



# Hitchcock EDC - 2026 Work Plan

Vision: When seeking a location in Galveston County, the City of Hitchcock will be the location of choice for companies and families.

Mission: Lead the economic development efforts of the City of Hitchcock to recruit, retain, and expand high quality, high impact companies and projects, jobs, and talent to improve the quality of life and place for Hitchcock residents.

## Marketing-Business Development

### Target Industries

**GOAL:** Identify target industries and companies that will succeed in Hitchcock

#### Tactics

- Verify, update, and prioritize target industries and projects.
  - Proposed target industries and projects:
    - Grocery Store
    - Master Planned communities
    - Health Care Clinics and Hospital
    - Light Manufacturing
  - Initial efforts should be focused on the above targets.
  - Grocery Store:
    - Identify suitable sites.
    - Subscribe to Alpha Map and develop maps and data to support location.
    - Seek citizen support through petition to support Grocery store.
    - Utilize ICSC database to perform outreach to Grocery real estate contacts.
    - Seek input about sites & pitch from retail real estate brokers and experts.



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## Marketing

**GOAL:** Build brand awareness & communicate why Hitchcock is the location of choice for business success

### Tactics

- Develop collateral materials and purchase software and marketing databases.
  - Collateral materials needed: Develop new static map graphics, PowerPoint and proposal templates, presentation folder, tweak current logo and produce special logos and icons, trade show banners and table cover.
  - Purchase software: Alpha Map (for Retail), Robley, Breeze (HubSpot), LeqadIQ, LinkedIn Premium/Sales Navigator, Site Selection Consultant Database.
- Maintain an up-to-date website of relevant data, available properties and case studies.
- Communicate Hitchcock's assets and with representatives of GHP, the Governor's Office (TXEDT), Texas Economic Development Corporation and Team Texas/Texas Economic Development Council.
  - Make periodic visits (at least two per year) to GHP and Austin to make presentations.
- Post on social media (LinkedIn, Facebook, and You Tube) about Hitchcock's economy, assets, and available properties.
- Focus efforts on engagement of local and regional real estate community, keeping them informed of opportunities and recent advancements in the Hitchcock area economic development landscape.
- Join Team Texas.

## Recruitment Outreach

**GOAL:** Connect with viable companies to locate in Hitchcock

### Tactics

- Participate with the Greater Houston Partnership, the Governor's Office, and Team Texas to leverage outreach at industry trade shows, conferences and other external venues or marketing missions.



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- Lead generation via
  - Outreach to C-level executives living in Hitchcock (Harborwalk) to relocate their businesses locally.
  - Digital Marketing, CRM, Events, Referrals, Commercial Brokerage Community.
  - Trade shows/events: Retail Live, ICSC Red River, Commgate, Team Texas Events.
- Regularly schedule and conduct direct prospect meetings to meet with viable recruitment prospects.

## Key Influencer Outreach

**GOAL:** Build relationships with influencers and advisors to business location decisions

### Tactics

- Assemble and maintain a comprehensive Key Influencer database of site selection consultants, real estate tenant representatives and other key influencers to the site selection process. Prioritize contacts by industry focus. Gather intelligence as to their preferences for communications.
- Develop a Priority Key Influencer Portfolio for regular, personal outreach via email, personal notes, calls and visits.
- Host regional real estate brokers and developers for meetings and tours to promote new developments and opportunities.
- Participate in site selector-specific national events:
  - Partner with GHP, other Regional Economic Development Groups and Team Texas and the Governor's Office for site selection consultant events.
- Attend and present at regional Commercial Broker events (Bacren, Commgate)

## Retain & Expand Local Employers

**GOAL:** Perform outreach to local employers

### Tactics

- Conduct online research of local employers and their respective industries. Track companies for company changes and recognition. Utilize LinkedIn, Google Alerts, and other research tools to enhance information captured.



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- Conduct 25 in-person meetings with assistance from Hitchcock Chamber of Commerce Volunteers and HEDC Board Members at company locations with every office/industrial employer annually. Gather feedback on business climate, issues challenging employers and connecting employers to pertinent resources for solutions.
  - Provide business interview training for Chamber volunteers.
  - Utilize successful previous interview contact methods to engage with existing companies.
    - Gather intelligence about perceptions of Hitchcock as a business location. Inform on misperceptions.

## Competitiveness

There are many factors that impact business growth and success in a community. Local businesses often look to EDCs to advocate on their behalf for enhancements to the business climate and these factors. Effective EDCs also work to address weaknesses to improve competitiveness for business recruitment. With the fast growth experienced in Hitchcock, it is especially important to stay on top of infrastructure and mobility issues.

## Talent

**GOAL:** Connect employers to Talent and training resources to compete globally

### Tactics

- Link employers with training resources to upskill candidates and incumbent workers.
- Advocate with employers for enhancements to training and education resources to better align to evolving employer needs.
- Continue to support EDC workforce/education grant programs in budget and formalize a grant application process.

## Real Estate

**GOAL:** A comprehensive real estate portfolio to competitively meet the needs of expanding businesses and prospects



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## Tactics

- Present available sites and buildings on EDC website utilizing LOIS. Partner with BAHEP & listing agents and owners to maintain current information.
  - Consider drone flights and photography for properties.
- Upload properties and content to specialty databases such as
  - ICSC Property Database, Lasso.
- Analyze available real estate products with needs of prospects and expanding local employers to identify gaps and potential for spec buildings. Encourage developers to build products that address these gaps and typical operations of target industries.
- Consider engaging with Site Selector's Guild Site Redi Program for industrial tracts.
- Continue to support Downtown Development Plan and Vision
  - Support TXDOT Sidewalk Project
  - Prioritize Downtown Infrastructure Projects for future grant funding.
  - Identify and seek grant funding and support City on planning.
  - Expand Downtown District
  - Consider new Downtown Branding Ideas and Quality of Place Initiatives
    - Signage, painting, garbage cans, cleanup, landscaping
- HEDC owned buildings:
  - Perform architectural/engineering and cost analysis on buildings to prepare for selling or leasing of buildings.
  - Hire targeted realtors to represent properties for sale/lease.

## Infrastructure

**GOAL:** System capacity to accommodate growth and sites with ready-to-go infrastructure

## Tactics

- Inventory infrastructure needs and prioritize for areas where business growth is stymied due to infrastructure constraints.
  - Develop probable cost scenarios and research funding opportunities.



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- Build relationships with agencies and contacts to raise awareness of infrastructure needs.
- Show economic impact (current and potential missed opportunities) if infrastructure needs not addressed.
- Identify potential funding sources and seek funding.

## Mobility

**GOAL:** Improve resident and worker access to employment and amenity areas

### Tactics

- Build relationships with elected officials, transportation agencies and the state for planning and funding improvements.
- Identify potential funding sources for improvements and advocate for funding.
- Support/partner with area mobility organizations to advocate for mobility plans and improvements.

## Incentives

**GOAL:** Develop a competitive portfolio of incentives to entice business investment and job growth

### Tactics

- Develop and approve incentive guidelines for the following programs:
  - Chapter 380, Chapter 312 - Property Tax Abatement, Direct 4A, Public Improvement District, Municipal Management Districts
- Research status of Foreign Trade Zone (FTZ) at Blimp Base and promote FTZ to existing businesses.
  - Engage with Port of Galveston and Blimp Base
- Connect with financial agencies involved to understand potential for deploying incentives for the following programs: Empowerment Zone, New Markets Tax Credits, HubZone etc.



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- Permitting: research other “user-friendly” City permitting practices and develop structural and non- structural approaches to improve permitting times and processes. Consider including accelerated permitting as an incentive.

## Organization

Only an effective organization can take on all the prioritized strategic initiatives for the Hitchcock 2030 Plan. This section of the plan addresses working smarter with better organization, leadership, and efforts to increase resources.

## Governance

**GOAL:** Develop structure and officers organized for highest impact to achieve goals

### Tactics

- Appoint new board members to replace outgoing board members in October 2025.
- Consider appointing Secretary and Treasurer.
- Conduct orientation with new directors.

## Operations

**GOAL:** An organized and first-class office with regular oversight of plan implementation

### Tactics

- Hire part-time assistant to assist Executive Director with administrative activities.
- Training
  - Staff to attend Open Meetings Act and Sales Tax Training with TEDC.
  - Join Texas Downtown Association and staff attend special training.
  - Join International Economic Development Council.
  - Consider TEDC Board Training and some Board attendance at TEDC Regional meetings.
- Regularly review metrics of plan accomplishments, analyzing to identify reasons for success or failure and adjust plan, if necessary.



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## Communications

**GOAL:** Increased understanding of the HEDC and City and HEDC accomplishments

### Tactics

- Make regular presentations to City Council and Civic clubs on HEDC activities.
- Conduct Economic Impact Analysis of Projects and Prospects.
- Write news releases and distribute to news media outlets.
  - Develop a current distribution list of media contacts for general news and business editors.
  - Write news releases on expansion and recruitment wins; latest programs and initiatives; unique events; recognition of local companies and EDC efforts; stories about local companies on products or activities that tie to national news.
  - Self-publish news releases on website, with shorter versions on social media, including links to full articles and/or other relevant information.
- Prepare and regularly distribute quarterly newsletter.