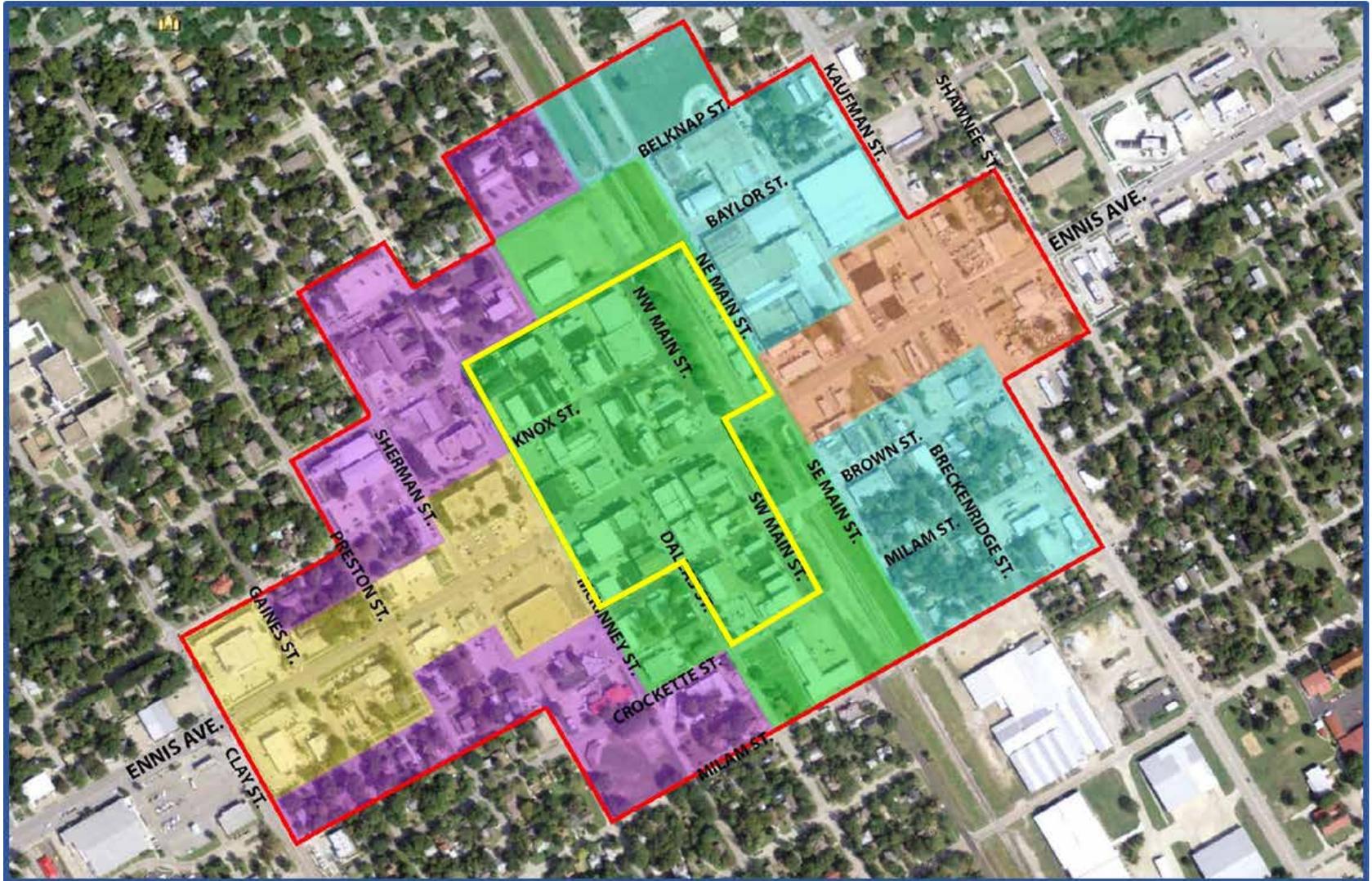
- Growth drives economic vitality into the “Heart of the City”
- Property Tax Driven
- Value Capture 302.27 A
- 75% City of Ennis
- 75% Ellis County
- 30 Year Duration





Downtown Revitalization

New Zoning





Downtown Revitalization

McKinney Mercantile

Office, Kitchen & Restaurant, Roof Top Cafe





Downtown Revitalization

The Livery

6 Retail Suites, Atrium, Gallery & Public Toilets





Downtown Revitalization

The Franklin

19 Office Suites, Shared Conference Room

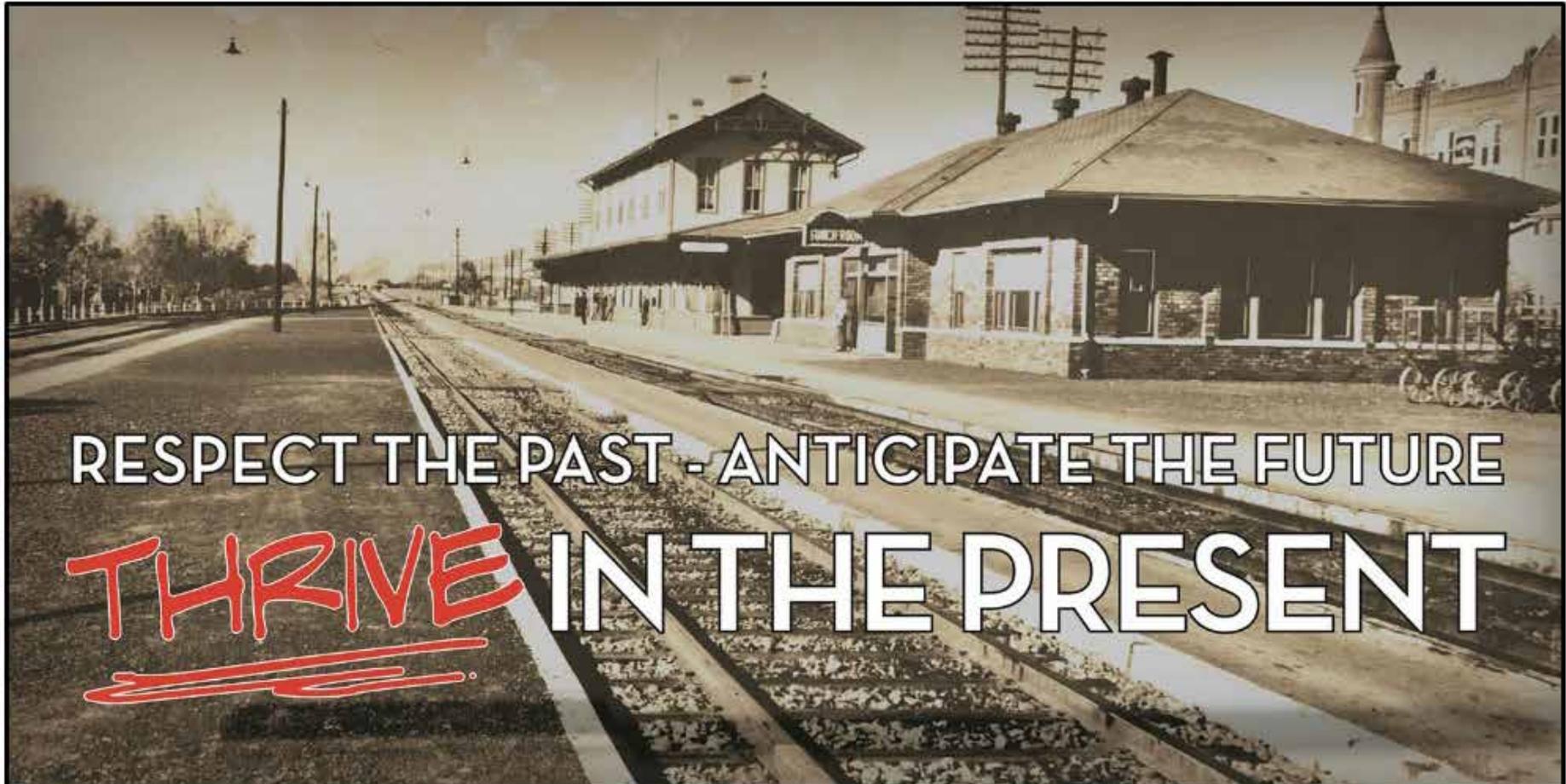




Downtown Revitalization

MESA

Historic Downtown Ennis Streetscape



RESPECT THE PAST - ANTICIPATE THE FUTURE

THRIVE IN THE PRESENT



Downtown Revitalization

MESA

Dallas Street





Downtown Revitalization



FARMERS MARKET:

- Celebrating 5 Years !!
- Need to move
- Farmers Market Pavilion
- Tables & Chairs
- Second Trailer





Downtown Revitalization

Farmers Market Pavilion





Downtown Revitalization

STREET PLANTERS:

- Purchased in 2016
- 18 street planters
- EcDev / Parks / Ennis ISD





Downtown Revitalization

MINNIE MCDOWAL PARK:

- Café Tables & Chairs
- WiFi
- Door Pulls
- Sound System
- Plaques
- Gazebo Light

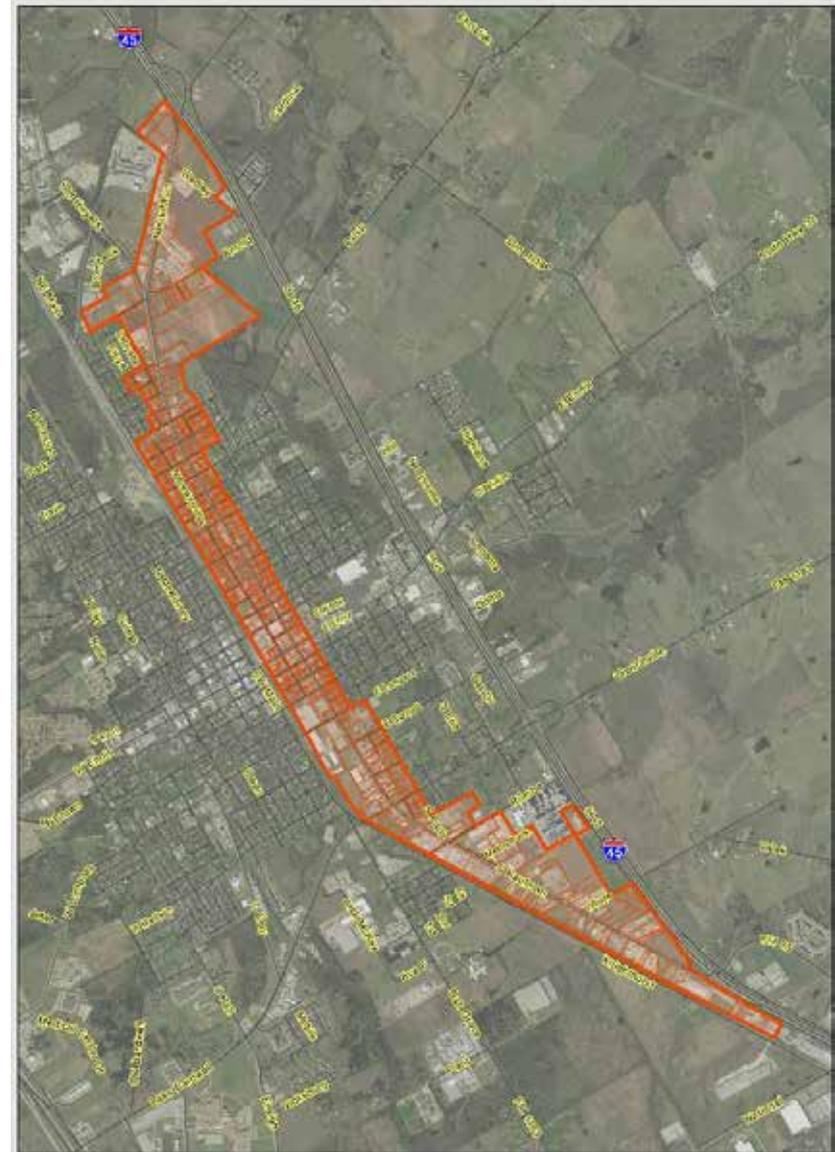




Kaufman Development District

GOALS & OBJECTIVES:

- Zoning Update
- Center Median Project
- Entry Portal
- NEAT Projects
- Sidewalk Projects
- Façade Grant Program
- Façade Design Assistance
- Keep Ennis Beautiful





KDD – Clean Up

BEFORE



BEFORE



AFTER



AFTER





KDD Façade Grant

BEFORE

Property _____

- 2103 S Kaufman

Project \$

\$20,000.00

Grant \$

\$7,500.00





KDD Façade Grant

BEFORE

Property _____

- 2705 S Kaufman

Project \$

\$22,985.75

Grant \$

\$7,500.00





Retail / Commercial Development

30 Projects - \$66.4 Million

Dairy Queen



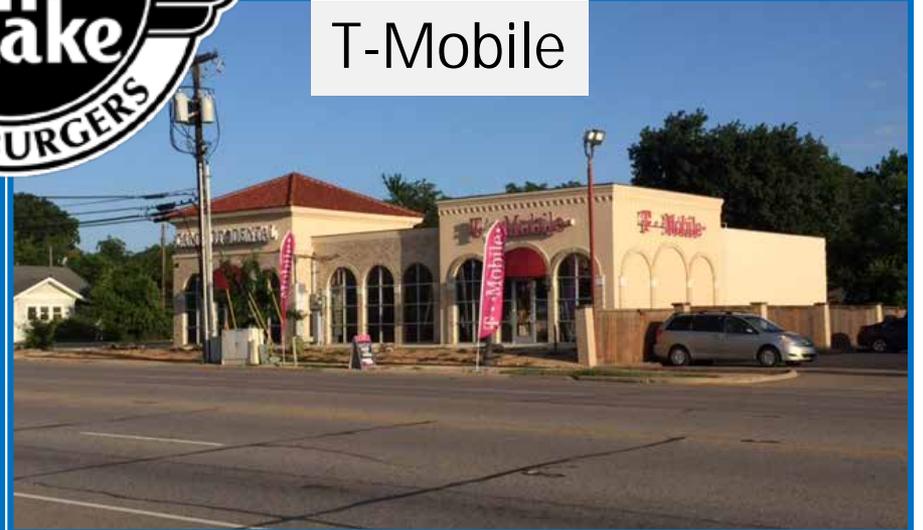
Wendy's



Chicken Express



T-Mobile





Retail / Commercial Development

Family Dollar



Snap-Clean



Lion Backers





Residential Development

Single Family, 61 Permits, \$12.9 Million





Residential Development

Spyglass, \$20 million, 185 Units





Residential Development

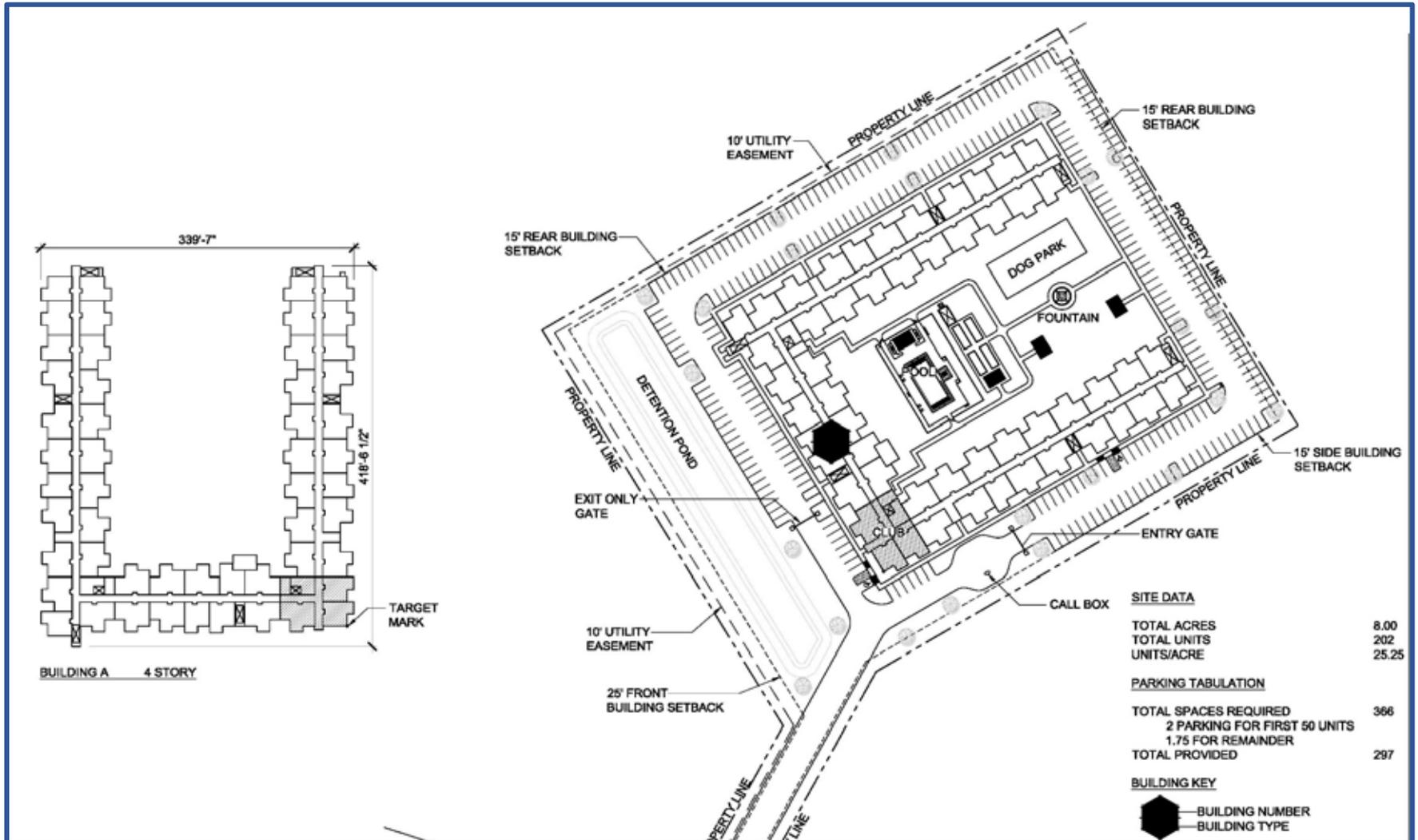
Villas, \$21.5 Million, 210 Units





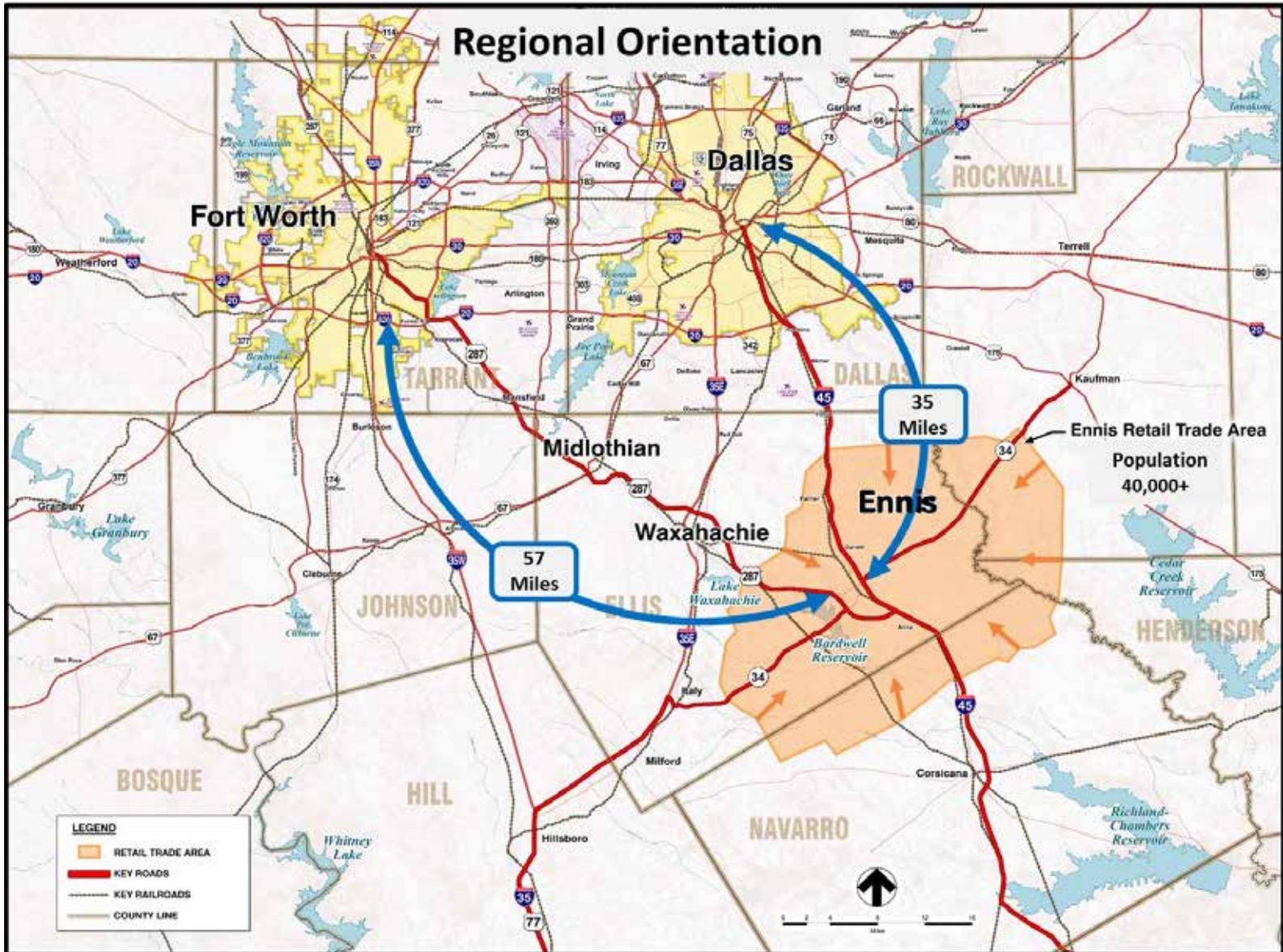
Residential Development

Senior Living, 4 Story, 200 Units



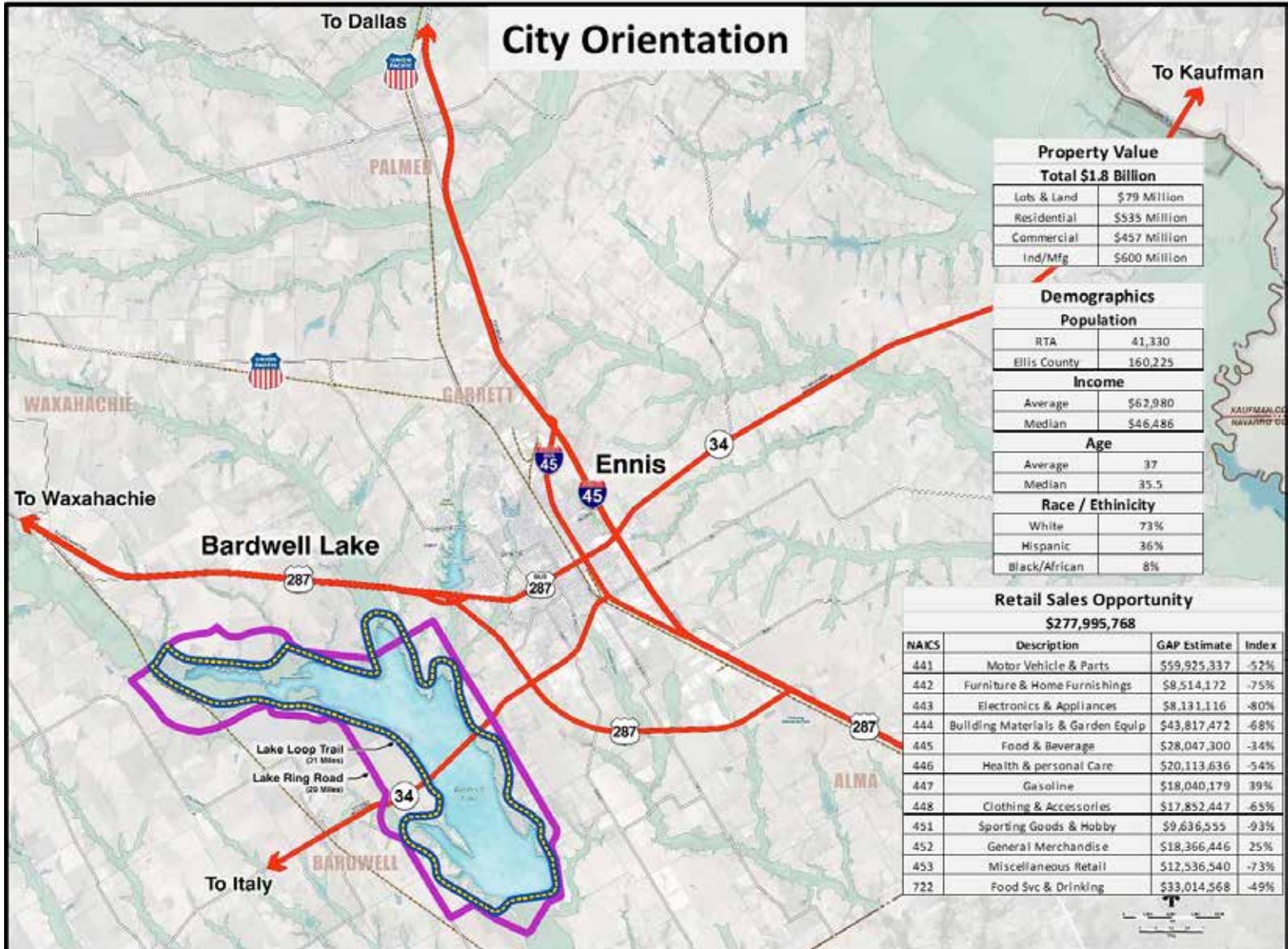


Bardwell Lake Development



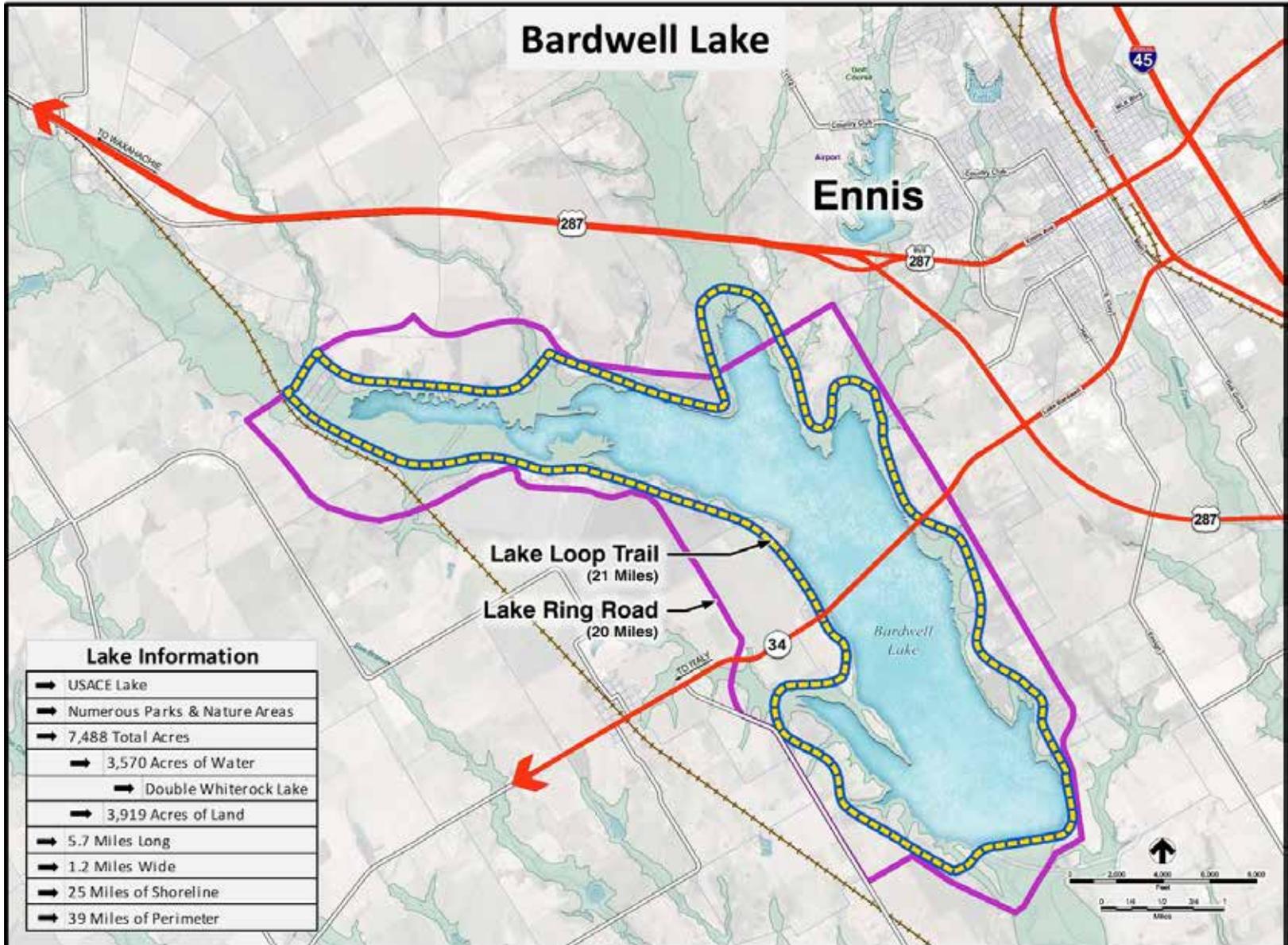


Bardwell Lake Development



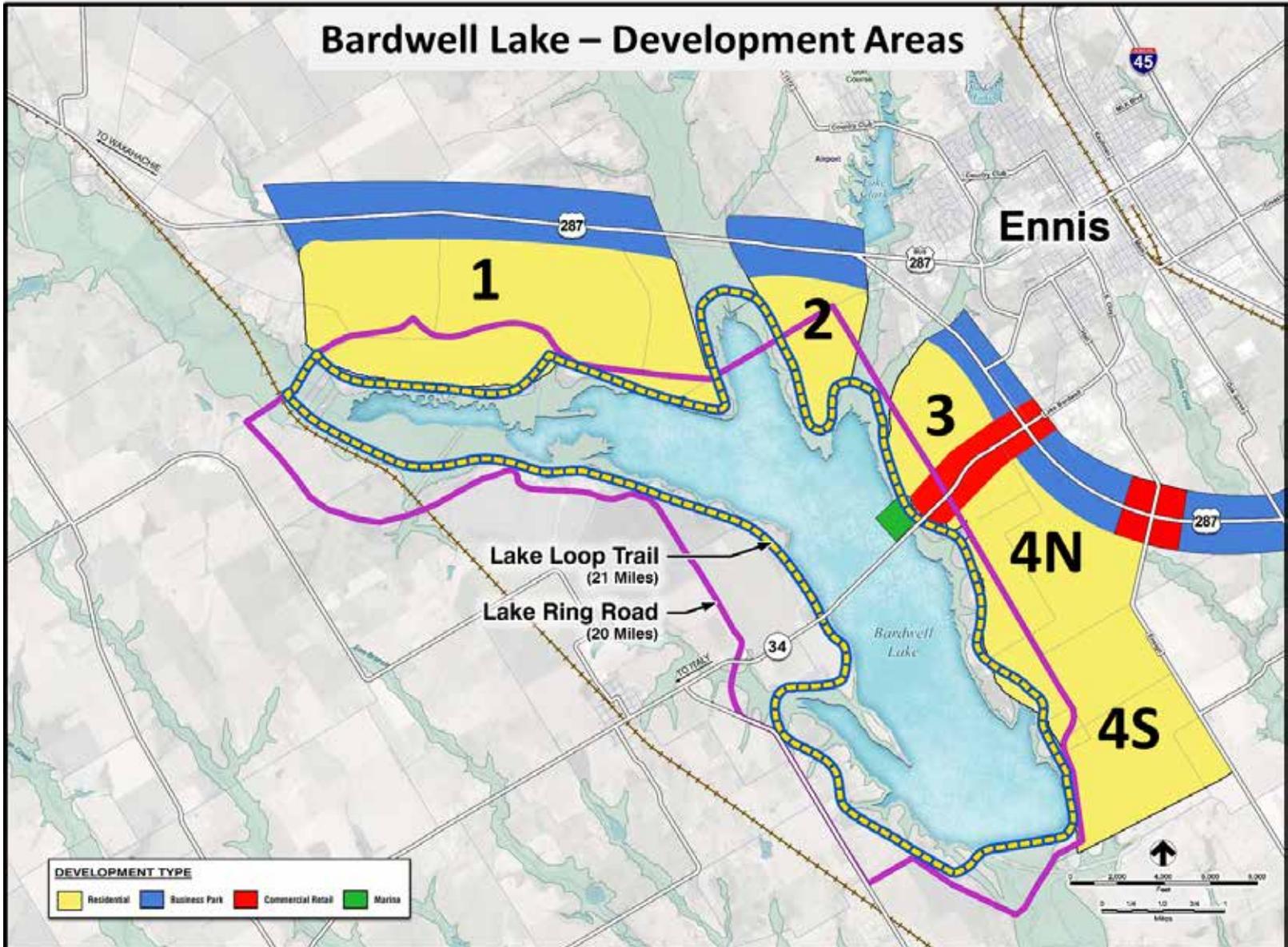


Bardwell Lake Development





Bardwell Lake Development





Bardwell Lake Development

Development Area 3

Residential – Single Family

- 100 Units (3,000+ sf)
- 750 Units (1,800+ sf)



Residential – Multi

- 750 Units



Retail / Commercial

- 300,000+ sf



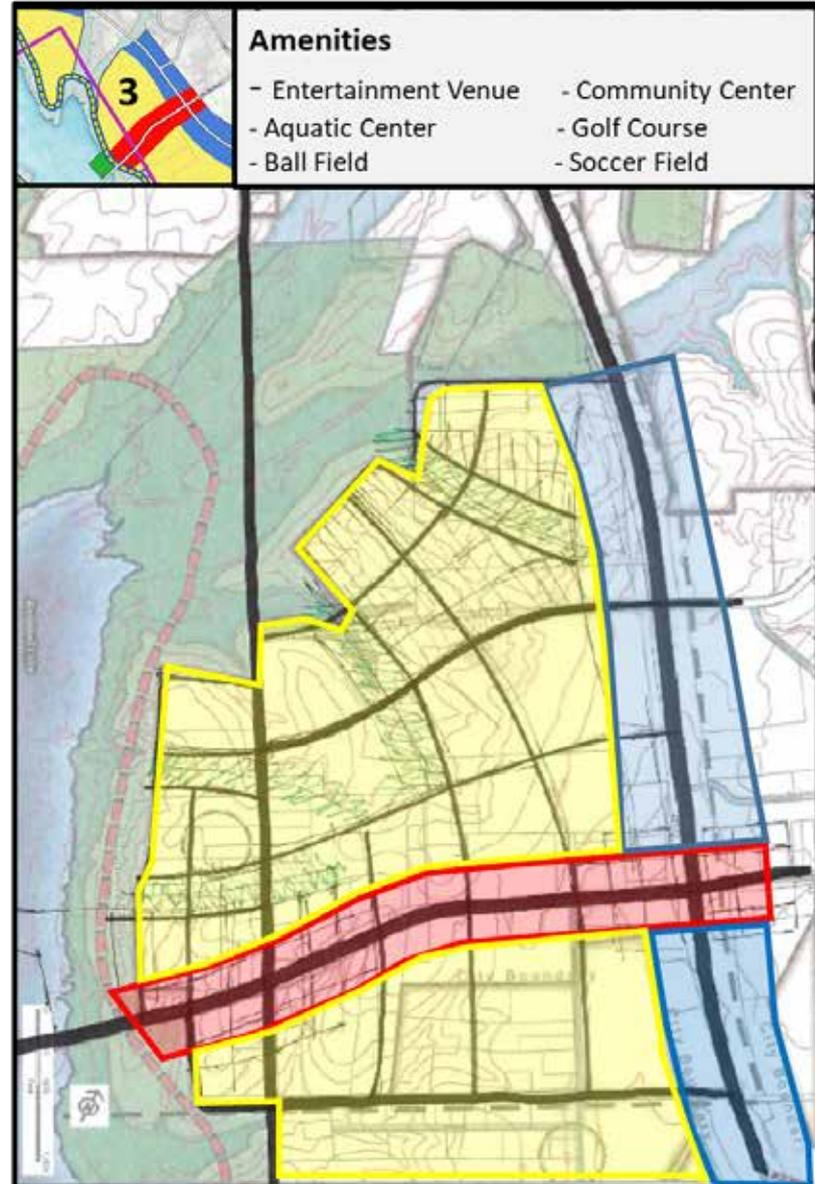
Business Park

- 1,000,000+ sf



Outdoor Recreational

- 750+ Acres





Bardwell Lake Development

Illustrative Plan





Ennis is AWESOME

