



# FORWARD GRANBURY-HOOD COUNTY

A PUBLICATION OF THE GRANBURY-HOOD COUNTY EDC

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Granbury, Texas  
4th Quarter

## Message from the Director

Welcome to the inaugural issue of Forward Granbury-Hood County, a publication of the Granbury-Hood County Economic Development Corporation. As you all know by now, the City of Granbury, Hood County, and the Lake Granbury Economic Development Foundation teamed up last year to form the EDC. In an effort to keep you abreast of economic development news in Granbury-Hood County, you will be receiving this newsletter on a quarterly basis. The purpose of this publication is to keep you informed as to what is happening in regards to economic development including local industry news, unemployment rates, sales tax receipts, updates on recruiting efforts, and other information of interest.

Exciting things are happening in Granbury-Hood County. Plans are underway for improvements to the Granbury Airport, updates to the Hood County courthouse, and a new convention center-hotel on Lake Granbury. But these are just a few of the many projects happening in our community. Shell Oil recently announced it would locate its Barnett Shale office in the Avalon Shopping Center in Granbury. Having a big name company like Shell locate an office in Granbury is a big victory for our community. With your continued support, we will continue to see more companies call Granbury-Hood County home.

Many people ask what our focus will be and how the EDC will

work. To answer these questions, the primary focus of the EDC centers around three key areas: facilitating the expansion of existing industries, recruiting new business and investment to Granbury-Hood County, and discussing issues that affect economic development such as business climate, workforce development, infrastructure development, and others. The EDC has five board members that include Granbury City Manager Harold Sandel, Granbury Mayor David Southern, County Commissioner Chuck Baskett, County Commissioner Larry Shafer, and Bill Hooks ( Lake Granbury EDF representative). I've also put together a fifteen person economic development advisory board that will meet quarterly. Advisory board members will have staggering terms of 1, 2, and 3 years. If you are interested in serving on this board in the future, please let me know.

It is my sincere belief that we will be very successful in this venture but we must have broad support and leadership to make things happen. If you are a business or an individual and not a member of the Lake Granbury EDF, please join us. As Ray Perryman pointed out in his report a few years ago, Granbury-Hood County must make an effort to recruit manufacturing, distribution, and other primary jobs to the community to help reduce and stabilize the tax burden on residents. Retail and tourism growth will remain

strong but we must diversify our economy.

Rhetoric does not equate into success in the economic development arena. Creative, meaningful programs culminate in successful economic development projects. Our three core programs-existing industry, new business development, and marketing are very much inter-related and necessary building blocks in a comprehensive economic development program. A void or deficiency in any of these areas significantly weakens a community's ability to compete.

We must keep "digging" to stake and sustain our position because we are not only competing against other Texas communities; we are competing against the world!

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Joey Grisham, Executive Director  
Granbury-Hood County  
Economic Development  
Corporation



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### Economic Indicators:

#### Building Permits Issued:

County, 114 units  
City: sng family, 37  
multi family, 4  
commercial, 5

#### Area Unemployment Rates:

Hood, 4.3%  
North Central Tx, 4.4%  
U.S., 4.8%  
Johnson, 4.3%  
Erath, 3.5%  
Somervell, 4.4%

#### Collected Sales Tax:

City Sales Tax for 4th  
Quarter, \$1,139,207.04  
County Sales Tax for  
Sept '05, \$211,811.60  
Oct '05, \$193,914.20

## Your Economic Development Team

### **Joey Grisham, Executive Director**

Joey began his tenure as the first ever Granbury-Hood County Economic Development Director on October 1, 2005. His hiring marked the culmination of the efforts of government and private business leaders.

Prior to his arrival, he experienced considerable success in his two previous economic development assignments in Columbia-Marion County, Mississippi and the Mobile, Alabama region. While in Mississippi, he served as the President of the Southeast Mississippi Economic Development Network. Joey incorporates a results-oriented approach to economic development that

includes extensive networking and relationship building.

A native of Memphis, Tennessee, Joey holds a Bachelor of Arts degree from Ole Miss, a Master of Arts degree in Political Science from the University of Memphis, and a Master of Science degree from the University of Southern Mississippi. This nationally recognized program is the only full fledged economic development masters degree in the United States and Joey is one of only 125 individuals to hold a masters degree in economic development in the U.S.

He is married to Shandy Long formerly of Monroe, Louisiana, and has two step children, Payton, 7, and Luke 4. Joey enjoys fishing, traveling, and sports.



### **IMPORTANT DATES**

- FEB 14, VALENTINE'S DAY
- FEB 20, PRESIDENT'S DAY (County closed, City open)
- FEB 24, CHAMBER BANQUET, DE CORDOVA CLUB HOUSE
- MAR 7, PRIMARY ELECTIONS
- MAR 10, STRATEGIC PLANNING RETREAT FOR ADVISORY BOARD
- MAR 23, 5TH ANNUAL ECONOMIC OUTLOOK CONF FOR GRANBURY & HOOD COUNTY, HARBOR LAKES

## **EDC BOARD OF DIRECTORS**

Larry Shafer, President (Hood County Commissioner)

Harold Sandel, Vice President (Granbury City Manager)

Bill Hooks, Secretary (Lake Granbury EDF)

Chuck Baskett, (Hood County Commissioner)

David Southern (Granbury Mayor)



### **Marie Ferguson, Administrative Assistant**

Marie was delighted to move back to her native Texas five years ago from Iowa and especially thrilled to be able to locate in Granbury. She feels it the perfect place for families or for those retired or close to retirement.

Marie worked for the City for four years assisting the City Secretary prior to joining the Economic Development team. Marie has an Associate of Business degree from Kilgore College in East Texas

where she met her husband Jerry. They have four grown children and six grandchildren and two fabulous boxers, Dixie and Abbie, plus their nemesis Mr. Tom, a yellow tom cat.

Marie enjoys cooking, traveling when time allows, and riding with her husband on his "hog". We have enjoyed a lot of beautiful scenery and some great fellowship with our friends from the United Methodist Motorcycle Enthusiast, UMME.

## **ATTENTION ALL REAL ESTATE OFFICES**

**Please e-mail any and all commercial property and building listings to our office. Include photos and description of the available property. If you have any questions, call Joey Grisham at 817-573-1114.**

## Quarterly Stats and Activities

### Existing Industry

- Total of 4 visits have been completed to date- 20-30 visits are being planned for the first quarter of 2006. Companies visited include Equibrand, Machined Products & Assembly, Harris Composites, and Sky-Tec.
- Quarterly existing industry roundtable luncheons are being planned for the near future.

### Prospect Leads

- A total of 5 prospect leads were received in the fourth quarter of 2005.

### Marketing

- Marketing brochures and information will be generated this year to give interested prospects and site location consultants.
- Our website, [www.granburyedf.com](http://www.granburyedf.com), is in the process of being updated. Our goal is to have the site completely updated by the end of the first quarter of 2006.

### Research

- The Economic Development Corporation has purchased one of the best demographic data programs available. This information is very useful for prospects visits, marketing pieces, and proposals.

### Communications

- **Forward Granbury-Hood County** will be mailed out on a quarterly basis to elected officials, businesses, advisory board members and Lake Granbury EDF members.
- Our updated website will also provide useful information.

### Director Activities & Member

- The Director of the EDC is actively involved in local, regional, and state networking associations including the North Central Texas Council of Governments , Greater Fort Worth Area Economic Development Association, North Texas Commission, Texas Economic Development Council, International Economic Development Council, Southern Economic Development Council, and International Council of Shopping Centers.
- The Director attended the 2005 Texas Economic Development Council Annual Conference in San Antonio and will be attending numerous meetings and trade shows in 2006.

*The future ain't what it used to be.*

*Yogi Berra*



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**We're on the Web!**  
[granburyedf.com](http://granburyedf.com)

## **Perryman Report, Leadership Paves Way for New EDC**

With the goal of attracting new business development to Granbury-Hood County to help offset the tax burden on residents, city, county, and private business all chipped in to have Ray Perryman perform a detailed economic development analysis of the community. Ray brought his extensive knowledge and experience to Granbury-Hood County, having done hundreds of similar reports across Texas and other states.

He concluded that our community could be very competitive in the economic development arena but local support from the private and public sectors was critical. He encouraged the community to create a public-private economic development partnership and hire an economic development professional to recruit new business and assist existing companies. The City of Granbury,

Hood County, and the Lake Granbury Economic Development Foundation agreed and formed the EDC.

Another key point that Ray Perryman stressed was teamwork among local businesses and elected officials. It is only through cooperation and collaboration that positive results could be realized. Everyone will play a role in our economic development plan, and our teamwork will pay off in the long run. Companies who locate new facilities want to be a part of a progressive, cooperative community that embraces the team mentality.

Your support and input is vital to any success we achieve here in Granbury-Hood County. Let's show the rest of the world that we can be a model community from business attraction all the way to community spirit.



*When you come to a  
fork in the road, take it.*  
Yogi Berra