

# SEE U IN SEGUIN



**SEGUIN**  
TEXAS

ECONOMIC  
DEVELOPMENT  
CORPORATION

Seguin Economic Development Corporation  
2022 – 2023 Map and Guide



A scenic view of a river with a dam and a brick building. The river flows over a concrete dam, creating white water rapids. To the right, a large brick building with arched windows stands on a concrete foundation. Lush green trees with long, drooping branches frame the left side of the image. The sky is clear and blue.

WELCOME  
TO  
SEGUIN  
TEXAS.



# SEE YOU IN SEGUIN

Nestled along the banks of the Guadalupe River, Seguin, Texas, is a pro-business community in one of the fastest-growing regions in the United States. Named in honor of Colonel Juan Seguin, a political and military figure of the Texas Revolution who helped to establish the independence of Texas, today Seguin is a regional manufacturing, retail, and healthcare hub, with a skilled workforce, a competitive tax structure and plenty of commercial real estate.

Seguin is a community rich in history and culture. Founded in 1838 by Texas Rangers, it is one of the oldest cities in the State of Texas. Located conveniently along Interstate 10 and State Highway 130, Seguin is just 30 minutes east of San Antonio and 60 minutes south of Austin. Seguin provides its residents and visitors with many recreational and cultural activities, making it an attractive place to live and work.

See you in the place to be for manufacturing, retail and residential, all within one of the fastest-growing regions In Texas.

**364,243**

16+ Labor Force Within 30 Minute Drive Time of Seguin



**34.9**

Median Age



**16.9%**

Population Increase (2010-2020)



Source: US Census, JobsEQ

**30,902**

2021 Population

**33,882**

Daytime Population

Source: US Census, ESRI





Seguin is dedicated to serving local businesses by providing opportunities to attract and retain a strong local workforce. To support this initiative, the Seguin EDC partners with local industry, area school districts, and post-secondary schools to provide opportunities for students to learn about local career opportunities to build a strong workforce that keeps area students local after graduation.

## ECONOMY OVERVIEW

Seguin's economy is diverse, made up of industries that include advanced manufacturing, distribution, warehousing, healthcare, agriculture and education. Manufacturing is the heart of Seguin's economy, accounting for one out of every three jobs within the region. Being close to San Antonio and Austin enables our manufacturers to tap into a large, diverse and skilled workforce.

Seguin has the infrastructure to support business, including water, wastewater, electric, and gas. We are ideally located three hours away (190 miles) from the U.S.–Mexico Border via Interstate 35 and two-and-a-half hours away (170 miles) from the Port of Houston, one of the world's largest seaports. This provides manufacturers with ready access to get their goods in and out around the world.

The Guadalupe Regional Medical Center (GRMC), the only city-county hospital in Texas, offers nationally recognized healthcare with state-of-the-art technology and individualized care. GRMC is in the top 5% of all short-term acute care hospitals in the nation for Patient Safety.

### Top 5 Industries



Source: JobsEQ





Manufacturing is the heart of the Seguin economy. Numerous manufacturers and FORTUNE 500 manufacturing companies have established major operations within the City of Seguin. This includes Vitesco Technologies, Commercial Metals Corporation (CMC), Tyson Foods, Inc., Caterpillar, Inc., Minigrip, Alamo Group, Georgia Pacific and Hexcel.



Advanced manufacturing is prominent in Seguin, with many relying on the use of innovative technology to improve production and processes.

Top 10 Employers

Caterpillar	+/- 1500 employees
Vitesco Technologies	+/- 1500 employees
Seguin ISD	+/- 1100 employees
CMC Steel	+/- 900 employees
Guadalupe Regional Medical Center	+/- 765 employees
Guadalupe County	+/- 650 employees
Tyson Foods	+/- 550 employees
Texas Lutheran University	+/- 440 employees
City of Seguin	+/- 430 employees
H-E-B	+/- 400 employees



## THE PLACE TO BE FOR RETAIL

With a population of nearly 30,000 residents, Seguin is home to major retailers and restaurants that serve a three-county Trade Area. Seguin has a retail trade area of 1,627 miles and a population of over 115,000 and serves as the retail hub throughout the region. Seguin is one of the only major retail stops between San Antonio and Houston on Interstate 10.

Downtown Seguin consists of 27 square blocks, and is home to a variety of local businesses, including restaurants, Burnt Bean Co., named number 4 on Texas Monthly's list of "The 50 Best BBQ Joints 2021," the state's oldest licensed bar, boutiques, bed and breakfasts, a brewery and more. Expecting to have nearly 50,000 residents by 2040, there is rapid growth in new and expanded retail in Seguin.

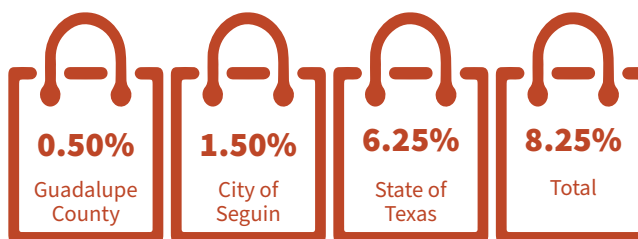
### Retail Trade Area (RTA) Demographics

Retail Trade Area Population	115,807
Median Age	40.5
Median Household Income	\$ 69,781
Estimated RTA Size (in sq. miles)	1,627

Source: ESRI

The City's booming residential activity, paired with the new jobs being created across the region help make Seguin a prime location for retailers looking to grow and expand.

### Sales Tax Rate



### Major Retailers

HEB
Walmart
The Home Depot
Starbucks
Walgreens
CVS Pharmacy





**Seguin serves as the retail hub for three major counties—Guadalupe, Gonzales and Wilson.**







Nearly 30% of Seguin’s workforce is employed within the manufacturing industry. The Seguin area has nearly 7,000 manufacturing jobs --more than three times the national average. Our proximity to San Antonio and Austin enables our manufacturers to tap into a large, diverse and skilled labor pool.

## THE PLACE TO BE FOR A SKILLED WORKFORCE

The ability to pull workers from the city and the surrounding six counties makes it easy for businesses to operate in Seguin. We invest in growing our skilled workforce with training programs and other solutions that enable companies to thrive. With nearly 17% population growth since 2010, Seguin’s growth can support the workforce needs for growing businesses. Seguin works closely with businesses to support workforce development, including assistance with programs, initiatives, funding and recruitment.

### Labor Force Size

Civilian Population 16 Years and Over

Workers Within 30 Min Drive Time	1,303,668
Workers Within 45 Min Drive Time	2,096,954
Workers Within 60 Min Drive Time	2,196,021

Source: JobsEQ  
Drive-time analysis taken from Interstate 10 and Austin Street in Seguin, Texas.



Seguin has invested in growing the manufacturing sector by providing workforce training programs and other solutions that enable companies to thrive here. To support continued workforce development, Seguin is focused on working closely with existing and new businesses to determine what their needs are.





## Texas Lutheran University

#2 Best Value Schools  
#5 Regional Colleges West  
#5 Best Colleges for Veterans

2022-2023 Ranking  
US News & World Report

Those wishing to earn college credits in their own backyard can easily remain within the Seguin area and attend the Central Texas Technology Center (CTTC), Texas Lutheran University (TLU), or Texas State University. These institutions are all within a 30-minute drive from Downtown Seguin.

## THE PLACE TO BE FOR QUALITY EDUCATION

Seguin is served by two public independent school districts, the Seguin Independent School District and Navarro Independent School District. Seguin ISD has twelve campuses and is the largest school district in Guadalupe County, serving a population of more than 7,000 students. Navarro ISD, serving the north side of Seguin currently has four campuses with a student body population of more than 1900+ students.

There are many opportunities for continued education in and around Seguin. As part of the San Antonio Metropolitan Statistical Area (MSA), Seguin's location makes it easy to access local colleges and universities within the San Antonio and Austin region, including graduate schools, community colleges and medical schools.



Matthew Gutierrez of Seguin ISD actively works to inspire students across the district.

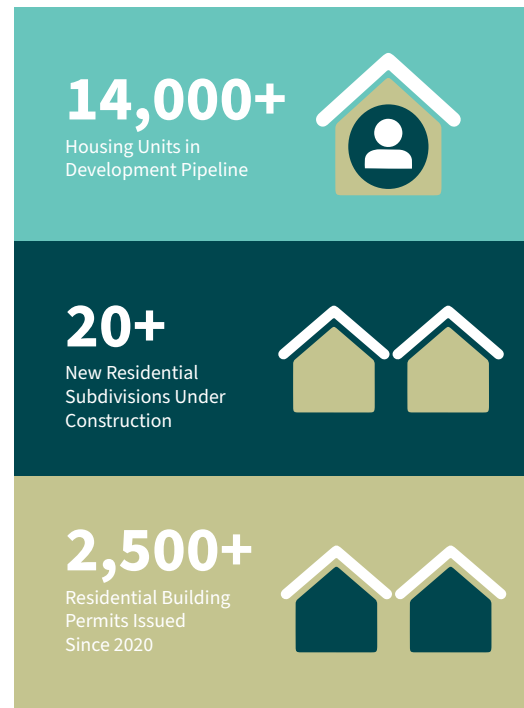


## THE PLACE TO BE FOR NEW HOUSING

Seguin's housing market is booming. There are currently over 14,000 residential units that are either tied to a development that is under construction or tied to a development with plans in review by the City of Seguin. Currently there are more than twenty new residential subdivisions under construction within the City of Seguin and more expected to break ground in the near future.

Seguin's 30,000+ residents are active, putting on festivals and events, investing in local school districts and enjoying the outdoors. With over 370 acres and 17 parks — like Max Starcke Park — and trails, there are plenty of activities in Seguin, including fishing, tubing, paddleboarding and other attractions along the Guadalupe River.

Seguin is a regional entertainment hub that provides endless entertainment options for families, couples, singles and retirees. Whether spending the day at a local festival — like the Guadalupe County Fair and Rodeo, held every October at the Seguin Events Complex — or taking in the arts, listening to live music, or going swimming with your family — it is all possible in Seguin.



Source: City of Seguin

Affordable, single-family homes, along with all the cultural amenities and employment opportunities, make Seguin a very attractive place to live and work.





**Seguin's residential real estate market is booming with 14,000+ housing units in the development pipeline as of August 2022.**







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