

Strategic Initiative – Economic Development

Bryan is an economically diverse and thriving community.

Key Result Area: City Wide Economic Development

Objectives:

- Encourage economic development opportunities in partnership with TAMU, Brazos County, RVP, BBC and St. Joseph Regional Health Care Center
- Assist in the creation of new jobs
- Aid in the expansion of current business
- Encourage residential development

Criteria:

- Maintain membership in the Home Builders Association
- Continued involvement in the RVP and the BBC
- Aid in streamlining development process

Performance Measures:

- New businesses and industry locating in Bryan/Texas Triangle Park
- BCAD appraisal values
- Economic indicators – permitting statistics, hotel/motel and sales tax
- Annual review of development process

Key Result Area: Bryan Business Council

Objectives:

- Encourage economic development opportunities within the Bryan Business Park
- Encourage economic development opportunities at Coulter Airfield
- Assist the RVP in recruitment of new industry
- Aid in the expansion of current business
- Explore opportunities to assist Texas Avenue property owners to market lease or sale their property

Criteria:

- Continued involvement in the RVP
- Market BBC assets
- Maintain a Coulter Airfield subcommittee

Performance Measures:

- New businesses and industry locating in Bryan and the Bryan Business Park
- BCAD appraisal values

- Economic indicators -Permitting statics, inquiries to the RVP, sales tax

Key Result Areas: Research Valley Partnership

Objectives:

- Encourage economic development opportunities in partnership with TAMU, Brazos County, BBC, St. Joseph Regional Health Care Center and the City of Bryan
- Assist in the creation of new jobs
- Assist the City in increasing property values
- Aid in the expansion of current business

Criteria:

- Continue to respond to RFP's for industry looking to move or expand in the State of Texas
- Continue to work with the City of Bryan to stay competitive in attracting new industry

Performance Measures:

- New businesses and industry locating in Bryan/TTP
- Report compliance annually to the City Council
- BCAD appraisal values
- Economic indicators -Permitting statics, hotel/motel and sales tax