

CITY COUNCIL MEETING

JUNE 9, 2026

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9. New Business

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New Business

9C. Consider approval of League City's proposed and updated Economic Development Strategic Plan

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Economic Development in League City

"Economic Development facilitates within League City a superior quality of life – one that enables all citizens to affordably, conveniently, and sustainably live, work, play, and stay forever."

Scott D. Livingston – Director of Economic Development – League City

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Economic Development Benefits for League City

- 1) New + Retained Revenue.
- 2) Opportunities -- Jobs, Enhanced Value, Services.
- 3) Elevated + Protected (\$) Quality of Life.
- 4) Reduced Property Tax Pressure.
- 5) Preservation of League City's Long-Term Value.

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Reasons to Update this Plan

- Last standalone plan was updated about a decade ago.
- Bring greater focus and energy to Economic Development efforts.
- Generate greater, more beneficial results for citizens.

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Requests

- Your feedback
- Your approval, and ultimately
- Your support

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Methodology

Staff used a Community-Based Strategic Planning approach to solicit and include essential feedback from League City's citizens and stakeholders:

- **600** citizens + **6** different professional focus groups
- City Staff (2x) in 6 depts., Administration
- **12** professional peer reviewers

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Methodology (Cont'd)

- Data Analysis
- Benchmarking
- Survey of Best Practices

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Intentions of this Plan

- Provide a 5-year results-oriented blueprint, providing greater focus and energy on the most critical priorities.
- Enable us to effectively explain how Economic Development benefits League City.
- Capture and define Economic Development Directives and Initiatives.
- Prescribe how we will define and measure future success.

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Anatomy of the Plan

- 1 Primary Directive + 4 Strategic Directives
- 40+ Key Initiatives
- Critical Outcomes
- Performance Metrics

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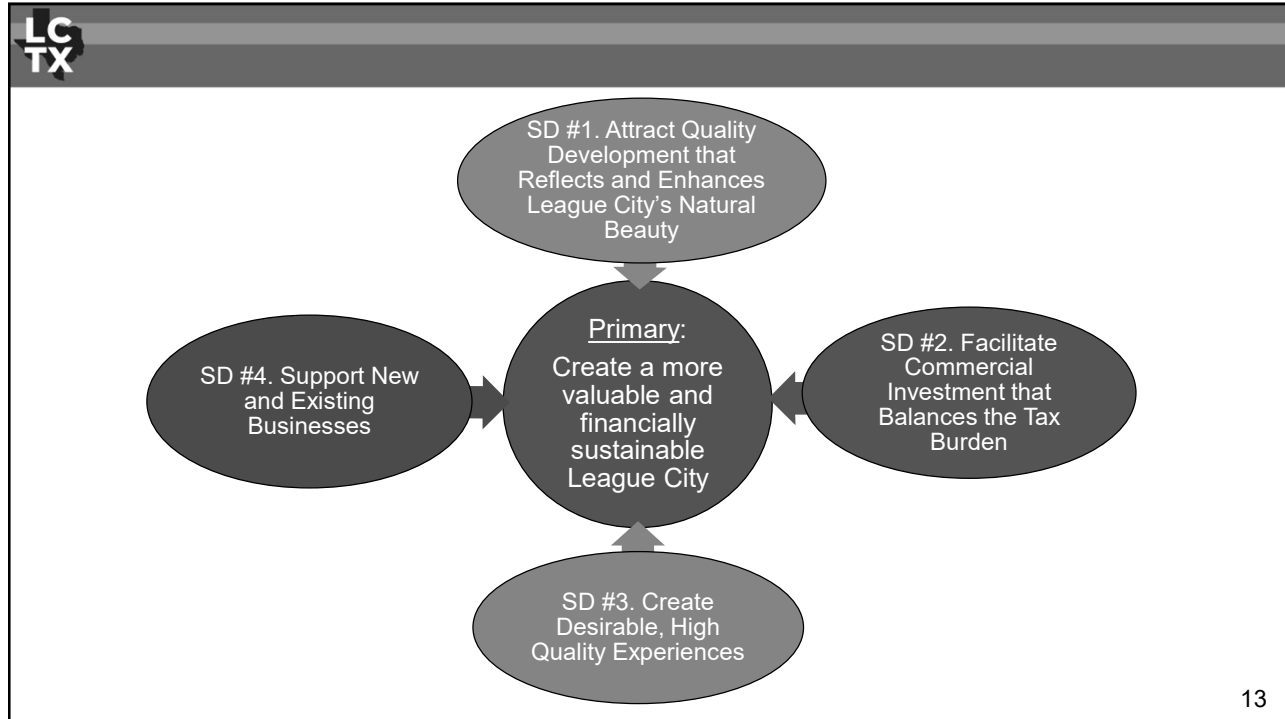
Our Primary Directive

“Create a more valuable and financially sustainable League City”

This is the aim and ambition of our updated Economic Development Strategy.

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SD #1 – Attract Quality Development that Reflects and Enhances League City's Natural Beauty

Citizen/Stakeholder Input – We want to attract development that enhances what makes League City special – such as green spaces, waterways, and hometown character.

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SD #1 – Critical Outcomes

- Integrated, mixed-use lifestyle centers optimize land use.
- Vacant areas are revitalized with new tenants and value.
- Residents benefit from expanded and connected trails.
- Investment expands the City's network of natural assets.
- Development projects incorporate natural infrastructure.
- League City's natural assets define its regional identity.

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SD #1 – Performance Metrics

- Number of Integrated, Mixed-Use Lifestyle Centers
- Commercial Vacancy Rate
- Amount of Investment in Reuse/Redevelopment Projects
- Linear Feet of Connected Trails/Sidewalks

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SD #2 – Facilitate Commercial Investment that Balances the Tax Burden

Citizen/Stakeholder Input – We want businesses that provide jobs and tax revenue that reduce property tax pressure on homeowners.

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SD #2 – Critical Outcomes

- Growth in tax-generating businesses diversifies the tax base.
- League City has attracted more high-quality commercial investment.
- League City creates new jobs and retains existing jobs.
- Innovation and advanced manufacturing are actively supported.
- Strategic tools are evaluated to develop State Highway 3.
- Residents support the attraction of new investment to the community.

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SD #2 – Performance Metrics

- Growth in Comm. Property Tax Value
- Proportion of Commercial vs. Residential Tax Base
- Growth in Sale Tax Revenue
- Number of New Jobs
- Quality of Jobs

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SD #3 – Create Desirable, High Quality Experiences

Citizen/Stakeholder Input – We want high quality businesses that add value and improve residents' quality of life.

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SD #3 – Critical Outcomes

- League City has new upscale and experiential destinations.
- Integrated, mixed-use lifestyle centers build social capital.
- Residents are satisfied with local amenities and experiences.
- High-quality developments create new tax revenue and jobs.
- League City is recognized as a premier destination/community.

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SD #3 – Performance Metrics

- Number of Experience-Oriented Establishments
- Citizen Satisfaction Ratings
- Percentage of Retail Leakage Recaptured
- Number of Integrated, Mixed-Use Lifestyle Centers

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SD #4 – Support New and Existing Businesses

Citizen/Stakeholder Input – We should continue retaining existing businesses, while attracting new ones.

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SD #4 – Critical Outcomes

- League City is a responsive, predictable, and supportive environment.
- Targeted recruitment attracts employers that create new, advanced jobs.
- The commercial tax base and local employment opportunities grow.
- Businesses view League City as easy-to-navigate for doing business.
- Businesses contribute to tax revenue growth and economic activity.
- Incentive tools generate measurable returns on investment.

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SD #4 – Performance Metrics

- Commercial Property Tax Value
- Sales Tax Revenue
- Business Retention Rate
- Proportion of Commercial vs. Residential Tax Base
- Number and Quality of Jobs
- New and/or Retention and Expansion Projects

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Implementation and Evaluation

- Document Quarterly
- Report Bi-Annually (2x/year)
- Benchmark Annually
- Update in 5 Years (2032)

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Appendices

- Economic Development Staff's Observations
- Key Initiatives tied to each Strategic Directive
- Economic Development Staff Insights
- Resources, Constraints, and Opportunities for Growth
- Results for Selected Citizen Survey Questions
- 2021 International Economic Development Council Report
- League City Integrated Trail/Sidewalk System Map
- Glossary of Terms
- Acknowledgements

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Questions?

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Eco. Dev. Initiatives

Facilitate:

- Quality of life citizens want
- Quality of life the council supports
- Clear development expectations
- Quality development

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Eco. Dev. Initiatives (Cont'd)

More specifically:

- Fill in vacant spaces and places
- Address redevelopment challenges
- Attract quality Westside development

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Eco. Dev. Initiatives (Cont'd)

- Promote League City's Values + Expectations
- Attract + Inform + Qualify Proposed Projects
- Network + World Class Customer Service

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Define/Measure Success (Cont'd)

Performance Metrics -- Measure, Track, and Report:

- Four Strategic Directives
- League City's Key Economic Indicators
(slides #33-34)
- Benchmark Key Economic Indicators with Five
Peer Communities (slides #35-37)

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Benchmarks Against Ourselves

- New and Expanding Business Registrations
- Growth in Sales Tax Revenue
- Growth in Sales Tax Revenue
(Adj. for Inflation and Pop. Growth)
- Commercial Investment

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Benchmarks Against Ourselves (Cont'd)

- Growth in Commercial Property Tax Value
(*Excluding Exemptions*)
- Number of Jobs
- Proportion of Commercial vs. Residential Tax Base
- Municipal Property Tax Rate

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Benchmarks Against 5 Peer Communities

- Baytown
- Missouri City
- Pearland
- Sugar Land
- Webster

Note: In the Greater Houston Region, these five communities have similar economic, demographic, geographic, or development characteristics to League City.

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Benchmarks: 5 Peer Communities

- Municipal Property Tax Rate
- Municipal Debt to Revenue Ratio
- Municipal Debt to Personal Income Ratio
- Municipal Debt Per Capita

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Benchmarks: 5 Peer Communities (Cont'd)

- Municipal S&P Bond Rating
- Growth in Commercial Property Tax Value
(*Excluding Exemptions*)
- Proportion of Commercial vs. Residential Tax Base
- 5-Year Average Growth in Sales Tax Revenue

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Eco. Dev. Benefits for League City

- 1) New + Retained Revenue
- 2) Opportunities – Jobs, Enhanced Value, Services
- 3) Elevated + Protected (\$) Quality of Life
- 4) Reduced Property Tax Pressure
- 5) Preservation of League City's Long-Term Value
- 6) Financial Sustainability
- 7) Attracted + Retained Value

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Eco. Dev. Benefits for League City

- 8) Decreased Commuting
- 9) Increased Daytime Population
- 10) Protected Property Values
- 11) Increased Primary Employers
- 12) Project Wins
- 13) Talented Workforce
- 14) Special Community Gathering Places
- 15) Wise Development Decisions

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Eco. Dev. Benefits for League City

- 16) Modern and Competitive Community
- 17) Balanced Tax Burden
- 18) Shaped + Grown Community
- 19) Expanded Infrastructure
- 20) Diversified, Resilient Economy
- 21) Long-Term Investment Vision

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Eco. Dev. Benefits Measured

- 1) Property and Sales Tax Receipts and Fees
- 2) # of Jobs, Upskilled Workers, and Training Programs
- 3) # and Type of Quality of Life Projects
- 4) % of Reduced Taxes
- 5) Survey Results – Community's Value
- 6) Survey Results – Community's Quality of Life
- 7) Progress Made on Financial Sustainability Plan
- 8) Value Attracted + Retained

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Eco. Dev. Benefits Measured

- 9) Decreased Commute Times
- 10) Increased Daytime Population
- 11) Enhanced Property Values
- 12) Increased # of Primary Employers
- 12) # of Projects Won
- 13) Increased, Talented Workforce
- 14) # of Special Community Gathering Places
- 15) #/Value of Wise Development Decisions Made

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Eco. Dev. Benefits Measured

- 16) Modernized, Relevant, and Competitive
- 17) Balanced Tax Burden
- 18) Shaped + Balanced Community
- 19) Expanded Infrastructure
- 20) Diversified, Resilient Economy
- 21) Long-Term Investment Vision