



EVERMAN COMMUNITY DEVELOPMENT CORPORATION

Thursday, April 02, 2026 at 6:00 PM
213 North Race Street Everman, TX 76140

AGENDA

1. MEETING CALLED TO ORDER

2. CONSENT AGENDA

A. Minutes

Everman Community Development Meeting Minutes 2-5-2026

3. CITIZEN'S COMMENTS

4. DISCUSSION ITEMS

A. Financial Report - Executive Directors

B. Staff Report - Update and Discussion related to Soccer5 USA, LLC

C. Staff Report - Update & Discussion related to performance of Retail Strategies

D. Review, Comment, and Provide Feedback on the Proposed 2026 Strategic Draft Plan

5. CONSIDERATION AND POSSIBLE ACTION

A. Discussion and Possible Action Regarding Opportunity Zones 2.0 Nomination for Census Tract 1112.02, Everman, Tarrant County

6. EXECUTIVE SESSION

7. ADJOURN

I hereby certify that this agenda was posted on the City of Everman bulletin board at or before 5:00 p.m. on Friday March 26, 2026.

/s/ Mindi Parks
City Secretary

Citizens may watch meetings live on YouTube. A link to the City of Everman YouTube channel is provided on the city website at: www.evermantx.us/government/citycouncil/

Pursuant to Texas Government Code Sec. 551.127, on a regular, non-emergency basis, members may attend and participate in the meeting remotely by video conference. Should that occur, a quorum of the

members, including the presiding officer, will be physically present at the location noted above on this Agenda.

Pursuant to Section 551.071, Chapter 551 of the Texas Government Code, Boards & Commissions reserve the right to convene into Executive Session(s) from time to time as deemed necessary during this meeting, to receive advice from its attorney on any posted agenda item, as permitted by Law. Additionally, Boards & Commissions may convene into Executive Session to discuss the following:

- A. Section 551.071 - Pending or Contemplated Litigation or to Seek Advice of the City Attorney.*
- B. Section 551.072 - Purchase, Sale, Exchange, Lease, or Value of Real Property.*
- C. Section 551.073 - Deliberation Regarding Prospective Gift.*
- D. Section 551.074 - Personnel Matters.*
- E. Section 551.087- Deliberation Regarding Economic Development Negotiations.*
- F. Section 551.089 - Deliberations Regarding Security Devices or Security Audits.*

According to the City of Everman Policy on Governance Process, individual citizen comments will be restricted to three (3) minutes unless otherwise determined by a majority vote of the Council. The Presiding Officer of the Board or Commission is responsible to enforce the time limit. Citizens may address the Board or Commission either during the Citizen Comments portion of the meeting or during deliberation of a listed agenda item. Members of the Board or Commission are only permitted by Law to discuss items that are listed on the agenda. Citizens wishing to make comments should notify the City Secretary as soon as possible.

City Hall is wheelchair accessible. Parking spaces for disabled citizens are available. Requests for sign interpretative services must be made 48 hours prior to the meeting. To make arrangements, call 817.293.0525 or TDD 1.800.RELAY TX, 1.800.735.2989.



EVERMAN COMMUNITY DEVELOPMENT CORPORATION

Thursday, February 05, 2026 at 6:00 PM
213 North Race Street Everman, TX 76140

MINUTES

1. MEETING CALLED TO ORDER

President Richardson called meeting to order at 6:07pm.

Present:

Ray Richardson

Johnnie Allen

Miriam Davila

Ricky Garcia

Michelle Hudson

Absent:

Anthony Grissett

Jim Bauer

2. CONSENT AGENDA

A. Previous Meeting Minutes -

October 2, 2026

October 16, 2026

Motion made by Davila, Seconded by Hudson.

Voting Yea: Richardson, Allen, Davila, Garcia, Hudson

Motion Carried

3. CITIZEN'S COMMENTS

We had no citizens present.

4. DISCUSSION ITEMS

A. Financial Report - Executive Directors

Craig stated that the budget is looking good. Craig went over the Financial report for 2025 and the start of 2026. He also went over the sales tax and where we are sitting right now and it is doing very good. He presented the reports of some sales tax and where it is coming from.

Tiktok is one that is on that list and we have gotten a good number of sales tax from those sales and Temu is on that list as well. Great growth with food sales, retail and Professional Services. Retail is the number one on this list.

B. Strategic Planning Workshop

Craig wanted to recap and review where we are at. He started by showing the review of what we have already done. He went over the strengths, weaknesses, opportunities, and threats. He reviewed and showed the board what those were. He displayed these with a power point. He asked the board if there was anything that needed to be added to these items. The board agrees this is a good start. Craig also stated that we have 7 Strategic Priorities and he really thinks they need to get that number down to about 3. He went over the 7 and asked them to get that down to 5 or 3 to be able to focus on those projects. Remove 6 is what Ricky suggested. They will also take out number 3 in the Strategic Priorities. Also number 7 will be taken off this list. Grocery, entertainment, Dry cleaning/Laundry, Youth recreation, Senior Citizen Center, Coffee shop, family medicine, and bank/Credit Union, are the main focus priorities for the city. Craig also has asked the board what areas they want to target for redevelopment. He displayed a map and displayed some areas that he thinks could be target areas. He believes and the board thinks that those areas that he identified are a great start to put in the plan. This will be the target areas that he has displayed. Craig also asked what programs they will like to see in the city. Craig suggested that they have a grant programs available for the businesses in the city. This could improve appearances. Craig also said that we can do grants for signage as well in these target areas. Craig also stated that their will be incentives added to this as well. The board would like to focus on Everman Parkway for this project for now. With this information Craig will have a draft plan drawn up for the next meeting for the Strategic Plan.

C. Update & Discussion related to performance with Retail Strategies

Craig stated that they have sent him a lot of deliverables. They also want to meet with a couple of businesses. Things are going really well and they will be attending the ISC seminar and have plans to meet with Kroger, HEB and Aldi. They are very good people to work with Craig stated.

5. ADJOURN

I hereby certify that this agenda was posted on the City of Everman bulletin board at or before 5:00 p.m. on Monday February 2, 2026.

/s/ Mindi Parks
City Secretary

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EVERMAN COMMUNITY DEVELOPMENT CORPORATION STRATEGIC PLAN 2026

Section 4, Item D.



EVERMAN, TEXAS
"Best Little City in Texas"

SERVICE,
COMMUNICATION,
COMMUNITY

ACKNOWLEDGEMENTS

We would like to thank the following individuals and organizations for their support and participation in the development of this strategic plan.

CITY OF EVERMAN MAYOR & CITY COUNCIL

- Ray Richardson; *Mayor*
- Susan Mackey; *Mayor Pro-Tem*
- Linda Sanders; *Place 1*
- Carolyn Renfro; *Place 2*
- Johnnie Allen; *Place 3*
- Judy Sellers; *Place 5*
- Miriam Davila; *Place 6*

EVERMAN COMMUNITY DEVELOPMENT BOARD OF DIRECTORS

- Ray Richardson; *President*
- Miriam Davila; *Board Member*
- Johnnie Allen; *Board Member*
- Jim Bauer; *Board Member*
- Richard Isarraraz; *Board Member*
- Michelle Hudson; *Board Member*
- Anthony Grissett; *Board Member*
- Burl Hollingsworth; *Retired Board Member*

CITY OF EVERMAN STAFF

- C. W. Spencer; *City Manager & Executive Director*
- Susanne Helgesen; *Assistant City Manager & Executive Director*
- Mindi Parks; *City Secretary*
- Victoria Thomas; *City Attorney – Nichols Jackson*

SPECIAL THANKS TO

- ZacTax Consulting Firm
- Retail Strategies Consulting Firm
- Local Business Owners, Investors, Partners, and the Public



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EXECUTIVE SUMMARY

The Everman Community Development Corporation (CDC) Strategic Plan establishes a clear, actionable framework to guide economic development efforts and strategic investment over the coming years. Developed through a combination of data analysis, stakeholder engagement, and organizational assessment, this plan positions Everman to capitalize on its strengths while addressing key challenges that impact economic vitality and quality of life.

Everman is at a pivotal moment. Located within one of the fastest-growing regions in the nation, the City is uniquely positioned to attract new investment, expand its commercial base, and enhance opportunities for residents. At the same time, the community faces challenges common to many small cities, including limited retail options, aging infrastructure in targeted areas, and the need to diversify and strengthen its economic base. This Strategic Plan provides a roadmap to navigate these opportunities and challenges with intention and focus.

Through this process, four Strategic Priorities have been identified to guide the CDC’s efforts. These priorities focus on strengthening retail recruitment and retention, supporting redevelopment and revitalization efforts, enhancing infrastructure and site readiness, fostering business growth and entrepreneurship, and improving community identity and engagement. Each priority is supported by specific goals and initiatives designed to produce measurable outcomes and long-term impact.

A key component of this plan is the identification of specialized geographic focus areas, including redevelopment zones, targeted retail corridors, and the downtown district. By concentrating resources and efforts within these areas, the CDC can maximize its impact, encourage private investment, and catalyze visible transformation within the community.

Implementation of this Strategic Plan is supported by a structured framework that includes an initiative matrix, defined timelines, and identification of necessary resources and funding strategies. The plan also establishes clear accountability measures, ensuring that progress is regularly tracked, evaluated, and communicated. Performance measurement will be driven by defined key performance indicators (KPIs), supported by consistent data collection and an annual review process to assess progress and adjust strategies as needed.

Ultimately, this Strategic Plan reflects a commitment to proactive, transparent, and results-driven economic development. It provides the Everman CDC with the tools and direction necessary to make informed decisions, prioritize investments, and foster sustainable growth.

By working collaboratively with community stakeholders, regional partners, and the private sector, Everman is well-positioned to build a stronger, more vibrant economy—one that supports local businesses, attracts new opportunities, and enhances the overall quality of life for its residents.

Mission Statement

“To foster sustainable economic development, enhance neighborhood vitality, and improve the quality of life for Everman residents by investing in strategic opportunities that grow our local economy and strengthen our community.”

Vision Statement

“A thriving, inclusive, and resilient Everman where strategic investment, strong partnerships, and community pride drive continued growth and prosperity.”

Core Values

Stewardship

We are committed to the responsible and transparent management of public resources entrusted to the CDC. Through thoughtful planning, strategic investment, and accountability, we ensure that every decision maximizes long-term value and benefits for the Everman community.

Revitalization

We prioritize the renewal and enhancement of existing assets, corridors, and neighborhoods to stimulate economic activity and community pride. By encouraging reinvestment and redevelopment, we aim to transform underutilized areas into vibrant, productive spaces that serve current and future generations.

Resilience

We strive to build a local economy that is adaptable, diverse, and prepared to withstand economic fluctuations and unforeseen challenges. By strengthening infrastructure, supporting local businesses, and planning for long-term sustainability, we position Everman for continued stability and growth.

Empowerment

We believe in creating opportunities that enable residents, businesses, and stakeholders to actively participate in and benefit from economic development. Through engagement, partnerships, and resource support, we foster an environment where individuals and organizations can succeed and contribute to the community’s progress.

Creativity

We embrace innovative thinking and forward-looking approaches to economic development. By encouraging new ideas, flexible strategies, and unique solutions, we enhance our ability to attract investment, solve challenges, and differentiate Everman as a dynamic and opportunity-rich community.



COMMUNITY & ECONOMIC PROFILE

Demographics (10-minute drive time)



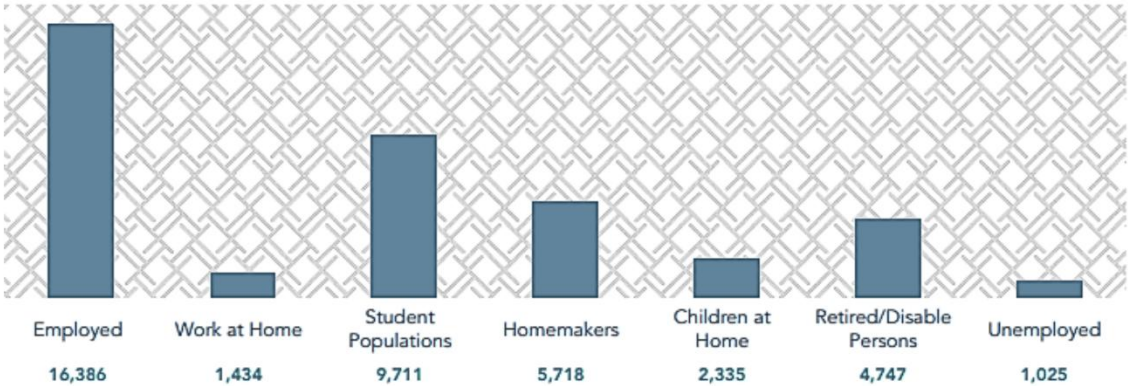
Peer Analysis

The Peer Analysis, developed by Retail Strategies and Tetrad, identifies retail areas with similar demographics and retail characteristics. It uses data from a 5 or 10 minute drive time from major comparable retail corridors across the country.

Peer Trade Areas

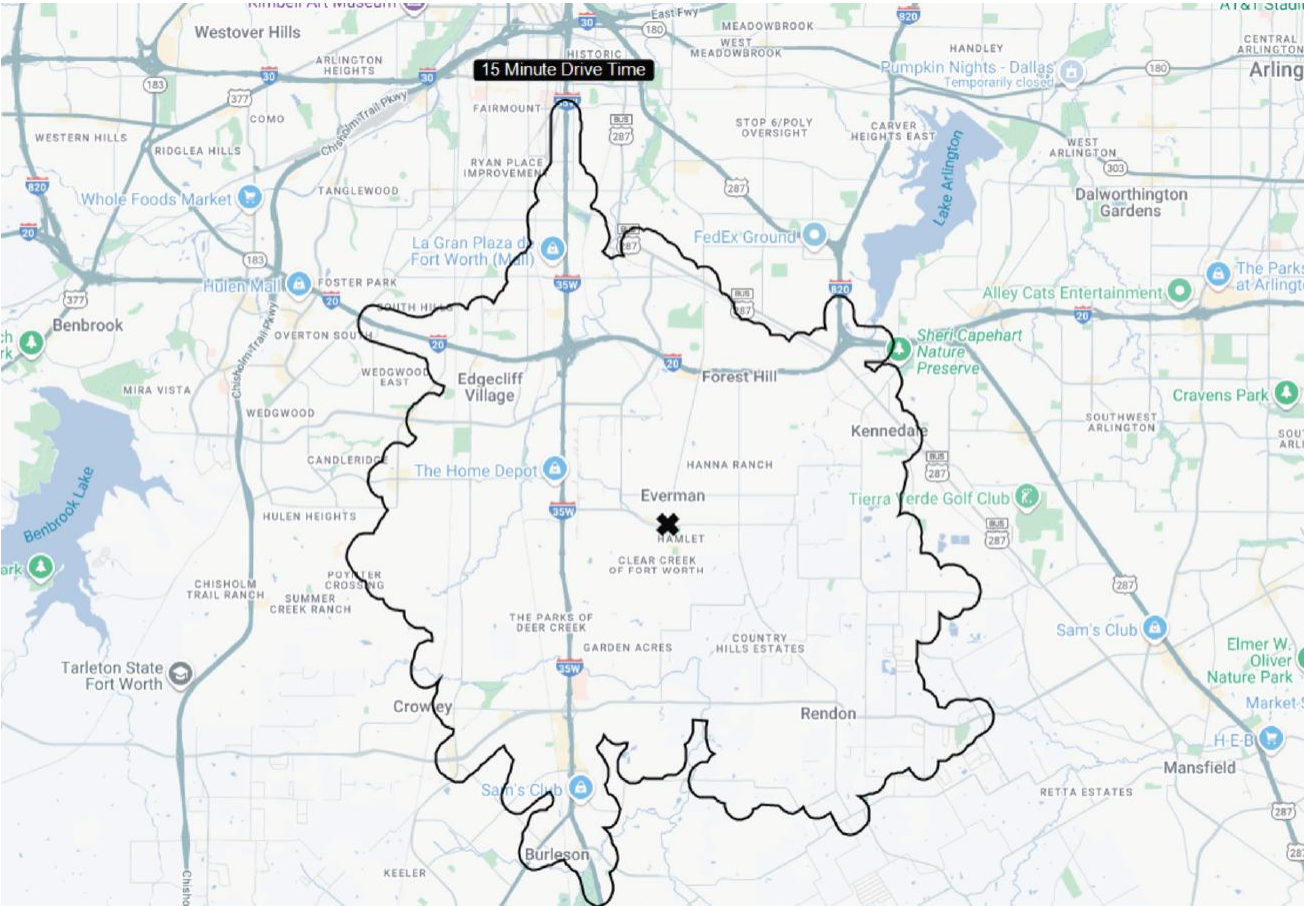
La Marque, TX	2020 Highway 3
Texas City, TX	1320 34th St N
Woodville, TX	6520 US Highway 69 S
Waxahachie, TX	600 N Highway 77 Ste A
Pharr, TX	7608 S Cage Blvd
Tuscola, TX	135 Remington Rd
Beaumont, TX	7185 Tram Rd
Conroe, TX	12266 Highway 105 E
New Caney, TX	19620 FM 1485 Rd

Daytime Population (10-minute drive time)



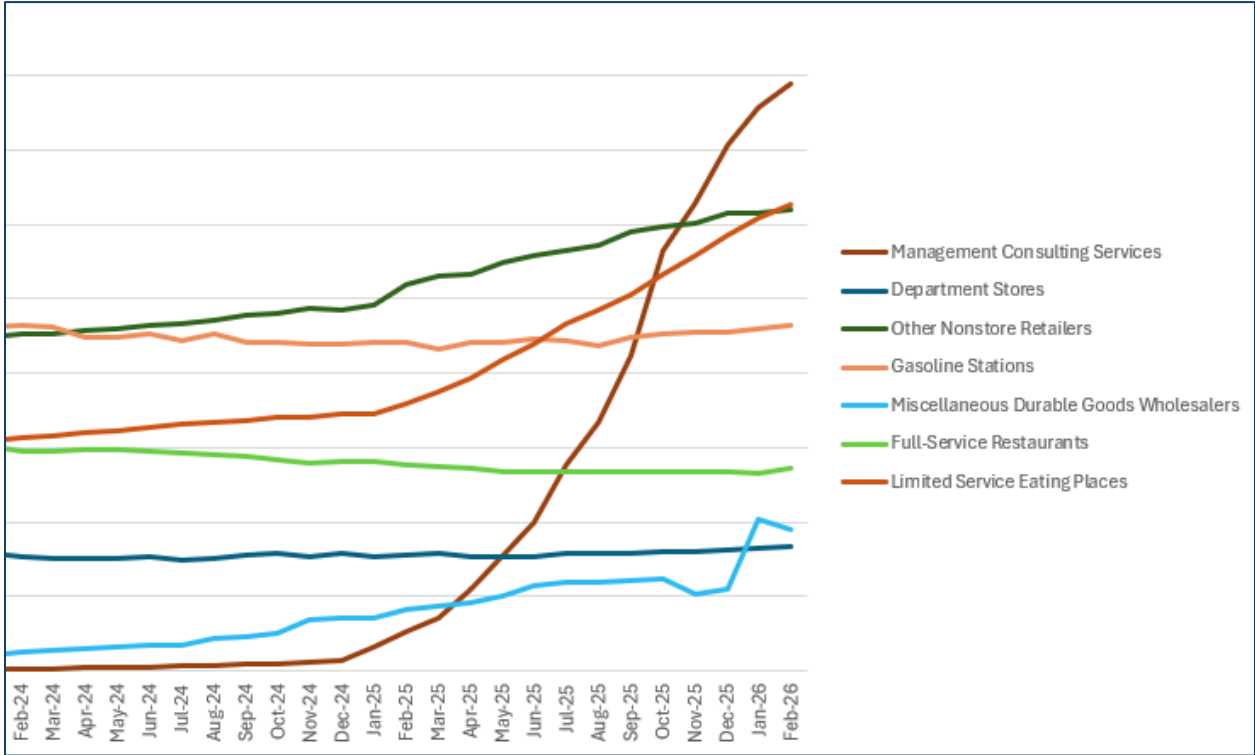
*DATA ANALYSIS CONDUCTED AND PROVIDED BY RETAIL STRATEGIES, LLC

GREATER EVERMAN TRADE AREA



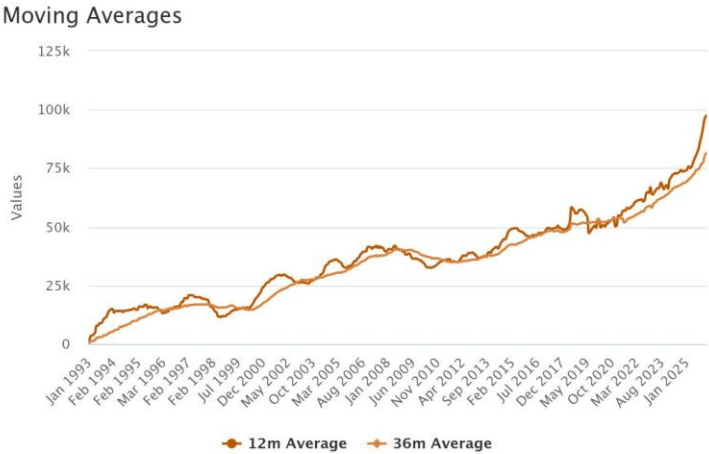
Distance	3 Miles	5 Miles	5 Minutes	10 Minutes	15 Minutes
2024 Est. Pop	44,228	180,337	10,028	45,393	189,313
Daytime Pop	36,770	151,633	13,847	41,356	161,154
Median HH Income	\$72,116	\$70,475	\$64,167	\$70,938	\$71,065
Households	13,697	57,497	3,063	14,115	60,690

2-Year Industry Performance Trendlines in Everman Proper



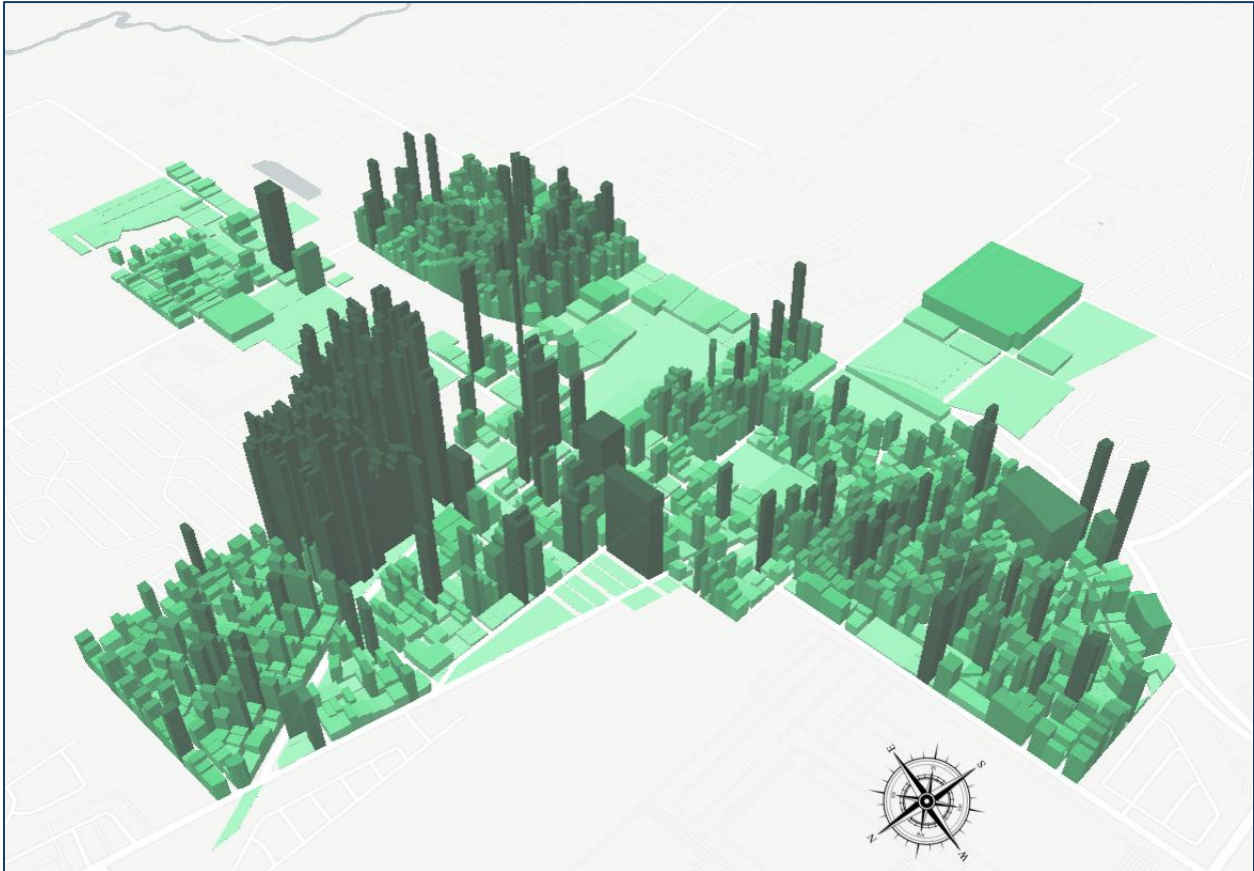
Sales Tax Collection Moving Averages (12m/36m)

The analysis of 12-month and 36-month moving averages for sales tax collections demonstrates a strong and sustained upward trend in the City’s economic performance over time. The current positioning of the 12-month average above the 36-month average indicates positive momentum and accelerating growth, reflecting increased commercial activity and consumer spending within the community.



While this trend highlights a period of significant strength, particularly in recent years, it is important to recognize that a portion of this growth may be influenced by external factors such as inflation and broader regional economic conditions. As such, continued focus should be placed on diversifying the local economy, expanding the commercial tax base, and pursuing strategic development opportunities that ensure long-term stability and resilience in revenue generation.

Land Value Per Acre Assessment



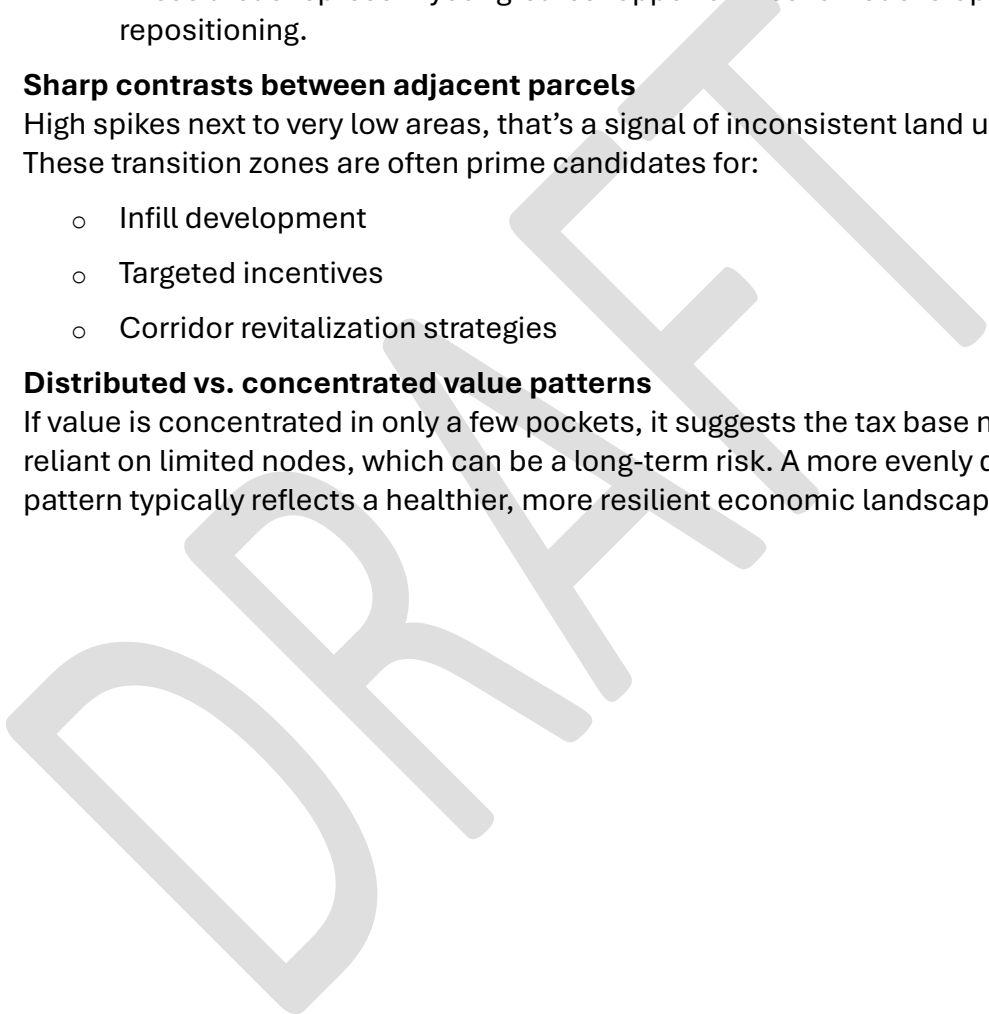
A Land Value per Acre assessment is a critical tool in guiding strategic economic development decisions, as it provides a clear, data-driven visualization of how efficiently land is being utilized across the community. By analyzing the relative productivity of parcels, the City can identify areas that are underperforming, underdeveloped, or no longer aligned with the community’s long-term vision. This allows decision-makers to prioritize redevelopment efforts, target infrastructure investments, and implement policies that encourage higher-value uses in key corridors and sites. Additionally, this analysis helps ensure that limited public resources are deployed where they can generate the greatest return, ultimately strengthening the tax base, supporting sustainable growth, and enhancing overall community vitality.

General Analysis of the Map

- **Clusters of tall structures (high value per acre)**
These indicate the most productive areas—likely commercial corridors, higher-density development, or sites with strong economic activity. These areas are

generating significant tax value relative to their footprint and should be viewed as anchors of your local economy.

- **Large, flat or low-height areas (low value per acre)**
These are underperforming parcels; often characterized by:
 - Vacant or underutilized land
 - Low-density uses in high-visibility corridors
 - Aging or functionally obsolete propertiesThese areas represent your greatest opportunities for redevelopment and repositioning.
- **Sharp contrasts between adjacent parcels**
High spikes next to very low areas, that's a signal of inconsistent land use intensity. These transition zones are often prime candidates for:
 - Infill development
 - Targeted incentives
 - Corridor revitalization strategies
- **Distributed vs. concentrated value patterns**
If value is concentrated in only a few pockets, it suggests the tax base may be over-reliant on limited nodes, which can be a long-term risk. A more evenly distributed pattern typically reflects a healthier, more resilient economic landscape.



STAKEHOLDER ENGAGEMENT

A core component of the Everman Community Development Corporation’s strategic planning process was a comprehensive and intentional stakeholder engagement effort. Recognizing that sustainable economic development must be grounded in the needs, perspectives, and experiences of those who live, work, and invest in the community, the CDC prioritized broad and meaningful outreach throughout the development of this plan.

To ensure diverse input, the CDC utilized multiple engagement methods, including an online community survey, one-on-one meetings with local business and property owners, coordination with community partners, and hosted business luncheons. These efforts provided valuable opportunities to gather feedback on current conditions, identify barriers to growth, and better understand the community’s priorities and aspirations for the future.

The insights gained through this engagement process directly informed the development of a comprehensive SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis. This analysis serves as a foundational element of the Strategic Plan, helping to identify internal capabilities and challenges, as well as external factors that may influence the City’s economic trajectory. More importantly, it ensures that the strategies and initiatives outlined in this plan are not developed in isolation, but instead reflect real-world conditions and stakeholder-informed perspectives.

Stakeholder engagement is not only critical in the development of the Strategic Plan but will remain essential throughout its implementation. Continued collaboration with businesses, residents, developers, and regional partners will enable the CDC to remain responsive, adapt to changing conditions, and refine strategies over time. By maintaining open lines of communication and fostering strong partnerships, the CDC will be better positioned to advance projects, leverage opportunities, and achieve long-term economic success for the Everman community.

S.W.O.T. Analysis

<p style="text-align: center;">S</p> <p style="text-align: center;">STRENGTHS</p>	<p style="text-align: center;">W</p> <p style="text-align: center;">WEAKNESSES</p>
<ul style="list-style-type: none"> • The CDC benefits from close coordination with City leadership, ensuring projects align with broader community goals, infrastructure planning, and long-term growth. • The CDC understands Everman’s unique character, needs, and opportunities. That local insight builds trust with residents, businesses, and developers and leads to better tailored projects. • Expedited permitting process and flexibility provide greater opportunities for developers and yield a higher interest. • Growing regional visibility! Everman’s improving infrastructure, public safety performance, and leadership stability enhance the CDC’s credibility with regional partners, site selectors, and developers. 	<ul style="list-style-type: none"> • Competition for limited development dollars. Everman competes with nearby cities that may have larger incentives, established commercial corridors, or stronger market recognition. • Flood-prone areas and limited mitigation infrastructure can reduce the feasibility, timing, or attractiveness of redevelopment and private investment in targeted growth areas. • Underdeveloped branding and marketing. The CDC may lack consistent brand presence that tells Everman’s economic development story to developers, site selectors, and partners. • Limited youth programs and recreational activities reduce the city’s appeal to families and workforce households. • Portions of the city’s roadway network are aging and in need of rehabilitation or reconstruction, impacting mobility, safety, and development readiness.
<p style="text-align: center;">O</p> <p style="text-align: center;">OPPORTUNITIES</p>	<p style="text-align: center;">T</p> <p style="text-align: center;">THREATS</p>
<ul style="list-style-type: none"> • Strategic investment in drainage and flood mitigation can unlock currently constrained properties, reduce development risk, and make key areas more attractive to private investment. • Investment in parks, recreation facilities, after-school spaces, and youth activity centers can address current gaps while improving family attraction and retention. • Several centrally located or highly visible areas of the city present opportunities for targeted redevelopment that can improve aesthetics, stimulate private investment, and strengthen the tax base. • Coordination with neighboring cities, councils of governments, and regional agencies can strengthen grant competitiveness and expand project scale. • Proactive outreach to developers and site selectors can better communicate Everman’s readiness, incentives, and long-term vision. 	<ul style="list-style-type: none"> • Inflation, labor shortages, and material costs increase project expenses, potentially delaying or reducing the feasibility of redevelopment projects. • As roadways and drainage systems continue to age, the cost of repair and replacement may outpace available funding. • Limited youth amenities and recreational opportunities may encourage families to relocate to communities with stronger quality-of-life offerings. • State and federal infrastructure and economic development funding programs are highly competitive and increasingly oversubscribed.



Business Attraction & Retention

STRATEGIC PRIORITY 1

GOAL: Expand the local economy by attracting neighborhood-serving businesses and retaining existing employers.

OBJECTIVES:

- Recruit at least 3 new essential businesses (grocery, hardware, medical, etc.) within 5 years.
- Conduct Quarterly “Business Recruitment & Expansion” (BRE) visits with at least 10 existing businesses annually to monitor needs and retention.
- Market at least 3 priority development sites annually to brokers, developers, and site selectors.
- Launch a Façade/Small Business Grant program by Year 2, awarding a minimum of 5 projects per year.

A strong and sustainable local economy begins with a healthy mix of new business investment and the continued success of existing employers. Business Attraction and Retention is a foundational priority for the Everman Community Development Corporation, as it directly influences job creation, access to goods and services, and the overall strength of the City’s tax base. By focusing on neighborhood-serving businesses—such as grocery, hardware, and medical services—the CDC aims to meet daily needs within the community, reduce economic leakage, and improve quality of life for residents.

Equally important is the intentional support and retention of existing businesses, which serve as the backbone of Everman’s economy. Through regular Business Retention and Expansion (BRE) outreach, the CDC will proactively identify challenges, connect businesses to resources, and foster long-term relationships that encourage stability and growth. In tandem, targeted marketing of priority development sites and the implementation of incentive programs, such as façade and small business grants, will position Everman as a competitive and attractive destination for investment.

Together, these efforts create a balanced and strategic approach to economic development—one that not only attracts new opportunities but also strengthens and sustains the businesses that have already chosen to invest in the community.

Target Business Recruitment Strategy:

Meeting Community Needs & Driving Local Growth

As part of the Everman Community Development Corporation’s commitment to strengthening the local economy and enhancing quality of life, the CDC has identified a focused list of priority business types to actively recruit to the community. These targets are not personal selections—they are rooted in stakeholder feedback, market analysis, and a clear understanding of the everyday needs of Everman residents.

Top 10 Business Type Targets	
Grocery/Supermarket	Dry Cleaning Services
Entertainment/Family Fun	Senior Services
Youth Recreation	Medical/Family Medicine
Coffee Shop/Café	Hardware/Agricultural Supply
Quick Service & Sit Down Dining Options	Bank/Financial Institution

Together, these business types represent essential services and amenities that contribute to a well-rounded, self-sustaining community.

Currently, many residents must leave Everman to access several of these goods and services, resulting in economic leakage and missed opportunities to capture local spending. By intentionally recruiting these business types, the CDC aims to keep more dollars circulating within the community while improving convenience and access for residents. This approach not only supports local households but also strengthens the City’s sales tax base—one of the primary funding sources for community improvements and services.

In addition to meeting daily needs, these targeted businesses play a critical role in shaping Everman’s identity and appeal. Family entertainment venues, cafés, and dining options contribute to a more vibrant and active community, while services such as healthcare, financial institutions, and senior-focused businesses provide stability and long-term support for residents at all stages of life. Youth recreation and programming, in particular, address a key community priority identified through stakeholder engagement and are essential to fostering a safe, engaged, and connected population.

The CDC will take a proactive approach in recruiting these businesses by marketing priority development sites, building relationships with brokers and site selectors, and leveraging incentive tools where appropriate. By aligning recruitment efforts with clearly defined community needs, Everman is positioning itself for strategic, intentional growth—one that enhances quality of life, supports existing residents, and creates new opportunities for economic development.

Through this targeted strategy, the CDC is not simply pursuing growth for growth’s sake, but rather cultivating a stronger, more complete community where residents can live, work, and thrive.

Catalyst Sites & Corridor Development

STRATEGIC PRIORITY 2

GOAL: Unlock key parcels and corridors as anchors for long-term economic growth

OBJECTIVES:

- Work with property owners to develop a concept plan for large undeveloped commercial tracts by Year-2
- Support at least 2-corridor redevelopment projects (façade, site reuse, or new development) within 5 years
- Install gateway signage and corridor branding on at least 2 major corridors by Year 3
- Align at least \$2 million in infrastructure investment with catalyst site development over 10 years.

Strategic investment in key sites and corridors is essential to shaping Everman’s long-term economic trajectory. Catalyst sites—highly visible, underutilized, or strategically located parcels—represent opportunities to spark transformative development that can elevate surrounding areas, attract private investment, and redefine the community’s economic identity. By proactively planning for these areas and aligning public and private efforts, the CDC can help overcome barriers to development and position these sites as anchors for sustained growth.

Corridors serve as the primary gateways and commercial spines of the community, influencing both perception and economic activity. Targeted redevelopment, enhanced aesthetics, and cohesive branding along these corridors will improve marketability, increase investor confidence, and create a stronger sense of place. Through collaboration with property owners, strategic infrastructure investments, and intentional design improvements such as gateway signage and façade enhancements, the CDC will work to create momentum in key areas that can generate ripple effects throughout the city.

By focusing resources and attention on catalyst sites and corridors, Everman can maximize the impact of its investments, encourage higher-quality development, and create vibrant, economically productive areas that support long-term community prosperity.

Community Image, Branding, & Quality of Place

STRATEGIC PRIORITY 3

GOAL: Position Everman as a vibrant, business-friendly community with a strong identity and appeal

OBJECTIVES:

- Launch a CDC branding campaign (“Invest in Everman”) within 18 months
- Implement corridor beautification projects (landscaping, lighting, signage) on at least 2 corridors by Year 3
- Track and increase social media/marketing reach by 15% annually
- Facilitate at least 1 public art/placemaking project per year (murals, sculptures, pocket park, etc)

A community’s image and identity play a critical role in its ability to attract investment, support local businesses, and foster civic pride. For Everman, strengthening its brand and enhancing the overall quality of place are key to positioning the city as a vibrant, business-friendly destination within the region. A clear and consistent identity—supported by intentional messaging, visual branding, and storytelling—will help communicate Everman’s strengths, opportunities, and vision to residents, developers, and site selectors alike.

Beyond branding, the physical environment significantly influences perception and experience. Strategic investments in corridor beautification, public art, and placemaking initiatives will enhance aesthetics, create welcoming gateways, and reinforce a sense of community character. These improvements not only elevate the visual appeal of key areas but also contribute to increased foot traffic, business activity, and community engagement.

By aligning marketing efforts with tangible enhancements to the built environment, the CDC will create a cohesive and authentic image for Everman—one that reflects its momentum, highlights its potential, and supports long-term economic growth and community pride.

Quality of Life & Workforce Supportive Projects

STRATEGIC PRIORITY 4

GOAL: Invest in amenities that strengthen workforce stability and make Everman more attractive for residents and businesses.

OBJECTIVES:

- Partner with Everman ISD and nonprofits to deliver at least 2 new youth/rec programs per year.
- Complete feasibility and design for a Community/Youth Recreation Center by Year 3, with a construction target within 10 years.
- Support development or rehab of at least 50 workforce housing units within 10 years (through partnerships, grants, or incentives).
- Formalize at least 2 workforce development partnerships (e.g. TCC, job training providers) by Year 2.

A strong local economy is directly tied to the quality of life experienced by its residents and the stability of its workforce. For Everman to remain competitive and attractive to both businesses and families, it must invest in amenities and programs that support daily living, workforce readiness, and long-term community well-being. Enhancing quality of life not only improves resident satisfaction but also plays a critical role in business retention, talent attraction, and overall economic resilience.

This priority focuses on creating opportunities for youth engagement, expanding access to recreation, and addressing workforce needs through strategic partnerships and targeted investments. By collaborating with Everman ISD, nonprofits, and regional workforce development organizations, the CDC can help build pathways for education, job training, and career advancement. At the same time, advancing projects such as a future community or youth recreation center and supporting workforce housing initiatives will ensure that residents have access to the amenities and living options necessary to thrive.

Through these efforts, Everman will strengthen its foundation as a community where people want to live, work, and raise families—ultimately supporting a more stable workforce, attracting new employers, and fostering sustainable economic growth.



Identification of Specialized Zones

As part of the implementation of this Strategic Plan, the Everman Community Development Corporation has identified a series of Specialized Zones to guide targeted investment, redevelopment, and economic activity. These zones are designed to focus resources, align policy decisions, and create a more strategic and place-based approach to economic development. By concentrating efforts within defined geographic areas, the CDC can maximize impact, create visible progress, and support long-term community transformation.

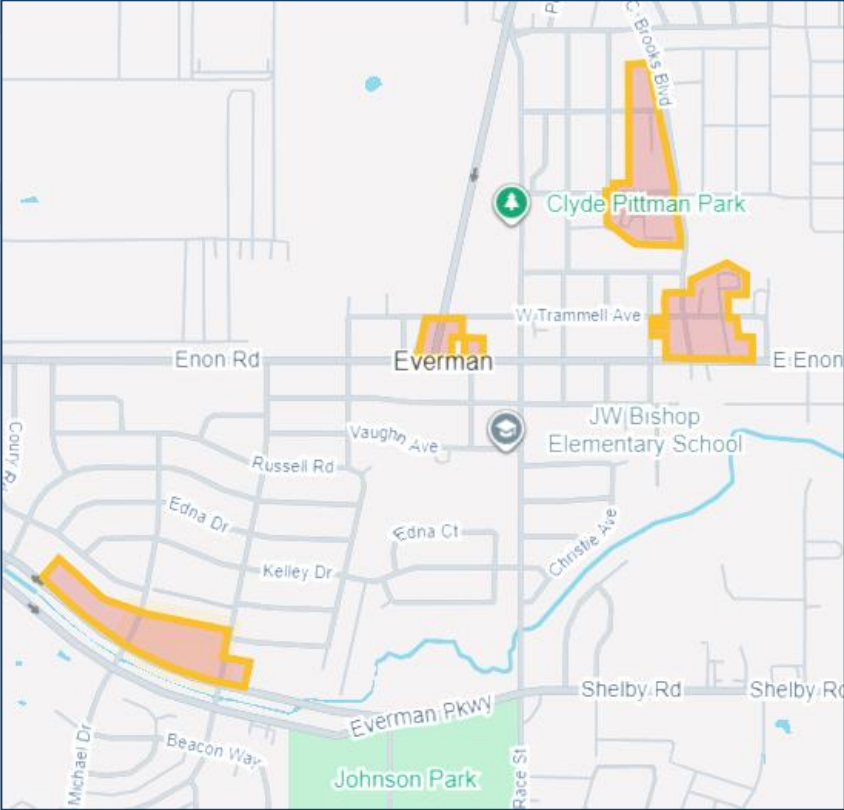
These Specialized Zones include the establishment of a Downtown District, the designation of key Redevelopment Zones, and the identification of priority Retail Corridors. Each plays a distinct role in advancing the City’s economic development goals while supporting a cohesive and intentional growth strategy.

Redevelopment Zones

The CDC has identified four Redevelopment Zones consisting of underutilized, aging, or strategically located areas with strong potential for transformation. These zones represent key opportunities to reposition land for higher-value uses, stimulate private investment, and address existing development challenges.

Among these, the Everman Parkway Redevelopment Zone has been identified as the City’s highest priority. Due to its visibility, access, and development potential, this corridor is uniquely positioned to serve as a catalyst for broader economic growth. Focused efforts in this zone will include site planning, infrastructure alignment, developer engagement, and targeted incentives to encourage quality redevelopment.

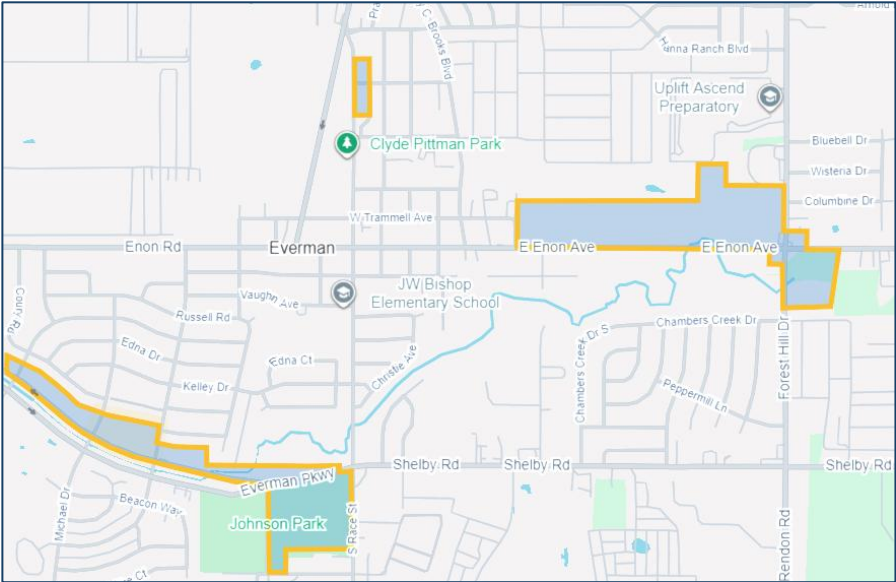
The remaining redevelopment zones will also be advanced through strategic partnerships, infrastructure improvements, and proactive engagement with property owners. Collectively, these areas will play a critical role in increasing land productivity, enhancing aesthetics, and expanding the City’s commercial base.



Retail Corridors

In addition to redevelopment zones, the CDC has identified three key Retail Corridors that serve as primary commercial arteries within the community. These corridors are essential to both economic activity and community perception, as they often represent the first impression for visitors and investors.

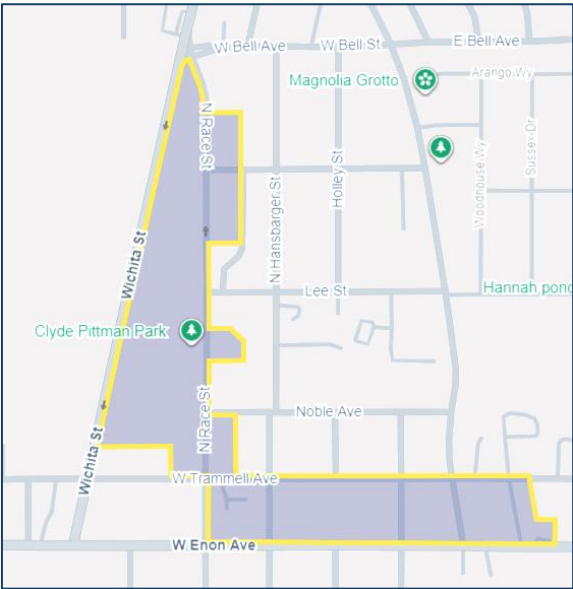
Efforts along these corridors will focus on business recruitment, façade and site improvements, enhanced signage and branding, and corridor beautification initiatives such as landscaping and lighting. Strengthening these corridors will not only improve the visual character of the City but also create more attractive and competitive environments for new and existing businesses.



Downtown District

The Downtown District will serve as the civic and cultural heart of Everman, representing the community’s identity, history, and sense of place. This area will be prioritized for placemaking, small business development, public gathering spaces, and community-focused events. Strategic efforts within the Downtown District will focus on enhancing walkability, supporting local entrepreneurs, encouraging adaptive reuse of existing structures, and creating a vibrant environment that attracts both residents and visitors.

Investment in the Downtown District directly supports the City’s goals related to community image, branding, and quality of place, while also creating opportunities for small-scale commercial growth and local business development.





PRIORITY 1: Business Attraction & Retention Initiative Matrix

Initiative	Description	Lead	Partners	Timeline	Resources Required	Funding Source	Key Performance Indicators
Business Retention & Expansion (BRE) Program	Conduct structured outreach to existing businesses to identify needs, risks, and opportunities	CDC Directors	City Staff	Q3 2026 – Ongoing	Staff time, outreach materials	CDC	# of business visits, retention rate, expansion projects
Target Industry Recruitment Strategy	Identify and actively recruit businesses in key sectors	CDC	Retail Consultant, Brokers	Q2 2026 – Q4 2027	Market analysis, incentives	CDC, Incentives	# of new businesses, jobs created
Small Business Support Program	Provide resources, training, and potential grant programs for local entrepreneurs	CDC	Local Partners	Q4 2026 – Ongoing	Program funding, training resources	CDC, Grants	# of businesses assisted, startups launched
Incentive Policy Development	Create a clear, competitive incentive policy aligned with community goals	CDC	City Council, Legal	Q3 2026	Legal, financial modeling	CDC	Policy adoption, deals supported

PRIORITY 2: Catalyst Sites & Corridor Development Initiative Matrix

Initiative	Description	Lead	Partners	Timeline	Resources Required	Funding Source	Key Performance Indicators
Catalyst Site Identification & Activation	Identify key redevelopment sites and prepare them for investment (assemblage, planning, marketing)	CDC	City, Developers, Retail Consultants	Q2 2026 – Q4 2028	Planning, land acquisition	CDC, TIF	# of sites activated, private investment leveraged
Corridor Revitalization Program	Focus on priority corridors to improve aesthetics, infrastructure, and economic activity	CDC	Public Works, Code Compliance	2026–2029	Streetscape, infrastructure	TIF, Grants	Property value increase, occupancy rates
Development Readiness Initiative	Streamline permitting, zoning, and development processes to attract investment	City	Permitting, Engineer	Q3 2026 – Q2 2027	Staff coordination, policy updates	City	Reduced permitting time, developer satisfaction
Infrastructure Gap Analysis	Identify infrastructure barriers (roads, utilities, drainage) impacting development	City	Engineers, CDC	2026–2027	Engineering studies	Grants, Bonds	Projects identified and funded

PRIORITY 3: Community Image, Branding, & Quality of Place Initiative Matrix

Initiative	Description	Lead	Partners	Timeline	Resources Required	Funding Source	Key Performance Indicators
Community Branding Initiative	Develop a cohesive brand identity and messaging for Everman	CDC	City Staff, Retail Consultants	Q2 2026 – Q1 2027	Branding consultant	CDC	Brand adoption, awareness metrics
Gateway & Entryway Enhancements	Improve major entry points with signage, landscaping, and visual identity elements	CDC	City	2026–2028	Design, construction	CDC, Grants	# of gateways improved
Downtown/District Identity Development	Establish a recognizable district identity for key areas (signage, design standards)	CDC	Property Owners	2026–2027	Planning, design	CDC	Increased visitation, business activity
Community Engagement Campaign	Increase communication and engagement with residents and businesses	CDC	City	Ongoing	Marketing, events	CDC	Engagement rates, event participation

PRIORITY 4: Quality of Life & Workforce Supportive Projects Initiative Matrix

Initiative	Description	Lead	Partners	Timeline	Resources Required	Funding Source	Key Performance Indicators
Youth & Recreation Program Expansion	Develop new youth programs, leagues, and recreational opportunities	City	Schools, Nonprofits	2026–2027	Staff, program funding	CDC	Participation rates, program growth
Workforce Development Partnerships	Partner with regional organizations to provide job training and workforce pipelines	CDC	Colleges, Employers	2026–Ongoing	Program coordination	Grants, CDC	Job placements, training completions
Community Amenities Investment	Enhance parks, trails, and public gathering spaces	City	CDC	2026–2029	Capital improvements	CDC, Grants	Usage rates, resident satisfaction
Public Safety & Livability Support Projects	Invest in projects that improve safety and overall livability (lighting, accessibility, etc.)	City	CDC	Ongoing	Capital funding	CDC	Crime reduction trends, community feedback



Funding Models

Building a Sustainable Investment Framework

The Everman Community Development Corporation (CDC) will implement a diversified and strategic funding approach to advance economic development, infrastructure investment, and quality of life improvements. This framework ensures that public resources are leveraged effectively to maximize return on investment, attract private capital, and deliver long-term community impact.

THE EVERMAN FUNDING TOOLBOX

Core Funding Sources Driving Implementation

Sales Tax Revenue (Primary Source)

The foundation of CDC funding, supporting business attraction, infrastructure improvements, and community-driven projects.

→ Focus: Reinvestment to grow the tax base

Tax Increment Financing (TIF)

Targeted funding tool for redevelopment and infrastructure within strategic zones.

→ Focus: Catalyst projects and redevelopment areas

Grants (State, Federal, Private)

External funding to expand local capacity and accelerate key initiatives.

→ Focus: Parks, infrastructure, workforce, and resiliency

Public-Private Partnerships (P3s)

Collaboration with private developers to deliver high-impact projects.

→ Focus: Shared risk, leveraged investment

Bonds & Capital Financing

Debt financing for large-scale, transformational projects.

→ Focus: Major facilities and infrastructure

Interlocal & Regional Partnerships

Collaboration with ISDs, counties, and regional partners.

→ Focus: Shared services and program delivery

STRATEGIC ALIGNMENT OF FUNDING

Strategic Priority	Primary Funding Tools	Investment Focus
Business Attraction & Retention	Sales Tax, P3, Incentives	Business recruitment, small business support
Catalyst Sites & Corridor Development	TIF, Bonds, P3	Redevelopment, infrastructure, site readiness
Community Image & Branding	Sales Tax, Grants	Beautification, placemaking, identity
Quality of Life & Workforce Projects	Sales Tax, Grants, Partnerships	Parks, recreation, youth programs

GEOGRAPHIC INVESTMENT STRATEGY

Funding will be intentionally concentrated to maximize impact and visibility:

- **Downtown District**
Placemaking, small business growth, and community identity
- **Everman Parkway (Priority Zone)**
High-impact redevelopment and catalytic commercial investment
- **Redevelopment Zones**
Infrastructure upgrades and reinvestment in aging areas
- **Retail Corridors**
Business recruitment, façade improvements, and corridor activation

OUR 5 FUNDING PRINCIPLES



Accountability & Reporting

IMPLEMENTATION & ACCOUNTABILITY

To ensure responsible stewardship and execution:

- Annual funding allocations tied to the Initiative Matrix
- Active grant tracking and application pipeline
- Performance-based incentive and partnership agreements
- Ongoing financial monitoring and reporting to the CDC Board

STRATEGIC FOCUS MOVING FORWARD

The CDC will prioritize:

- Leveraging TIF and P3 partnerships in the Everman Parkway Priority Zone
- Reinvesting sales tax revenues into retail and business growth
- Expanding grant funding for quality-of-life and youth initiatives
- Aligning all funding decisions with measurable outcomes and community impact

ANNUAL REVIEW & PROGRESS REPORTING PROCESS

The CDC will establish a structured annual review process to evaluate performance and adjust strategies as needed.

Quarterly Monitoring

- Internal review of KPI progress
- Financial performance updates
- Project and initiative status tracking

Annual Strategic Review

- Comprehensive evaluation of all KPIs
- Assessment of progress toward Strategic Priorities
- Identification of challenges, gaps, and emerging opportunities
- Adjustment of priorities, timelines, or funding strategies as needed

Annual Report to the Board & Community

An annual report will be developed and presented to the CDC Board and shared with the public, including:

- Summary of key accomplishments
 - KPI performance dashboard
 - Financial overview and funding allocations
 - Major projects and milestones achieved
 - Strategic adjustments moving forward
-

CONTINUOUS IMPROVEMENT FRAMEWORK

The CDC recognizes that economic development is dynamic and requires adaptability. This Strategic Plan will serve as a living document, supported by:

- Ongoing performance evaluation
- Data-driven decision making
- Flexibility to respond to market conditions and opportunities
- Regular engagement with stakeholders and community partners

SUCCESS DEFINED

Success will not be measured by plans alone, but by tangible outcomes:

- A growing and diversified tax base
- Revitalized corridors and development activity
- Increased business and resident confidence
- Enhanced quality of life for Everman residents



EVERMAN ECONOMIC DEVELOPMENT CORPORATION
Opportunity Zones 2.0 Nomination
Agenda Request

Date: March 24, 2026
Prepared by: Richard Isarraraz Garcia, Board Member
Organization: Everman Economic Development Corporation
Phone: 817-941-6648
Email: Risarraraz@evermantx.net

To: City Secretary Mindi Parks / City Manager
CC: Director of Community Development; Co-Executive Director Susanne Helgesen; Co-Executive Director Craig Spencer; Board President Ray Richardson

Subject: Request to Add Agenda Item to the April 2, 2026 Community Development Regular Meeting
Agenda Item Title: Discussion and Possible Action Regarding Opportunity Zones 2.0 Nomination for Census Tract 1112.02, Everman, Tarrant County
Requested Time: 15 minutes (including Q&A)

Background

Opportunity Zones 2.0 is the largest federal economic development tool available to Texas communities. Established by the One Big Beautiful Bill Act (signed July 4, 2025), it is a permanent program offering private investors federal tax incentives to deploy capital in designated census tracts. There is no cost to city taxpayers.

Census Tract 1112.02 covers all of Everman and is likely eligible based on the Texas Governor's Office predictive mapping tool. With a poverty rate of 21% and a median family income of approximately 57% of the Dallas-Fort Worth metro median, the tract clears both federal eligibility thresholds. Designation would attract private investment for housing, commercial development, and job creation.

Three Actions Requested of the Board

1. Confirm Census Tract 1112.02 as Everman's OZ 2.0 Nomination.

Everman EDC has one eligible tract. Confirming it officially on the record strengthens our submission and signals organized community support to the Texas Economic Development and Tourism Office (EDT).

2. Authorize a Local Incentive to Be Stated in the Nomination Packet.

EDT scores nominations on Local Support (up to 4 points). A formal commitment from the city or EDC, such as a tax abatement, fee rebate, expedited permitting, or 380 agreement, directly improves our score. The board does not need to finalize the incentive today; authorizing that one will be offered is sufficient for the packet.

3. Approve Landowner Outreach and Letters of Support.

EDT scores Project Viability (up to 4 points) based on evidence that private capital can deploy within 24 to 48 months. Landowner letters of interest are the single most effective way to demonstrate this. Board authorization to begin outreach allows us to collect letters before the June 26, 2026 submission deadline.

Key Dates and Everman Action Plan

- Spring 2026: Official eligible tract list released by U.S. Treasury
- **April 2, 2026:** Everman Community Development Regular Meeting, Thursday April 2, 2026, 6:00 to 8:00 p.m. Discuss and take action on the three agenda items above. Begin landowner outreach immediately after.
- **June 4, 2026:** Everman Community Development Regular Meeting, Thursday June 4, 2026, 6:00 to 8:00 p.m. Group review of the Nomination Packet together. All parties review, revise, and finalize the packet as a team.
- **June 5, 2026 (Target):** Submit Nomination Packet to EDT at OppZone2.0@gov.texas.gov. Submitting by June 5 gives us approximately three weeks of buffer before the June 26 hard deadline, allowing time to respond to any questions or revisions EDT may request.
- June 26, 2026: EDT nomination submission hard deadline
- July 1, 2026: EDT begins submitting approved tracts to the U.S. Department of Treasury
- August 3, 2026: EDT submits final nominations to U.S. Treasury
- **January 1, 2027:** New Opportunity Zone 2.0 designations take effect

Note on Early Submission: EDT has stated: "To ensure that both communities and EDT have sufficient time to review, compile and make a final determination, EDT asks that communities submit their nominations no later than June 26, 2026." This language signals that EDT begins reviewing submissions as they arrive and that earlier submissions give communities more time to respond to any follow-up. Because EDT must turn around and begin submitting approved tracts to the U.S. Department of Treasury on July 1, 2026, our target submission date of June 5 is not just a buffer for us but a courtesy to EDT that may reflect well on Everman's nomination.

Attachments

- Official OZ 2.0 FAQ, Texas Governor's Office
- Texas Opportunity Zone 2.0 Nomination Process
- Pre-filled EDT Nomination Packet for Census Tract 1112.02 (Excel)

I am available to present this item and answer questions. For more information, contact the Texas EDT Opportunity Zone Team at OppZone2.0@gov.texas.gov or (512) 936-0100.

Respectfully submitted,

Richard Isarraraz Garcia
Board Member, Everman Economic Development Corporation
817-941-6648
Risarraraz@evermantx.net

TEXAS OPPORTUNITY ZONE 2.0
TEXAS ECONOMIC DEVELOPMENT AND TOURISM OFFICE
OFFICE OF THE GOVERNOR

The Opportunity Zone program is the largest federal economic development tool. The One Big Beautiful Bill Act (OBBBA) signed on July 4, 2025 established the new Opportunity Zone 2.0 as a permanent program under the tax code with rolling 10-year designation cycles. Opportunity Zone 2.0 designations are effective for 10 years beginning **January 1, 2027**.

KEY PROVISIONS

1. **Permanent feature of the tax code** with rolling **10-year designations**
2. **Smaller Map** – tighter eligibility requirements
3. **Simplified Investor Benefits** - 5-year deferral and 10% basis step-ups
4. **Additional Incentives for Rural OZ investments** - 5-year deferral and 30% basis step-ups; lower threshold “substantial improvement” from 100% to 50%.
“Rural” is defined as any area not within or adjacent to a town with over 50,000 inhabitants.
5. **Expanded Reporting Requirements**

DESIGNATION PROCESS

State governors could nominate 25% of their respective state’s eligible census tracts every ten years as Opportunity Zone tracts. The U.S. Department of Treasury will begin the Opportunity Zone 2.0 designation on **July 1, 2026**.

The **Texas Economic Development & Tourism Office (EDT)** within the Office of the Governor will lead the efforts to develop transparent, data-driven selection process for Opportunity Zone 2.0. To do so, EDT will ask **Economic Development Organizations (EDOs)** and **County Judges** to submit eligible tracts in their communities for consideration based on the following criteria:

1. **Statutory compliance:** Communities should only nominate tracts that clearly meet federal eligibility.
2. **Local Support (up to 4 points):** Strong consideration will be given for those tracts which the local community will support through incentives offered, rebates, and agreements.
3. **Project Viability (up to 4 points):** Communities should prioritize sites where private capital can realistically deploy in 24–48 months and where investments drive inclusive growth in the community (E.g. affordable housing commitments, anti-displacement tools, workforce initiatives, etc.).
4. **Geographic balance (up to 2 points):** EDT will ensure representation across regions of Texas; leverage **rural incentives (1 point)** without selecting unworkable tracts and provide an additional incentive for tracts which have been affected by a **declared disaster** over the last three (3) years (**1 point**).

From the list of eligible tracts nominated by the local communities, EDT intends to finalize and submit tracts for Opportunity Zone 2.0 designations to the U.S. Department of Treasury **no later than August 3, 2026**.

TEXAS OPPORTUNITY ZONE 2.0
TEXAS ECONOMIC DEVELOPMENT AND TOURISM OFFICE
OFFICE OF THE GOVERNOR

NOMINATION PACKET

In **December 2025**, EDT will make the **Opportunity Zone 2.0 Nomination Packet** available to **local economic development organizations (EDOs)** and **county judges** (for those counties with no local or regional economic development organization) and posted on the [Texas Federal Opportunity Zone website](#).

Because of the federally-imposed limit on the number of tract designations, the number of nominations EDOs and County Judges could submit for consideration to EDT will be based on the number of eligible tracts in their counties and the following schedule:

Number of Eligible Tracts	Percentage Allowed to Submit for Consideration (Maximum)
1 to 50	100%
51 to 100	90%
101 to 200	80%
201 to 300	70%
301 and over	60%

Example:

- A county with 10 eligible tracts could submit up to 10 tracts, or 100% of its eligible tracts, to EDT for consideration.
- A county with 325 eligible tracts could submit up to 195 tracts, or 60% of its eligible tracts, to EDT for consideration.

To ensure that both communities and EDT have sufficient time to review, compile and make their final determination, EDT asks that communities submit their nominations **no later than June 26, 2026**.

RESOURCES

The U.S. Department of Treasury is expected to release the **official list of eligible tracts** in **Spring 2026**. To assist communities in preparing for the nomination process, EDT has created a [Mapping Tool](#) to identify “Likely Eligible” and “Unlikely Eligible” census tracts based on the latest estimates from the American Community Survey (ACS 2019 -2023).

The [Texas Federal Opportunity Zone website](#) will be updated with the most up-to-date program information. In addition, EDT will provide communities, stakeholders and members of the public with the most up-to-date program information through official EDT email announcements.

For questions and comments, please contact the Opportunity Zone Team at OppZone2.0@gov.texas.gov or (512) 936-0100.

OPPORTUNITY ZONES FAQs

Section 5, Item A.



Texas Economic Development & Tourism Office | Office of the Governor

What is Opportunity Zone 2.0?

Opportunity Zone 2.0 is the new, permanent version of the Qualified Opportunity Zone program established by Congress in 2025 through the One Big Beautiful Bill Act. The program is designed to promote long-term private investment in economically distressed communities through federal tax incentives.

What are the benefits of Opportunity Zone 2.0?

Opportunity Zone 2.0 provides federal tax incentives to encourage private investment in designated areas. These incentives are intended to support business development, job creation, and long-term economic growth in qualifying communities. Specific tax benefits are administered by the Internal Revenue Service (IRS), and investors should consult tax professionals for guidance.

Who administers Opportunity Zone 2.0?

Opportunity Zone 2.0 is authorized under federal law and administered at the federal level by the U.S. Department of the Treasury and the Internal Revenue Service. States are responsible for nominating eligible census tracts for designation in accordance with federal guidelines. In Texas, that will be through the Texas Economic Development and Tourism Office, in the Governor's Office.

What census tracts are eligible?

A census tract is eligible for consideration if it meets **one** of the following criteria:

- The tract has a median family income that is **70% or less** of the applicable area or statewide median family income; **or**
- The tract has a poverty rate of **20% or greater** and a median family income that is **125% or less** of the applicable area or statewide median family income.

Under Opportunity Zone 2.0, the **contiguous tract rule has been eliminated**. Each tract must independently meet the eligibility criteria to be nominated.

If a tract does not meet these requirements, can it still be nominated?

No. Eligibility for nomination is limited to census tracts that satisfy the statutory criteria established under Opportunity Zone 2.0. Tracts that do not meet these thresholds are ineligible for designation and cannot be submitted for consideration.

Will 2018 Opportunity Zone automatically qualify again?

No. Opportunity Zones designated in 2018 will **not automatically carry over** into Opportunity Zone 2.0. Existing zones remain in effect through **December 31, 2028**. New Opportunity Zone 2.0 designations, effective **January 1, 2027**, will be based on updated eligibility criteria. Census tracts previously designated under Opportunity Zone 1.0 must independently meet the eligibility requirements of Opportunity Zone 2.0 in order to be nominated again.

How many tracts can Texas nominate?

Each governor may nominate up to **25% of the state's eligible census tracts** for designation as Opportunity Zones every ten years.

How long do Opportunity Zone designations last?

Each designated Opportunity Zone remains in effect for **10 years**. Designations are updated on a **10-year cycle**, beginning with the first Opportunity Zone 2.0 designations becoming active on **January 1, 2027** and ending 10 years later on **January 1, 2037**.

How can I nominate a tract for Opportunity Zone 2.0?

Entities interested in nominating a tract should coordinate with their local **economic development organization (EDO) or county judge**. Eligible entities may complete and submit the official nomination packet, available [here](#). Nominations will begin **July 1, 2026**.

When will the OZ 2.0 eligible tract list be finalized?

The U.S. Department of the Treasury is expected to release the official list of eligible census tracts in **Spring 2026**. The Texas Economic Development & Tourism Office, within the Office of the Governor, will provide updates as new information becomes available.

How can I determine if a census tract may be eligible?

The official list of **eligible census tracts has not yet been released**. In the interim, a predictive mapping tool identifying potentially eligible tracts is available [here](#) to assist communities with preliminary planning and evaluation.

How will tracts be selected?

Tracts submitted via the nomination packet will be evaluated using a scoring framework that considers:

- **Project viability**
- **Demonstrated local support**
- **Geographic balance across the state**

How many tracts can a community submit?

The number of nominations the local economic development groups or county judges can submit for consideration is based on the number of eligible tracts in the county. See schedule below:

Number of Eligible Tracts	Percentage of Eligible Tracts to Submit for Consideration
1 to 50	100%
51 to 100	90%
101 to 200	80%
201 to 300	70%
301 and over	60%

www.texas.gov/development |

[@TEXASgov](https://twitter.com/TEXASgov) #FedPROV

Who should I contact with questions about Opportunity Zone 2.0?

For questions regarding Opportunity Zone 2.0, please contact the Texas Economic Development & Tourism Office’s Opportunity Zone team at oppzone2.0@gov.texas.gov.

Opportunity Zones 2.0
Talking Points for Business Owners Meet-Up

Prepared by: Richard Isarraraz Garcia, Board Member

Organization: Everman Economic Development Corporation

Date: March 24, 2026

Presenter: Co-Executive Director Craig Spencer (date TBD, please share)

Purpose: Generate landowner interest and letters of support for Everman's Opportunity Zone 2.0 nomination of Census Tract 1112.02 before the June 26, 2026 submission deadline.

Suggested Script (45 to 60 seconds)

“Quick update on a great opportunity for Everman landowners and businesses.

Census Tract 1112.02 covers all of Everman and is likely eligible for the new Opportunity Zones 2.0 program, signed into law July 4, 2025.

*OZ 2.0 designation brings **private investment at no cost to city taxpayers** for housing, commercial development, and jobs. Investors get federal tax incentives to put capital here through Qualified Opportunity Funds, which means landowners can sell or develop at stronger prices without doing the work themselves.*

*We have until **June 26** to submit our nomination. The more landowner support we show, the stronger our submission scores with the state.*

If you own land in Tract 1112.02, or know someone who does, please see me after the meeting. I have documents from the Texas Governor's Office and can answer any questions.”

Key Messages to Reinforce

- No cost to taxpayers. *Private capital, not city money.*
- Only 1 in 4 eligible tracts statewide will be selected. *Landowner letters of support are the single biggest factor in our score.*
- Deadline is real. *June 26, 2026. We are targeting June 5 to submit early and give EDT time to review.*
- Tract 1112.02 covers all of Everman. *Every landowner in this room is potentially in the zone.*

After the Meeting: Landowner Follow-Up

Collect the following from any interested landowners:

- Name, contact information, and address or parcel of land
- Willingness to provide a letter of support or letter of interest
- Any project ideas or property details they can share. This feeds directly into the **Project Viability** section of the official EDT Nomination Packet, worth up to 4 scoring points. The more detail landowners can provide, the stronger our submission.

Specifically, landowners can help us answer the following fields directly from the EDT Nomination

Community Engagement (packet asks for examples such as affordable housing commitments and workforce initiatives)

Characteristics of a Shovel-Ready Project (the packet evaluates the following six criteria, check all that apply to your property):

1. **Zoning and Compliance:** Land has been zoned for its intended use and all necessary land-use approvals are in place or can be secured quickly.
2. **Planning and Design:** Preliminary planning, engineering, and design are finished and approved, with plans and specifications ready for bidding.
3. **Permitting:** Permitting processes and probable timelines are understood or completed.
4. **Due Diligence:** Comprehensive due diligence is complete, including soil analysis and environmental impact studies.
5. **Infrastructure:** Engineering and design for public infrastructure (roads, power, water, sewer) is finalized or already in place.
6. **Financial and Legal:** The site has a clear title and a fully developed business case with identified funding sources.

Type of Project (the packet asks landowners to identify one of the following):

- Real Estate: specify type (e.g. Residential, Commercial, Mixed-use, Industrial)
- Operating Business: specify type, industry, or sector
- Other: please provide a brief description

Why Letters of Support Matter: EDT Scoring Framework

EDT evaluates nominations on four criteria. Two of them are directly strengthened by landowner participation:

- Local Support (up to 4 points): *Formal incentives, community engagement, and demonstrated backing from property owners and businesses.*
- Project Viability (up to 4 points): *Evidence that private capital can realistically deploy within 24 to 48 months. Landowner letters and project commitments are the strongest proof of this.*

The stronger these two scores, the better our chances in a competitive statewide pool where only 25% of eligible tracts are selected.

Materials to Hand Out or Share

- Official OZ 2.0 FAQ from the Texas Governor's Office
- Texas Opportunity Zone 2.0 Nomination Process document
- QR code or link to the EDT predictive mapping tool to show attendees that Tract 1112.02 is flagged as likely eligible

Questions? Contact:

Richard Isarraraz Garcia

Board Member, Everman Economic Development Corporation

817-941-6648

Risarraraz@evermantx.net

Please submit no later than June 26, 2026 to OppZone2.0@gov.texas.gov

The number of nominations the local economic development groups can submit for consideration is based on the number of eligible tracts in the county. See schedule below:

Number of Eligible Tracts	Percentage of Eligible Tracts to Submit for Consideration
1 to 50	100%
51 to 100	90%
101 to 200	80%
201 to 300	70%
301 and over	60%

Census Tract Information	Requestor Name:	Everman Economic Development Corporation
	Census Tract:	1112.02 (pending official 11-digit confirmation from U.S. Treasury, Spring 2026)
	County:	Tarrant
	Metro / Micropolitan Name (if applicable):	Dallas-Fort Worth-Arlington
OZ Requirements	Median Family Income (MFI):	57% of Dallas-Fort Worth metro MFI (approximately \$60,206 vs. metro MFI of \$104,860)
	Poverty Rate:	21% (exceeds 20% threshold)
Geographic Balance (up to 2 points)	Rural:	No
	Declared Disaster:	N/A https://www.tdem.texas.gov/disasters https://www.fema.gov/disaster/declarations
	Date of Disaster Declaration:	N/A
Project Viability (up to 4 points)	Community Engagement:	To be completed after April 2, 2026 board meeting and landowner outreach
	Characteristics of "shovel-ready" projects:	To be completed after landowner outreach (check applicable criteria) Planning and Design: Preliminary planning, engineering, and design are finished and approved, with plans and specifications ready for bidding. Permitting: Permitting processes and probable timelines are understood or completed. Due Diligence: Comprehensive due diligence is complete, including soil analysis and environmental impact studies, to prevent future surprises. Infrastructure: The engineering and design for public infrastructure (like roads, power, water, and sewer) is finalized and ready for implementation or is already in place. Financial and Legal: The site has a clear title, and a fully developed business case with identified funding sources is prepared. Other - please enter brief description.
	Types of Project:	To be completed after landowner outreach (specify project type) Operating Business - specify type, industry, or sector. Other - please enter brief description. N/A
Local Support (up to 4 points)	Local Incentives:	To be completed after April 2, 2026 board meeting (e.g. tax abatement, expedited permitting, 380 agreement)
	Community Priorities and Long-Term Goals:	Everman EDC is the sole EDO for the city. Census Tract 1112.02 encompasses the entire City of Everman and is Everman's only eligible tract. The community is organized, proactive, and committed to submitting a complete nomination by June 5, 2026.
Other	Other Comments and Consideration:	To be completed after April 2, 2026 board meeting

Requestor Name	Census Tract Information			Statutory Compliance Requirement		Geographic Balance (up to 2 points)	
	County	Metropolitan or Micropolitan	Census Tract (11-digit)	Poverty Rate %	Median Family Income (MFI) %	Rural (Yes or No)	Declared Disaster (State or)
Everman Economic Development Corporation	Tarrant	Dallas-Fort Worth-Arlington	1112.02 (pending U.S. Treasury confirmation, Spring 2026)	21.0%	57.0%	No	N/A

ce	Project Viability (up to 4 points)			Local Support and Community Engagement (up to 4 points)		Other
	Date of Declaration	Community Engagement	Characteristic s of a shovel- ready projects	Types of Project	Local Incentives	How does this fit the community's
N/A	<i>[To be completed after April 2 board meeting and landowner outreach]</i>	<i>[To be completed after landowner outreach]</i>	<i>[To be completed after landowner outreach]</i>	<i>[To be completed after April 2 board meeting]</i>	Everman EDC is the sole EDO for the city. Census Tract 1112.02 encompasses the entire City of Everman and is Everman's only eligible tract. The community is organized and targeting submission by June 5, 2026.	Everman EDC has one eligible tract. Submitting early to allow EDT sufficient review time before the June 26, 2026 deadline and EDT's July 1, 2026 submission to U.S. Treasury.

Please submit no later than June 26, 2026 to OppZone2.0@gov.texas.gov

The number of nominations the local economic development groups can submit for consideration is based on the number of eligible tracts in the county. See schedule below:

Number of Eligible Tracts	Percentage of Eligible Tracts to Submit for Consideration
1 to 50	100%
51 to 100	90%
101 to 200	80%
201 to 300	70%
301 and over	60%

Census Tract Information	Requestor Name:	Enter Name of Local Economic Development Group
	Census Tract:	Enter 5-digit census tract (e.g. 404004000)
	County:	Add County Name
	Metro / Micropolitan Name (if applicable):	Add Metro Name
OZ Requirements	Median Family Income (MFI):	Must be less than or equal to 70% of State/Metro MFI
	Poverty Rate:	Must be at least 20% and MFI less than or equal to 125% of State/Metro MFI
Geographic Balance (up to 2 points)	Rural:	Rural area means: 1) any area other than a city or town with a population greater than 50,000; and 2) any urbanized area contiguous and adjacent to a city or town with a population greater than 50,000
	Declared Disaster:	Was the tract affected by a <u>State</u> or <u>Federal</u> declared disaster over the last three (3) years? Enter - State, Federal, or N/A. Please add brief description. https://www.tdem.texas.gov/disasters https://www.fema.gov/disaster/declarations
	Date of Disaster Declaration:	Enter Date of Disaster Declaration or N/A
Project Viability (up to 4 points)	Community Engagement:	List community engagement - e.g. affordable housing commitments, workforce initiatives
	Characteristics of "shovel-ready" projects:	Zoning and Compliance: Land has been zoned for its intended use, and all necessary land-use approvals are in place or can be secured quickly. Planning and Design: Preliminary planning, engineering, and design are finished and approved, with plans and specifications ready for bidding. Permitting: Permitting processes and probable timelines are understood or completed. Due Diligence: Comprehensive due diligence is complete, including soil analysis and environmental impact studies, to prevent future surprises. Infrastructure: The engineering and design for public infrastructure (like roads, power, water, and sewer) is finalized and ready for implementation or is already in place. Financial and Legal: The site has a clear title, and a fully developed business case with identified funding sources is prepared. Other - please enter brief description.
	Types of Project:	Real Estate -specify type (e.g. Residential, Commercial, Mix-use, Industrial) Operating Business - specify type, industry, or sector. Other - please enter brief description. N/A
Local Support (up to 4 points)	Local Incentives:	List local incentive provided or intend to provide - e.g. tax abatements, rebates
	Community Priorities and Long-Term Goals:	How does this tract fit in the community's overall economic development priorities and long-term goals?
Other	Other Comments and Consideration:	Please provide brief explanation or other consideration not previously included on why this track should be chosen.

Requestor Name	Census Tract Information			Statutory Compliance Requirement	
	County	Metropolitan or Micropolitan	Census Tract (11-digit)	Poverty Rate %	Median Family Income (MFI) %
Town XYZ EDC	Travis	Austin-Round Rock-San Marcos	48125950300	36.1%	74.8%

Geographic Balance (up to 2 points)	
Rural (Yes or No)	Declared Disaster (State or Federal)
No	Federal - Hurricane A

Date of Declaration	Community Engagement
<i>1/1/2025</i>	<i>Affordable Housing</i>

Project Viability (up to 4 points)
Characteristics of a shovel-ready projects
Zoning and Compliance, Planning and Design, Permitting

Types of Project
Operating Business - Advanced Manufacturing

Local Incentives
Tax Abatement, Rebates
