



Lamesa Economic Development

Logistics. Location. Livability.





Lamesa Economic Development

Logistics. Location. Livability.



Forward to LEDC/LEAP 20/21 Strategic Plan Created by Board of Directors and Staff.

In October, the Board of Directors of LEDC/LEAP began working to build a community created, community based Strategic Plan, for now and the future. Many hours of discussion, compromise, redirection, and thought have been spent finishing this Document. That work has been accomplished by folks that live, work in Lamesa and have for many years. They have each donated hundreds of hours of volunteer work to make Lamesa, Texas a better place for all of us. Their thoughts and actions are short term, now, and, long term, some years, these goals, and objectives will be realized. This Plan is a living Document that will guide the operation and work of Lamesa Economic Development Corporation and Lamesa Economic Alliance Project both for Board of Directors and staff. This plan will provide guidance for work, how community investments are approved and the continuous improvement of Lamesa for residents, visitors, business both new, existing and Entrepreneurs.

We will follow this plan to success in making Lamesa, Texas a community where people want to Live, Work, Raise a Family, Play and Own or Develop a Business.

Credits to those that spent many hours to develop and implement this Plan:

Board of Directors:

Scott Leonard

Bob Henderson

Monica Castro

Deedra Cope

Bobby Gonzales

Dore Rodriguez

Chris Riggins

Bryan Nowlin

City Manager Sean Overeynder

Attorney Russell Castleberry

Staff Mona Ferguson, Lee Peterson

The community of Lamesa, Texas owes you all a debt of gratitude for your volunteer time and your thoughtful work.



Lamesa Economic Development

Logistics. Location. Livability.



Introduction to the 2020/2021 Strategic Plan for Lamesa Economic Development Corporation/Lamesa Economic Alliance Project.

The measurable mission of this plan is to: Improve Lamesa, Texas to a Community where people want to Live, Work, raise a Family, Play and own a Business.

Lamesa came from humble beginnings, 17,000 years ago the first inhabitants were Paleo- Indians who hunted in the area and camped along Sulphur Springs Draw. Later times Apaches and later Comanche also used the Draw for camping during Hunting Excursions. Sulphur Springs Draw was also a transportation route to allow early settlers to travel to the Railhead in Big Springs.

Dawson County was organized in 1905 and named in honor of Nicholas Mosby Dawson 1808 to 1842 who fought at the Battle of San Jacinto and fell at Dawson's massacre. In 1900 the Census it listed 37 persons residing in Dawson County.

Lamesa had its beginnings in 1903 when a block of 160 acres was carved out of the home section of Frank Connor's ranch. The name Lamesa was taken from the Spanish word MESA meaning "Tableland" because it was descriptive of the town's location on the high plateau of the South Plains.

The City of Lamesa was incorporated in 1917 and the first large projects came in 1925 when a new City Hall was built, water and wastewater system and the brick streets around the square were built.

From that day in 1925 until this very day residents and others have worked to help Lamesa grow its population and economy. As with all good issues many struggles have been overcome others are still with us.

Energy and Cotton are fickle products, always in flux, up or down, good, or bad, all of us in Lamesa live with this economy. These products are our life blood but not always at a price that makes them viable. We have just seen that in the energy industry and the many years long drought has not helped the agriculture portion of our economy.

We must diversify our economy with new types of industry to help our residents have good jobs with good wages and benefits. All that we do is to that end, make Lamesa, Texas a much better place with opportunities for all.

Before we can strike out to grow our industry and retail, we must give Lamesa a complete face lift. Our community must have a more appealing visual image. Our current Strategic Plan moves Lamesa in that direction, not the ordinary plan to market and create jobs, but understanding the good companies we want in Lamesa will not expand here without much clean-up work NOW. Our current society is driven by instant gratification, these projects will not be completed for several years. We must begin, be a part of the change and persevere as a community to finish this effort.

Housing must grow, our population must grow our business and industry must grow or Lamesa will be left even farther behind.

We have begun!



Lamesa Economic Development

Logistics. Location. Livability.



VISION:

To make Lamesa an economic competitor by providing a vibrant economy that is culturally diverse; creating opportunities for commercial, industrial, and retail development that benefit from Lamesa's educated workforce.



Lamesa Economic Development

Logistics. Location. Livability.



STRATEGIC PLAN

THREATS AND WEAKNESSES

1. Appearance of sites and Buildings in Lamesa.
2. No true Industrial Park ready for customers because of lack of sites and Infrastructure.
3. Lamesa needs a visual upgrade to realize the true potential.

STRENGTH AND OPPORTUNITIES

1. Downtown Revitalization
2. Low Cost of Living and Desire to attract new business.
3. Howard College and Capital Improvement at LISD
4. Increase retail Opportunities will provide jobs investment and enhance the quality of life, improve main thoroughfares appearances, create live, work, play environment, adequate real estate



Lamesa Economic Development

Logistics. Location. Livability.



Lamesa LEDC/LEAP Strategic Plan approved 03/08/21

I. Improve Lamesa to a community where people want to live, work, raise a family, play and be in business.

A. Improve appearance of sites and buildings in Lamesa, work diligently to provide a visual up-grade to help the Community reach full potential.

1. LEDC/LEAP are providing \$ 30,000 in 2020/2021 to increase the City's Code Enforcement.
2. LEDC/LEAP are providing \$ 40,000 in 2020/2021 to demolish derelict, commercial structures on Dallas, Lynn, Seminole Highway or 4th Street, Bryan and Downtown.
3. LEAP is providing \$ 40,000 to demolish sub-standard homes in 2020/2021.
4. LEDC/LEAP has made it a priority for several years to improve the visual appearance of Lamesa by working with the City Manager to up-grade or demolish derelict commercial buildings and sub-standard homes.
5. Promote use of Façade Improvement Grants by private building owners, especially along business corridors and Downtown.
6. Work to create co-operative clean-ups of any kind, working with partners, City of Lamesa, Permian Basin Planning Council, Kiwanis, Rotary, Boys and Girls Club and LISD.
7. When the time is right join Keep Texas Beautiful.

B. Downtown Revitalization

1. Assist in anyway possible to improve Downtown Buildings and Businesses, this may require demolition. Use the Façade Improvement Grant as much as possible.
2. Work with all partners to create activity through special events.
3. Encourage new private business ventures to locate in the Downtown area to generate more customers.
4. Continue to meet with Downtown Building Owners to create a positive relationship.

5. Use a carrot and stick approach to encourage building owners to clean-up, remodel, or sell their buildings.

a. Carrot can be: 75% assistance with Façade Improvement Grant or perhaps another program to help with remodel costs. Stick can be a Vacant Store Front Tax, which would need approval by Lamesa City Council.

6. Provide matching funds for City of Lamesa's Downtown Revitalization Grant.

C. Begin to develop a true industrial park ready for customers with serviced, shovel ready sites.

1. Lamesa LEDC/LEAP has created a restricted fund that is dedicated to purchase and development of a true shovel ready industrial park.

2. At the appropriate time attract whatever grants are available to assist with creation of Lamesa's Industrial Park. For many grants of this type, we must have a customer that wishes to locate in our industrial park.

3. Continue to work with customers to locate them on our existing sites.

D. Create a Live, Work, Play, Raise a Family and Own a Business, Environment.

1. Focus on Housing of all types, assist where we can, with real estate or other avenues.

2. Partner with private business, City of Lamesa and others that would create a successful recreation business.

3. Continue to create new employment opportunities, with better wages and benefits.

4. Work with Entrepreneurs and all our partners, Permian Basin Planning Council, Small Business Development Center U.T. Permian Basin, City of Lamesa and others to grow new businesses in Lamesa, especially Downtown.

E. Increase Retail Opportunities that will provide jobs, investment and enhance the quality of life for all Lamesas residents.

1. Find unique approaches to provide City services to new retail sites.

2. Retail follows Population Growth and Vehicles per Day Traffic. Use every effort to grow Lamesa and Dawson County.

3. Closely monitor Port to Plains and possible I-27, assist where we can.

4. Use every possible tool to create retail Downtown.