



2022 Annual Report

December 15, 2022

Rockdale Municipal Development District
134 North Main Street
Rockdale, Texas 76567
512/446-2111
www.RockdaleMDD.org

2022 Annual Report

The Rockdale Municipal Development District is a one-stop resource for businesses of any type or size looking to take advantage of the City's unique location and assets by locating either inside the City limits or in the City's extraterritorial jurisdiction.

In addition, we leverage our regional and state economic development resources to tell Rockdale's story as a business investment destination - one that can provide business owners and employees with the best opportunity to join a vibrant community, find professional success and personal fulfillment, and benefit from a location proximate to an urban area but distant enough for a rural lifestyle.

MISSION STATEMENT

The Municipal Development District's mission is to make the community a better place to live, work, and do business.

LEADERSHIP

Rockdale City Council

Brett Boren, Mayor
Lin Perry, Mayor Pro Tem
Denise Wallace
Scott Starnes
Brad Caffey
Kyle Walker
Esme Olivares-Rueles

The Rockdale Municipal Development District was created by the City of Rockdale voters in 2012. The seven-member board is appointed by the Rockdale City Council for two year staggered terms.

Rockdale Municipal Development District

Nathan Bland, Board President
John King, Board Vice-President
Denise Wallace, Board Secretary
Jason Barcak, Board Treasurer
Dr. Denise Monzingo
Joyce Dalley
Brian Wallis

The Rockdale Municipal Development District Board is responsible for selecting and hiring an Economic Development Director, who is responsible for implementing the annual plan.

Rockdale Municipal Development District Staff

James Gibson, CecD - Economic Development Director
Michelle Toungate - Executive Assistant



Director's Message

2022 was a very busy year for the Rockdale MDD. The year started out following the announcement of Taylor, Texas, being selected as the new location for a multi-billion dollar investment by Samsung with the creation of 2,000 direct jobs - all 30 miles away. This presented a unique opportunity for Rockdale to capitalize on.

This development triggered additional interest in Rockdale as an investment destination for both industrial and residential projects. Much of 2022 has been focused on maximizing this trend.

The year 2021 focused on a new leadership taking the MDD and improving its internal governance structure. New policies were developed and programs evaluated. 2022 can be categorized as trying to plan and prepare for future growth. Looking ahead to 2023, we will be working to create product that can be marketed. We can expect to take necessary steps and see the fruits of our efforts.

It is truly an exciting time to be a part of Rockdale's story and I am honored to play a role.

This document is the first annual report presented to the Board, the City Council, and the Rockdale Community. It represents and effort in accountability and transparency and provides an opportunity to reflect as we face the future with confidence.

James P. Gibson, Jr. CECD, MEDP
Economic Development Director
Rockdale Municipal Development District

This report is formatted to show activity by major Goal set by the MDD Board of Directors, then FY 2022 financial information, followed by selected demographic and economic data.

RMDD Vision and Values Statements

The RMDD Board of Directors adopted the following Vision and Values statements on January 24, 2022.

Vision Statement

The Rockdale Municipal Development District will be the premier economic development organization in the Central Texas region that helps businesses and residents prosper.

Values Statement

Stability. The Rockdale Municipal Development District will be an organization that is financially stable by producing a balanced budget, engaging in long-term financial planning, and being prudent stewards of public funds. The MDD will be operationally secure by establishing sound financial and internal control policies and governance structures. The MDD will also carefully manage and consider the risks (operational and financial) inherent in managing an economic development organization.

Transparency. The Rockdale Municipal Development District will share all available information willingly and openly.

Operational Excellence. The Rockdale Municipal Development District will follow current economic development best practices. The RMDD will strive to execute our mission to the best of everyone's ability. Any work product will be of the highest quality for our best efforts.

Innovation. The Rockdale Municipal Development District will be engaged in continuous learning. This learning will inspire everyone involved with the RMDD to uniquely approach problems.

Tenacity. The Rockdale Municipal Development District will not give up until our mission is complete.

Inspiring. The Rockdale Municipal Development District will be thought leaders for other community leaders and the broader business and economic development community.

Collaboration. The Rockdale Municipal Development District will openly and eagerly work as a resource with other economic development entities and local business and community organizations to help them achieve their goals.

Planning. The Rockdale Municipal Development District will view its work and actions in terms of a long range effort. This will include creating viable and realistic strategic plans that will secure the enduring success of the community.

Goal 1 - Create and foster a transparent governance system

ACTION ITEMS

ACCOMPLISHMENTS

A. Begin program of regular reporting to the MDD Board and City Council
 1. Weekly email updates
 2. Monthly staff reports to the MDD Board
 3. Quarterly reports to the City Council

Weekly emails delivered to MDD Board and City Council. Monthly staff reports presented at MDD Board meetings. Quarterly reports to Council done in January, April, July, and October.

B. Annual budget development

FY 2022 Budget was adopted in July 2021 and approved by the City Council in September 2022.

C. Approval of Comprehensive Incentive Policy

Incentive policy approved by MDD Board in February 2022 and adopted by the City Council in August 2022.

D. Conduct FY 2021 audit

The FY 2021 audit was completed in February 2022 and approved by Council in March.

E. Sales tax analysis

Staff has continually analyzed sales tax performance.

F. Create job descriptions for the MDD Board and employees

MDD Board approved Board job descriptions in January 2022

G. Evaluate MDD staff

MDD Director was evaluated in May 2022.

H. Align MDD staff job descriptions with new strategic plan

Not accomplished in 2022

| Governance KPI's | | Target | Actual |
|------------------|----------------------------|--------|--------|
| | Regular MDD Board meetings | 12 | 12 |
| | Special Board meetings | | 1 |
| | | | |
| | Large Purchases Made | | |
| | \$500 - 10,000 | | 4 |
| | \$10,000 - 50,000 | | 5 |
| | \$50,000 + | | 3 |
| | | | |
| | Board Members Current on | | |
| | Sales tax training | 7 | 7 |
| | Open records | 7 | 7 |
| | Open meetings | 7 | 7 |

Goal 2 - Establish planning and visioning processes to guide organizational thinking

A. Begin the Communities as Start Ups Planning Process

CASU plan started in February 2022, completed in May 2022. MDD Board accepted the plan in June 2022.

B. Craft a comprehensive community economic development vision and plan

Not accomplished in 2022

| Planning KPI's | Target | Actual |
|-------------------------------------|--------|--------|
| Age of Plan (years) | | |
| City comprehensive plan | 7 | 5 |
| Economic development strategic plan | 5 | 10 |
| Target industry list | 3 | N/A |
| Parks master plan | 5 | 5 |

MDD Staff completed the Rockdale Reborn Downtown-Tourism plan

MDD Staff completed the Community Assessment document

Goal 3 - Create robust MDD Board training and development program

ACTION ITEMS

A. Host various board group educational events

ACCOMPLISHMENTS

Held four community Lunch & Learn presentations
Held one Board workshop with TEDC Executive Director
Coordinated two board/community training webinars.

B. Board members to attend Texas Economic Development Sales Tax training

Not accomplished in 2022

Lunch & Learns

The MDD hosted the following speakers and topics

Marty Janczak - Housing development and market demands

David Morgan - Lessons from Georgetown

Dr. Adam Perdue - Central Texas growth factors

Dr. Gene Theodori - Rural communities

Goal 4 - Community Engagement

ACTION ITEMS

ACCOMPLISHMENTS

A. Promote the Rockdale MDD as a professional, competent organization to our peers

Staff began active involvement on TEDC and IEDC committees, served on the Board of the Development District of Central Texas.

Was unable to accomplish goal of receiving the TEDC Economic Excellence Recognition Award.

B. Engage with the regional and local real estate community.

The MDD hosted three realtor lunch programs

Staff also participated in the Austin chapter of ULI including the Regional Growth member council.

C. Engage with chief community leadership

The MDD hosted three elected officials lunch programs

D. Create community leadership program

MDD partnered with the Rockdale Chamber of Commerce to create the Leadership Rockdale program. The first class started in August 2022.

E. Create quarterly industrial breakfasts

These items were not accomplished in 2022

F. Host annual economic summit

G. Conduct biennial local business survey

H. Develop active social media presence for MDD

See data below

MDD LinkedIn Page as of 12-8-2022

Total Followers: 1,144

Added in 2022: 908

| Location | % Audience |
|-------------|------------|
| DFW | 19.5 |
| Austin | 18.4 |
| Houston | 10 |
| San Antonio | 4 |

| Seniority | % Audience |
|-----------|------------|
| Senior | 17.6 |
| VP | 17.4 |
| Director | 17 |
| CXO | 13.1 |

| Industry | % Audience |
|------------------------------|------------|
| Gov't Admin | 23 |
| Real Estate | 13 |
| Biz Consulting | 6.2 |
| Real Estate Brokers & Agents | 4.5 |

MDD Facebook Page as of 12-7-2022

Total Followers: 1,100

Total Following: 137

Goal 5 - Community Redevelopment Initiatives

ACTION ITEMS

ACCOMPLISHMENTS

A. Create and adopt community redevelopment incentive programs

Expanded facade and building improvement grant program was adopted by the MDD Board in August 2022.

B. East Cameron Corridor Vision Plan and Redevelopment Program

Plan completed in 2022. MDD Board to adopt the plan in December 2022; Council to adopt the plan in January 2023.

Facade grants

The MDD Board approved three facade grants in 2022:

East Bell Taphouse

The Christian Bookstore

The Snug



Goal 6 - Business Development Activities

A. Provide prospect flow assistance to SLR property owners This opportunity never fully materialized.

B. Increase availability of housing stock in Rockdale City and Rockdale MDD sold FM 487 industrial park property for new 660 unit residential subdivision.

C. Recruit retail and businesses to Rockdale The MDD completed the Retail Market report in January 2022 and attended the ICSC show in March 2022 and the Austin Retail Live! Show in August.

D. Identify potential new industrial park property The MDD identified a 280 acre tract and executed a contract in September 2022 with the owner to fully document the site. Documentation contract was executed in and should be complete in Spring 2023.

E. Host a career and job fair This project never materialized.

The Rockdale MDD responded to 10 prospect leads from the Governor's Office and hosted 4 site visits: Projects Enterprise, Armadillo, Bluebonnet, and Tumbleweed

Goal 7 - Professional Development and Growth

A. Attend professional conferences Staff attended the IEDC Future Forum, the IEDC Annual Conference, and the TEDC Annual Conference.

Staff was unable to attend Public Funds Investment Act training.

Financial Information

The information below provides a summary of how the MDD finished FY 2022.

| REVENUES | FY 2022 Adopted Budget | FY 2022 Actual (Unaudited) |
|-----------|------------------------|----------------------------|
| Sales Tax | 497,500 | 522,024 |
| Interest | 1,600 | 6,040 |
| Total | 499,100 | 528,064 |

| EXPENDITURES | | |
|-------------------------------|---------|---------|
| Personnel | 167,500 | 154,451 |
| Board of Directors | 3,500 | 4,623 |
| Economic Development Projects | 265,000 | 118,923 |
| Community Marketing | 15,600 | 18,652 |
| Training & Development | 2,750 | 600 |
| Contractual Service | 28,650 | 30,793 |
| Supplies | 7,200 | 10,201 |
| Maintenance | 40,000 | 30,834 |
| Debt Service | 48,264 | 48,246 |
| TOTAL | 578,464 | 417,323 |

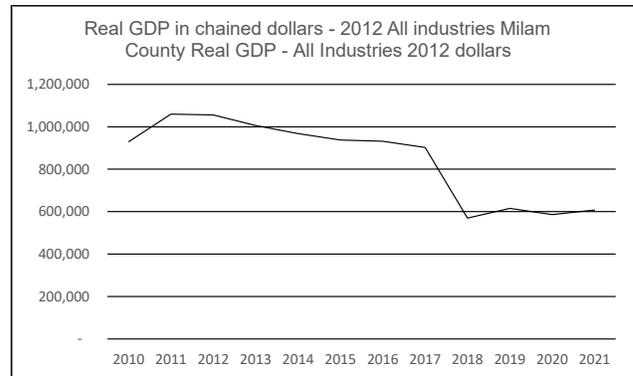
The MDD finished the year with \$543,100 in the bank, growing its cash by \$128,300. After deducting outstanding project commitments, the MDD finished with 629 days of operating reserves.

Select Demographic Data

| 2021 Data | Number | Percent |
|----------------------------------|--------|---------|
| Population | 8,523 | |
| Households | 3,204 | |
| Income | | |
| HH Median Income | 55,400 | |
| Per Capita Income | 25,159 | |
| Poverty Rate | 15% | |
| Educational Attainment | | |
| High School Graduate or Higher | 4,490 | 80% |
| Bachelors Degree or Higher | 558 | 10% |
| Economy and Employment | | |
| Total Businesses | 210 | |
| Employment by Occupation | | |
| Construction | 862 | 24.0% |
| Production & Transportation | 501 | 14.0% |
| Office Admin | 483 | 13.5% |
| Professional | 451 | 12.6% |
| Sales | 351 | 9.8% |
| Managerial/Executive | 271 | 7.5% |
| Building Maintenance | 252 | 7.0% |
| Food Preparation | 182 | 5.1% |
| Healthcare Support | 92 | 2.6% |
| Personal Care | 89 | 2.5% |
| Farming | 43 | 1.2% |
| Protective | 14 | 0.0% |
| Employment by Industry | | |
| Agriculture/Mining | 812 | 22.6% |
| Wholesale Retail | 580 | 16.2% |
| Education | 538 | 15.0% |
| Transportation | 419 | 11.7% |
| Entertainment | 345 | 9.6% |
| Other Professional | 309 | 8.6% |
| Manufacturing | 187 | 5.2% |
| Public Administration | 125 | 3.5% |
| Finance, Insurance & Real Estate | 85 | 2.4% |
| Professional Services | 78 | 2.2% |
| Information | 74 | 2.1% |
| Waste Services | 39 | 1.1% |

Source: Placer.ai
STI Popstats
7 minute Rockdale radius

The chart below shows the total size of the Milam County economy as measured in Gross Domestic Product for all industries, chained to 2012 dollars. The economy is nearly half what it was at its peak in 2011 and has never recovered. There also was no major COVID-19 economic contraction.

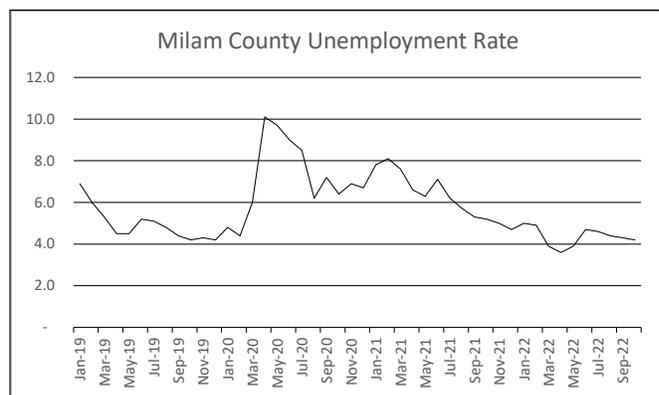


Source: apps.bea.gov
Bureau of Economic Analysis

The table and chart below shows the size of the Milam County workforce, the number of employment opportunities, and those actively seeking employment. The chart below shows the running unemployment rate.

There are more people in the labor force, more jobs, and historically low unemployment.

| | 2019 | 2020 | 2021 | 2022 - ytd |
|----------------------|-------|-------|-------|------------|
| Civilian Labor Force | 9,754 | 9,750 | 9,829 | 10,337 |
| Employment | 9,270 | 9,054 | 9,209 | 9,886 |
| Unemployment | 484 | 696 | 620 | 450 |



Source: TexasLMI.com
Texas Workforce Commission