

City VIEW



SAGINAW
TEXAS



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City View - October 2023 Issue



A Message from the Economic Development Department

"Patience, My Friend, Patience..."

patience

[pey-shuhns]

1. *the quality of being patient, as the bearing of provocation, annoyance, misfortune, or pain, without complaint, loss of temper, irritation, or the like.*
2. *an ability or willingness to suppress restlessness or annoyance when confronted with delay.*



I am a retired professional Ultra-Marathon runner/athlete and a municipal Economic Developer. Believe it or not, both are more similar than you think because they require significant patience and sometimes painful endurance. To achieve your goal for both, it's going to take you awhile to get there.

As a long-distance runner, there are no short-cuts to finishing a 50 to 100-mile trail race. Along the way, you will find numerous obstructions as well as many ups and downs. The best advice is to run your own race. Don't try to keep up with other runners because you don't know how they've trained, their conditioning, or their ability. Always plan ahead to run your pace and accept the fact that it's going to hurt and that it will take some time to achieve the goal of reaching the finish line. If you expect instant gratification, you probably will not finish the race and will have a miserable day.

In Economic Development, it's not that different. There are no short-cuts, and you will also find numerous obstructions and ups and downs along the way. It's so important to not try to be like another community, just be yourself. Be Saginaw, Texas! Development and recruitment are slow and arduous processes that take about 2-3 years. When you see a new business opening, that process started at least two years ago. My best advice is to listen to your residents. They are the stakeholders and owners of their community. Let them tell you what they want. Just listen.

The process of business recruitment definitely tests your patience and endurance. It is not as simple as the following scenario: A resident calls and says, "Hey City, I want "X" business to be here". Then, the City calls "X" business that day saying, "Hey we want "X" business to be here". They say "okay", and the next day construction starts. Wouldn't that just make life much easier if things happened that way? But life is not easy, and neither is Economic Development or Long-Distance Running.

There are a number of reasons why businesses choose to move to a community and why they don't. Some, but not all, of them include:

- *Is Saginaw part of their business market? Is it part of their "focus area"?*
- *Does Saginaw have a large traffic count?*
- *Is Saginaw located near a large number of people in the immediate 1- and 5-mile vicinity?*
- *Is Saginaw located near or on a major highway?*
- *Do we (the business) already have a location nearby?*
- *What are the costs and availability for purchasing vacant land in Saginaw? Is it overpriced and out of our budget?*
- *What are the costs and availability of second generation (vacant) buildings in Saginaw?*
- *What is the quality of life in Saginaw? Is Saginaw a great community for our employees to live in?*
- *What is the quality of the school district in Saginaw?*
- *How is the infrastructure (roads, water, sewer) in Saginaw?*
- *Etc.*

Your Economic Development Staff spends a lot of time finding the right businesses for Saginaw; finding the right person at "X" business to talk with; and spends a lot of time trying to convince "X" business "why they should invest in Saginaw, Texas" for their next location.

The good news is that the relationships established with businesses 2-3 years ago are paying off. The realization is almost here. In truth, the small snowball on the top of the mountain is heading downhill and gaining speed. We have four (4) mixed-use developments (in different phases) that are either under construction or about to start that process. We have quite a few commercial businesses who have signed Letters of Intent (LOI's) to move to Saginaw. We also have existing mature properties and developments that are moving forward with "redevelopment". Redevelopment of older and aging properties is one of the top priorities of our residents, previous City Councils and the current City Council. "Redevelopment" is much more difficult and time-consuming than "New Development". However, it can be more rewarding because you are taking care of something you already have...your history.

So how did we get here? It's simple...we listened. We listened to our residents who told us exactly what THEY wanted. We asked our residents to give us names of businesses, types of businesses, and what they would like to see in their community.

- *In 2018, the City of Saginaw hosted a "Citizen's Summit". Our residents spoke that they wanted more sit-down restaurants, fast-casual restaurants, retail and entertainment options.*
- *In 2019, the City of Saginaw published an on-line "Eat and Play Survey" seeking residents, business partners, and community stakeholders' feedback on their consumer patterns, requested retailers, and additional comments that could be helpful to the recruitment operations of the City.*
- *In early 2020, those same businesses who the City of Saginaw were in talks with had to make tough decisions and chose to not expand because of the Pandemic. They each told us "They were going to wait things out and see what happens." While that is not what municipalities necessarily wanted to hear, it was certainly a very wise business decision for them during those uncertain times. Now, those same businesses are ready to sit down and talk about expansion due to Saginaw's staff's hard work, patience/endurance, perseverance and because they admired that we listened to what our community really wanted.*

Your Economic Development staff receives numerous phone calls, emails and has numerous personal conversations with residents on a daily/weekly basis sharing their interests for what they would like to see in Saginaw. How awesome is that?! You, our residents, are helping to shape and create the future of Saginaw, Texas! That is the way government should be, right!?!

The moral of my story is this: Being impatient and looking for quick results (instant gratification) will not always end in success. When we want to achieve something in life, it is best to first learn and understand the process and then work diligently towards achieving it. We really do appreciate your patience and understanding. The comments and suggestions that our residents give us are what's making for some exciting and historic times in Saginaw, Texas. History is being made.

Sincerely,

Keith C. Rinehart

City of Saginaw, Texas

Director of Community & Economic Development

817-230-0331 ~ krinehart@saginawtx.org



2023 Saginaw Train & Grain Festival

October 21, 2023 (click image below to view online)

Join us for the 2023 Train & Grain Festival on October 21, 2023, from 10 AM to 4 PM at Saginaw High School! Mark your calendars for this fun-filled event!! There will be something for everyone, so bring your family and friends along!

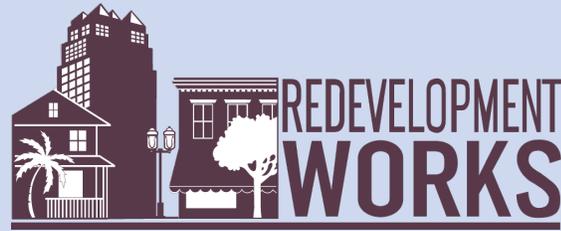
Food and Business vendor spots are still available! If you're interested in showcasing your delicious food or setting up a booth for your business or organization, now's your chance! Don't miss this fantastic opportunity to connect with our vibrant community.



Let's make this festival a memorable one together! Spread the word and share the joy with your friends. See you all there! For more details and registration, visit our official website: www.saginawtrain-grain.com.

A Saginaw, Texas Redevelopment Success Story

By definition, redevelopment is described as “the action or process of developing something again or differently”. One of the top priorities of our residents, city councils from the past as well as the current city council has been the redevelopment of older commercial areas in Saginaw. This property defines that.



The building located at 1005 N. Saginaw Blvd has been vacant for many years, is in disrepair and is an “eyesore” to an active commercial corridor of Saginaw Blvd. This property also produces minimal (and dwindling) property values as well as zero (\$0) sales tax revenues. In the last 4 months, the property sold to Blazing Hospitality. The new property owner plans to demolish the existing building and construct (re-develop) a new 8,000+ square foot facility that will house as many as four (4) businesses.

At the Tuesday, September 19, 2023 City Council Meeting, the Saginaw City Council approved a Chapter 380 Economic Development Incentive Agreement with Blazing Hospitality that addresses the demolition of the existing building at 1005 N. Saginaw Blvd with an incentive of \$25,000. This incentive agreement sets forth the City's participation which is an amount not to exceed \$42,500 that also includes a \$17,500 incentive for two desirable food establishments. Only if they secure/produce the two desirable food establishments will they receive the additional incentive.

The work of redevelopment is taxing and time-consuming, but it is worth it because you are respecting your history and what got you to this point. With the new construction, property values will increase significantly as well as a significant amount of sales tax revenue from four (4) name brand commercial businesses. This new development is also providing our residents, city councils past and the current city council with what they have been asking for.

See attached before/current and artist rendering images of the new commercial property.

BEFORE (Current):



AFTER (New Construction):



Seven Brew Coffee - Welcome to Saginaw, Texas!

On Friday, August 4 at 3:00 PM, we had a tremendous turnout for the ceremonial Ribbon Cutting / Grand Opening for Seven Brew Coffee on location at 604 S. Saginaw Blvd. In 2019, the

City of Saginaw published an on-line "Eat and Play Survey" seeking feedback from our residents on their consumer patterns, requested retailers, and additional comments. A coffee shop in southern Saginaw was very high on their list of requests. We are very excited and honored to provide our residents with businesses that they've requested.



The Northeast Tarrant Chamber of Commerce had a huge presence and managed the event. *Seven Brew Coffee* also became a new member of the chamber! Dillon Maroney, Executive Administrator from Tarrant County Commissioner Ramirez's office, presented Seven Brew with a certificate welcoming them to the Saginaw community. On August 4, we not only welcomed a new business to "the family", but we also continued our efforts with the redevelopment of southern Saginaw (a Saginaw resident and City Council priority).



News from the NET Chamber of Commerce

The Northeast Tarrant (NET) Chamber brings 65-Year Chamber experience to the partnership. NET Chamber has great relationships with their current partner cities of North Richland Hills, Haltom City, Richland Hills, Watauga and Saginaw. NET Chamber brings substantial

experience of working with local Networking Groups, Member Luncheons, Major Events, School District Partnerships, Tarrant County College Partnership, and Non-Profit engagement. Don't forget to check out the North Tarrant Marketplace and the NET Chamber Mobile App!



Below are some weekly and monthly events that might be of interest to you:

WEEKLY NETWORKING & PROFESSIONAL DEVELOPMENT GROUPS:

- **Mondays:** Synergy Northwest (Business-to-Business Networking) from 8:30 to 9:30am at The Edge Coffee House, 3980 Boat Club Rd #117, Fort Worth, TX.
- **Mondays:** Northeast Tarrant Toastmasters from 12 noon to 1pm at the North Tarrant Chamber, 5001 Denton Hwy, Haltom City, TX 76117. New guests are welcome!
- **Tuesdays:** NET Work Success Group from 11:30am to 1pm at Olive Garden Restaurant, 8020 Bedford Eules Road, North Richland Hills, TX 76180. No need to RSVP, just show up!
- **Wednesdays:** Synergy NETC (Business-to-Business) Networking Group from 8am to 9am at The Center NTX, 5555 Rufe Snow Drive, North Richland Hills, TX 76180. No need to RSVP, just show up!
- **Wednesdays:** 1M Cups! Northeast Tarrant from 9 to 10am at The Center NTX, 5555 Rufe Snow Drive, North Richland Hills, TX 76180. No need to RSVP, just show up!
- **Fridays:** Saginaw Synergy (Business-to-Business) Networking Group who meet on the 1st and 3rd Fridays at Blue Mound Cafe at 11:30 AM. Meet up with local Saginaw business to help build your professional tribe. For more information, contact Tracy Archer at either 214.803.3756 or tracy@archerprintingandpromo.com.

MONTHLY CHAMBER MEETING:

The Northeast Tarrant Chamber of Commerce hosts their monthly Luncheon on the 3rd Thursday of the month at 11:00 AM at the Birdville Fine Arts/Athletic Complex, 9200 Mid Cities Blvd in North Richland Hills, TX for quality networking, a delicious meal, a great program and raffle prizes!

Check out all the Chamber upcoming events on the North Tarrant Marketplace by *clicking here*! For more information about the NET Chamber, call 817-281-9376 or check out <https://www.netarrant.org/>.



36th ANNUAL GOLF TOURNAMENT - Monday, October 30, 2023:

Join your fellow Chamber businesses for a day of fun competition on the golf course at Ridglea Country Club, 3700 Bernie Anderson Avenue in Fort Worth. Help us raise funds for the community programs of the NET Chamber!

Your golf entry includes: 18-hole team scramble, pre-tournament and post-tournament meals, CASH prizes, on-course contests, lots of raffle items, and



- 9am - Registration and Breakfast
- Driving Range Open

more!

- 10:30 am - Shotgun Start
- REGISTER TODAY and For More Information, **click here.**

Building Improvement Grant Program

We Are Re-Investing in Saginaw Businesses!

Who is this program for? This 2021 and 2022 Texas Economic Development Council Award Winning Program is for any commercial business in the City of Saginaw that is looking to enhance their existing site visually, or in ways that increase the viability of the property for business use. This includes uses allowed in the zoning classifications: Community Commercial, Neighborhood Commercial, Office Professional, Light Industrial, Heavy Industrial, and within Planned Developments. This program provides matching grants to reimburse commercial property owners or business operators for eligible enhancements made to their properties.



There are 10 different categories of improvements that are eligible for consideration as part of this grant program that include: *Façade Enhancements, Interior Building Renovations, Landscaping, Lighting, Parking Areas and Driveways, Pedestrian Amenities, Signage, Code Compliance, Demolition and Public Art Installation.*

TOTALS TO DATE (Through September 30, 2023):

- Reinvestment Grants Awarded: **29**
- Total Building Improvements Made by the Business Owners: **\$618,668**
- Reinvestment Grants from the City of Saginaw: **\$129,724**
- Return on City of Saginaw's Investments: **476%**

The City Council recently approved a BIG grant for **JD & Co. Hair Salon, 712 S. Saginaw Blvd.** Below is a before and after photo of the Building Improvement Grant (BIG) program at work:

BEFORE



AFTER



For more information about the Saginaw Building Improvement Grant, check out the following link: <http://ci.saginaw.tx.us/1124/Building-Improvement-Grant-Program>

Help Support Our Saginaw Businesses

Small businesses play integral parts in the Saginaw economy. They are the backbone of our great community. When you spend money at a privately owned Saginaw store, that money goes to pay a worker in your neighborhood, who, in turn, is likely to spend money at another neighborhood business. The more that small businesses leverage their potential to support each other, the greater their capacity to create a thriving Saginaw business community.

Welcome Saginaw's New Businesses

- **City of Saginaw Fire Station #1**, 700 McLeroy Blvd.
- **Efficient Air & Heat LLC**, 1000 Kennedy Ln #111
- **Owens Corning Roofing & Asphalt LLC**, 1341 Jarvis Rd.
- **Cisneros Pro Taxes**, 121 Opal St. #B
- **Unique Creations**, 121 Opal St. #A
- **Vivint Smart Home**, 209 E. McLeroy Blvd #A
- **Strato Inc.**, 808 S. Blue Mound Rd. #100
- **Futurrex Inc.**, 800 S. Blue Mound Rd. #100
- **Classic Cuts Barber Shop & Salon**, 736 S. Saginaw Blvd.
- **Viterra USA Grain LLC**, 425 S. Fairmount St.
- **Smyrna Ready Mix Concrete #435 LLC**, 1037 Jarvis Rd.

Business Directory

Your Economic Development staff has created a section on the City's website listing all businesses in Saginaw. Each individual listing is by type of business and includes name, address, phone, map/location and web address. Check it out directly at <http://www.saginawtx.org/BusinessDirectoryII.aspx>



A Few Businesses / Developments Coming Soon to Saginaw, TX (Under Construction)

Foodliner: Construction is continuing on the Foodliner project. The slab has been poured and infrastructure in place. This property is located in a Heavy Industrial area at the north end of Defiel Rd. Foodliner is a BIG win for the City of Saginaw. Once again, we are taking a vacant and undeveloped industrial-zoned land that produces minimal property value and transforming it into a multi-million-dollar valued property.



Saginaw Business Complex: This property is being developed and will include a "Taco Bueno", a "Papa John's Pizza" as well as an "L" shaped retail strip center with as many as 12 available spaces. The endcap of the "L" shaped building will have a drive-through. This highly desirable property is located in mid-town on the highly traveled Saginaw Blvd.

801 Burlington Rd: This Heavy Industrial Zoned 1-acre property is

located on 801 Burlington Rd. It has a 4,700+ SF warehouse that has been abandoned for quite some time and is dilapidated. Less than a year ago, it was purchased by a development company who plan to not only update the existing facility but to also add an additional 10,000 sq ft to the facility. There is a significant demand for both small and large industrial warehouses in Saginaw.



#shoplocal
#ShopSaginawTX
#ILoveSaginawTX



Scenes from the Roads Less Traveled - Saginaw, Texas

Your Economic Development Department staff has created a feature for our residents and business owners to look at some scenes of Saginaw, Texas seen on the roads less traveled. This new section recognizes businesses in our "Light Industrial" and "Heavy Industrial" Zoning Districts that our citizenry might not know anything about or know that it even existed...basically recognizing our "forgotten" businesses. Check out our website to learn more about our "Light Industrial" and "Heavy Industrial" spotlighted businesses at <http://ci.saginaw.tx.us/1483/Scenes-from-the-Roads-Less-Traveled>

Russo Corporation

ADDRESS: 333 Sansom Blvd, Saginaw, TX 76179

PHONE: (817) 566-7370

WEBSITE: <https://www.russocorp.com/>



DID YOU KNOW: Based out of both Saginaw, TX and Birmingham, AL, Russo Corporation was founded in 1956 as the Steve Russo Contracting Co. Inc. and has evolved over the years into a diversified contractor, engineering, foundation and site work firm. Russo Corporation is licensed as a Professional Engineering firm in fifteen states: (AL, AR, FL, GA, KY, LA, MS, NM, NC, OK, SC, TN, TX, UT, VA).

Our deep foundation/shoring division specializes in drilled shafts, micropiles, hollow bar anchors, ground modification techniques, h-pile and timber lagging walls, tiebacks, sheet piling, and other design-build solutions. Our utility division specializes in the more complex water and sewer projects, we also include a full-service blasting division.

We have assembled an experienced management team and work force dedicated to the policy of competitive prices, quality construction and timely completions in a work-safe environment. Every level of our organization is characterized by pride in a job well done, a job completed within budget, and a job done safely. Pride in our work remains our greatest motivating force, and we invite you to call on our staff of experts to solve your special construction needs. Contact us at (817) 566-7370.

Rhythm Band Instruments

ADDRESS: 923 Cook Ln, Fort Worth, TX 76131
PHONE: (817) 335-2561
WEBSITE: <https://rhythmband.com/>

DID YOU KNOW: Rhythm Band was born over 60 years ago from a need for elementary music classroom products, and we are proud to continue the tradition that we helped define. Since 1961, Rhythm Band Instruments has been a part of music education magic: bringing quality, innovation, value, and tradition into classrooms around the world. The headquarters of Rhythm Band Instruments is located in Saginaw, Texas.



Value is important to everyone, and especially the teaching community. Budget driven purchases and out of pocket expenses mean you want the most for your money. Never "cheap" but always a good value. We work with suppliers and manufacturers to insure you get the best for your money.

Tradition lies in the simple "Rhythm Band" instruments that gave us our name. Hand out a pair of rhythm sticks, a tick tock block, and a triangle and immediately you have your own rhythm band. At Rhythm Band Instruments, quality, tradition, value, and innovation are words to live by. Through this dedication, we have gathered the best team of clinicians, educators, musicians, manufacturers, and customer support staff. All here to serve you. Experience for yourself RBI's dedication to customer support and satisfaction. Contact one of our dedicated support staff at sales@rbimusic.com or 800-424-4724.

Metro Pool Chemical Inc

ADDRESS: 451 Sansom Blvd, Fort Worth, TX 76179
PHONE: 817-232-8400
WEBSITE: <http://metro-pool.com/>



DID YOU KNOW: Metro Pool Chemical has been family owned and operated in the Dallas/Fort Worth area since 1980, and we have sister companies throughout the United States. For over the past 42 years our customers have come to rely on the expertise and reliability that come with nearly 1.5 MILLION service calls to our credit. We handle over 500 service calls per day! We would like to offer this level of experience, professionalism, and quality to you!

Our staff is comprised of an outstanding crew with over 150 years combined experience in the field. Our service department is fully licensed and annually certified to meet federal and state level standards for safety and education. Our goal is to keep your pool sanitary and sparkling blue so that you don't have to worry about buying, storing, or adding chemicals ever again!

We are the largest pool service in North Texas for a reason. We know that once you experience how easy it is to have a sparkling blue pool from Metro Pool Chemical, you will have wished you signed up long ago. Serving Tarrant County and portions of Southern Denton County since 1980!

A Recap of Retail LIVE! 2023

On August 31 to September 1, the Saginaw Economic Development staff attended the Retail LIVE Conference in Austin, Texas. Retail LIVE! is a national commercial real estate networking event that brings retailers together with the industry's leading

Landlords, Brokers & Developers. Like other dealmaking and networking events, Retail LIVE! has a trade show component to the program and a large amount of retailer exhibitors. 90% of all exhibitors are retailers expanding in the region where the event is hosted. Attendees not only have the chance to present sites to these retailers without the hassle of scheduling a meeting in advance, but they leave with a copy of each retailers site criteria and contact information contained in the Retail Live!



RETAIL.REAL.ESTATE.LIVE.

This year, the Saginaw Economic Development staff had opportunity to speak to a large number of CEOs, developers, restaurants, retail and other businesses about Saginaw, TX. We also had several private meetings with potential businesses sharing the gospel about Saginaw, TX. Staff had a productive time recruiting businesses, building relationships with developers, site selectors, real estate brokers and catching up with colleagues. Quality visits. I'm very excited about the future of Saginaw, TX! This could be a wonderful and beneficial thing for our community.



Saginaw Switchyard Food Truck Park

Get In My Belly! Join us for some yummy food morsels at the very popular Switchyard Food Truck Park in Saginaw TX! Our amazing facility manager Vickie along with her assistant Jennifer (Jen), have helped The Switchyard grow from the ground up to be an immensely successful place for Saginaw patrons and those outside the city to enjoy. When we opened this venue, we started with only 1 interested food truck to now averaging 120 – 140 food trucks per month.

So, stop by the southern end of Knowles Drive near the tennis courts to both support these food trucks and support your City Staff who manage the very successful Switchyard Food Truck Park.



Check out

<https://www.facebook.com/SaginawSwitchyard> for more Food Truck Park information. Don't forget to Like and follow!

Stay Connected to the Latest Saginaw City News

Stay connected to the latest City of Saginaw news and events through social media sites, like Facebook and Twitter.

"Like" the City on Facebook at <https://www.facebook.com/saginawtx/>, follow the City on Twitter at <https://twitter.com/cityofsaginaw>, or venture out in the world wide web at www.SaginawTx.org.



You can also sign up for "Notify Me" through the City's website. Sign up today at <http://saginawtx.org/list.aspx>.

	<p>City of Saginaw, Texas Economic Development Department 333 West McLeroy Blvd. Saginaw, Texas 76179 krinehart@saginawtx.org 817-230-0331</p>
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