



New Array of Businesses Benefit Local Citizens

by Janet Doleh

Better medical services. New restaurants. An innovative movie complex. And a sports complex that will become one of the Dallas-Fort Worth Metroplex's most exciting attractions.

These projects and much more are in the works for our local communities of Sachse, Wylie, Murphy and Lavon. The phenomenal economic development in all four cities has been managed by visionaries who work to instill a pro-business climate with layers of support for incoming and existing businesses. Their ongoing efforts are bringing business/retail/recreation development to a new level, which means better options for citizens looking for employment and all-around higher quality of life for us all.

At the helm of business development in each city is an Economic Development Corporation with a director and a board of citizens. They partner with their City Council, Chamber of Commerce, and school system to create a welcoming pro-growth environment for newcomers. Working with budgets determined by a portion of their city's sales and use tax, the EDCs have been able to fund infrastructure projects such as road and utility expansion as well as a variety of grants, incentive packages, and other tools needed for a healthy business climate. Carlos Vigil is Sachse's Economic Development Director; Kristen Roberts is Murphy's Director; Sam Satterwhite is Wylie's Director, and Kay Wright is Lavon's EDC president. They each recently gave an update on what's new in their cities.

Sachse: Expansion from the Toll Road to Highway 78

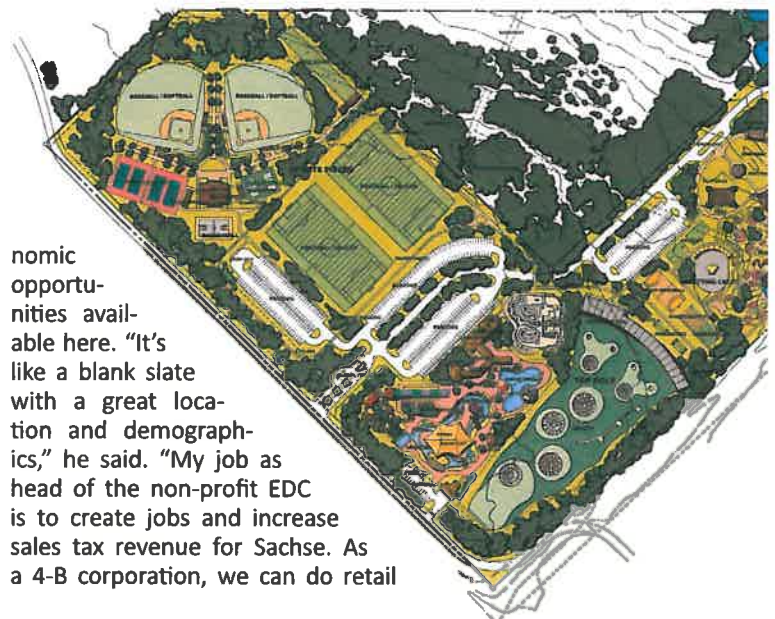
"Having two exits off of the George Bush Toll Road opens up many possibilities for Sachse," said Vigil. "We plan to develop a 70-acre recreation and entertainment venue, the Sachse

Sports Station, over the next two years. It will offer 42 different sports and activities, restaurant pads, and a conference center. Sachse will be more attractive as a destination with shopping, activities, restaurants and entertainment."

Vigil, who has been in city government since 1988 and earned graduate degrees in Land Development and Community Development, came to Sachse because of the open-ended eco-

SACHSE SPORTS STATION MASTER PLAN

SACHSE, TEXAS



omic opportunities available here. "It's like a blank slate with a great location and demographics," he said. "My job as head of the non-profit EDC is to create jobs and increase sales tax revenue for Sachse. As a 4-B corporation, we can do retail

Lake Pointe Medical's Wylic Medical Plaza is now open.



and public projects. We get ½ cent sales tax revenue to use for marketing, recruitment, operations, and promotions."

Along with other city leaders, Vigil saw the potential for attracting investment in a large venue accessible from the toll road. The Sachse EDC hired the consultant who designed Six Flags in Arlington to do the Sachse Sports Station conceptual drawing. The plan is for it to be a totally enclosed facility, complete with tennis courts, soccer, basketball and baseball facilities. Top Golf, a water park, skating trails, disc golf, ziplines, an obstacle course, trampolines, indoor activities such as table tennis and billiards, and more. With lots of parks, the facility is designed to have a low impact on the environment.

"The Sachse Sports Station will be a family friendly destination with something for everyone," Vigil said.

Besides the Sachse Sports Station, other projects are shaping Sachse's growth and progressive image. "Several new businesses have opened in the last year, many along Highway 78," Vigil said. "With Wal-Mart coming this year, we expect a lot of other businesses to follow. We are improving the signage, landscaping and intersections as we create a uniform look along Highway 78."

Using funds from a sign grant and a façade improvement grant, the EDC is working to replace clutter such as pole signage with low-profile stone monument signage. "You can see some of the results in Steak Kountry's new look," Vigil said. "And we are doing a real estate study to see if we can assemble other properties along Highway 78 to facilitate larger development."

Sachse's employment trend shows the city's strong economic growth. According to EDC intern Clayton Collins, there

were 10,000 employees in 2012 compared to 8,000 in 2011 – a 20 percent increase.

"With new businesses coming in, jobs stay here," he said. "Student can stay close and work part time without going to Dallas, and all the businesses generate sales tax for Sachse."

Murphy: Attracting Family-Friendly Businesses in an Economic Surge

"The population of Murphy has grown from 3,099 in the year 2000 to near 18,000 in the last census – close to 570 percent growth," said Kristen Roberts, Director of Community and Economic Development. "We are constantly looking for new ways to grow and improve the quality of life here in Murphy."

Clearly they are succeeding. Recognized by CNN Money Magazine in 2011 as one of the top cities to live in, Murphy was recently commended for being the second safest city in North Texas and the fourth safest city in the state. No wonder it is attracting new shops, restaurants, and businesses.

"Murphy is increasingly in need of sit down family dining, especially with PSA Murphy Center (Plano Sports Authority) opening soon," Roberts said. "We anticipate 750,000 visitors just in Year One," Roberts said. The PSA Murphy Center is an



85,000 square foot youth sports facility, located in Murphy Central Park, just north of City Hall on Murphy Road.

That kind of growth necessitates improvements in the City's road system. Murphy Road is currently being expanded from two lanes to six lanes from FM 544 north to Parker Road.

"We have many exciting opportunities on the horizon," Roberts said. "In addition to specialty medical offices being planned, we are looking forward to the Wal-Mart Supercenter opening this summer. Orchard Park Assisted Living opened a couple of months ago, and we have the Baylor-affiliated emergency hospital and doctors offices soon to break ground."

With sixteen years of municipal management experience in the DFW area, Roberts brought an understanding of economic and community development, neighborhood and downtown redevelopment, grant funding, and budgeting to her position with the City of Murphy.

"I work with an amazing group of folks and have the best staff who work hard every day to make Murphy a great

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