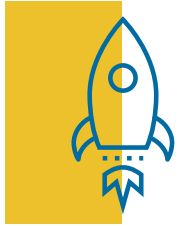


Implementation



The Mineral Wells Economic Development Strategic Plan is a comprehensive document. It would be impossible to implement each strategy immediately. Rather, implementation of the strategies and recommendations identified in this plan is expected to occur incrementally over time and through close collaboration and cooperation among a number of partners along utilizing a variety of funds and resources.

Recommendations related to organizational structure are considered a top priority for the community and should be undertaken first, as the organizational structure serves as the foundation to support the economic development recommendations identified in this plan. Getting the organizational structure fully in place will require time and appropriate funding. As an interim step, the City may choose to hire consultants or use other parties to facilitate the process and to temporarily fill the Economic Development Director and Planner roles.

Beyond the organizational structure, the strategies and recommendations identified in this Plan are intended to be flexible to allow for changes in circumstances or availability in funding, resources and private/public investment opportunities. For example if funding becomes available for a certain project/program or a private investor comes in with a new opportunity, priorities may shift.

The recommendations have been prioritized as immediate, mid-term and long-term and are based on community input as well as on level of funding and resources needed.

Priorities Immediate

Category	#	Recommendation	Lead	Partners	Funding Level	Potential Funding Sources
Organizational	1	Establish an Economic Development Corporation	City Manager, Finance Director		\$	General Fund, Type B Funds
Organizational	2	Employ an Economic Development Director	City Manager, Finance Director		\$\$	General Fund, Type B Funds
Organizational	3	Employ an Urban Planner	City Manager, Finance Director		\$\$	General Fund
Organizational	4	Strengthen and Focus the Chamber of Commerce	Chamber of Commerce, City		\$\$	Membership Dues, Fundraising, HOT Funds
Traditional ED Activities	5	Adopt a 380 Economic Incentives Policy	City Manager, Consultant, Economic Development Task Force		\$	General Fund (In Progress)
Traditional ED Activities	15	Complete a Comprehensive Plan for Mineral Wells	Planner		\$\$	General Fund, Type B Funds
Traditional ED Activities	6	Actively Invest Type B Funds into Eligible Projects	Economic Development Director		\$	Type B Funds
Traditional ED Activities	8	Aggressively Promote Opportunity Zones in Mineral Wells - Establish a Prospectus and Website highlighting	City Manager/Finance Director		\$\$	General Fund
Traditional ED Activities	12	Continue to Use the Texas Capital Fund	Economic Development Director		\$	Texas Capital Fund

Priorities Mid-Term

Category	#	Recommendation	Lead	Partners	Funding Level	Potential Funding Sources
Traditional ED Activities	16	Complete a Series of Specialized Master Plans				
	16	Airport Master Plan	Airport	Planner	\$\$	General Fund, Airport Resources
	16	Fort Walters Master Plan	Planner	ED Director	\$\$	General Fund, Type B Funds
Organizational	7	Use HOT Funds to Build the Brand and Place "Heads in Beds"	ED Director, Chamber of Commerce		\$	HOT Funds
Traditional ED Activities	9	Reconstitute a Portion of the Local Sales Tax to Economic Development	City Manager, Economic Development Director, Finance Director		\$	General Fund, Type B Fund
Traditional ED Activities	10	Expand the Use of Improvement Districts Where Appropriate	Economic Development Director	TIRZ Board	\$\$	General Fund, Type B Funds, TIRZ
Traditional ED Activities	11	Develop a Revolving Loan Fund and/or Microloan Program	Chamber of Commerce or Non Profit		\$\$ - \$\$\$	Local Lender, General Fund, CDBG
Traditional ED Activities	13	Welcome Crowdfunding Opportunities	Economic Development Director		\$	N/A
Traditional ED Activities	14	Leverage Federal, State, Local and Nonprofit Resources	Economic Development Director	Envision Mineral Wells, Chamber	\$	N/A
Traditional ED Activities	17	Promote Mineral Wells as a Natural Location for an Unmanned Aircraft Systems Cluster	Economic Development Director, Airport, Planner	Envision Mineral Wells, Chamber	\$\$\$	Type B Funds, General Fund, Airport, Private Investment, Texas Capital Fund

Priorities Mid-Term

Category	#	Recommendation	Lead	Partners	Funding Level	Potential Funding Sources
Traditional ED Activities	18	Promote Applied Biosciences as a Natural Growth Segment for Mineral Wells	Economic Development Director, Planner	Envision Mineral Wells, Chamber, MWISD	\$\$\$	Type B Funds, General Fund, Private Investment, USDA, Texas Capital Fund
Entrepreneurship & Small Business	20	Create the Critical Mass Needed for Downtown to Become a Destination	Economic Development Director, Main Street Coordinator		\$\$ - \$\$\$	General Fund, Type B Funds, TIRZ
Entrepreneurship & Small Business	21	Celebrate and Preserve the Unique Culture and Heritage of Downtown Mineral Wells	Main Street Coordinator, Economic Development Director, Chamber	Businesses	\$\$ - \$\$\$	General Fund, HOT Funds
Entrepreneurship & Small Business	22	Actively Experiment with Tactical Urbanism and Make Successes Permanent	Planner		\$\$ - \$\$\$	General Fund, AARP, Crowdsourcing, TIRZ
Health, Wellness & Tourism	32	Celebrate the Community Brand through Events, Activities and Festivals	ED Director, Chamber	Texas Parks & Wildlife, County	\$\$ - \$\$\$	HOT Funds, Sponsorships, General Fund
Marketing Mineral Wells	34	Create a Marketing Campaign to Boost Recognition of the Community Brand	ED Director, Chamber		\$\$ - \$\$\$	HOT Funds
Quality of Life	36	Develop a Facility for Production, Presentation and Promotion of Local Artists	Planner	Local Artists, Foundations	\$\$\$	General Fund, Arts Non-Profit Organizations, Arts Affiliated Foundations
Quality of Life	37	Integrate Art into Downtown and Throughout Mineral Wells	Planner	Chamber, Local Artists and Artist Groups	\$ - \$\$\$	General Fund, Arts Non-Profit Organizations, Arts Affiliated Foundations
Quality of Life	38	Promote Mineral Wells as "Arts Friendly"	ED Director/Planner/Chamber	Local Artists	\$	General Fund, Arts Non-Profit Organizations, Arts Affiliated Foundations

Priorities Long-Term

Category	#	Recommendation	Lead	Partners	Funding Level	Potential Funding Sources
Traditional ED Activities	19	Establish a Robust Business Retention and Expansion Program	Chamber	City, Businesses, ISD	\$	Chamber, Type B Funds
Traditional ED Activities	20	Prepare a Pivot Strategy to Be Competitive for Appropriate and Upcoming Industries	Economic Development Director, Chamber	Envision Mineral Wells, Airport, Businesses/Industry Leaders, Educational Institutions		
Entrepreneurship & Small Business	24	Develop a Business Graduation Program to Allow for Growth of Local Businesses	Planner		\$\$ - \$\$\$	General Fund, Type B Funds, TIRZ, Grants, EDA, USDA
Entrepreneurship & Small Business	25	Expand “Local First” and Similar Efforts to Support Local Small Businesses	Chamber of Commerce	Local Businesses	\$	Chamber, Type B Funds
Entrepreneurship & Small Business	26	Establish a Governing Structure Supportive of Small Business Development and Expansion	Planner/Economic Development Director		\$	General Fund, Type B Funds
Entrepreneurship & Small Business	27	Celebrate Innovation and Entrepreneurship	Economic Development Director/Planner/Chamber	Foundations/Entrepreneurs	\$\$	General Fund, Type B Funds, Grants, Foundations & Sponsorships
Entrepreneurship & Small Business	28	Create an Incremental Development Program to Grow a Local Development Community	Economic Development Director	Incremental Development Alliance	\$\$	General Fund, Type B Funds
Entrepreneurship & Small Business	29	Establish an “Education Hub” Aimed at STEM Professions, Continued Education and Entrepreneurship	Economic Development Director/Planner/ISD		\$\$\$	ISD, Community College, Foundations, Type B Funds

Priorities Long-Term

Category	#	Recommendation	Lead	Partners	Funding Level	Potential Funding Sources
Entrepreneurship & Small Business	30	Develop a Makerspace to Promote Innovation and Entrepreneurship	Economic Development Director	Planner/ISD/Community College	\$\$\$	Type B, ISD, Community College, Foundations, Grants, Private Investment, Angel Investing
Health, Wellness & Tourism	31	Pursue and Incentivize Businesses that Embody the Community Brand	Economic Development Director		\$-\$\$\$	Type B, 380 Agreements
Health, Wellness & Tourism	33	Pursue and Implement Improvements to Enhance Regional Attractions	Economic Development Director/Planner	Texas Parks & Wildlife, Palo Pinto County, Parker County	\$\$\$	General Fund, Texas Parks and Wildlife Grants, County
Health, Wellness & Tourism	35	Extend the Brand into Surrounding Palo Pinto and Parker Counties where Appropriate	Chamber/Planner	Palo Pinto County, Parker County	\$\$\$	General Fund, County, HOT Funds
Quality of Life	39	Complete Public Improvements that Improve Local Quality of Life, Service Delivery and Community Image	Planner/Public Works/Parks		\$\$\$	General Fund, Grants
Quality of Life	40	Promote Housing Repair and Rehabilitation in Existing Urban Neighborhoods	Planner	Chamber of Commerce, Local Lenders		CDBG, General Fund, TxDOT
Quality of Life	41	Encourage New Residential Development that Incorporates the Character of Mineral Wells	Planner		\$\$\$	General Fund, TIRZ, Municipal Management District, Chapter 380