

CITY OF COLLEGE STATION

ECONOMIC DEVELOPMENT



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



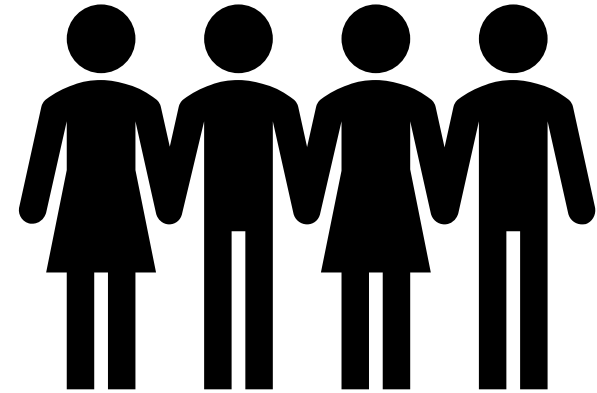
City of College Station – Leadership

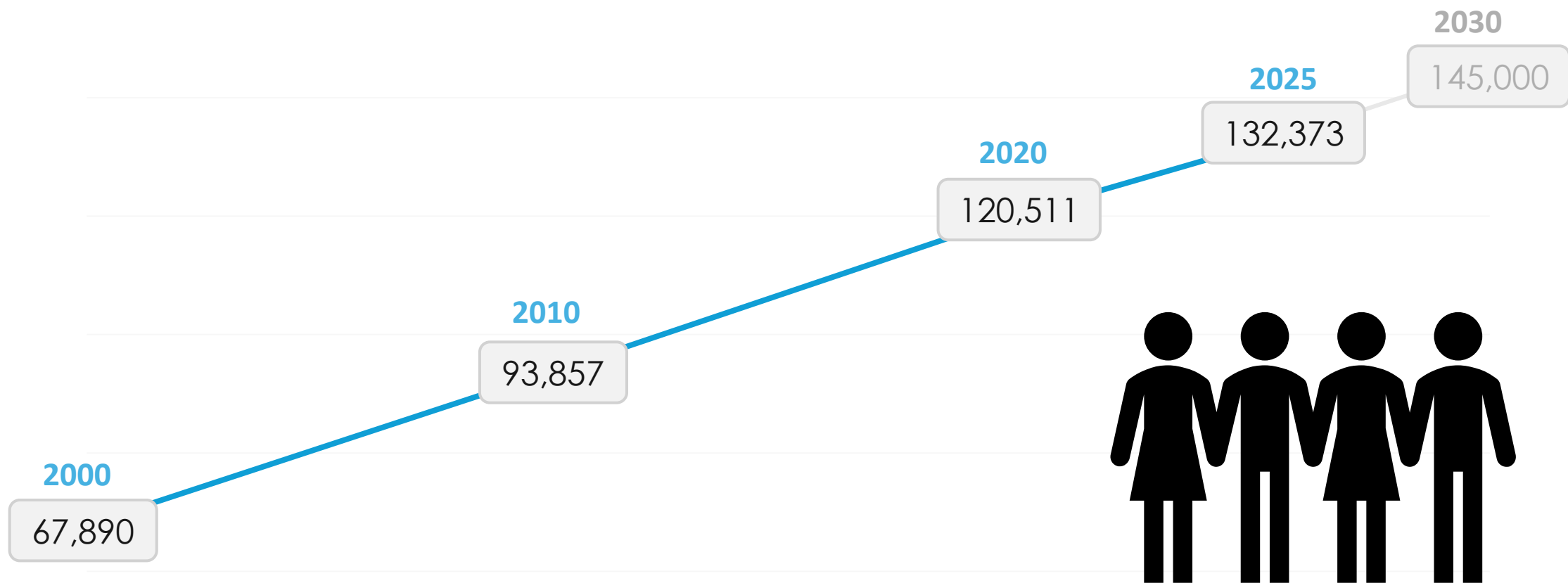
COMMUNITY GROWTH



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%

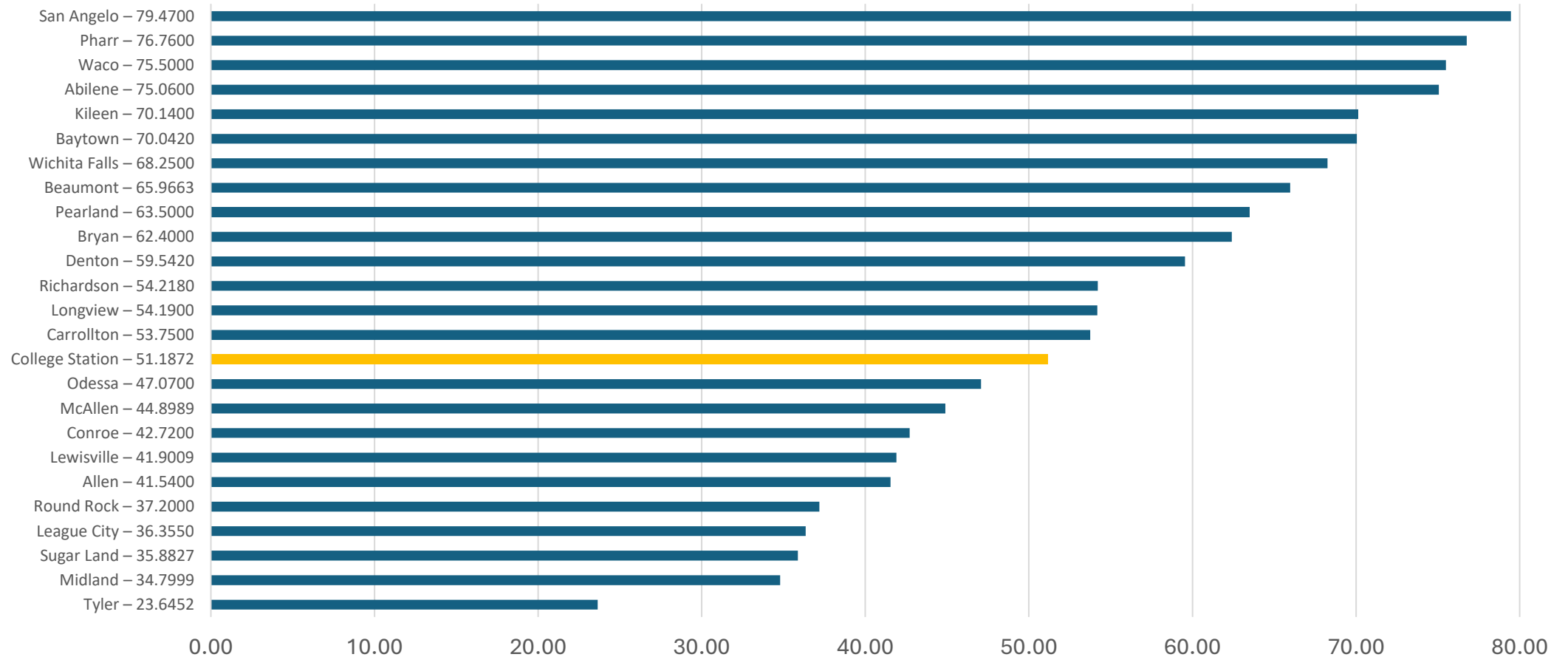


\$0.511872

PROPERTY TAX RATE

per \$100/assessed valuation



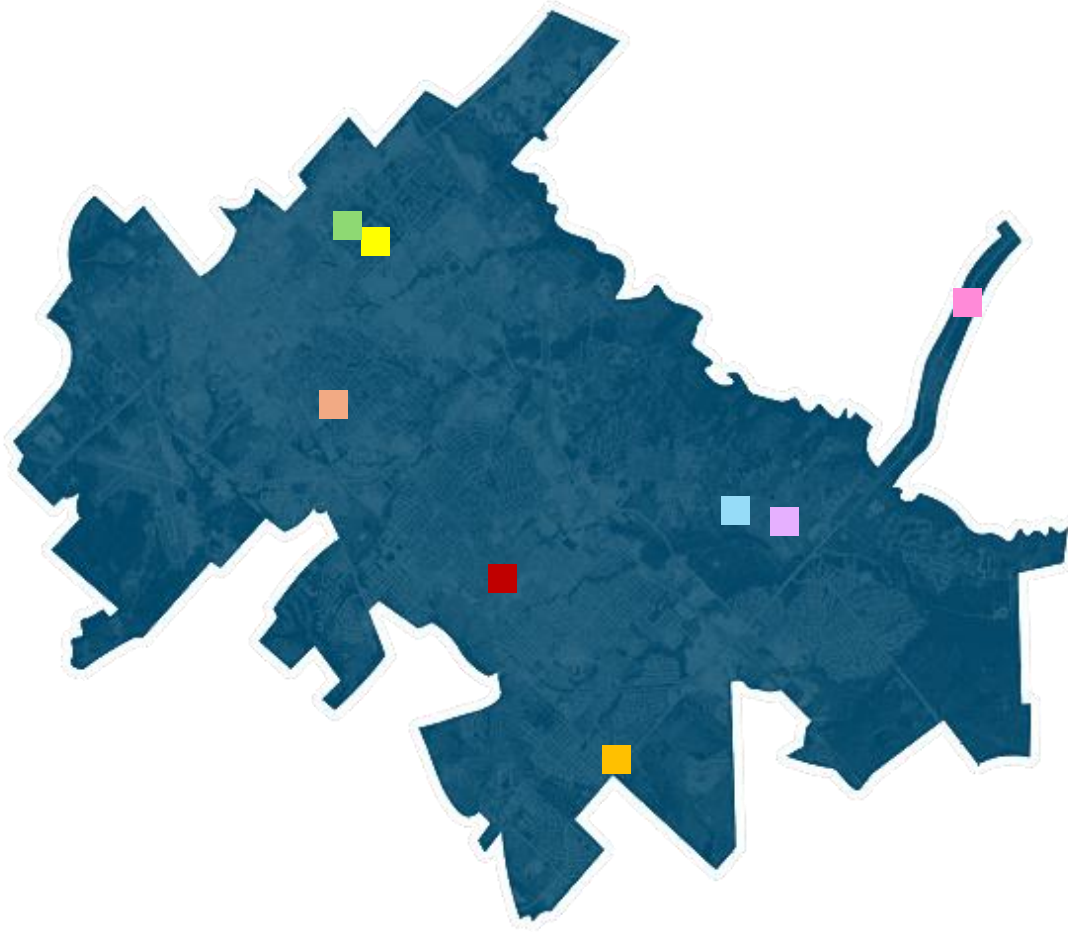


PROPERTY TAX RATE COMPARISON OF TEXAS CITIES WITH A POPULATION 75,000 TO 175,000



\$84.1M

CAPITAL BUDGET



■ Texas Independence Park

■ Fire Station #7

■ Bachmann Park
Baseball Field
Improvements

■ McCulloch Utility Rehab

■ Lincoln Avenue Rehab

■ William D. Fitch Rehab

■ Rock Prairie Road

■ Mable Clare Thomas
Park

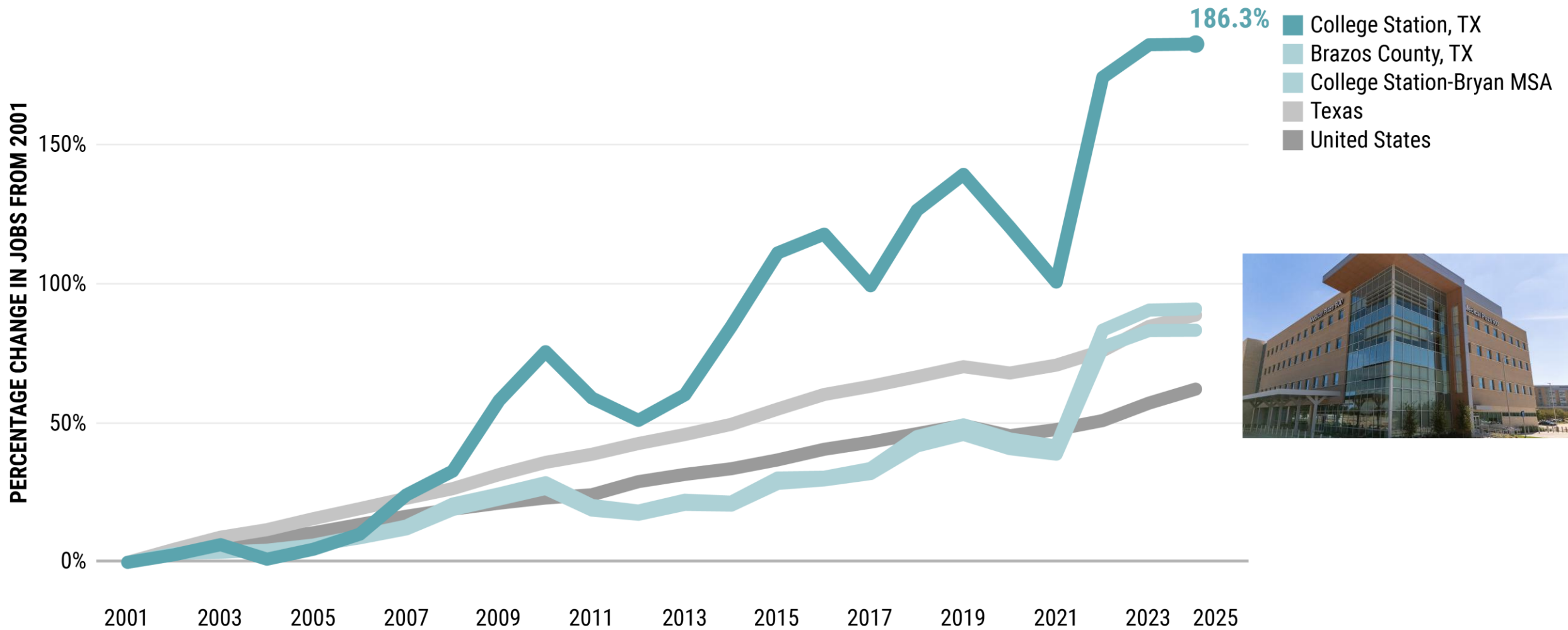
ECONOMIC GROWTH





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

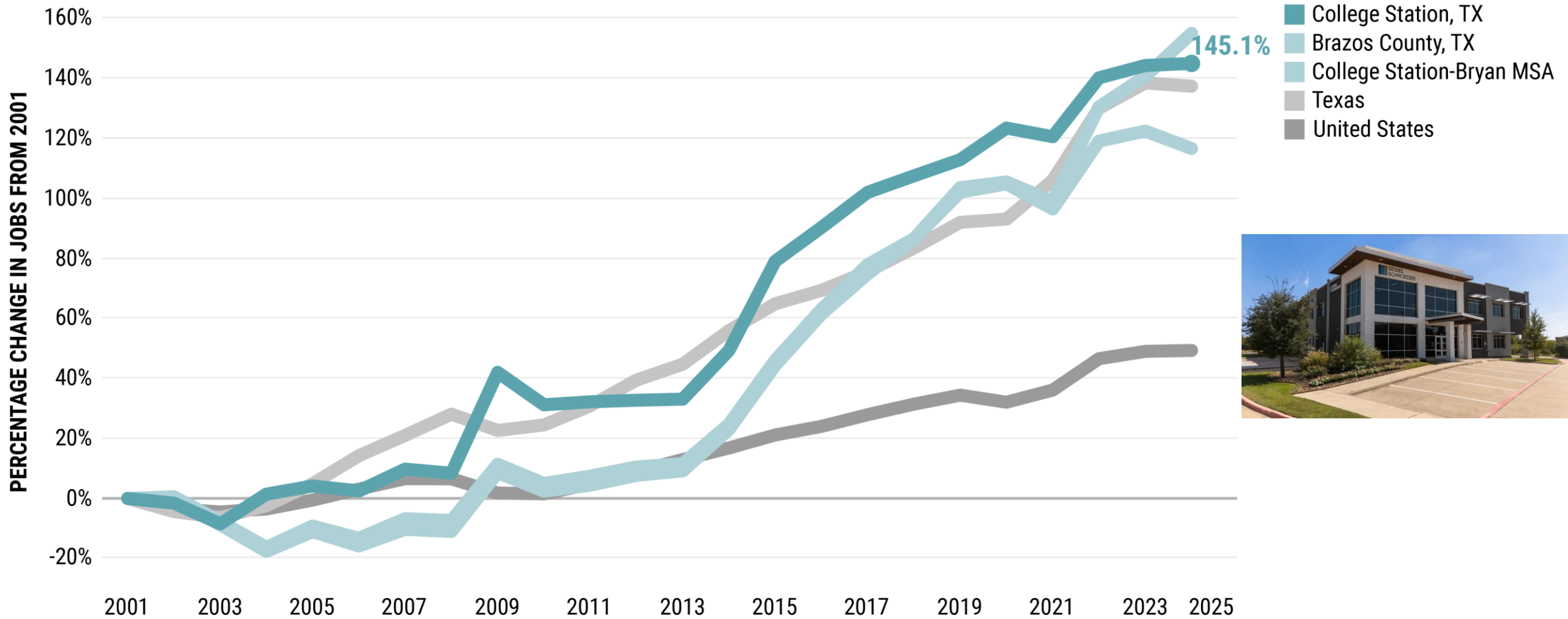




INDUSTRY SECTORS | CUMULATIVE CHANGE

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

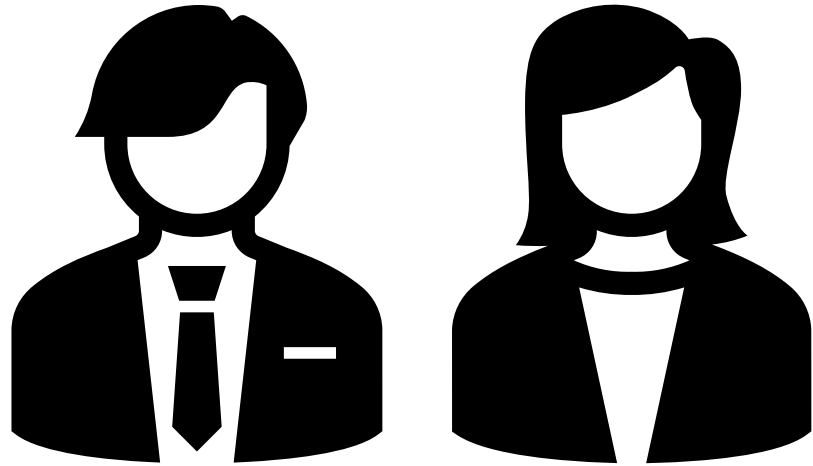
52.2%

PRIVATE SECTOR

47.8%

PUBLIC SECTOR





3.6%
UNEMPLOYMENT

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



COMMERCIAL DEVELOPMENT



\$82.7M

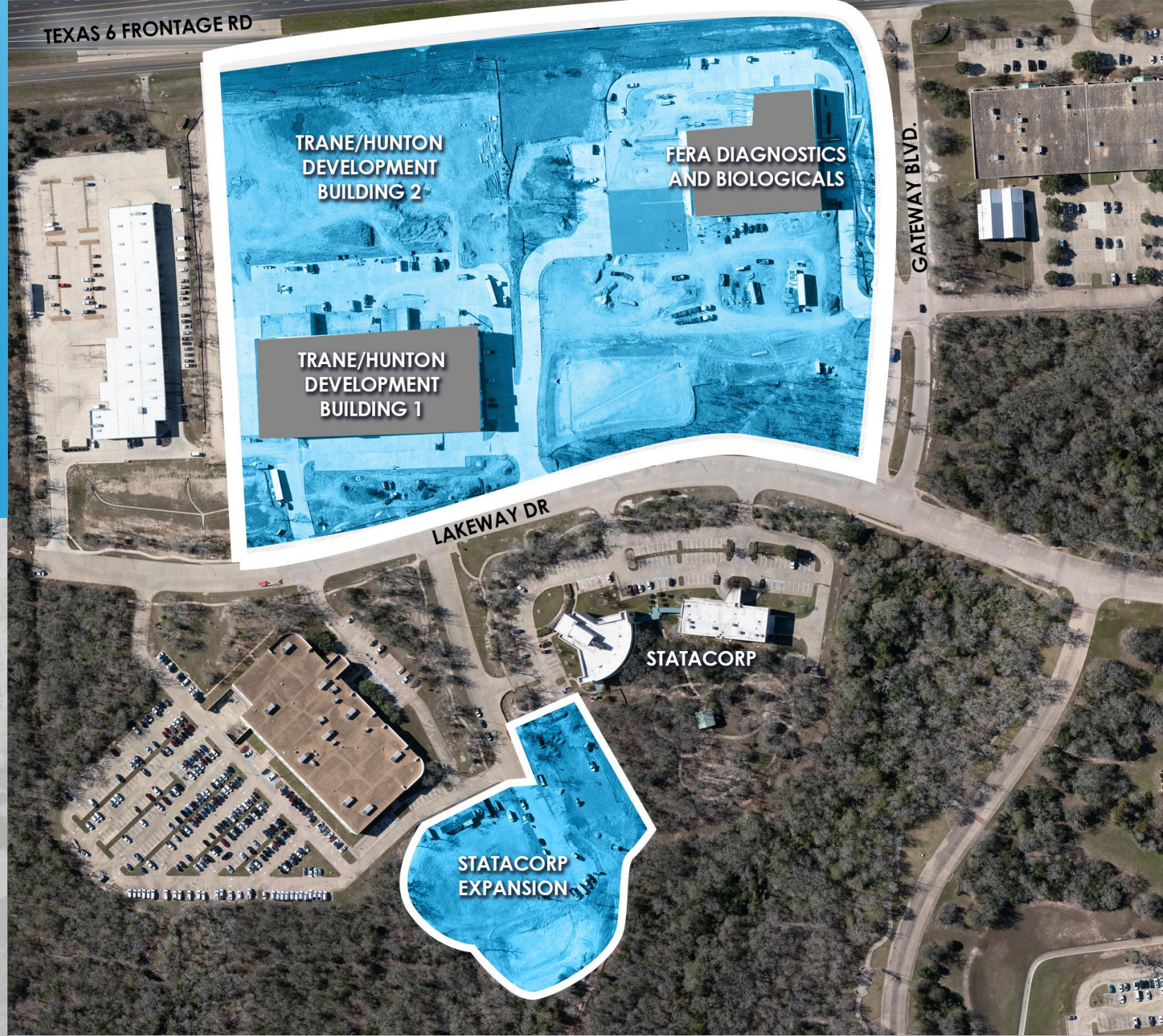
NEW COMMERCIAL

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



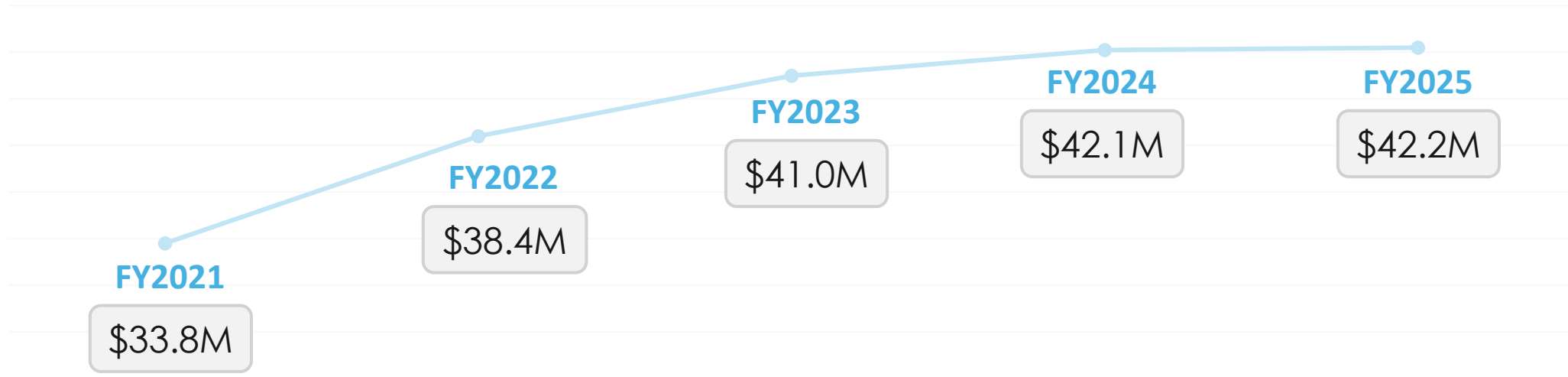
\$42.2M

SALES TAX REVENUES

▲ *25% increase since 2021*



SALES TAX REVENUE COMPARISON OF FISCAL YEARS SINCE 2021



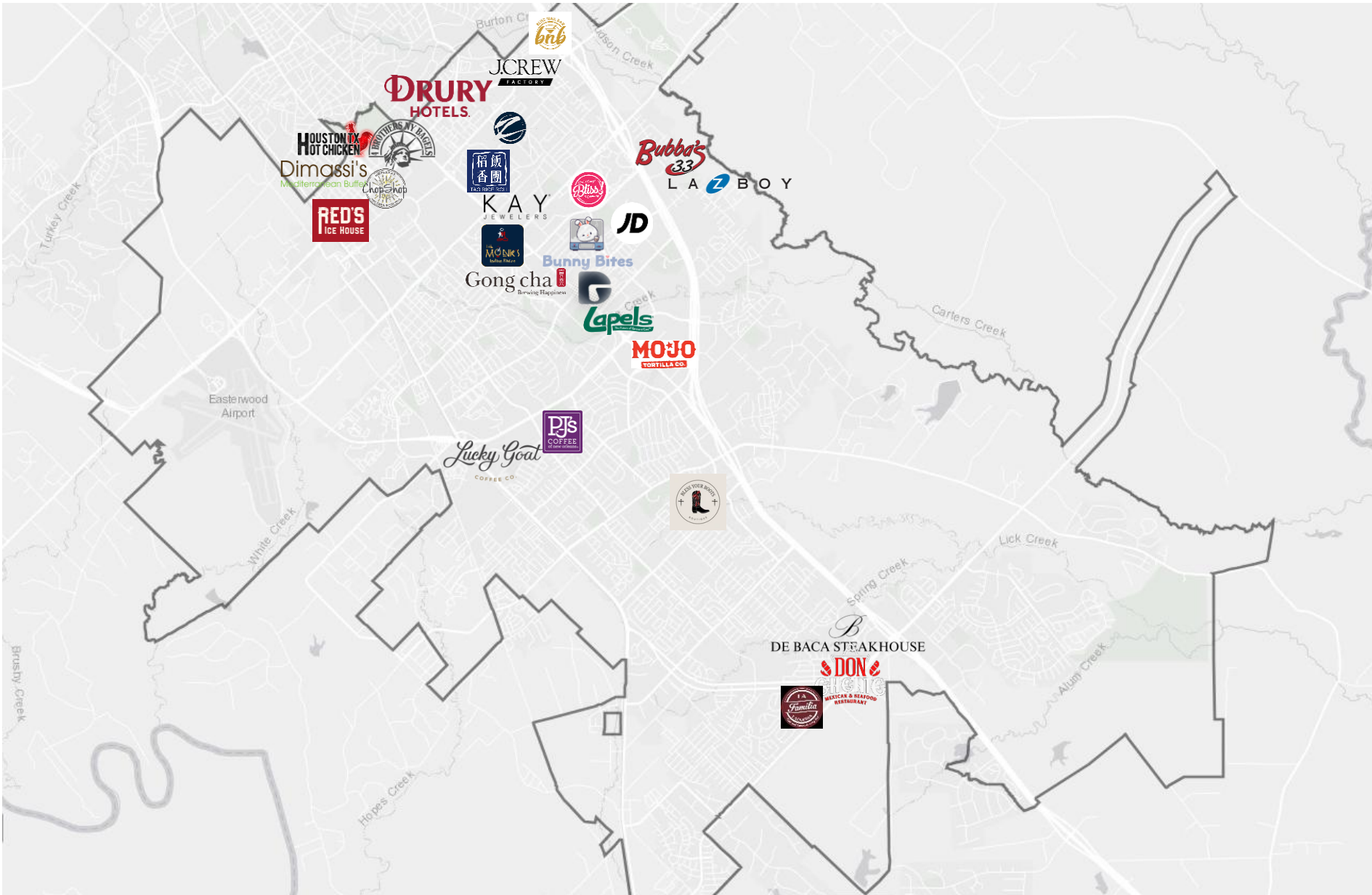
RETAIL ACTIVITY

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

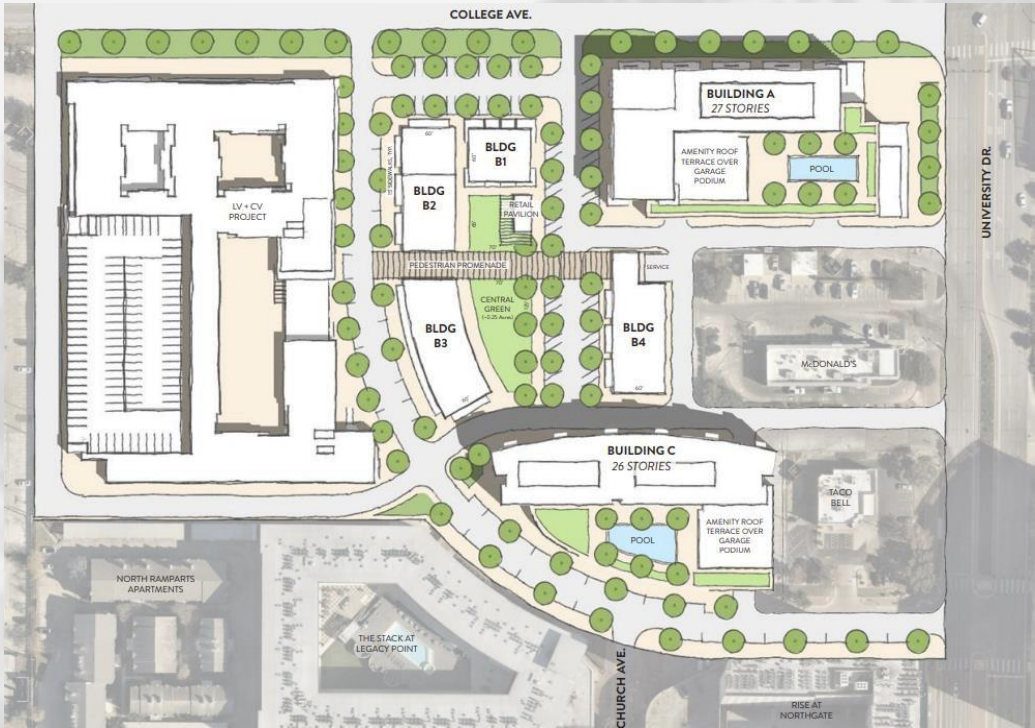
31,000 sq. ft.



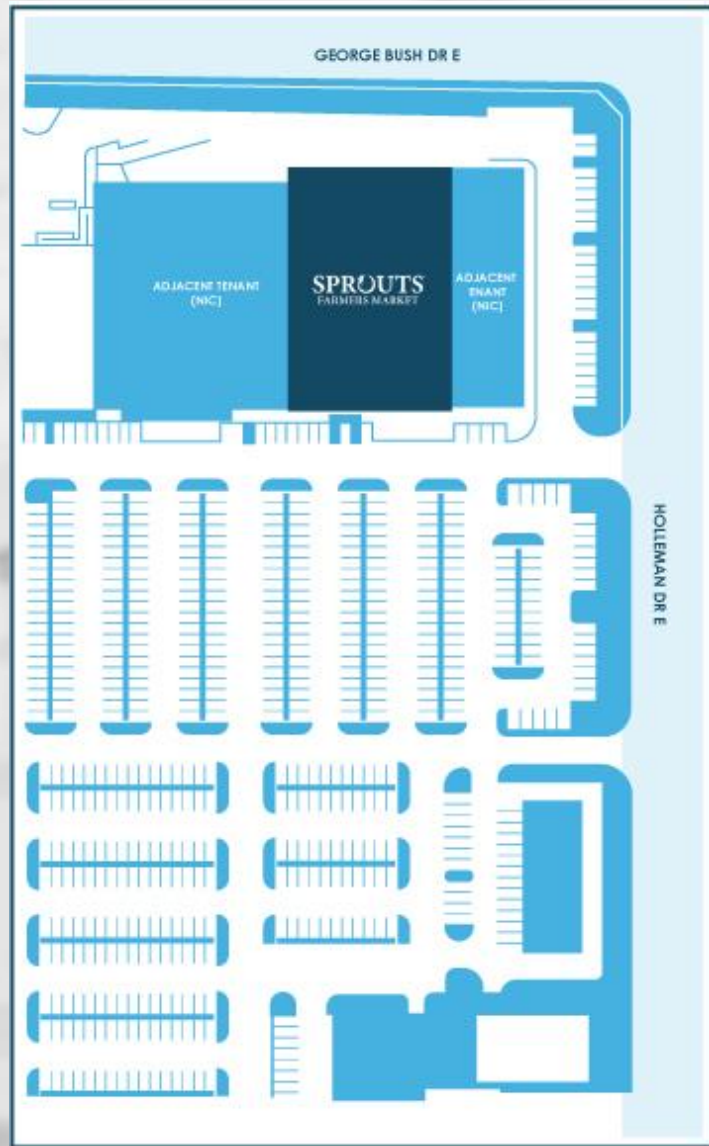
Featured Businesses:

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





Infill



SPROUTSTM

FARMERS MARKET



Redevelopment



Redevelopment / Entertainment


COMING SOON


THE RANGE


Golf, Food, Drinks & Family Entertainment.

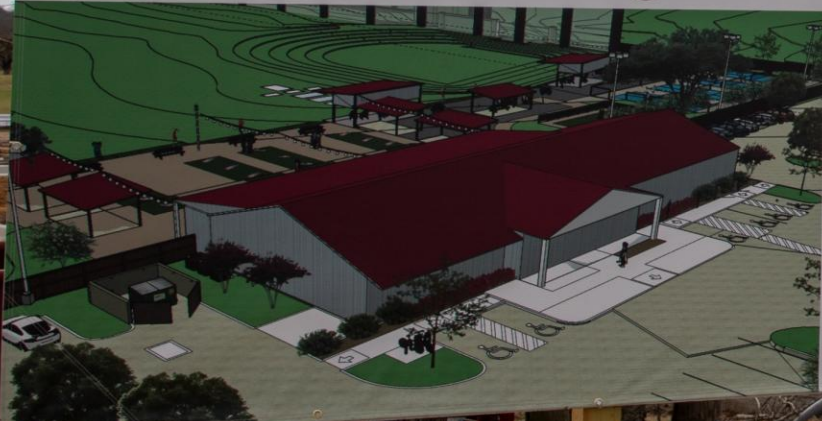
TheRangeCollegeStation.com



 @The Range College Station

 @therangecollegestation

 @therangestat



Entertainment

An aerial photograph of a commercial area. In the foreground, there is a large Costco warehouse with a flat roof and a full parking lot filled with cars. To the left of the Costco is a smaller building and another parking lot. Behind the Costco, a large area of land is highlighted with a semi-transparent blue overlay, indicating it is developable. This area is bounded by a white dashed line. The background shows a suburban neighborhood with houses and trees under a clear sky.

**DEVELOPABLE
PROPERTY**
+200 ACRES

Midtown Business Park



PRELIMINARY PROPOSED BASEBALL COMPLEX



RESIDENTIAL DEVELOPMENT



\$208.4M

NEW SINGLE-FAMILY HOMES

UNIT TOTAL: 804

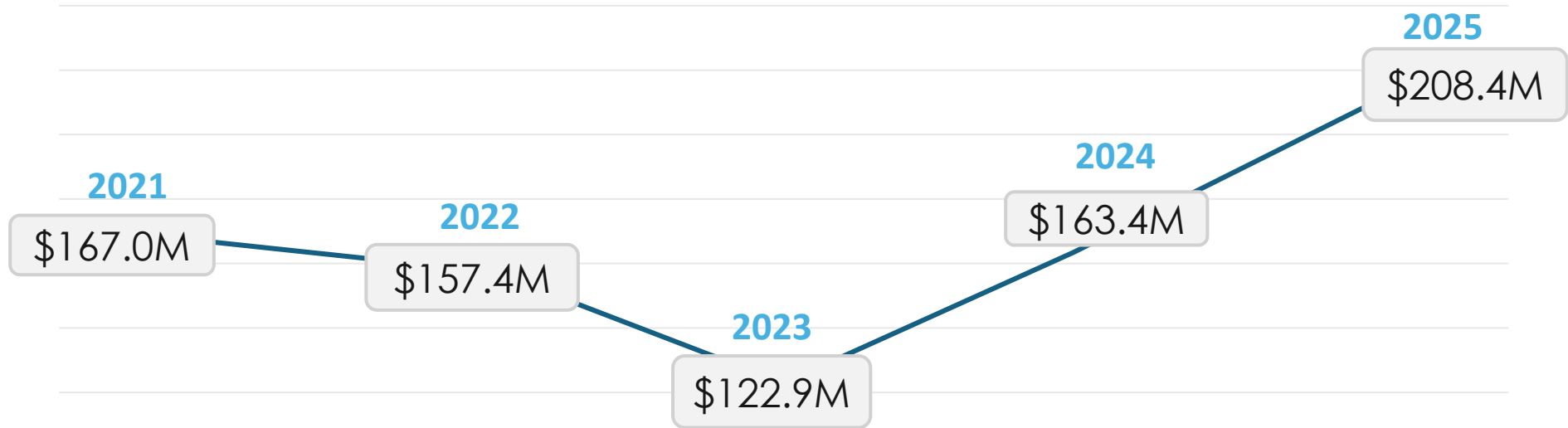


City of College Station – Residential Development

\$819.1M

FIVE-YEAR TOTAL

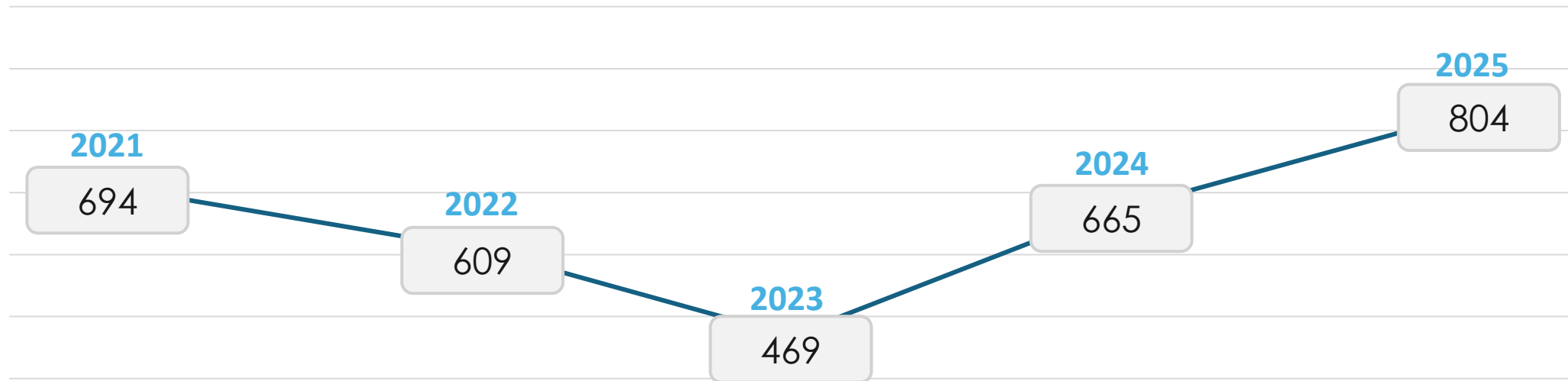
SUM OF NEW SINGLE-FAMILY VALUATION BY YEAR SINCE 2021



3,241

FIVE-YEAR TOTAL

SUM OF NEW SINGLE-FAMILY UNITS BY YEAR SINCE 2021



\$332.4M

NEW MULTI-FAMILY

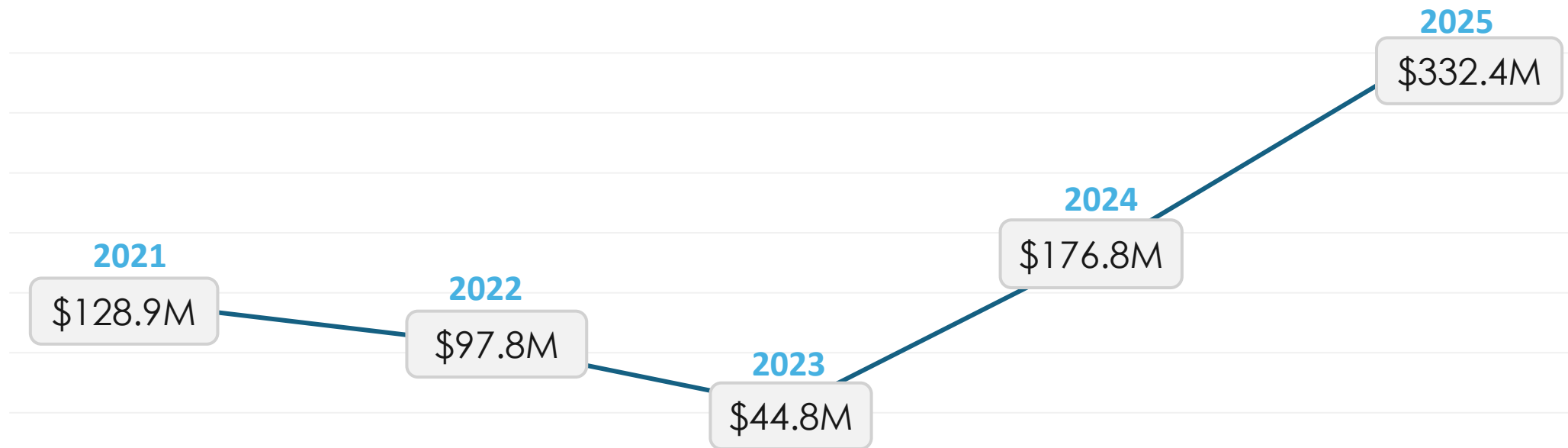
UNIT TOTAL: 1150



City of College Station – Residential Development

\$780.7M

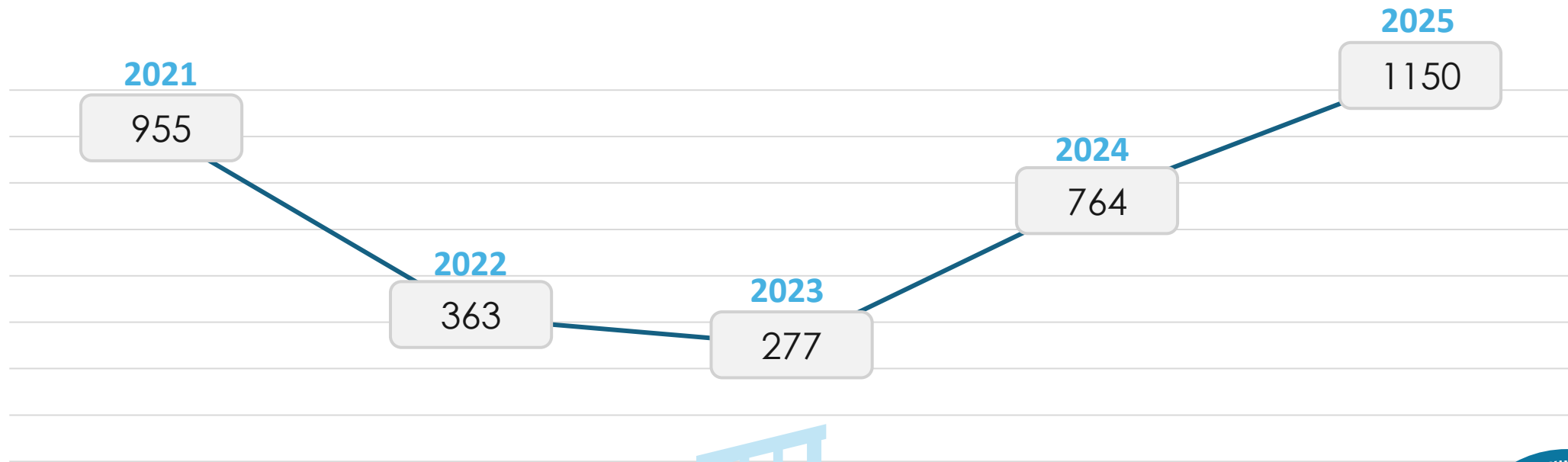
FIVE-YEAR TOTAL SUM OF NEW MULTI-FAMILY VALUATION BY YEAR SINCE 2021



3,509

FIVE-YEAR TOTAL

SUM OF NEW MULTI-FAMILY UNITS BY YEAR SINCE 2021



Growth in Northgate

\$553 Million
Valuation

Units: 1,824



ENTREPRENEURSHIP



PLUG AND PLAY



TOURISM





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).



\$8.6M

HOT REVENUES

▲ *100% increase since 2021*



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

Key Sectors and Innovation-Driven Industries

- ▶ Analyze **target industry sectors** and **alignment with the current workforce**
- ▶ Examine opportunities for **future growth**
- ▶ Encourage **resilient, sustainable** economic growth

Real Estate and Development Opportunities

- ▶ Prepare an analysis of **real estate fundamentals** for major commercial or investible properties
- ▶ Identify **development and redevelopment** opportunities
- ▶ Examine **emerging infrastructure needs and gaps** with an emphasis on supporting economic growth and entrepreneurship
- ▶ Examine the extent to which **development and redevelopment opportunities align with industry investment trends and workforce capacity**

Entrepreneurial Ecosystem

- ▶ Strengthen **innovation and entrepreneurial ecosystems**
- ▶ Improve **technology transfer and commercialization**

Talent and Workforce

- ▶ **Align the talent pipeline** with the needs of current and future employers, key sectors, and the entrepreneurial ecosystem

Resource Alignment

- ▶ Evaluate potential **public-private partnerships**
- ▶ Suggest **organizational frameworks** for accomplishing the plan's objectives
- ▶ Create a **plan for implementation** that identifies roles and responsibilities, timelines, resource impacts, and performance metrics



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

mostrowski@cstx.gov

