



# Benbrook Economic Development Corporation

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01/21/2020

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**2019 Recap of BEDC's Business Retention and  
Expansion (BRE) Program**

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The Benbrook Economic Development Corporation (BEDC), in partnership with the City of Benbrook (the City), works to *Build a Better Benbrook* by fostering quality business growth and economic vitality, supporting existing businesses, recruiting and encouraging new commercial endeavors, and making strategic and visible investments in projects that support business enterprise and improve quality of life in Benbrook.

In support of our mission, BEDC staff provides the following 2019 recap of BEDC's Business Retention and Expansion (BRE) program.

A robust BRE program is critical to promoting the Benbrook business family. Equally or as important to recruiting new business is the need to support existing businesses, and to promote local shopping. Business owners and managers of existing businesses can be our best ambassadors when prospective retailers visit our city.

BEDC welcomes new businesses with site visits and mailed postcards to welcome them to the community. BEDC acts as an information clearinghouse to our business community by providing information related to community demographics, available properties, development plans, utilities, etc. Additionally, BEDC offers business-specific free advertising to Benbrook Businesses in local publications.

## **STOREFRONT IMPROVEMENT PROGRAM**

A key component of BEDC's BRE efforts is the Storefront Improvement Program Grant. Through this program, the BEDC provides a 50 percent matching grant, not to exceed \$20,000 per grant, to help property/business owners improve the façade or other exterior features of existing commercial buildings. For the past few years, the BEDC boards of directors and city council members have approved a budget of \$150,000 for the Storefront Improvement Program.

In 2019, a total of 11 grants were approved by BEDC, and 7 of those projects were completed. The other 4 grant projects are pending completion. In total, \$73,987.42 was reimbursed to Benbrook businesses for façade improvements in 2019. Currently, \$110,700 is pending reimbursement, awaiting project completion.

SUBMITTED BY:

DISPOSITION BY BEDC BOARD:

APPROVED     OTHER (DESCRIBE)

PROCESSED BY:

DATE:

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### **HOMETOWN PRIDE RECOGNITION**

In an effort to acknowledge long standing Benbrook Businesses, BEDC recognizes businesses and organizations that have operated in Benbrook for 20+ years. This recognition typically includes a speech by the Mayor and a plaque presented to business owners/organizations, and of course, promotion of that business. In 2019, BEDC, in partnership with the City and BACC, recognized three Benbrook organizations with a Hometown Pride Recognition ceremony: 1) Century Johnson Partners was recognized at the 2019 Benbrook Business Expo; 2) 4Paws Animal Adoption was recognized at Benbrook's 2019 Trash Bash event; and 3) the Citizens on Patrol organization was recognized at the 2019 Benbrook Heritage Fest 'Cowboy Roundup.' The next Hometown Pride Recognition will be held at the 2020 Benbrook Business and Community Showcase in March.

### **BENBROOK BUSINESS EXPO**

BEDC supports area businesses by hosting, along with the City and BACC, the annual Benbrook Business Expo. At this event, local businesses are invited to showcase their goods and services, and the public is invited to learn more about our business community. At the 2019 Benbrook Business Expo, 56 businesses participated and approximately 400 to 500 community members attended the event. The next Business Expo, recently renamed the Benbrook Business and Community Showcase (BCS for short), is scheduled for Thursday, March 5 from 3 to 7 p.m. at HighRidge Church (10100 Rolling Hills Drive). Everyone is welcome and admission is free.

New this year, BEDC is sponsoring the Shop 'n Drop Benbrook program. Shop 'n Drop Benbrook is a program incentivizing community members to support Benbrook businesses by shopping in Benbrook February 3 to March 4, 2020. Community members are simply asked to write their names and phone numbers on their receipts for purchases over \$10, and drop the paper receipts in shopping bags located at Benbrook City Hall Visitor's Center, 911 Winscott Road, Benbrook, from 8 am to 5 pm, Monday through Friday. Entries will be eligible for prize drawings taking place on March 5 at the 2020 Benbrook Business & Community Showcase.

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In addition to the programs mentioned, BEDC works to expand business enterprise by fostering relationships with business owners and developers, annually attending ICSC's Red River Conference, offering tours of Benbrook, and continuing to share the "Benbrook Story" of growth, opportunity, and quality of life. As we enter 2020, we will assess other opportunities to assist and support our business community, to recruit new business, and to Build a Better Benbrook.