

Council of Development Finance Agencies  
Tax Increment Finance Course 2007

# **Workshop: Establishing Community Buy-In**

presented by  
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# Keys to Community Buy-In

1. Identify Stakeholders
2. Develop outreach Strategy
3. Communicate the message



# Stakeholders

## Three Primary Targets

1. Leaders in the Business Development community
2. Leaders in the Neighborhood or Community impacted by the development
3. Leaders in Elected positions



# Stakeholders

## Business Development Community

1. Development Authority Directors and Boards
2. Finance Agencies, Banks, Developers
3. Chambers of Commerce
4. Major area Property Owners and Companies



# Stakeholders

## Neighborhood and Community

1. Associations
2. Large property owners, developers
3. Central Business District operatives (for CBD deals)
4. Unions



# Stakeholders

## Elected & Appointed Officials

1. Key board membership individuals, chambers, development entities
2. Council Members
3. County Officials
4. State and Federal Legislators



# Strategy

## Develop a Thorough Analysis that Demonstrates:

1. Direct impact on tax revenue streams through expanded tax base, job creation, sales and use tax increases, impact fees, and other use fees to the city, county, state
2. Jobs created
3. Indirect impact through collateral development measures
4. Other industries that will benefit from placement of project
5. Diversification of the local economy



# Communication

## The Marketing Package

1. Includes the Analysis, Mapping, and GIS information if available
2. Appropriate for workshops, committee meetings, one-on-one
3. Explains the Governing Statues, Statutory Obligations
4. Diagrams the increment financing process
5. Provides economic and fiscal impacts and benefits
6. Clarifies what the mechanism is NOT
7. Can be reduced to a one-page fact sheet





# Communication

## Educate your Team

1. Ensure that all parties involved understand the message
2. Provide the talking points to all
3. Limit media contact to one individual on the team



# Case Study #1: Houston Pavilions

## The Project

- \$150 + M to be invested downtown
- 2,000 + full-time jobs once fully developed
- 400,000 sf new retail, restaurant, and entertainment venues
- Improved parking facilities
- Light rail access
- Underground tunnel access



# Case Study #1: Houston Pavilions

## The Players

- Downtown TIRZ Board
- TIRZ Financial Advisor
- Downtown Management District
- Hotel Motel Association
- City Mayor
- City Staff
- City District Council Member
- City Convention & Visitors Bureau
- City Convention & Entertainment Department
- County
- County Commissioners
- County Economic Development Department



# Case Study #2: Anzalduas Connector

## The Project

- Mission (South Texas)
- \$20 million 3.5 mile roadway extension
- \$60 million bridge linking U.S. 83 to Reynosa Mexico
- TIRZ partner with Texas DOT
- TIRZ with City of McAllen and Hidalgo Counties to assist financing bridge infrastructure with grant from the U.S. Economic Development Agency (EDA)



# Case Study #2: Anzalduas Connector

## The Players

- City of Mission Redevelopment Authority, TIRZ Board
- City of Mission Economic Development Corporation and 4B entity
- City of Mission Mayor, City Staff
- City of McAllen
- City of Granjeno
- City of Reynosa, Mexico - Mayor
- Hunt Development Team
- Hidalgo County Anzalduas Bridge Board
- Hidalgo County Regional Mobility Authority
- Texas Department of Transportation - Local and State
- State of Tamaulipas, Mexico - Governor
- U.S. Fish & Wildlife Department
- U.S. Economic Development Authority & General Services Administration
- U.S. Department of Homeland Security



# Case Study #3: Port Isabel, Texas

## The Project

- 172 Residential Condominiums \$330,000-\$450,000
- 30 Single Family Residential Homes \$450,000-\$500,000
- \$76 million project
- TIRZ to finance \$2.7 million
- 380 Grant \$6 million



# Q&A, Discussion

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