

CITY OF COLLEGE STATION

# ECONOMIC DEVELOPMENT



A group photograph of seven City of College Station leaders. Five individuals are seated in the front row: Bob Yancy (left), John Nichols (center), and Melissa McIlhane (right) are seated at a wooden table; Mayor John Nichols is seated in a separate chair. Two individuals are standing in the back row: William Wright (left) and Mark Smith (center). A large, faint seal of the City of College Station is visible in the background. The names and titles of the individuals are displayed in white text boxes with black borders.

**WILLIAM WRIGHT**

City Council Place #2

**MARK SMITH**

City Council Place #1

**DAVID WHITE**

City Council Place #3

**SCOTT SHAFER**

City Council Place #6

**BOB YANCY**

City Council Place #5

**JOHN NICHOLS**

Mayor

**MELISSA MCILHANEY**

City Council Place #4



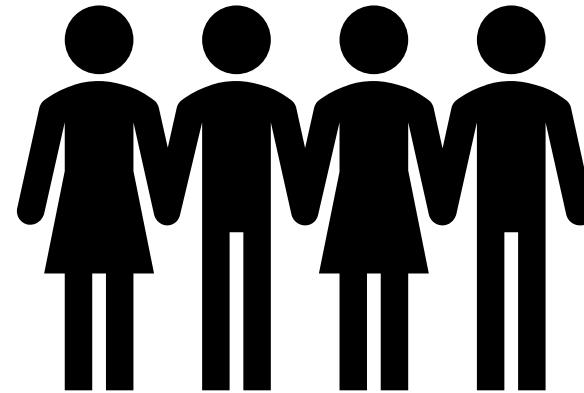
**City of College Station – Leadership**

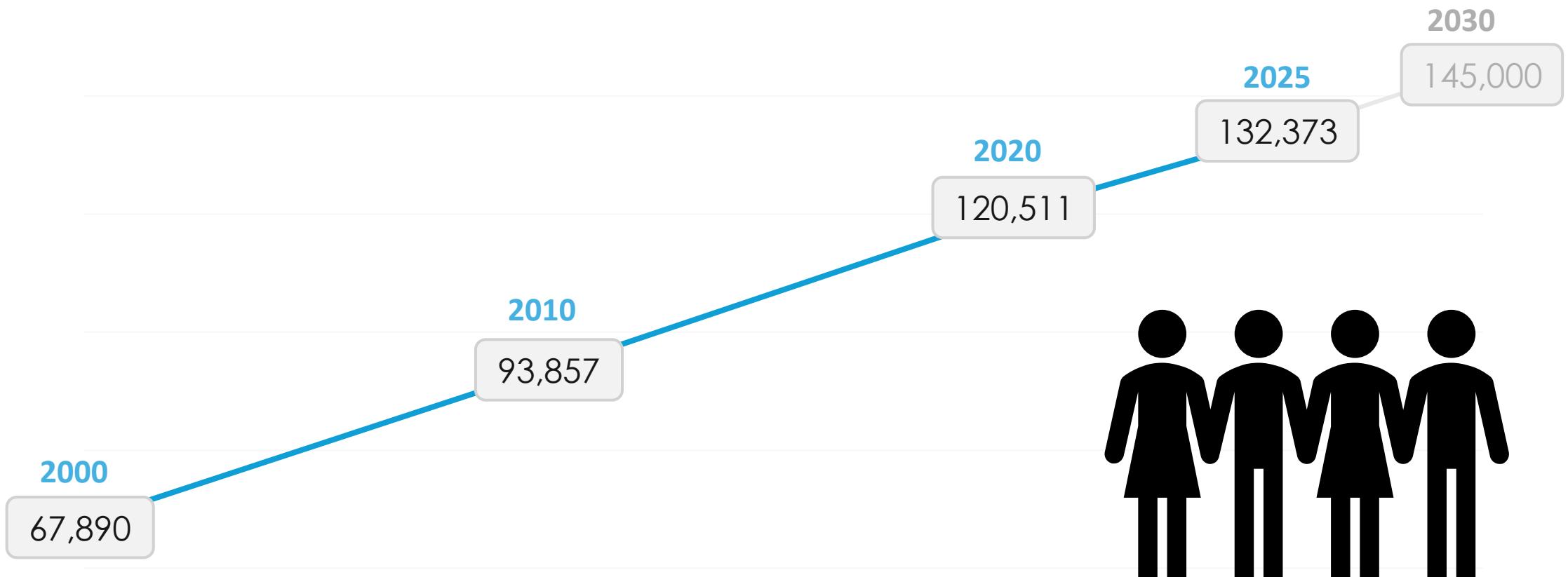
# COMMUNITY GROWTH



# 132,373

CURRENT POPULATION







22.9

**COLLEGE STATION**  
Median Age

**80.3%** of College Station residents are *under the age of 45*.



# BUDGET





## GENERAL FUND REVENUES

- Property Taxes – 36%
- Sales Taxes – 33%
- Other Revenues – 18%
- Utility Transfer – 13%





## GENERAL FUND EXPENSES

- Public Safety – 50%
- Parks & Recreation – 10%
- General Government – 8%
- Information Technology – 7%
- Public Works – 6%
- Capital Projects Operations – 5%
- Planning & Development - 4%
- Fiscal Services – 3%
- Other Expenses – 7%

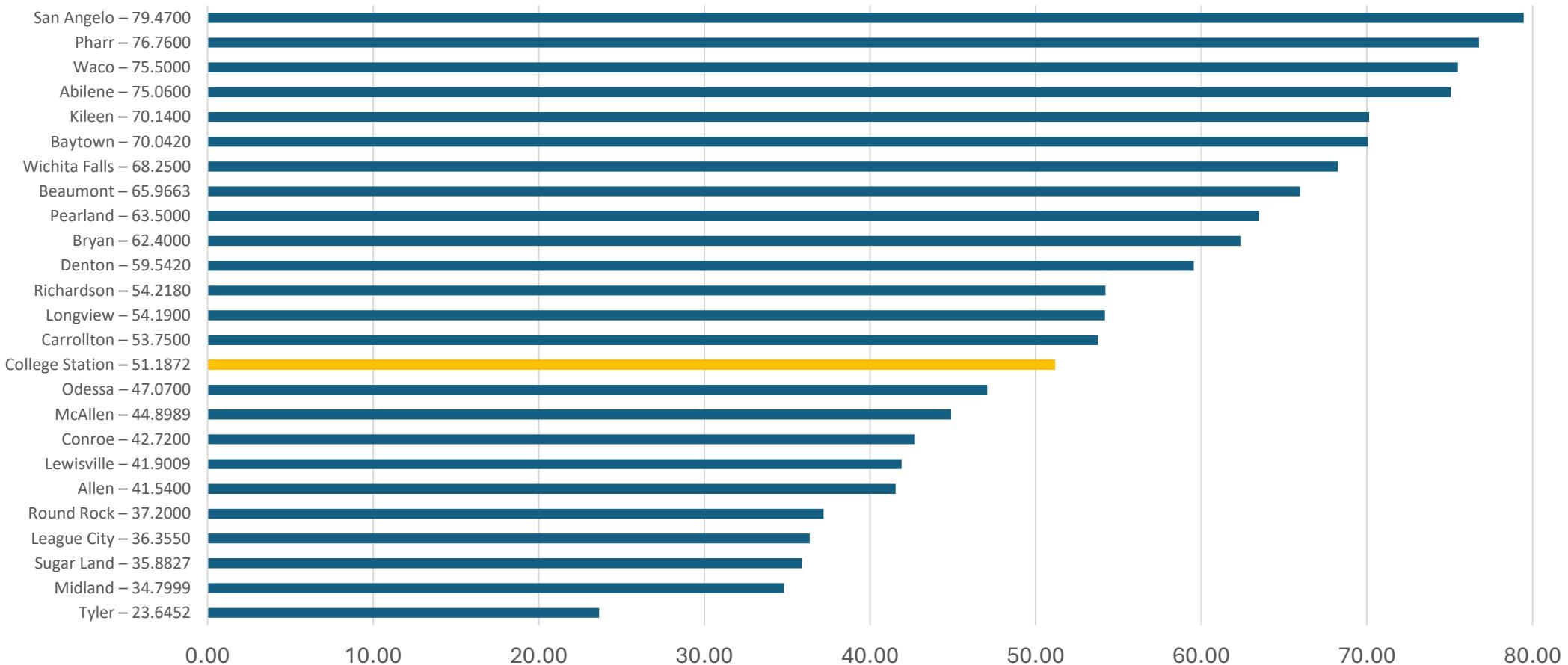


**\$0.511872**

## **PROPERTY TAX RATE**

*per \$100/assessed valuation*

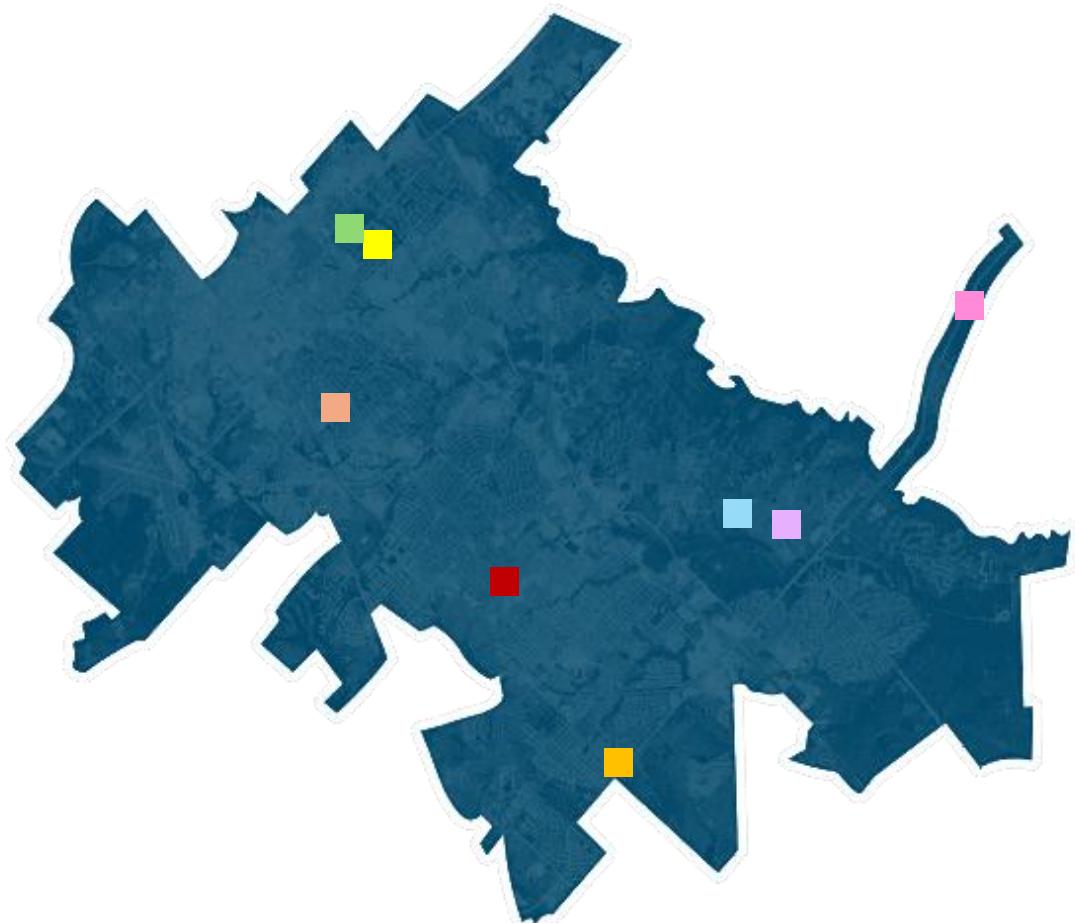




## PROPERTY TAX RATE COMPARISON OF TEXAS CITIES WITH A POPULATION 75,000 TO 175,000

City of College Station – *Budget*





**\$84.1M**  
**CAPITAL BUDGET**

■ Texas Independence Park	■ Lincoln Avenue Rehab
■ Fire Station #7	■ William D. Fitch Rehab
■ Bachmann Park Baseball Field Improvements	■ Rock Prairie Road
■ McCulloch Utility Rehab	■ Mable Clare Thomas Park

# ECONOMIC GROWTH

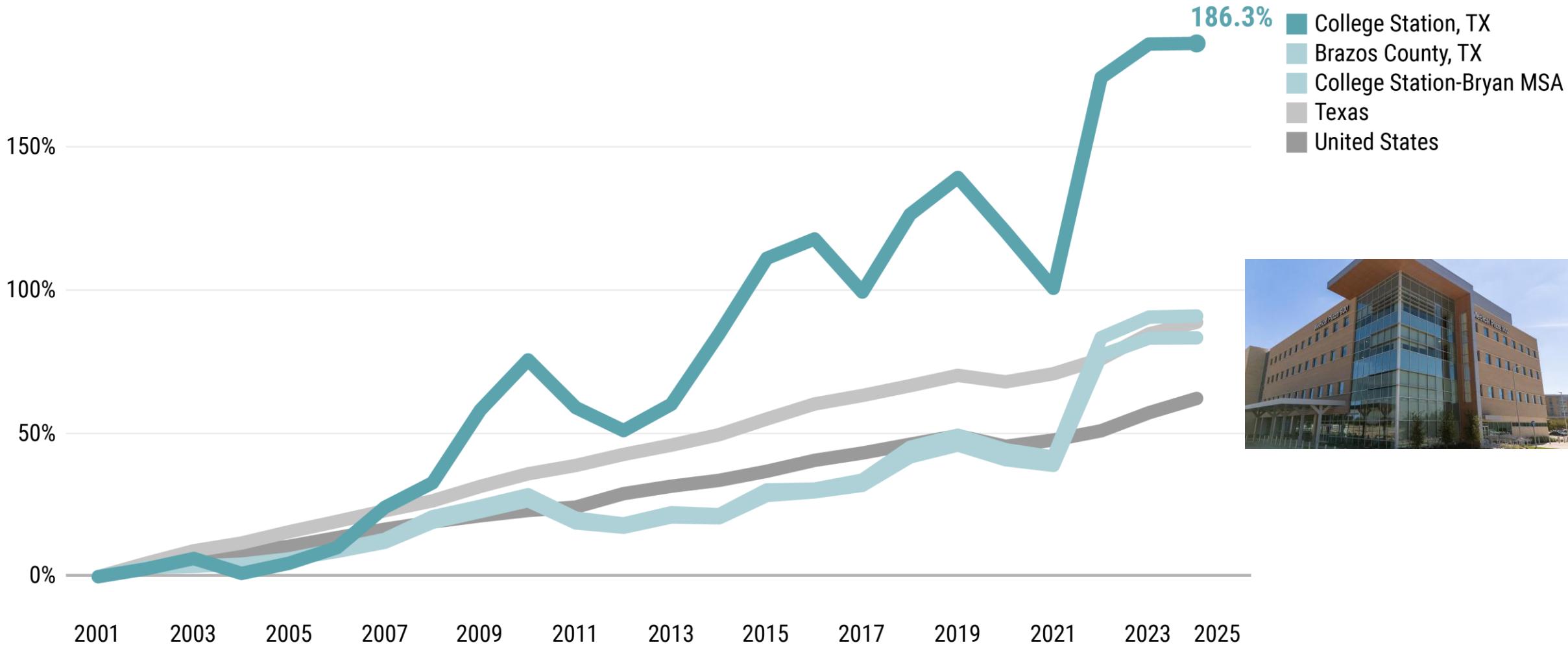




- Education Services
- Accommodation & Food Services
- Retail Trade
- Health Care & Social Assistance
- Professional, Scientific, & Technical Services
- Other Services
- Public Administration
- Construction
- Real Estate & Rental/Leasing
- All Others



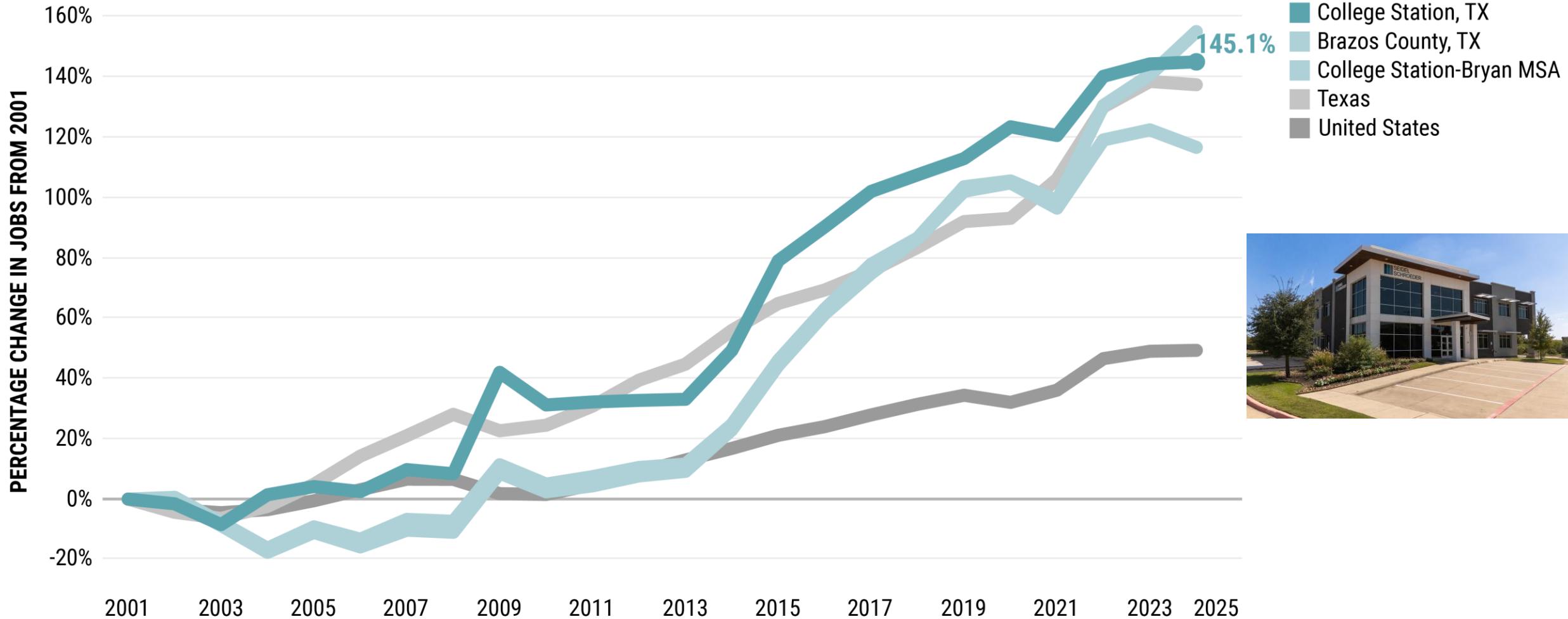
PERCENTAGE CHANGE IN JOBS FROM 2001



## INDUSTRY SECTORS | CUMULATIVE CHANGE

*Comparative Change for HEALTHCARE since 2001*





## EDA INDUSTRY CLUSTERS | CUMULATIVE CHANGE

*Comparative Change for BUSINESS SERVICES since 2001*



**70,600**  
TOTAL WORKERS

**2025**

**57.0%**  
PRIVATE SECTOR

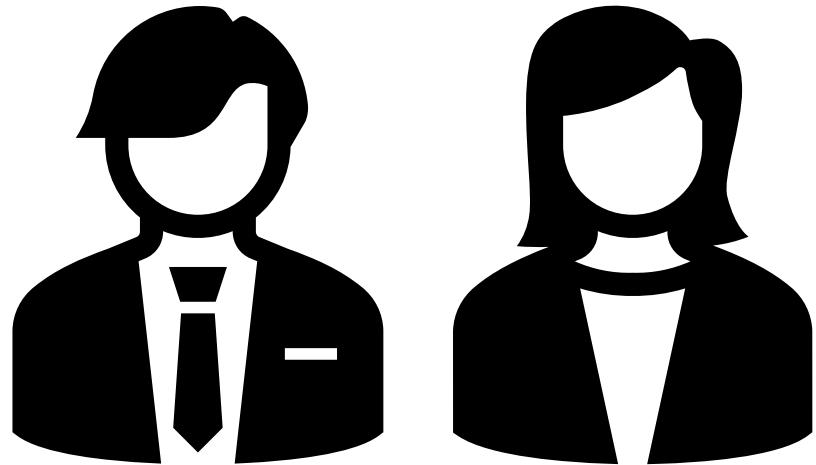
**43.0%**  
PUBLIC SECTOR

**2015**

**52.2%**  
PRIVATE SECTOR

**47.8%**  
PUBLIC SECTOR





**3.6%**  
**UNEMPLOYMENT**

*State Average (4.3%) / National Average (4.5%)*



# COMMERCIAL DEVELOPMENT



# \$82.7M

## NEW COMMERCIAL

PERMIT TOTAL: 35



City of College Station – Commercial Development



# College Station Business Center





# College Station Business Center

# FERA Diagnostics And Biologicals

**\$14.5M Valuation**  
51,855 sq. ft.



# Trane/Hunton Development

**Building 1**  
**\$4.4M Valuation**  
**70,561 sq. ft.**

**Building 2**  
**\$6.6M Valuation**  
**72,455 sq. ft.**



# StataCorp

**\$9.5M Valuation**

19,185 sq. ft.





# RETAIL RECRUITMENT



# \$42.2M

## SALES TAX REVENUES

▲ 25% *increase since 2021*



City of College Station – Commercial Development

## SALES TAX REVENUE COMPARISON OF FISCAL YEARS SINCE 2021



City of College Station – Commercial Development



# RETAIL ACTIVITY

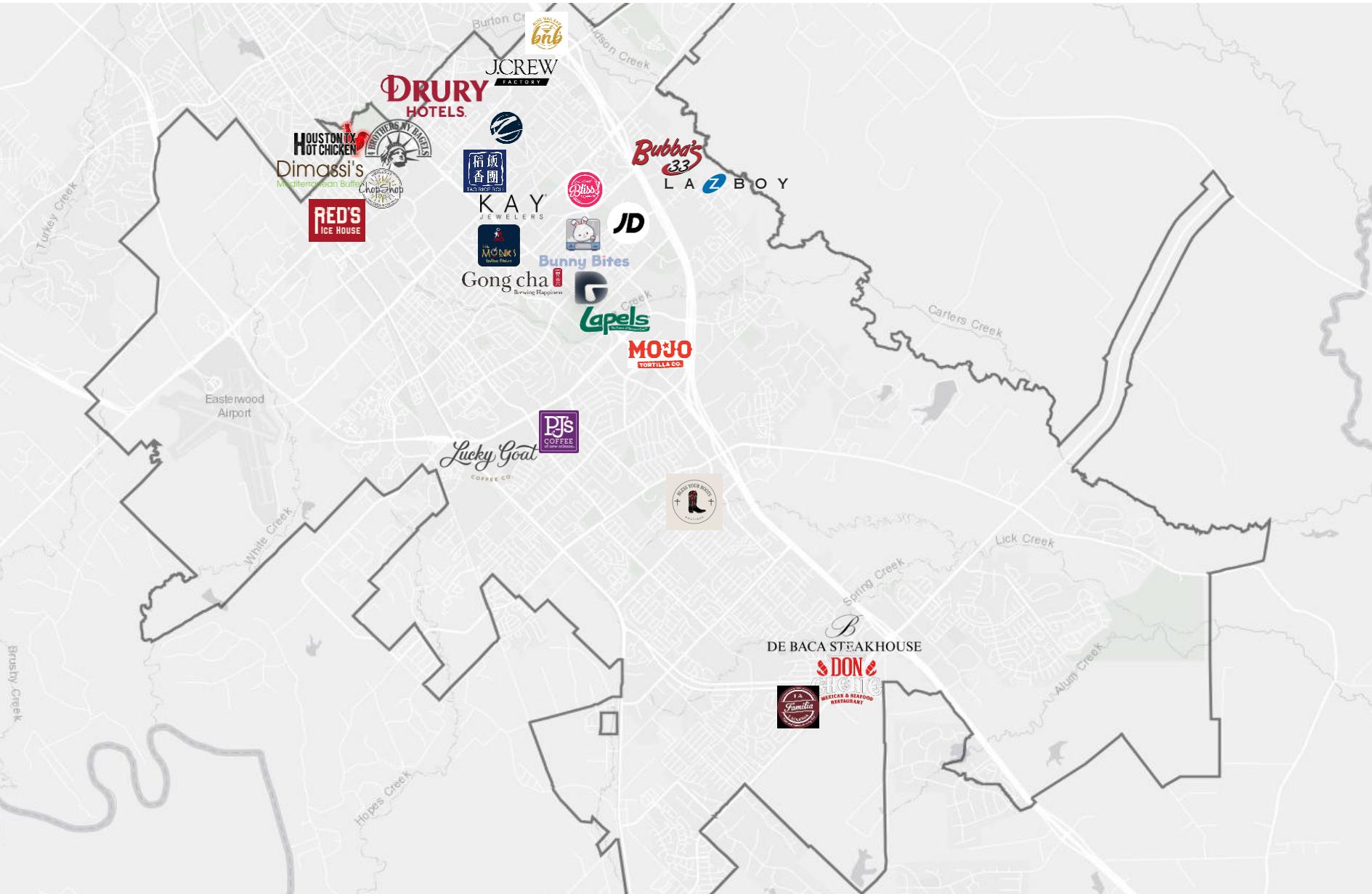
2025

New Businesses: 30

Targeted Retailers: 12

- Retail Entertainment
- Destination/Specialty Retailer
- Restaurant not presently in Brazos County

Backfills: 20



# Century Square

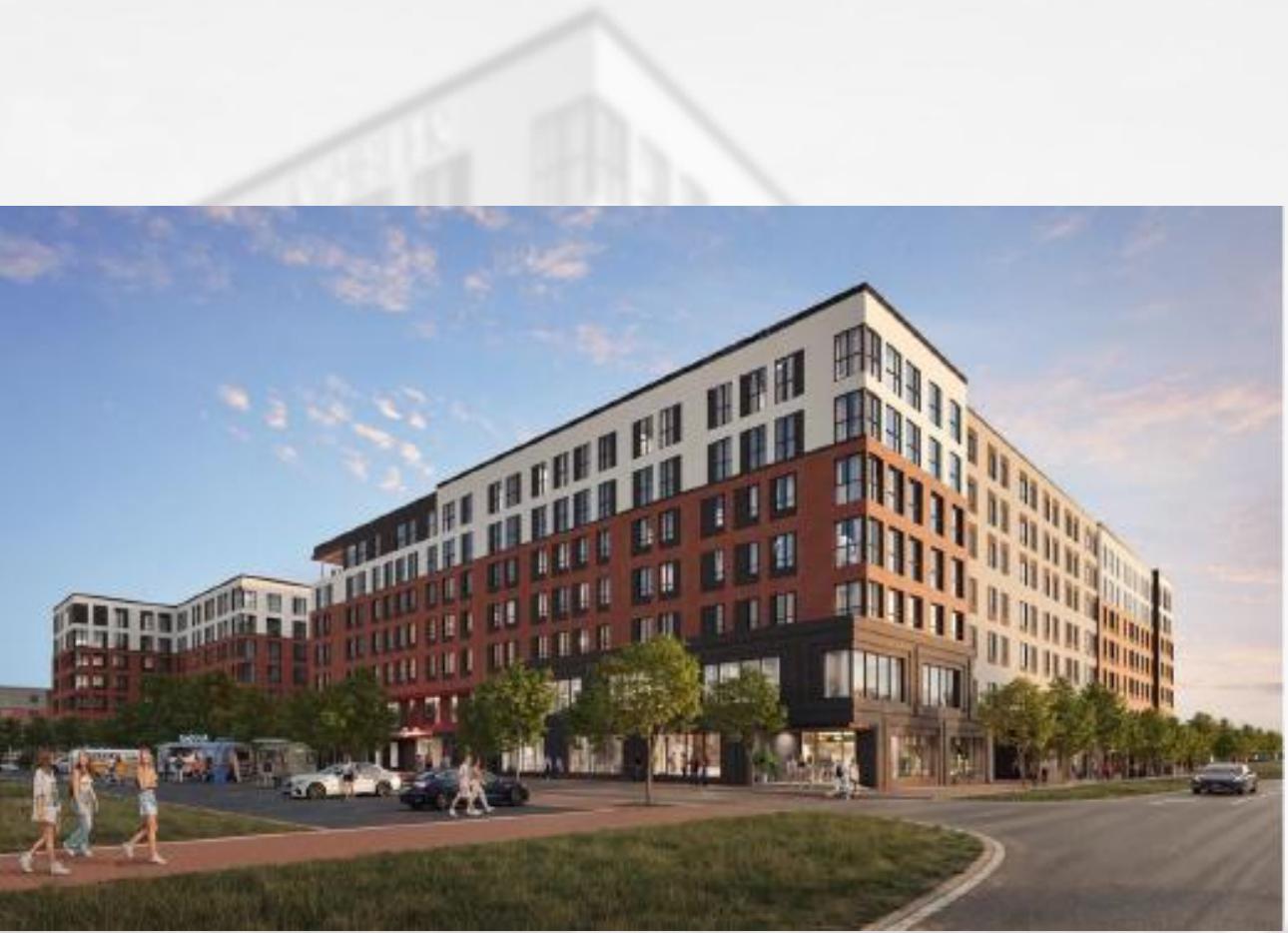
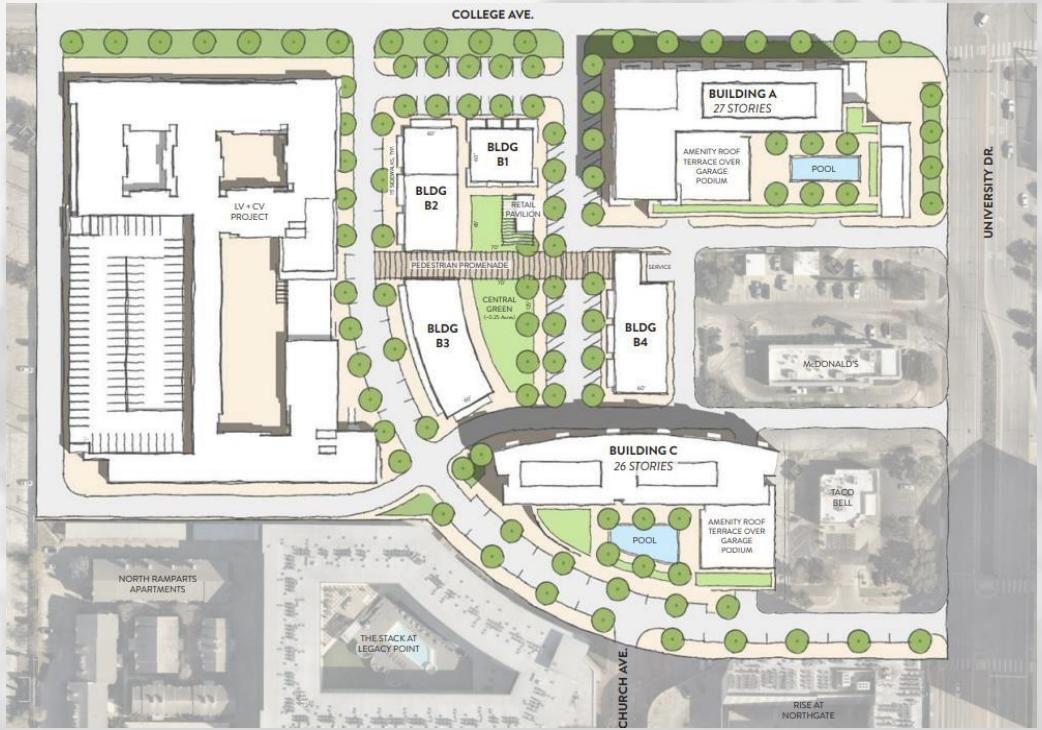
Phase II  
**\$14M Valuation**  
31,000 sq. ft.



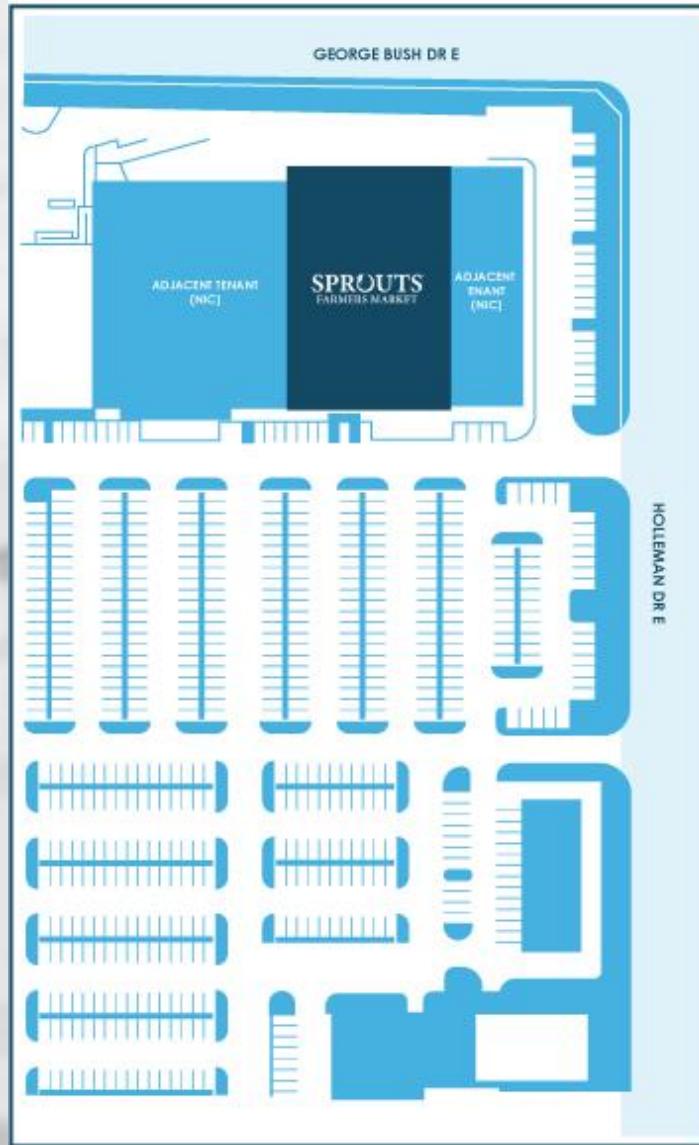
## Featured Businesses:

Original ChopShop, Wells Fargo, Sephora, Dimassi's Mediterranean Buffet,  
Houston Hot Chicken and CoCo Shrimp





# Infill



# SPROUTS<sup>TM</sup> FARMERS MARKET



Redevelopment



Redevelopment / Entertainment



[TheRangeCollegeStation.com](http://TheRangeCollegeStation.com)



[@The Range College Station](#)

[@therangecollegestation](#)

[@therangecestat](#)

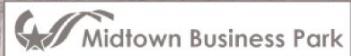


Entertainment



DEVELOPABLE  
PROPERTY  
+200 ACRES

Midtown Business Park



# PRELIMINARY PROPOSED BASEBALL COMPLEX



# RESIDENTIAL DEVELOPMENT



**\$208.4M**

**NEW SINGLE-FAMILY HOMES**

UNIT TOTAL: 804

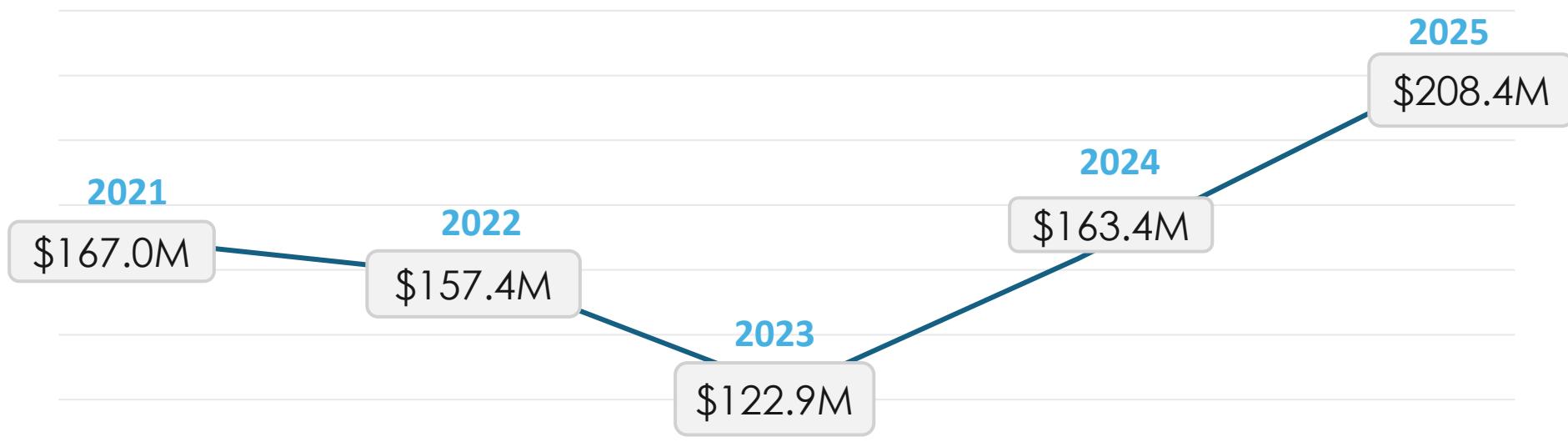


*City of College Station – Residential Development*

# \$819.1 M

## FIVE-YEAR TOTAL

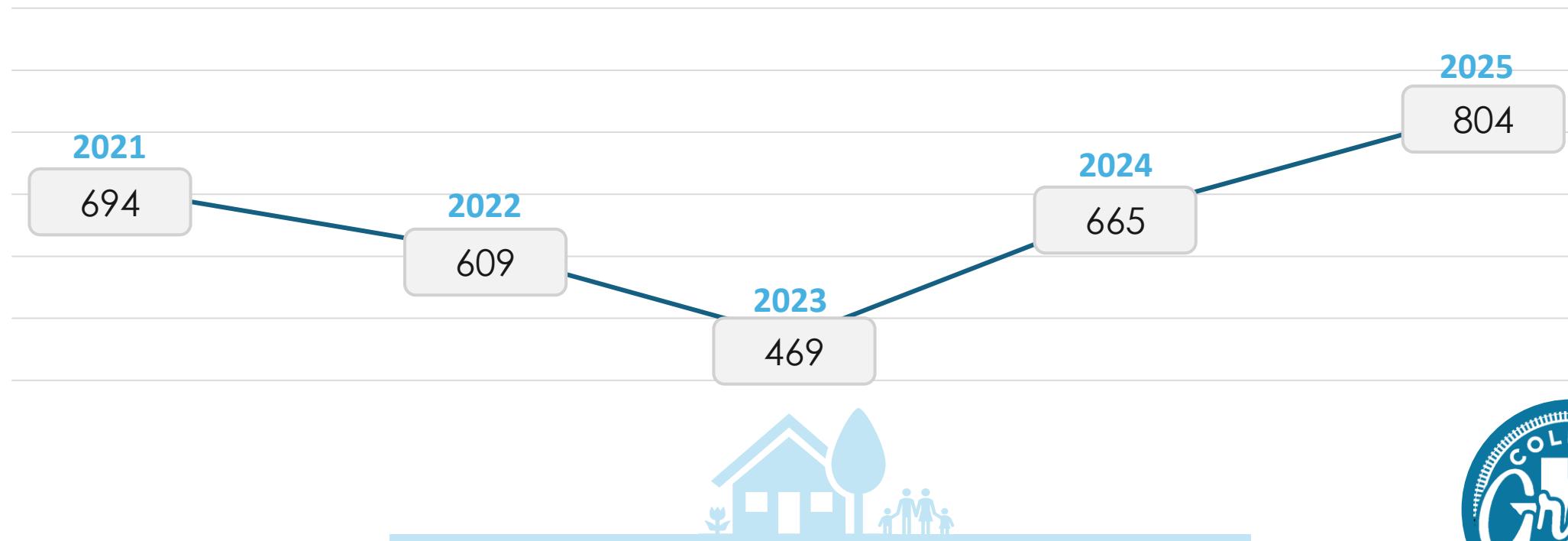
### SUM OF NEW SINGLE-FAMILY VALUATION BY YEAR SINCE 2021



# 3,241

FIVE-YEAR TOTAL

**SUM OF NEW SINGLE-FAMILY UNITS BY YEAR SINCE 2021**



*City of College Station – Residential Development*



**\$332.4M**  
**NEW MULTI-FAMILY**

UNIT TOTAL: 1150



# \$780.7M

FIVE-YEAR TOTAL

SUM OF NEW MULTI-FAMILY VALUATION BY YEAR SINCE 2021

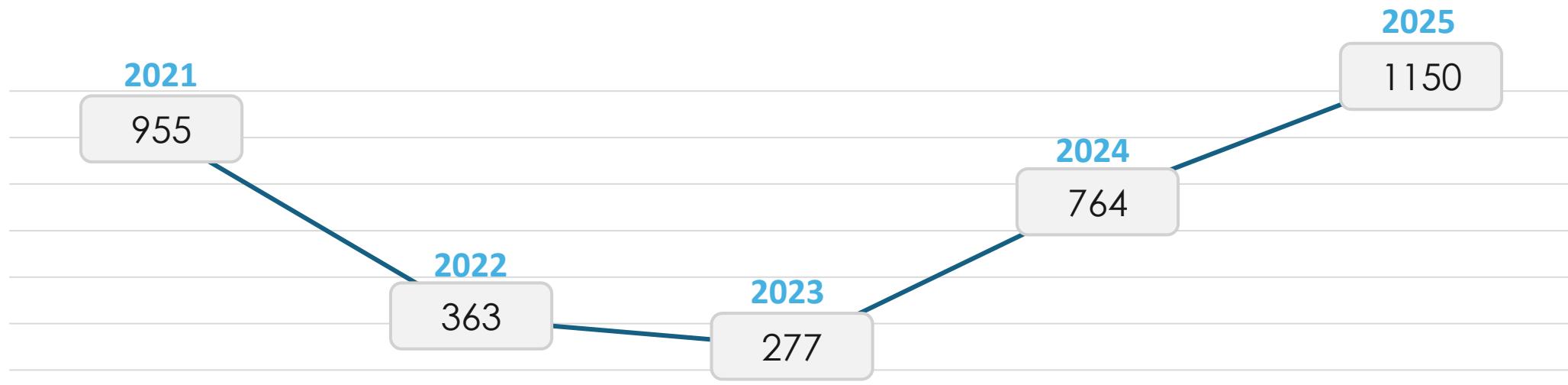


City of College Station – Residential Development

# 3,509

FIVE-YEAR TOTAL

SUM OF NEW MULTI-FAMILY UNITS BY YEAR SINCE 2021



City of College Station – Residential Development



# Growth in Northgate

**\$553 Million**  
Valuation

Units: 1,824



# ENTREPRENEURSHIP



1 MILLION CUPS®

Building  
Communities.  
1 Cup at a Time.

[WWW.1MILLIONCUPS.COM](http://WWW.1MILLIONCUPS.COM)

# PLUG AND PLAY

 THE  
CANNON™



1 MILLION CUPS



# TOURISM



*Congratulations!*  
**COLLEGE  
STATION**  
**A Tourism Friendly  
Texas Certified**



The city's tourism industry employs more than 5,600 and contributes approximately \$470 million to the local economy.

College Station has also been certified as Texas Music Friendly (2023) and Texas Film Friendly (2020).



*City of College Station – Tourism & Marketing*



# \$8.6M

## HOT REVENUES

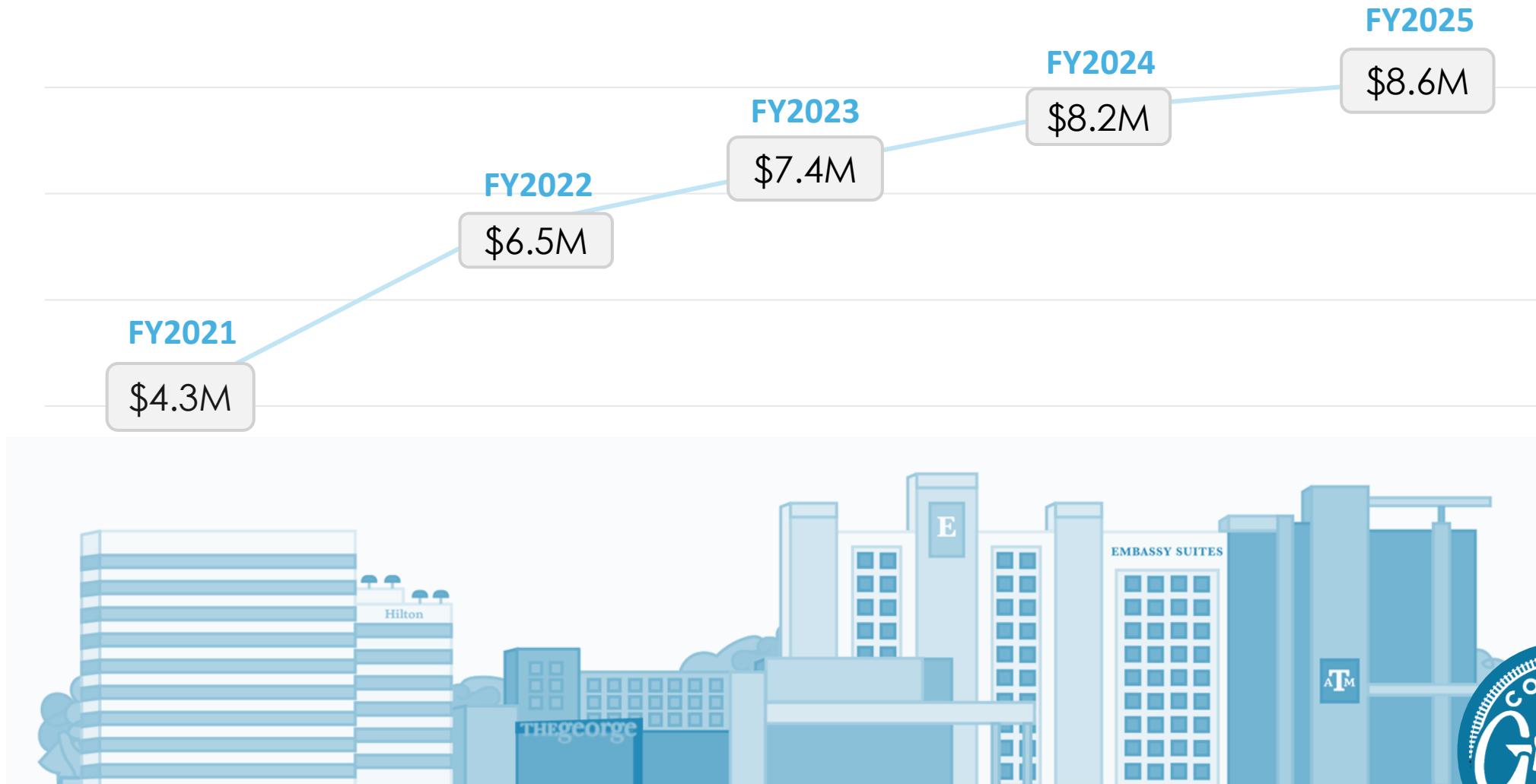
▲ *100% increase since 2021*



City of College Station – Tourism & Marketing



## HOT REVENUE COMPARISON OF FISCAL YEARS SINCE 2021



# 2026 Events



Sponsorship Partner for HLSR  
Over 2.7 million visitors in 2025



Banana Ball at Kyle Field  
May 2, 2026



7,100 athletes  
10,000 coaches and spectators  
\$6.5 million economic impact



# STRATEGIC PLANNING



# TOURISM STRATEGIC PLAN: STRATEGIES



Position College Station as Premier Academic Conference Destination



Create TAMU + Visit College Station Event Management Partnership



Enhance Student/Family Visit Experience



Enhance Faculty and Staff Recruitment Experience



Joint Marketing Strategy for University-Community Synergy



Leisure Events Strategy



# SPECIFIC CONSIDERATIONS AND ANTICIPATED OUTCOMES

<b>Key Sectors and Innovation-Driven Industries</b>	<ul style="list-style-type: none"><li>Analyze <b>target industry sectors</b> and alignment with the current workforce</li><li>Examine opportunities for <b>future growth</b></li><li>Encourage <b>resilient, sustainable</b> economic growth</li></ul>
<b>Real Estate and Development Opportunities</b>	<ul style="list-style-type: none"><li>Prepare an analysis of <b>real estate fundamentals</b> for major commercial or investible properties</li><li>Identify <b>development and redevelopment</b> opportunities</li><li>Examine <b>emerging infrastructure needs and gaps</b> with an emphasis on supporting economic growth and entrepreneurship</li><li>Examine the extent to which <b>development and redevelopment opportunities align with industry investment trends and workforce capacity</b></li></ul>
<b>Entrepreneurial Ecosystem</b>	<ul style="list-style-type: none"><li>Strengthen <b>innovation and entrepreneurial ecosystems</b></li><li>Improve <b>technology transfer and commercialization</b></li></ul>
<b>Talent and Workforce</b>	<ul style="list-style-type: none"><li><b>Align the talent pipeline</b> with the needs of current and future employers, key sectors, and the entrepreneurial ecosystem</li></ul>
<b>Resource Alignment</b>	<ul style="list-style-type: none"><li>Evaluate potential <b>public-private partnerships</b></li><li>Suggest <b>organizational frameworks</b> for accomplishing the plan's objectives</li><li>Create a <b>plan for implementation</b> that identifies roles and responsibilities, timelines, resource impacts, and performance metrics</li></ul>



# WHAT WE'VE LEARNED FROM YOU

Themes and priorities from stakeholder engagement



## Placemaking and Real Estate

Creating experiential destinations



## Entrepreneurial Support

Providing mentorship, capital, and real estate



## Housing

Ensuring options at affordable price points



## Infrastructure

Expanding with population growth



## Workforce Development

Upskilling, recruitment, & retention



## Community Character and Identity

Discovering how we want to grow and change



## Business Recruitment and Retention

Aligning industry with competitive position



## Coordination and Collaboration

Breaking through institutional silos



# WHAT WE'VE LEARNED FROM THE DATA

Key findings from the quantitative analysis



## Diversifying Revenue Sources

Residential drives growing property tax base



## Innovation and Tech Transfer

Outsized share of federal seed funding



## Educational Attainment

Educated population, increasing post-secondary completion rates



## Private Sector Expansion

Regional industry growth beyond education



## Resident Mobility

A highly transient student population



## Distinct Workforce Demand

Industries and qualifications requirements different from regional benchmarks



## Housing Cost Burden

Low affordability for owners and renters



## Corridor and Node Investment

Retail infill and densification opportunities



# VISION AND FOCUS AREAS

College Station will be the nation's most vibrant university community, a place where businesses thrive, innovation is embraced, and quality of life is unmatched, resulting in sustained prosperity and economic competitiveness



## IDENTITY

Cultivate university and community synergies to create dynamic districts that are attractive to residents, businesses, students, and visitors



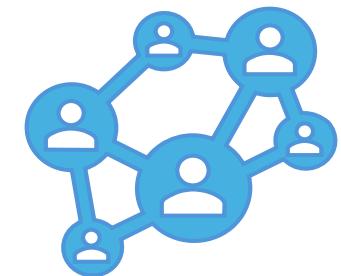
## INDUSTRY

Expand a thriving foundation of businesses and industry to create a diversified tax base and enhance economic opportunity



## INNOVATION

Establish College Station as a hub for entrepreneurship, research and development, business formation and growth, and wraparound support



## IGNITE

Position the City of College Station as a proactive leader that strategically collaborates with local and regional partners to optimize opportunities



# Economic Development & Tourism

MICHAEL OSTROWSKI  
CHIEF DEVELOPMENT OFFICER

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