



HUNTSVILLE: STRATEGIC UPDATES

SAM MASIEL, ASSISTANT CITY MANAGER

HUNTSVILLE CITY COUNCIL

FEBRUARY 18, 2025



Strategic Priority #1

PUBLIC SAFETY

Create a community where all individuals feel safe and protected, where citizens trust the effectiveness of our agencies through community engagement, technologies, and best practices. We strive to promote a culture of service, prevention and partnership.



Goal #1: Provide increased public safety staffing levels to further advance alignment with recognized national standards

Goal #2: Complete application for the Texas Fire Chief's Recommendation program for Best Practices

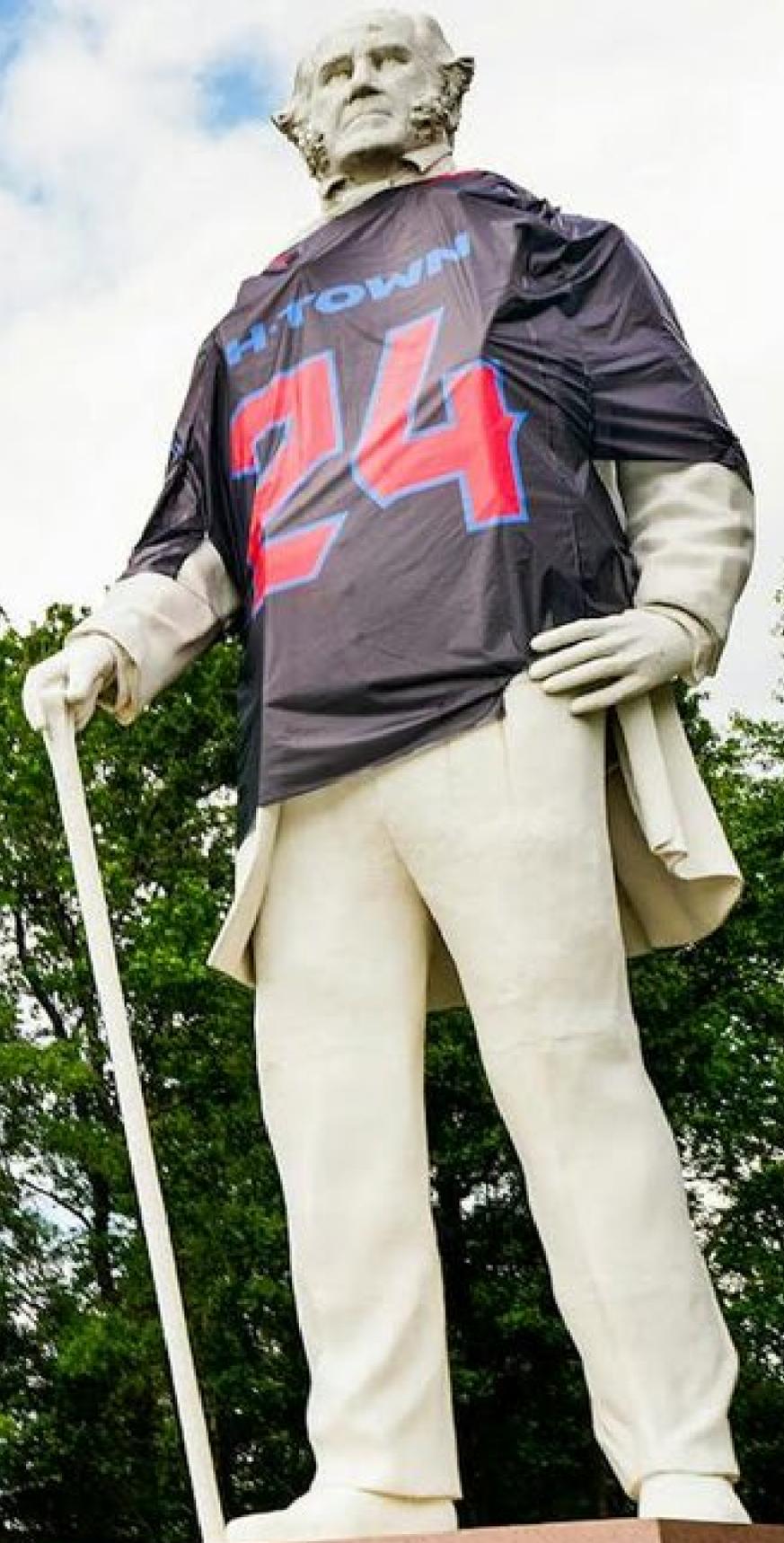


Goal #3: Continue public safety personnel participation in community events to include fire prevention and community safety activities

Strategic Priority #2

ECONOMIC DEVELOPMENT

Create an economic climate for the City of Huntsville that drives development of diverse industries and sectors, providing sustainable economic growth and improved living standards.



Goal #1: Aggressively pursue future economic development activities of the City of Huntsville



Goal #2: Complete the downtown strategies plan and consider recommendations for implementation

Goal #3: Continue implementation of the 2020 adopted Airport Master Plan to include runway improvements and the support of additional private investment in facilities

Strategic Priority #2, Goal #1: Aggressively pursue future economic development activities of the City of Huntsville

AFFILIATIONS & PARTNERSHIPS

HUNTSVILLE, TEXAS



TEXAS ECONOMIC DEVELOPMENT COUNCIL



OFFICE OF THE GOVERNOR



TEXAS ECONOMIC DEVELOPMENT CONNECTION



HUNTSVILLE WALKER COUNTY CHAMBER OF COMMERCE



TEXAS ECONOMIC DEVELOPMENT CORPORATION



TEAM TEXAS



INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL



BUSINESS RETENTION EXPANSION INTERNATIONAL



SAM HOUSTON STATE UNIVERSITY SMALL BUSINESS DEVELOPMENT CENTER



YTEXAS BUSINESS NETWORK

MARKETING

STRATEGY

Strategic Priority #2, Goal #1: Aggressively pursue future economic development activities of the City of Huntsville

HUNTSVILLE, TEXAS
OPPORTUNITY LIVES HERE

Strategic Location

- Prime Area on US Interstate 45
- 70 Miles from the Port of Houston
- 1 Hour from an International Airport
- Award Winning Municipal Airport

HUNTSVILLE

Connect with Us: Tammy Gann, CPM
Economic Development Director | 936-294-5793 | TGann@huntsvilletx.com
HuntsvilleTxED.com



939 REACTIONS

28 COMMENTS

49 REPOSTS

27,532

IMPRESSIONS ON LINKEDIN

BUSINESS FACILITIES READER STUDY

73%

PLAN TO EXPAND, RELOCATE, OR CONSOLIDATE THEIR BUSINESS OVER THE NEXT THREE YEARS.

87%

USE MAGAZINES AND THE INTERNET TO GATHER LOCATION INFO FOR THEIR PROJECT.

91%

INVOLVED IN THEIR COMPANY'S SITE SELECTION DECISION.

**5 ADVERTISEMENTS
& 2 ARTICLES**

FEATURED IN PRINT
MEDIA

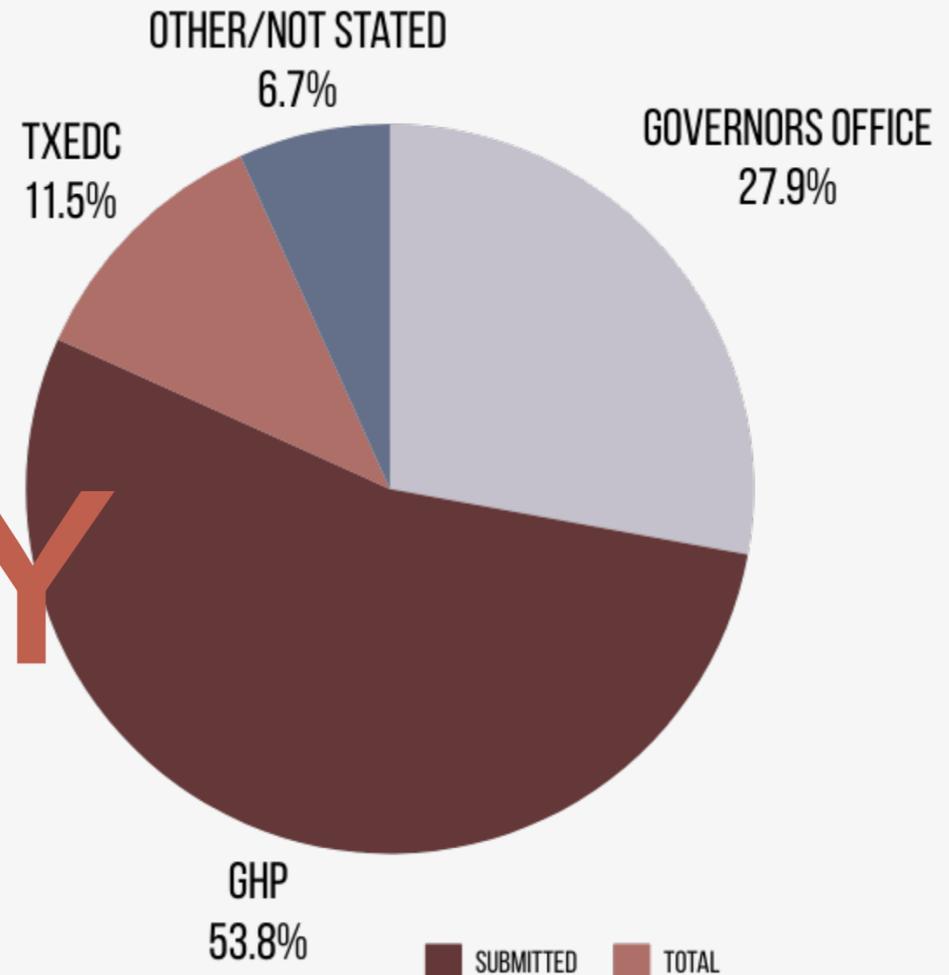
**100,000+ MONTHLY
READERS**

OF BUSINESS
FACILITIES MAGAZINE

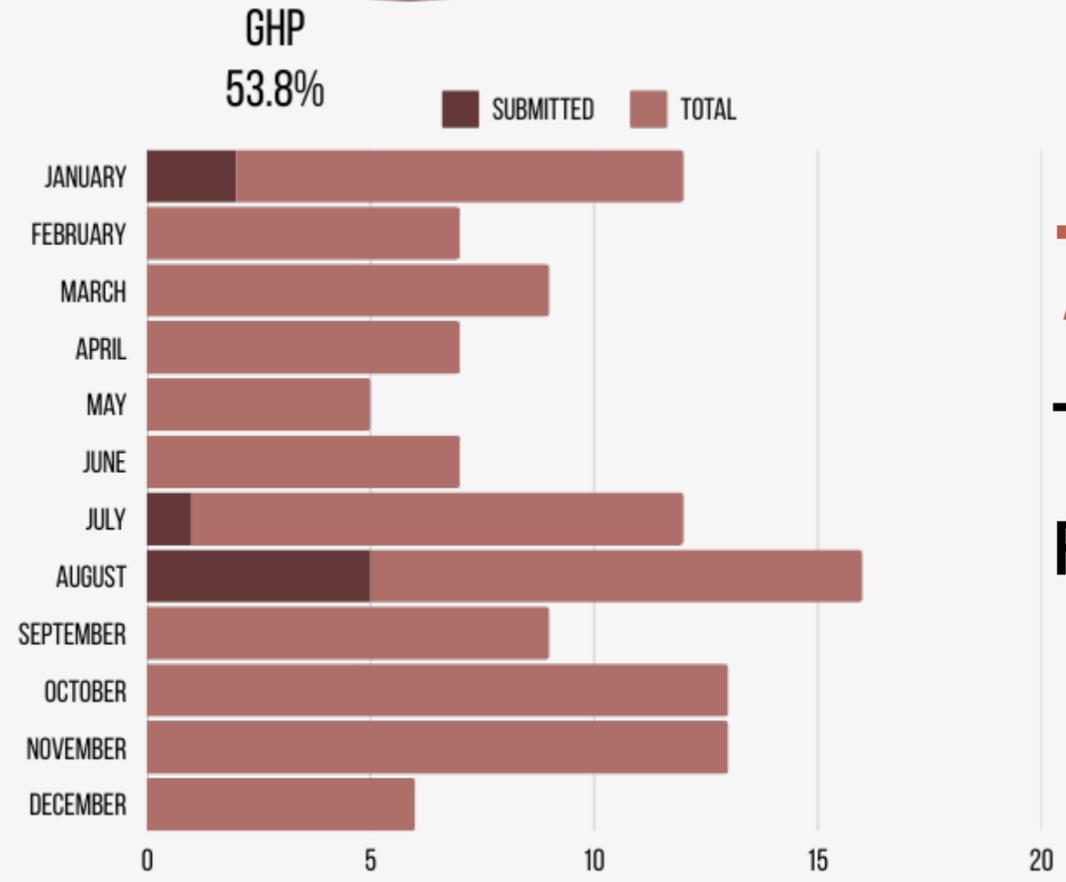
Strategic Priority #2, Goal #1:
 Aggressively pursue future economic
 development activities of the City of
 Huntsville

RFI ACTIVITY ANALYSIS

An RFI (Request for Information) is used
 to evaluate whether a prospective
 business aligns with a community's
 amenities, infrastructure, and
 workforce. This process helps
 determine suitability and supports
 informed decision - making in site
 selection and recruitment efforts.



109
LEADS IN 2024

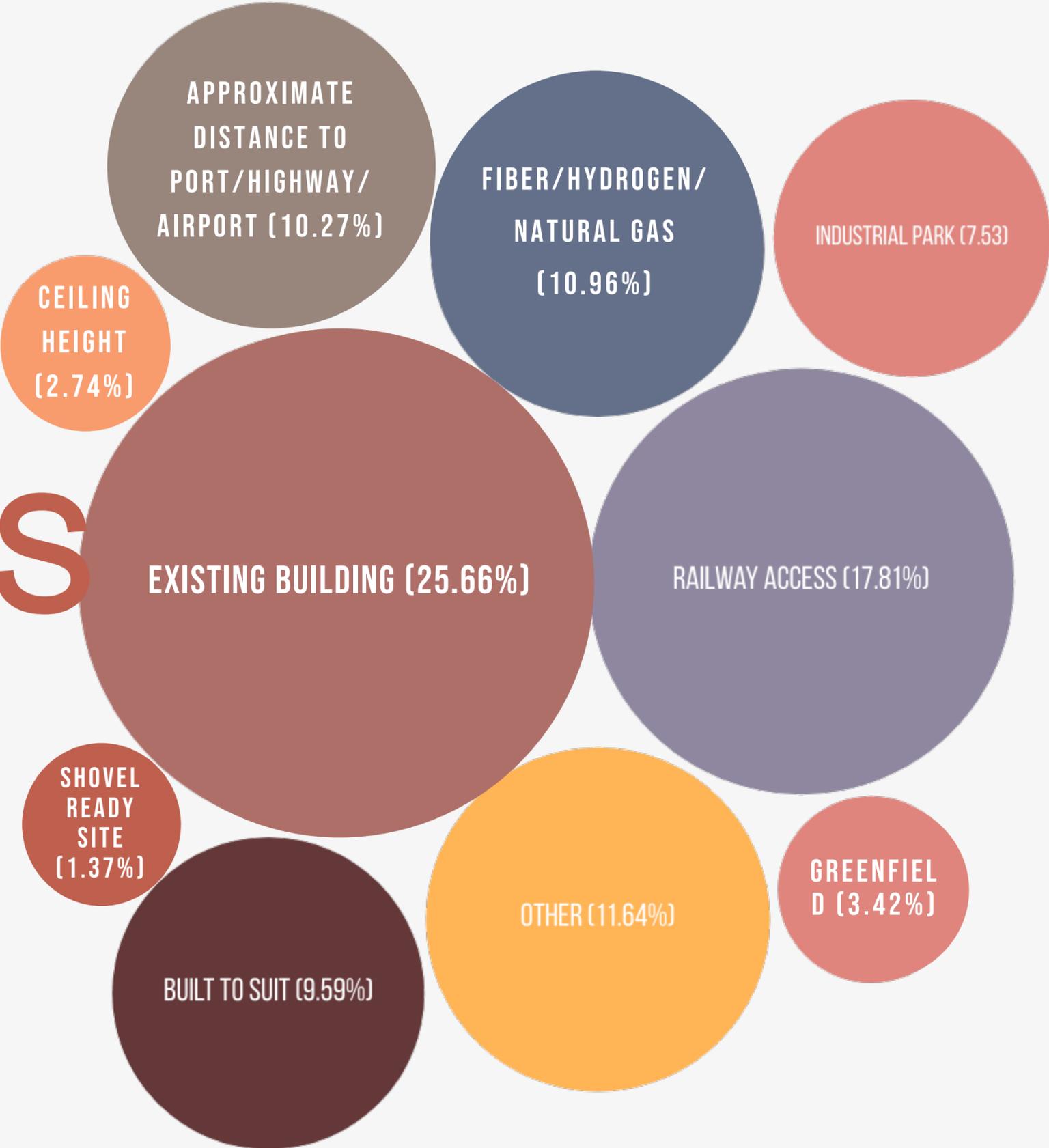


7.92%
**TOTAL RESPONSE
 RATE**

Strategic Priority #2, Goal #1:
Aggressively pursue future economic
development activities of the City of
Huntsville

RFI CRITERIA CHALLENGES

The 7.92% response rate reflects
measured engagement with
Huntsville's economic development
efforts. While the department
actively pursues leads, certain
Requests for Information (RFIs) did
not result in applications due to the
following barriers:



WORKFORCE DEVELOPMENT

Strategic Priority #2, Goal #1:
Aggressively pursue future economic
development activities of the City of
Huntsville



17,731

LABOR FORCE

1,420

ESTABLISHMENTS

5.6%

**UNEMPLOYMENT
RATE**

**COMMUNITY HIRING
EVENT**

150+ ATTENDEES

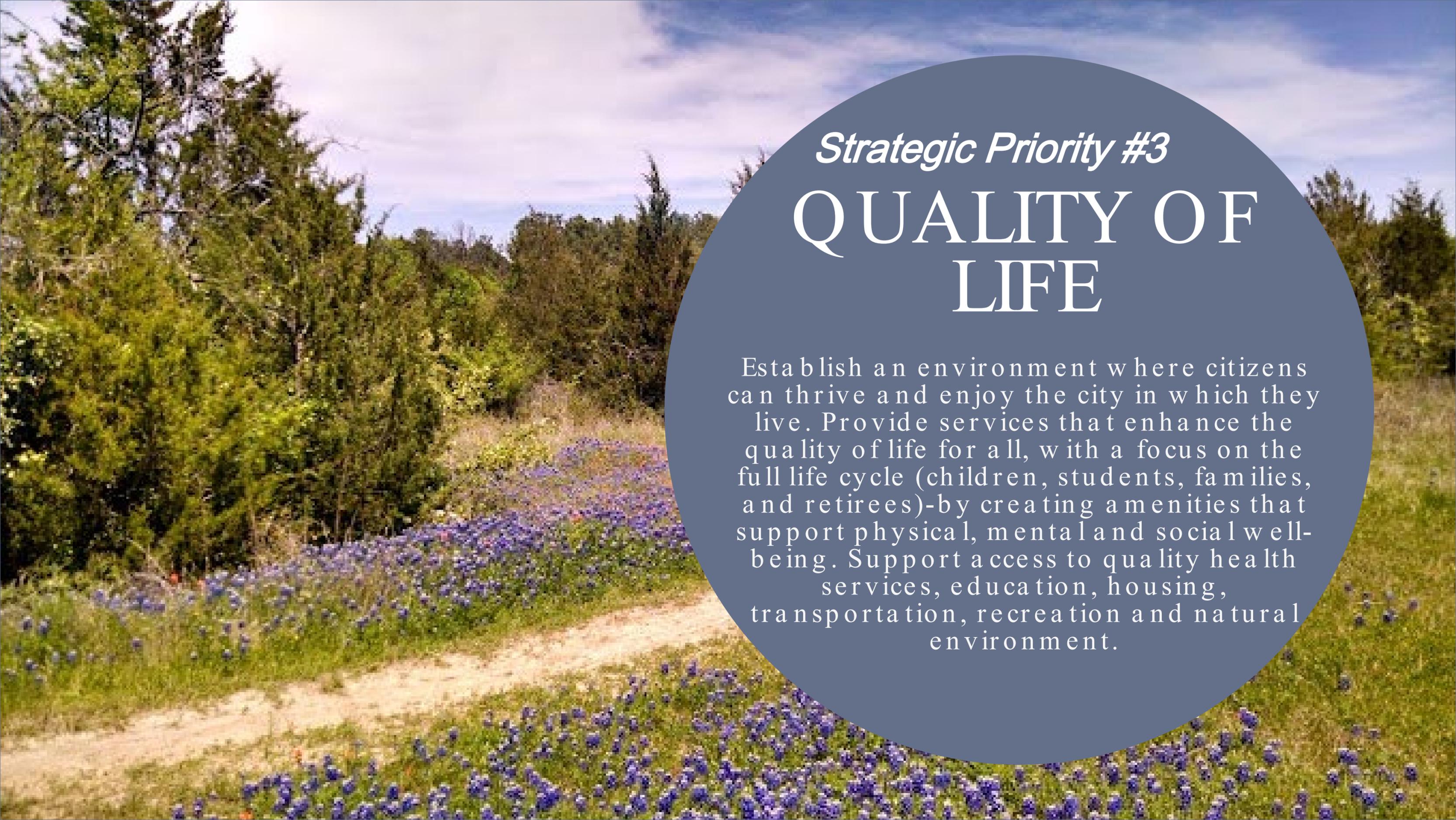
19 LOCAL
BUSINESSES

Strategic Priority # 2, Goal # 2: Complete the downtown strategies plan and consider recommendations for implementation



Strategic Priority # 2 , Goal # 3 : Continue implementation of the 2020 adopted Airport Master Plan to include runway improvements and the support of additional private investment in facilities





Strategic Priority #3

QUALITY OF LIFE

Establish an environment where citizens can thrive and enjoy the city in which they live. Provide services that enhance the quality of life for all, with a focus on the full life cycle (children, students, families, and retirees)-by creating amenities that support physical, mental and social well-being. Support access to quality health services, education, housing, transportation, recreation and natural environment.



Goal #1: Consider amendments to the Development Code to include additional zoning districts

Goal #2: Complete the updates to the Parks Master Plan and review recommendations for implementation

Goal#3: Enhance walkability through improvements identified in the transportation and parks master plans

Goal #4: Review and consider policies and programs to assist in affordable housing development

Goal #5: Increase Code Enforcement efforts through enhanced enforcement of existing codes and ordinances



Strategic Priority #4

INFRASTRUCTURE

Develop and maintain a comprehensive and well-planned infrastructure network that prepares for the challenges of the future and provides quality, modern and efficient, water, wastewater, drainage and transportation services.





Goal #1: Continue to advance water and wastewater projects to ensure adequate capacity and reliability

Goal #2: Complete the drainage fee study and implement recommendations to fund identified drainage improvements

Goal#3: Identify and prioritize new roadway construction projects for potential placement on a future debt issuance

Goal #4: Complete construction of City Hall, consolidation of staff in the new facility, demolition of the old Service Center, and disposition of the current City Hall location (Old PD)



Strategic Priority #5

ENGAGEMENT

Build strong relationships within our organization and community with a focus on our culture of core values as expressed in Service, Trust, Accountability and Respect. Provide a welcoming and collaborative environment that fosters mutual partnership between city government, community organizations and our residents.

SERVICE



TRUST



ACCOUNTABILITY



RESPECT



311 Implementation



Key Milestones: 311 Service Implementation

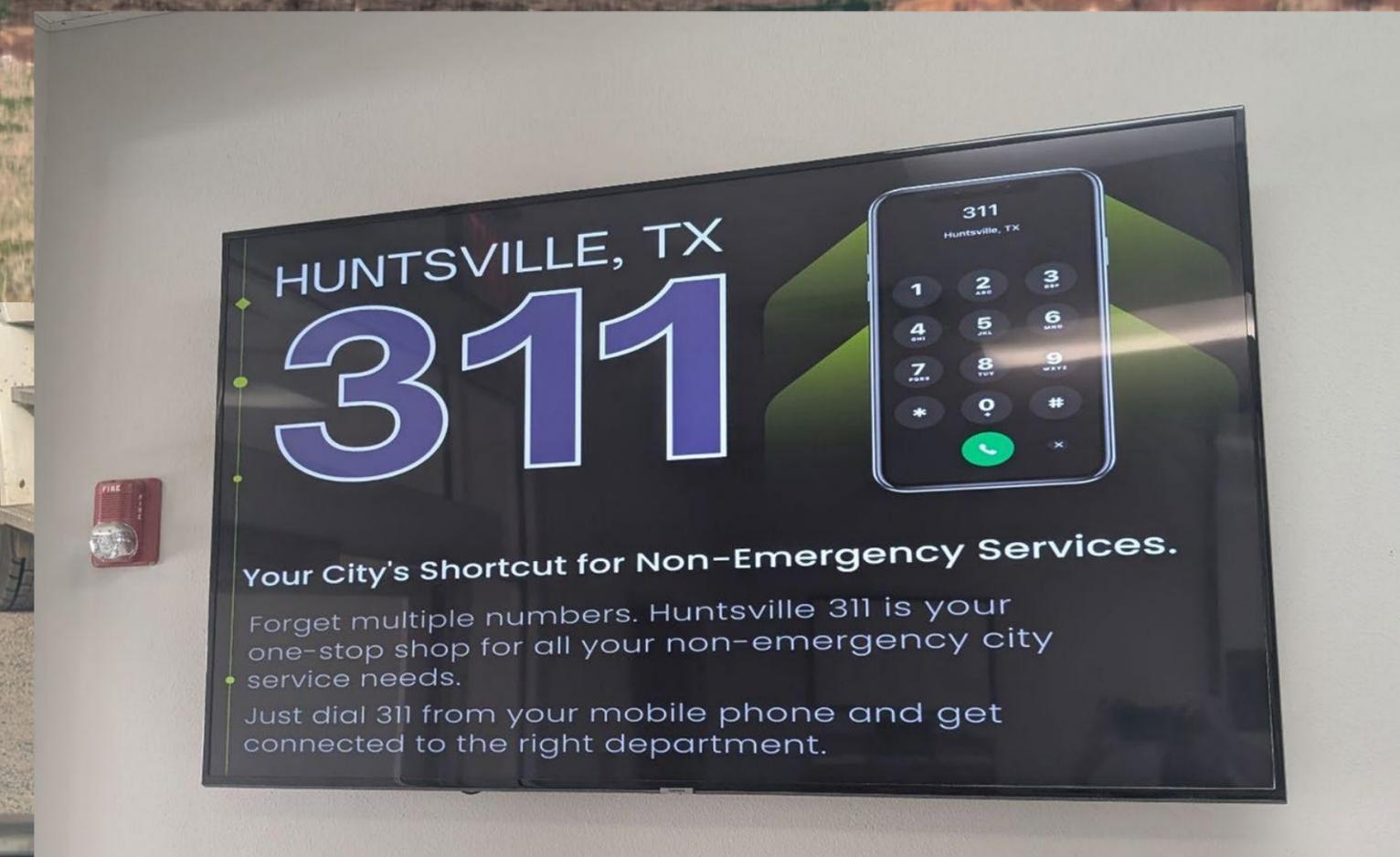
- **Initial Outreach to AT&T:** November 29, 2022
- **AT&T Files Application with the Texas Public Utility Commission (TXPUC):** June 27, 2023
- **TXPUC Review Commences:** September 5, 2023
- **AT&T Contract Signed:** February 6, 2024
- **Mobile Activation:**
 - AT&T: May 7, 2024
 - T-Mobile: May 24, 2024
 - Verizon: July 11, 2024
- **Optimum VoIP Activation:** August 8, 2024
- **AT&T Landline Activation:** October 30, 2024



311 Advertising

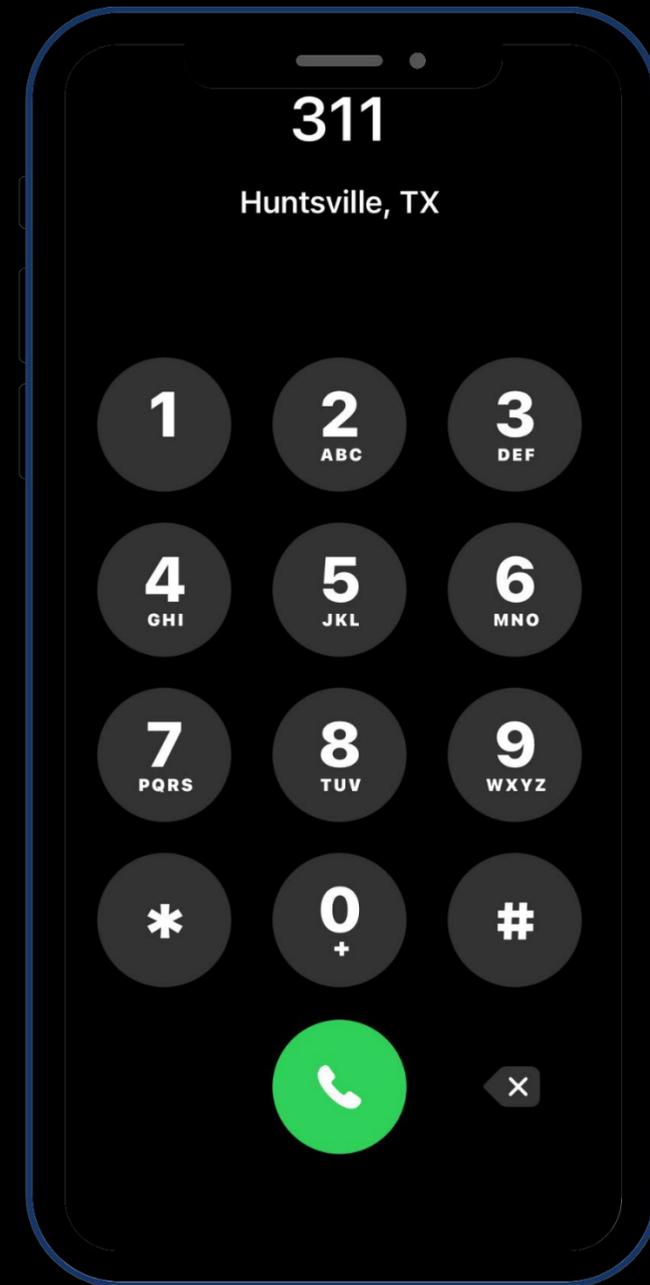
- **Website and Social Media (Facebook):** Targeting all residents with online access.
- **Roadside LED Signs:** High visibility for drivers and commuters.
- **Water Bill Blurb:** Direct communication to all households receiving water service.
- **Office Digital Signage:** Informing visitors to City buildings and staff.
- **Public Works Vehicle Stickers:** Increasing visibility throughout the community.





Phone Tree: 8 AM to 5 PM, Monday - Friday

1. Police Department
2. Scalehouse
3. Permitting
4. Utility Billing
5. Municipal Court
6. Human Resources
7. Library
8. City Hall
9. Fire Stations
0. Animal Control



Phone Tree - After Hours

1. Police Department	→	1. County Dispatch
2. Scalehouse	→	2. Voicemail
3. Permitting	→	3. After Hours Tree
4. Utility Billing	→	4. Voicemail
5. Municipal Court	→	5. Voicemail
6. Human Resources	→	6. Voicemail
7. Library	→	7. Voicemail
8. City Hall	→	8. Voicemail
9. Fire Stations	→	9. Fire Stations
0. Animal Control	→	0. Voicemail



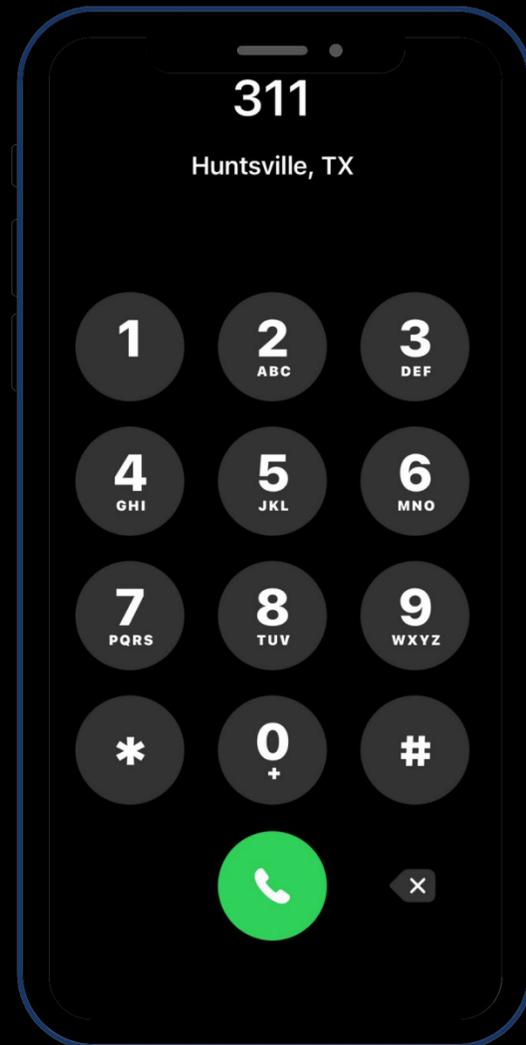
Weather Events

1. Police Department
2. Scalehouse
3. Permitting
4. Utility Billing
5. Municipal Court
6. Human Resources
7. Library
8. City Hall
9. Fire Stations
0. Animal Control



Weather Events

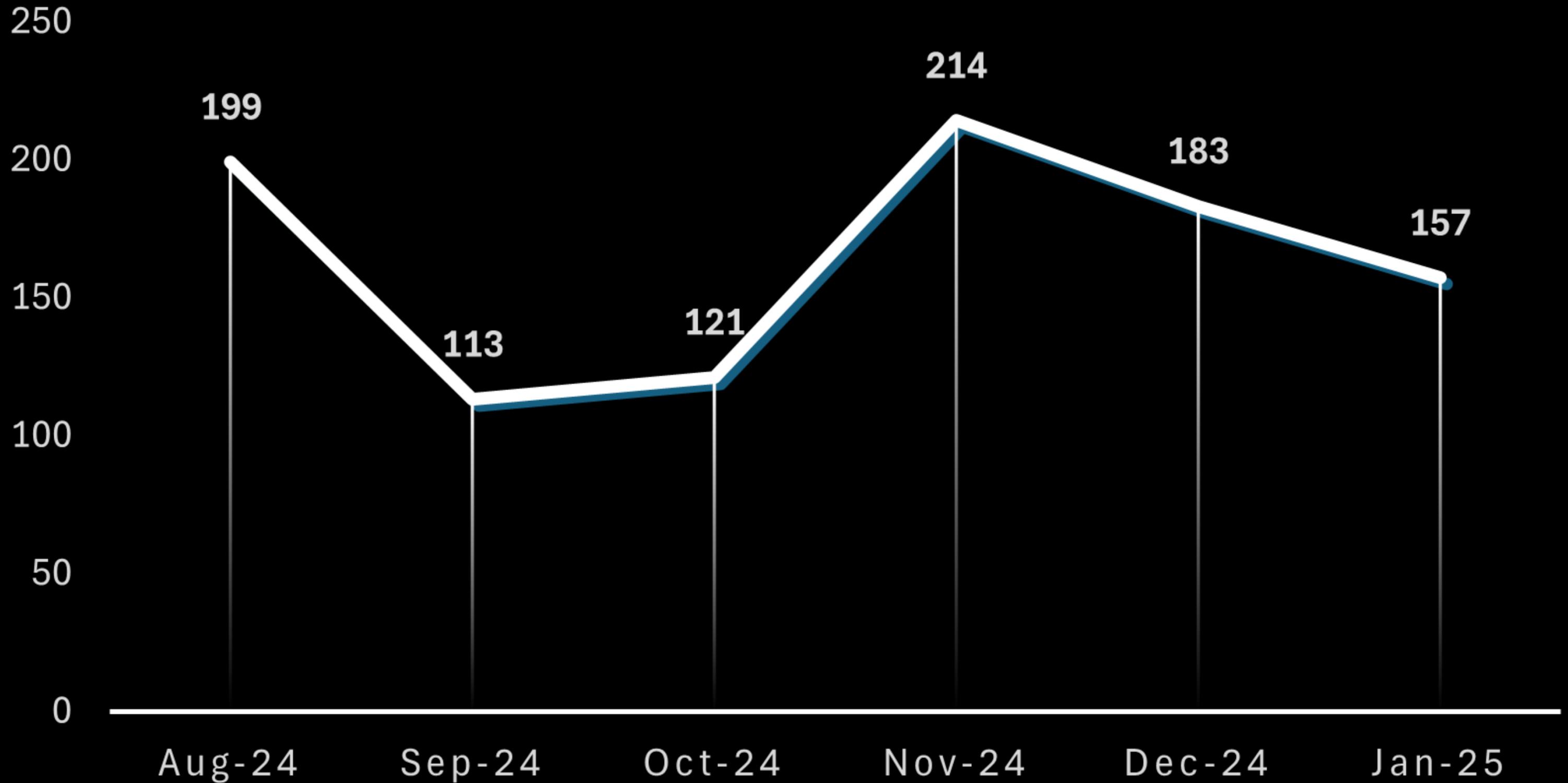
1. EOC Call Center
2. Phone Tree



1. Police Department
2. Scalehouse
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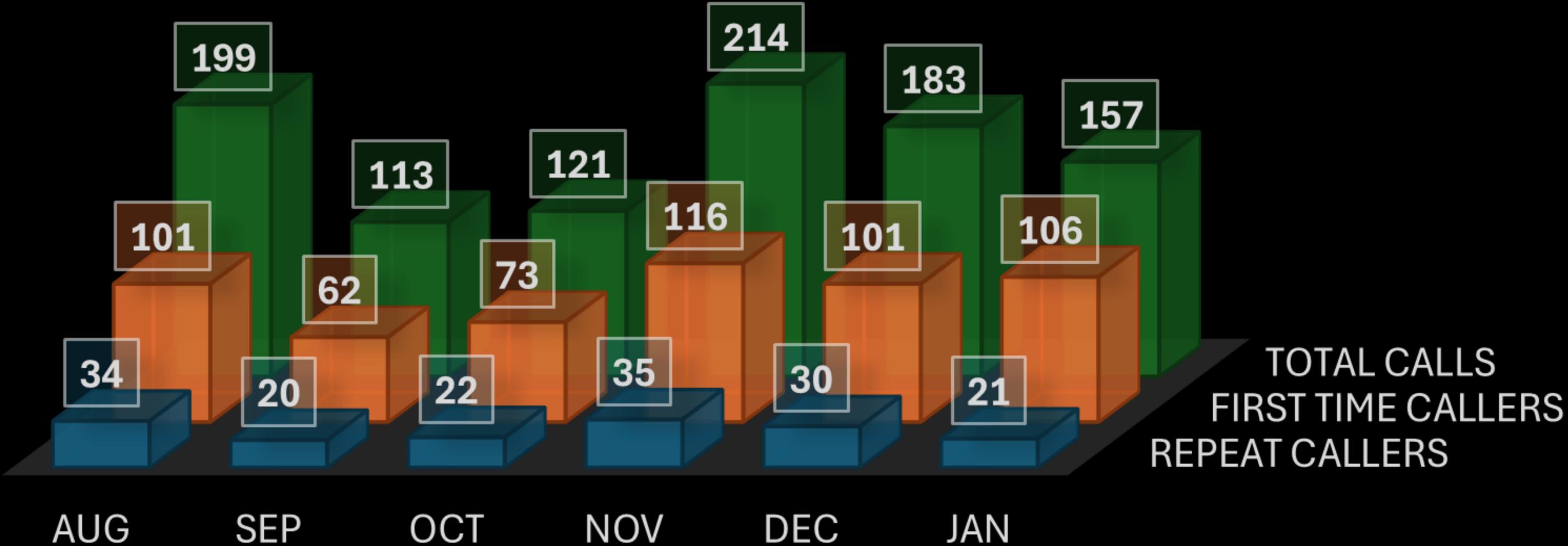


TOTAL CALLS BY MONTH



FIRST TIME VS REPEAT CALLERS

REPEAT CALLERS FIRST TIME CALLERS TOTAL CALLS



TOTAL CALLS
FIRST TIME CALLERS
REPEAT CALLERS

SERVICE



TRUST



ACCOUNTABILITY



RESPECT



An aerial photograph of a town, likely in the South, showing a mix of residential and commercial buildings. A large, semi-transparent grey circle is centered over the image, containing the text 'ANY QUESTIONS?' in a white, serif font. The town features a main street with several cars, various sized buildings, and green trees. In the background, there are more buildings and a utility tower under a blue sky with light clouds.

ANY
QUESTIONS
?