

ANNUAL REPORT

BROWNWOOD MUNICIPAL
DEVELOPMENT DISTRICT

2023



CITY OF
BROWNWOOD
ECONOMIC DEVELOPMENT





It is the mission of the Brownwood Municipal Development District (BMDD) to aid the City of Brownwood and private or public entities in making the community a better place to live, work, visit and do business. To that end, the BMDD may help develop and support permissible projects that benefit, strengthen, and diversify the economic base of Brownwood. The BMDD maintains focus on both economic and community development, as these elements must work together for the community to thrive and grow.

FEELS LIKE HOME

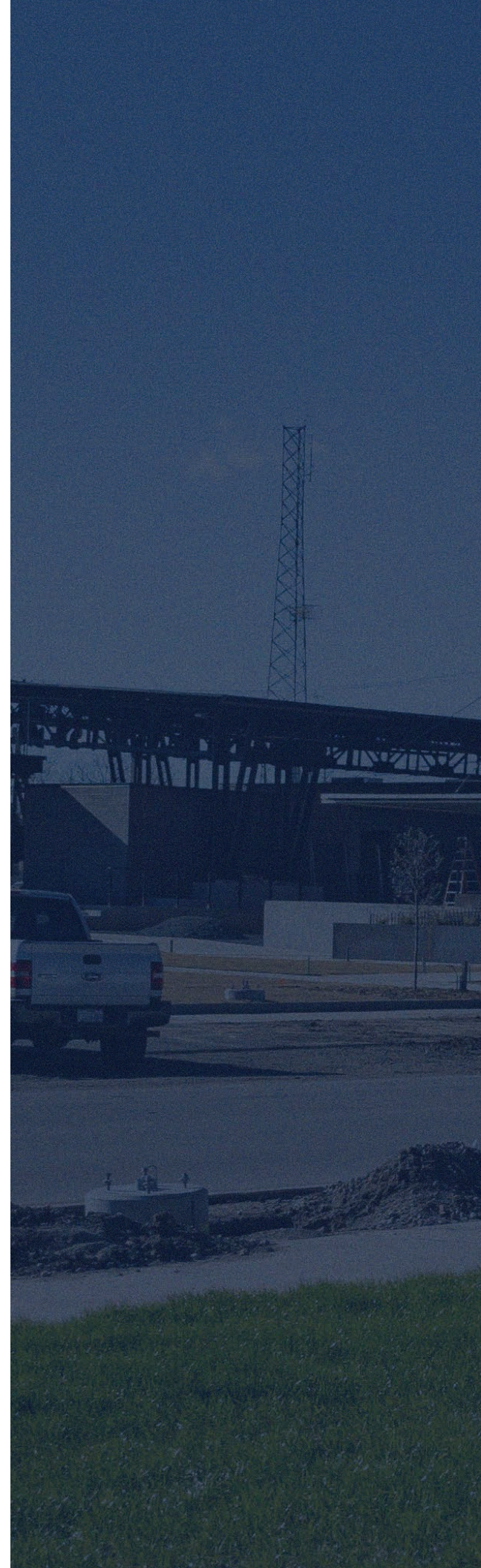


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OUR VALUES

The Brownwood Municipal Development District (BMDD) dedicates resources to several priorities to help maintain sustainable growth in the community. These priorities work together for overall local economic growth.

INDUSTRIAL DEVELOPMENT

The BMDD offers help to new industries entering the local market and works closely with existing industries to aid with business retention and expansion. The BMDD can assist with workforce development, infrastructure improvements, job creation or retention, and major expansion or development projects.

COMMERCIAL DEVELOPMENT

Through several programs, the BMDD can help new businesses enter the market or existing businesses expand. Programs such as the Building Improvement Incentive Program, development and infrastructure incentives, entrepreneurship and small business support, and more can assist a wide variety of businesses.

COMMUNITY DEVELOPMENT

The BMDD continues to support multiple community development projects to help improve quality of life and the economy of Brownwood. Development of the Brownwood Event center Complex is nearing completion. Resources are also being allocated for the development of new residential areas, parks improvements, beautification projects and downtown redevelopment.

MARKETING/PROMOTION

The BMDD works closely with partner organizations to help market Brownwood as a great place to live, work, visit, and do business. Development of the Visit Brownwood campaign, sporting event recruitment and retention program, retail recruitment and relocation assistance all help to tell the great story of Brownwood, Texas.

MISSION

- Continue to be the central contact for economic development activities in Brownwood
- Offer support to existing industry for business retention and expansion
- Explore and expand workforce development and skills training in Brownwood
- Support entrepreneurship and enhance small business resources
- Look for opportunities to create and retain jobs
- Sustaining sporting event recruitment and retention
- Invest in new residential developments
- Retail recruitment
- Continue to market Brownwood to industrial, retail, and other prospective businesses
- Partner with Brownwood Area Chamber of Commerce
- Continue Building Improvement Incentive Program
- Offer the Downtown Retail Opportunity Program
- Promote and revitalize Downtown Brownwood
- Explore new community development opportunities

KEY SERVICES



Hendrick Medical Center Brownwood

BMDD

The Brownwood Municipal Development District provides key services to promote economic growth and sustainability.

1

LOANS & INCENTIVES

We offer assistance to many sizes and types of businesses looking to grow and expand their operations in Brownwood, Texas.

2

CONSULTATION & EDUCATION

We can walk through the process of starting or expanding a business and connect anyone with an array of business resources.

3

MARKETING & PROMOTION

Promoting the community successes to new businesses, residents, and visitors is an important component of economic development.

4

SITE SELECTION

Finding the perfect location for a business is a key step for success. Our real estate resources and expertise can help.

BOARD & STAFF

The Brownwood Municipal Development District is governed by a 5-member Board of Directors who are appointed by the City Council. BMDD board meetings are held on the third Tuesday of each month at 1:30 p.m. in the City of Brownwood Council Chambers located at 501 Center Avenue.

DANIEL HUTSON

President

Senior Vice President-Commercial
Lender, First American Bank

LYNN DAY

Vice President

Manager,
United Supermarket

ASHLEY JAYNES

Board Member

Owner,
Earth & Noble/Pioneer Tap House

WESTON JACOBS

Board Member

COO,
Weakley Watson Hardware

JON OPLOTNIK

Board Member

Chevron Phillips
Chemical Company

RAY TIPTON

Executive Director

rtipton@brownwoodtexas.gov
325.646.9600

MARSHAL MCINTOSH

Deputy City Manager

mmcintosh@brownwoodtexas.gov
325.641.3745

ECONOMIC INDICATORS



SALES TAX

\$7,343,495

CITY OF BROWNWOOD

The City of Brownwood receives 1.5% of the 2% local sales tax for the city budget.

\$2,377,891

ECONOMIC DEVELOPMENT

The Brownwood Municipal Development District receives .5% of the 2% local sales tax for economic development.

	City Collection	BMDD Collection	Total
January	\$569,567.41	\$188,749.70	\$758,317.11
February	\$748,788.59	\$236,960.92	\$985,749.51
March	\$518,401.00	\$171,254.13	\$689,655.13
April	\$546,737.39	\$172,589.84	\$719,327.23
May	\$696,537.71	\$217,631.93	\$914,169.64
June	\$582,010.56	\$192,034.03	\$774,044.59
July	\$621,945.16	\$201,510.19	\$823,455.35
August	\$720,429.67	\$231,876.06	\$952,305.73
September	\$573,616.37	\$191,221.64	\$764,838.01
October	\$577,827.87	\$191,485.99	\$769,313.86
November	\$624,538.03	\$194,579.62	\$819,117.65
December	\$563,095.30	\$187,996.96	\$751,092.26
TOTALS:	\$7,343,495.06	\$2,377,891.01	\$9,721,386.07

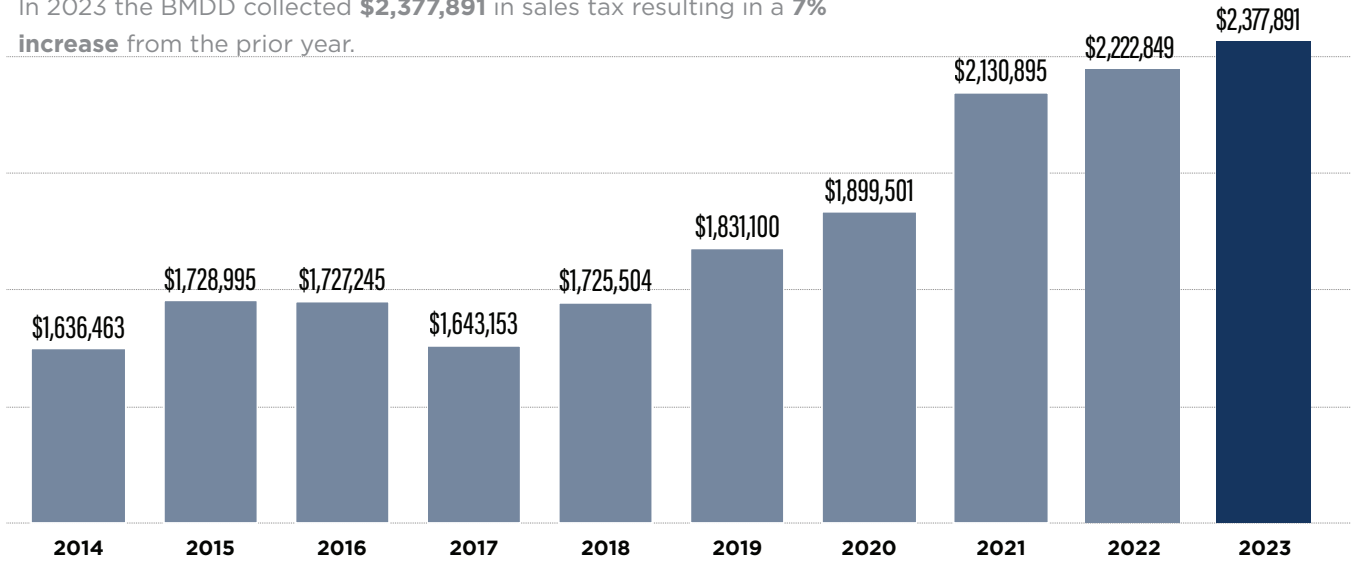
The Texas Comptroller reports monthly sales tax. Monthly reports reflect activity from two months prior, meaning that January numbers represent November sales activity.

\$9,721,386

Total sales tax collections for City of Brownwood and Brownwood Municipal Development District in 2023.

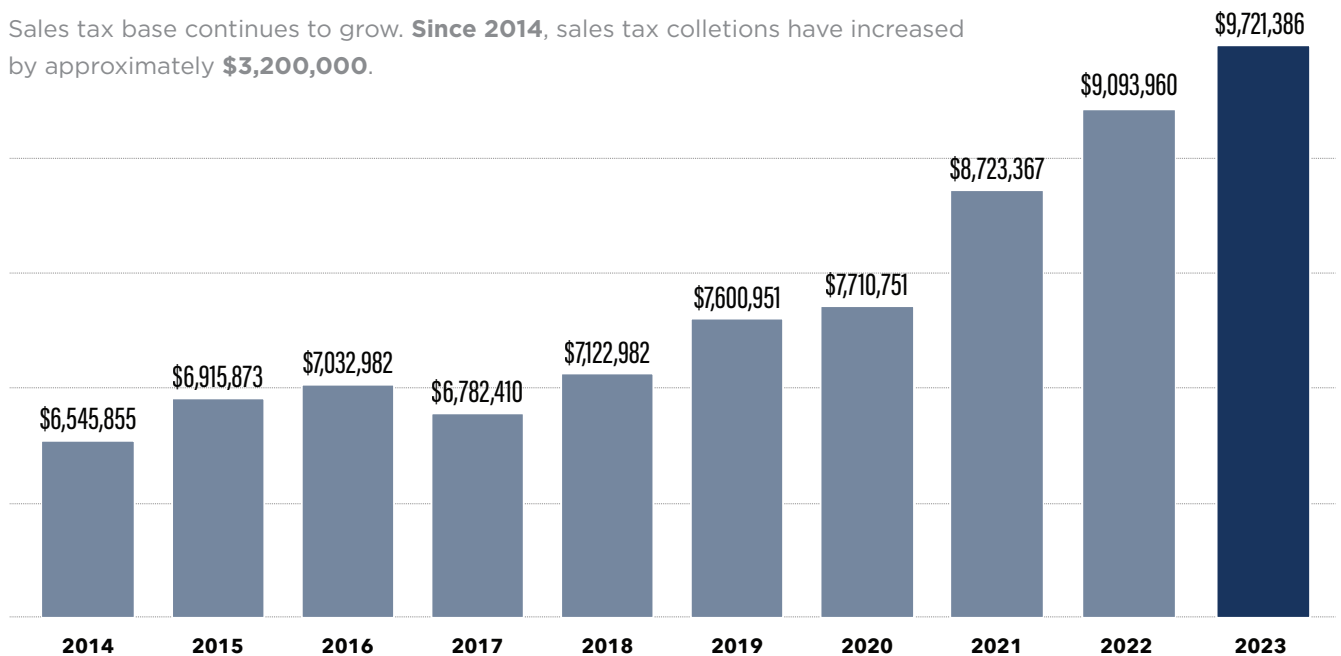
2023 SALES TAX COLLECTIONS | ECONOMIC DEVELOPMENT

In 2023 the BMDD collected **\$2,377,891** in sales tax resulting in a **7% increase** from the prior year.



2023 SALES TAX COLLECTIONS | CITY OF BROWNWOOD AND BMDD

Sales tax base continues to grow. **Since 2014**, sales tax collections have increased by approximately **\$3,200,000**.

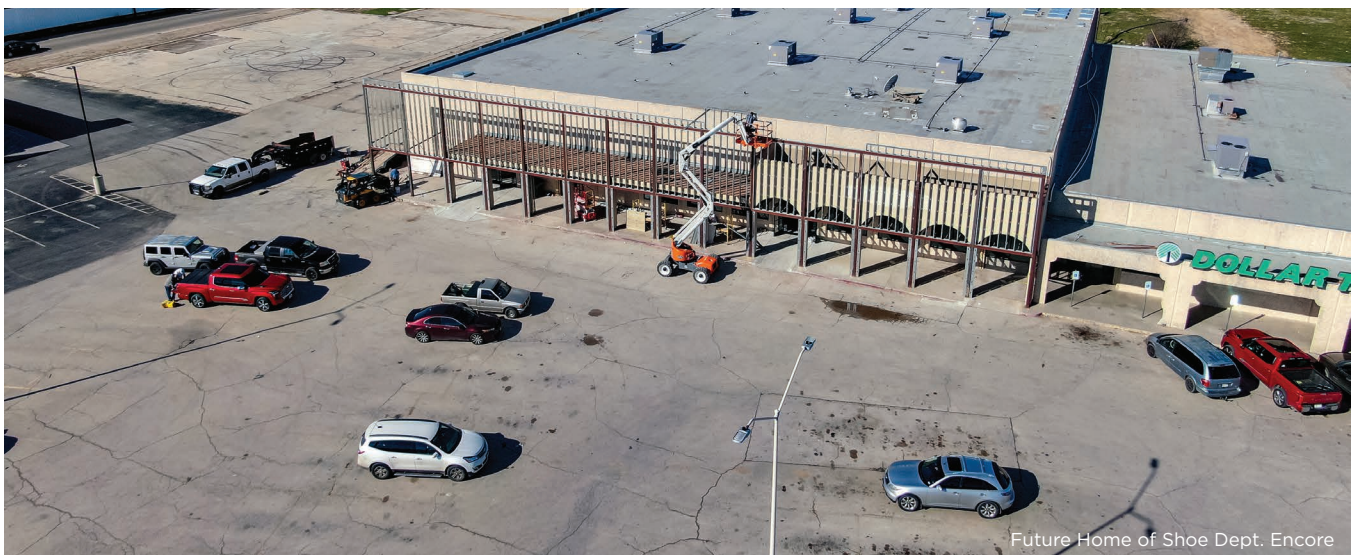
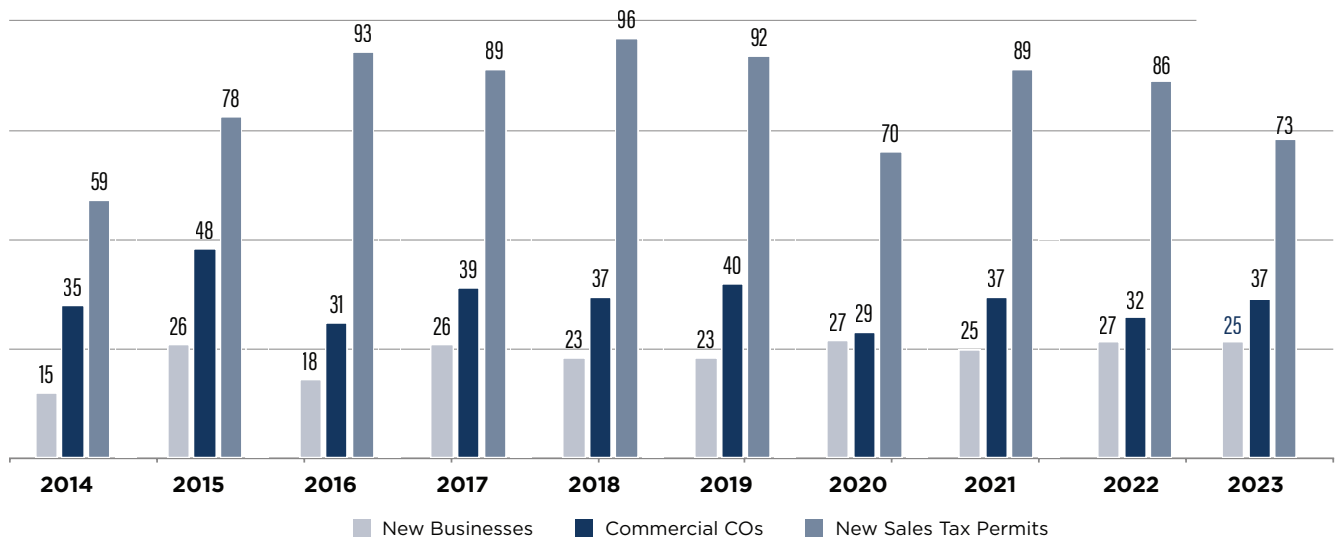


NEW BUSINESS ACTIVITY

Certificates of Occupancy (CO) for commercial properties are issued for new buildings or after a remodel, expansion, or a change in classification. In 2023, 37 commercial COs were issued, of which 25 were for new businesses.

Sales tax permits are issued by the State Comptroller’s office to individuals or businesses engaging in sales. The difference in sales tax permits over COs indicates the large number of “home-based” or non-store-front businesses applying for permits.

COMMERCIAL COS & SALES TAX PERMITS





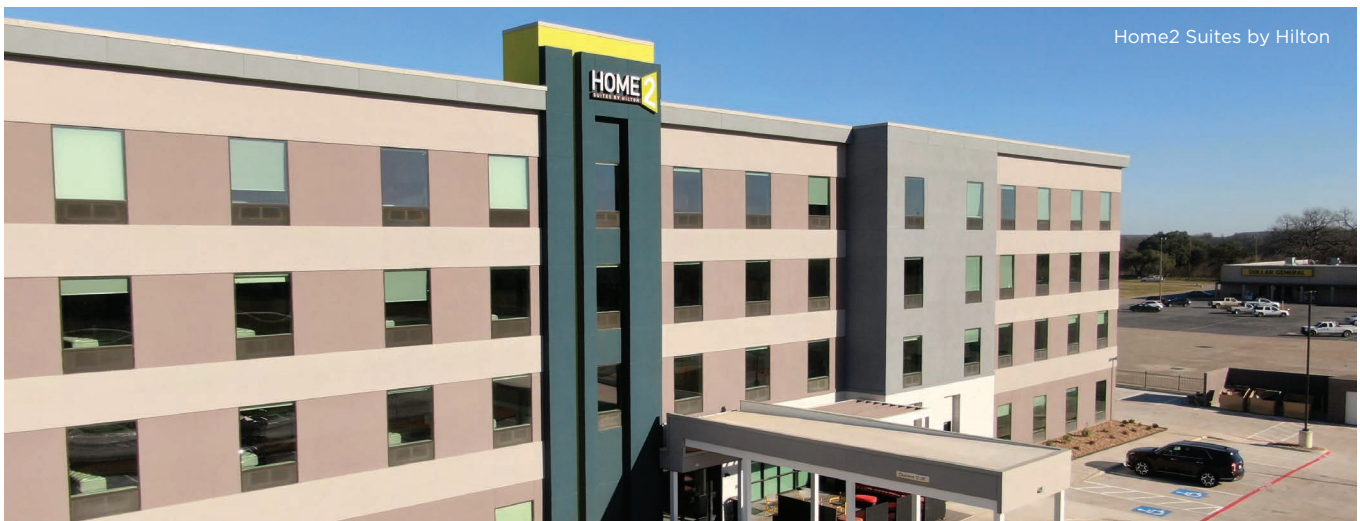
BUSINESS UPDATES

The BMDD and City of Brownwood assisted multiple businesses in 2023 to enter the market or expand. These new developments ranged from small locally-owned businesses to large companies with well-known brands.

NEW AND EXPANDED BUSINESSES

After starting construction in 2022, T.J. Maxx was able to open their doors in the Spring of 2023. They have proven to be a booming asset to the community. Freddy's Frozen Custard & Steakburger opened in

July of 2023. Home2 Suites by Hilton opened their doors in January 2024. Home2 Suites has 83 rooms, an outdoor pool, a fitness center, and other charming amenities.





SUPERIOR ESSEX PLANT EXPANSION

This investment will improve manufacturing equipment and build an additional 90,000 square feet adjacent to the current Brownwood plant, expanding the facility to more than 500,000 total square feet of production. The expansion will support new jobs as well as convert some existing jobs from legacy

OSP copper cable manufacturing to focus on optical fiber cables. The expansion also will incorporate green building practices – such as Power over Ethernet (PoE) lighting and the use of repurposed equipment – and explore the use of solar and battery power sources for the plant.



COMMUNITY DEVELOPMENT

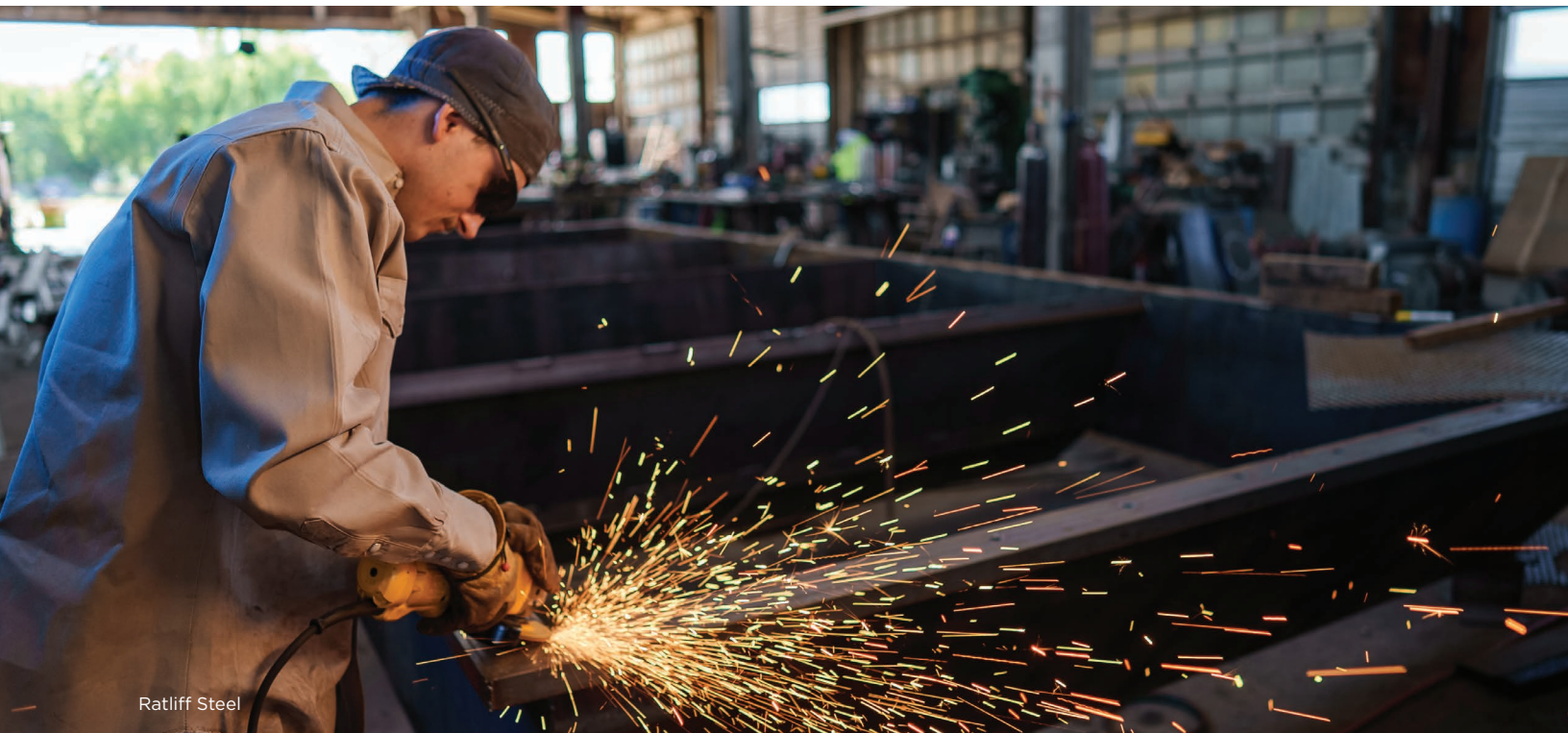
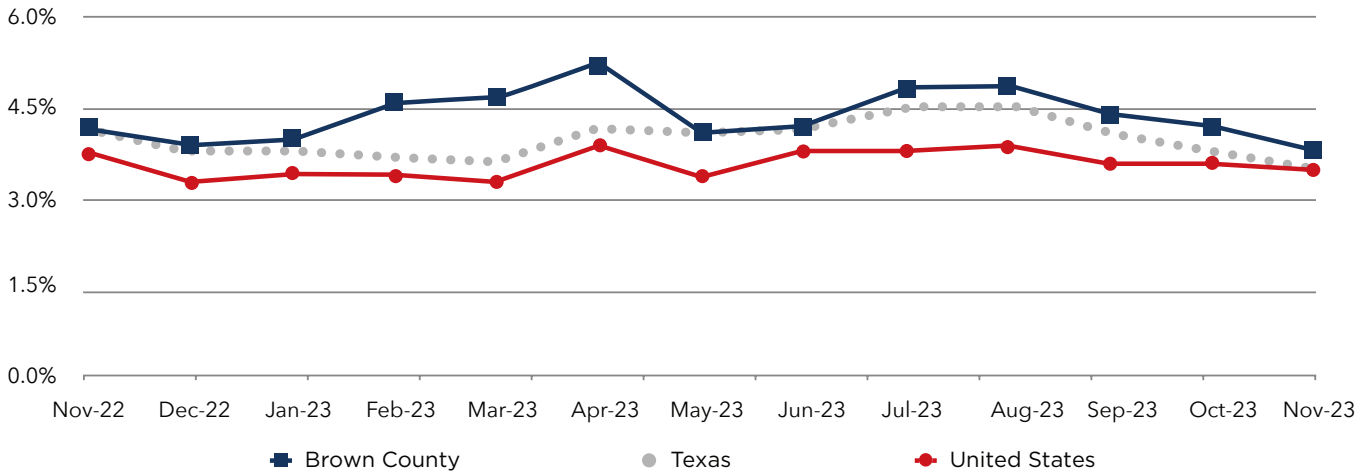
The BMDD and City of Brownwood continue to focus on Community Development to help improve quality of life for Brownwood's workforce and residents. BMDD sponsored the new pickleball courts at Coggin

Park, as well as finishing the housing project with Trafalgar to create 112 new housing units for the citizens of Brownwood.

EMPLOYMENT STATISTICS

A major indicator of employment data is unemployment claims.

The 2023 average unemployment rate for Brown County was **3.73%** which is about a **.5% improvement** over last year. A low unemployment rate is a positive indicator of a stable economy.

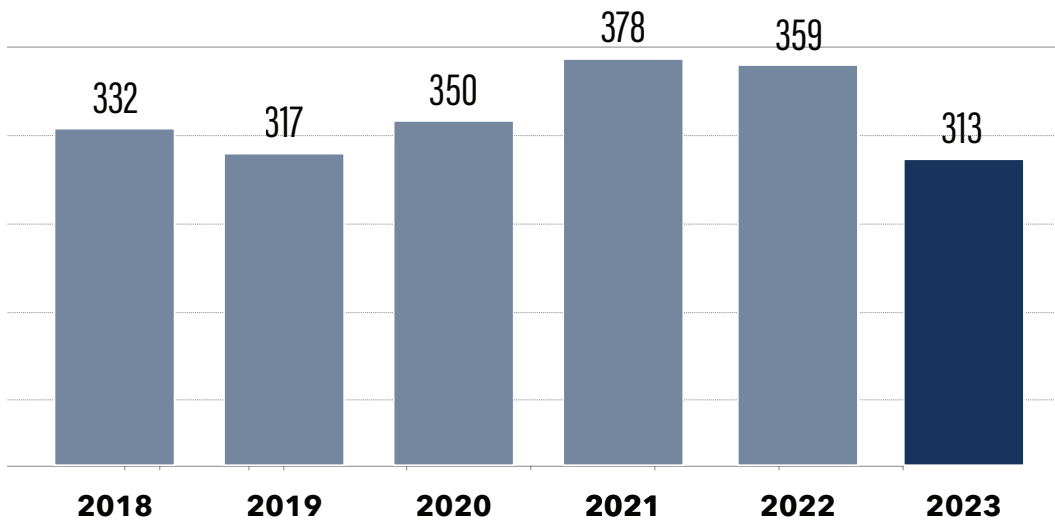


Ratliff Steel

REAL ESTATE

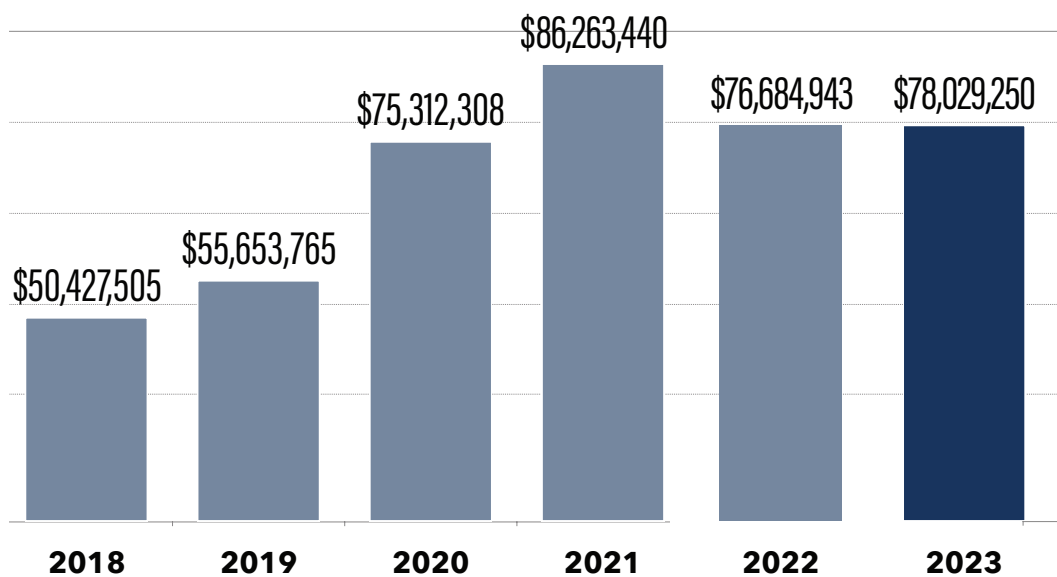
CLOSED REAL ESTATE SALES

There were 313 residential real estate sales in 2023 in the Brownwood city limits. Residential sales are tracked by the Heartland Association of Realtors.



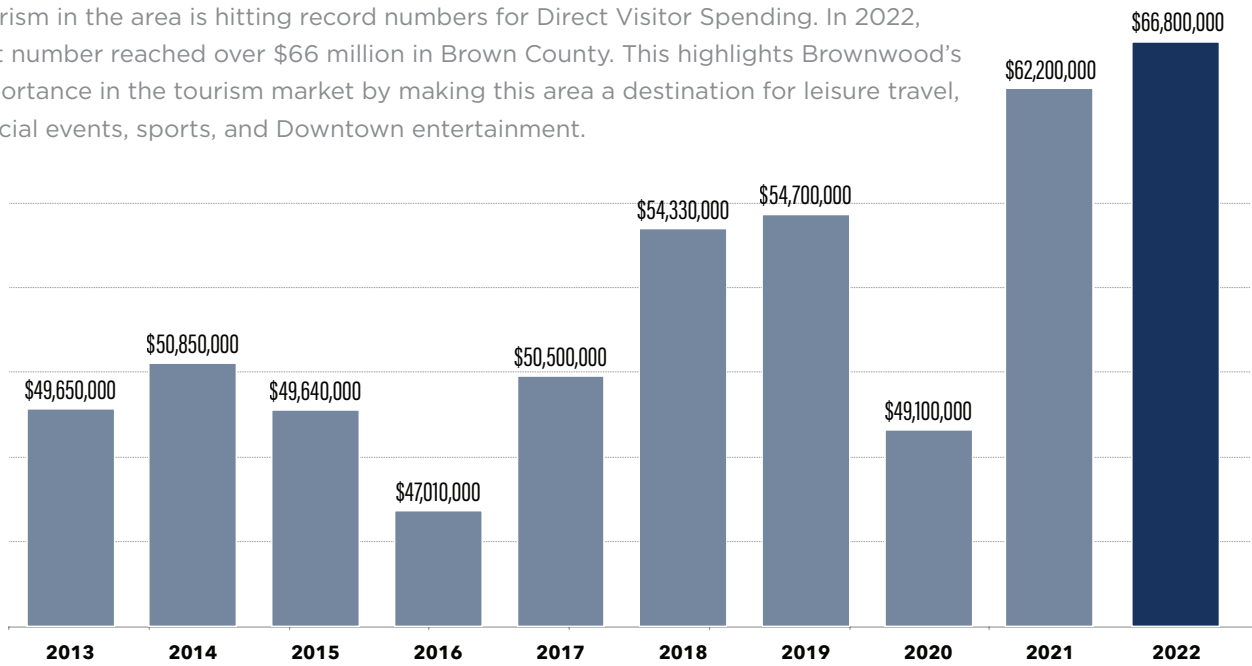
SALES VOLUME

Annual sales volume represented per year for the transactions within the City of Brownwood.



DIRECT VISITOR SPENDING

Tourism in the area is hitting record numbers for Direct Visitor Spending. In 2022, that number reached over \$66 million in Brown County. This highlights Brownwood's importance in the tourism market by making this area a destination for leisure travel, special events, sports, and Downtown entertainment.



Data prepared annually by Dean Ryan associates, Inc. for the Texas Travel. 2023 numbers are not yet available.

ECONOMIC IMPACT OF SPORTS TOURISM IN BROWNWOOD

In 2023, Brownwood hosted or supported 38 sporting events, which generated an estimated \$2.8 million in economic impact for the city. These events accounted for 8,839 hotel nights, and brought 49,157 visitors to the city limits. Brownwood was also hosted the #2 Trending event (TexasBank Holiday Classic), is #1 Trending Destination, and has the #3 Trending Facility (Brownwood Coliseum) based on PlayEasy.com analysis.



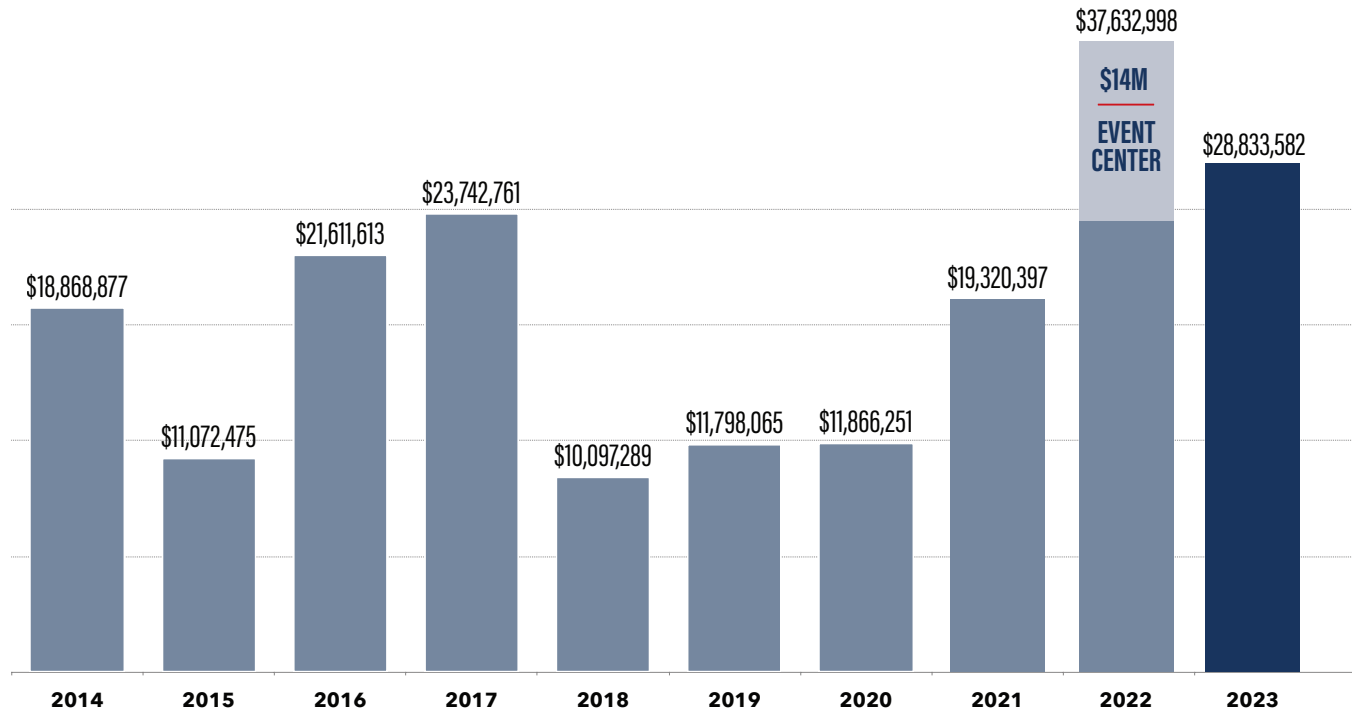
Bert V. Massey II Sports Complex



Brownwood Coliseum

ANNUAL BUILDING VALUATION

Annual Building Valuation is tracked by the City of Brownwood Development Services Department and represents residential, commercial, and infrastructure construction inside the city limits. In 2023, The City of Brownwood Annual Building Valuation totaled \$28,833,582.



Represent residential, commercial, and infrastructure construction inside the city limits





COMMUNITY PARTNERS

Local Partners

- Brownwood ISD
- Brownwood Area Chamber of Commerce
- The Arts Council of Brownwood
- Brownwood Lyric Theatre
- Brownwood Industrial Foundation
- Downtown Brownwood Inc.
- Small Business Development Center
- City of Brownwood
- Brown County
- Howard Payne University
- Texas State Technical College (TSTC)
- Ranger College

Partnerships and collaboration are the backbone of success in economic development. One thing that sets Brownwood apart from other communities is the strong community partnerships, which garner the attention of out-of-town developers and companies. Strong ties with the local chamber of commerce, school districts, community groups, and non-profit organizations all help grow the economy and make Brownwood a great place to live, work, visit, and do business.

Regional: Texas Midwest Community Network, Workforce Solution of West Central Texas, West Central Texas Council of Governments, Big Country Manufacturing Alliance

State and National: Texas Economic Development Council, Innovating Commerce Serving Communities



MULTI-PURPOSE EVENT CENTER PROJECT

The City of Brownwood & the BMDD have partnered for the development & construction of a new multi-purpose event center project. The goal of this project is to create a new rentable multipurpose event space with indoor and outdoor components to help facilitate events and conventions that will create a positive economic impact on the local economy and business growth.



EVENT CENTER BANQUET HALL & MEETING SPACE

Originally built as a warehouse for the Radford Grocery Company in the 1920s, the building has been converted into a multipurpose event center with spaces for regional gatherings, conventions, and breakout activities. The Brownwood Event Center Complex is ideal for banquets, weddings, and a multitude of other event types. The intent of the aesthetic is to bring in modern features while preserving the building's original industrial character.



PREMIER OUTDOOR STAGE/PAVILION AND REUNION LAWN

The Ice House Stage functions as a premier stage for large events, concerts, and covered pavilion for gatherings. The facility also serves as a spill-over outdoor space for the larger event center. The Ice House adjacent to the stage also contains support space and additional meeting rooms.

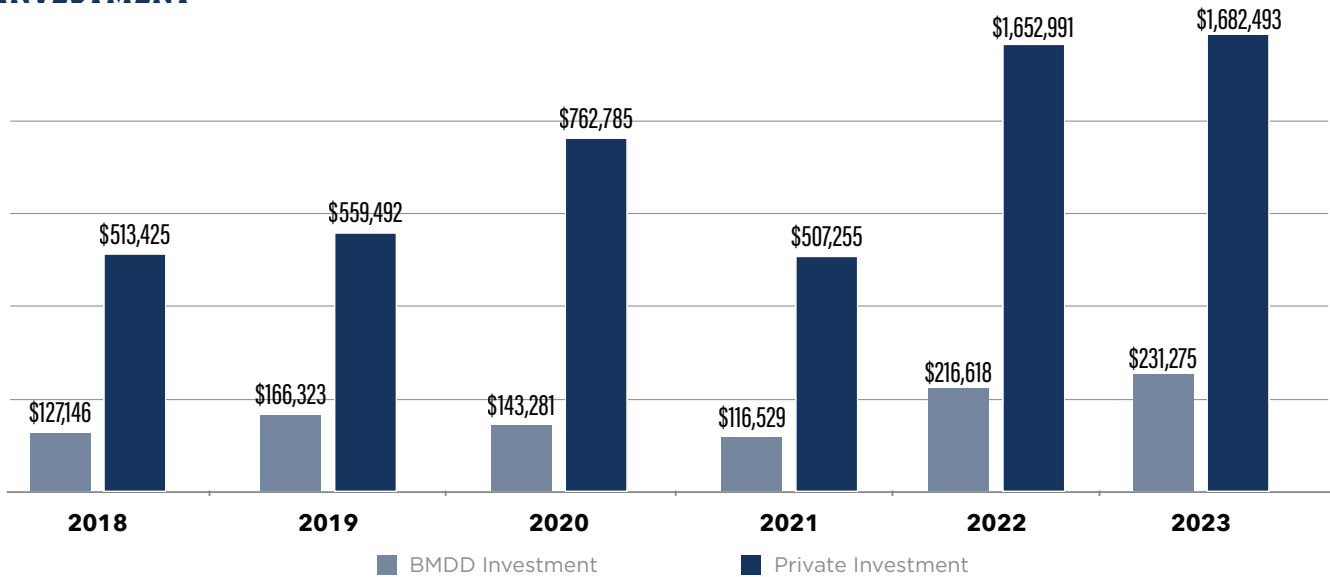
The large fenced viewing lawn will be fenced and will be available as a mini-festival ground for a variety of outdoor events. The open green space also includes connections for food trucks. Additional parking will be developed in surrounding City-owned property along with new property acquisition for expanded parking. For more information, visit brownwoodeventcenter.com.



BUILDING IMPROVEMENT INCENTIVE PROGRAM

The purpose of the Building Improvement Incentive Program is to provide business owners with an incentive of up to \$25,000.00 for approved improvements.

BMDD VS PRIVATE INVESTMENT



FUNDED 13 BIIP PROJECTS IN 2023 CALENDAR YEAR TOTALING \$231,275 IN BMDD FUNDING, WHICH RESULTED IN \$1,682,493 IN PRIVATE INVESTMENT.

PROGRAM GOALS

- Revitalize and improve the appearance of Brownwood commercial buildings to positively impact the aesthetics, marketability, and perception of the City of Brownwood while revitalizing downtown and major thoroughfares
- Serve as a catalyst for continued private sector investment through visible improvements
- Offer the private sector an incentive program to invest in Brownwood commercial buildings

MARKETING & PROMOTION

- Maintained membership with Innovating Commerce Serving Communities (ICSC), as well as year-round retail recruitment efforts with site selectors, brokers, and developers.
- Attended ICSC Red River conference to meet with brokers, landlords, developers, and other related retail industry professionals who attend the program to present their projects. This allowed us to network with retailers actively expanding in Texas to continue to promote retail growth in Brownwood.
- Promoted economic development through a newly redesigned, user-minded website: www.brownwoodbusiness.com. Our website serves as our visual gateway to promote the business advantages in Brownwood, Texas.
- Continued to utilize Facebook, Instagram, and LinkedIn Business pages as social media communication platforms.
- Heavily focused on Downtown promotion, layering economic incentives with visual marketing to help change perception, and promote the revitalization of downtown.
- Lead for tourism efforts including website, Facebook, and Instagram for Visit Brownwood campaign to attract additional tourism and promote Brownwood as a tourism destination.
- Emphasized video communication strategies by launching a series of videos to promote shopping local, economic development highlights and tourism.



OVERVIEW

Brownwood Municipal Development District (BMDD), a political subdivision of the State of Texas and of the City of Brownwood, is funded by a half-cent sales tax for the purpose of financing economic development, diversifying the economic base of the community and improving quality of life. The BMDD was created under Local Government Code Chapter 377, Municipal Development Districts.

The BMDD continues to focus on programs and initiatives which help support Brownwood's major employers and offer assistance with expansion projects, infrastructure needs, and workforce development and training.

This is balanced with a community development mindset to help improve the quality of life for area employees and residents. Areas of focus include retail recruitment, housing, Downtown revitalization, and development of an event center.

The BMDD continues to look for ways to help strengthen the local economy and support local businesses.

BROWNWOOD, TEXAS

Welcome to the best of both worlds - high tech manufacturing and hamburger joints; international business and Friday night football; multimillion dollar deals and downtown parades; excellent logistics and easy access. Centrally located to major markets, we invite you to discover what makes Brownwood a place you and your business can call home.



IN CLOSING

In 2016, the voters of Brownwood elected to convert their economic development organization to a Municipal Development District. This allows a more flexible and well-rounded approach to economic development. Part of the promise to the public during this conversion was to focus on new areas such as housing, downtown re-development and solutions to an event center. The Brownwood Municipal Development District has made some great progress in these areas as well as maintaining focus on traditional economic development needs such as manufacturing jobs, workforce development, targeted infrastructure projects and more. We are committed to growing the Brownwood economy in all of these areas to help further improve the community.



Brownwood Municipal Development District
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Year 2023
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