

SEEUIN SEGUIN



SEGUIN
TEXAS

ECONOMIC
DEVELOPMENT
CORPORATION

Seguin Economic Development Corporation
2024 – 2025 Map and Guide



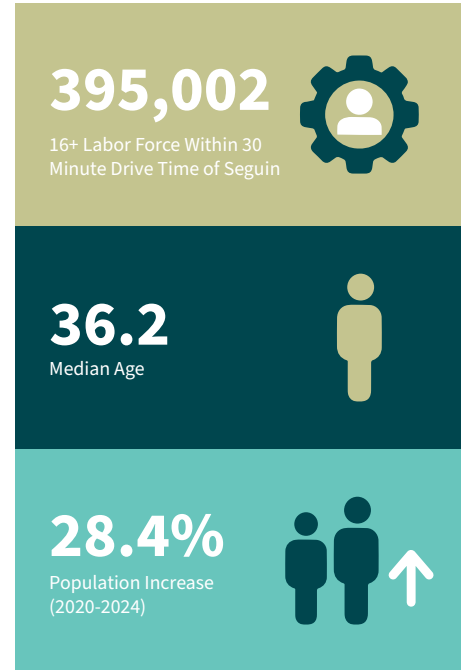
WELCOME
TO
SEGUIN
TEXAS.

SEE YOU IN SEGUIN

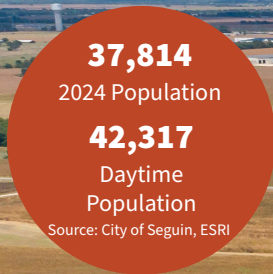
Nestled along the banks of the Guadalupe River, Seguin, Texas, is a pro-business community in one of the fastest-growing regions in the United States. Named in honor of Colonel Juan Seguin, a political and military figure of the Texas Revolution who helped to establish the independence of Texas, today 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.



Source: City of Seguin, JobsEQ





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.

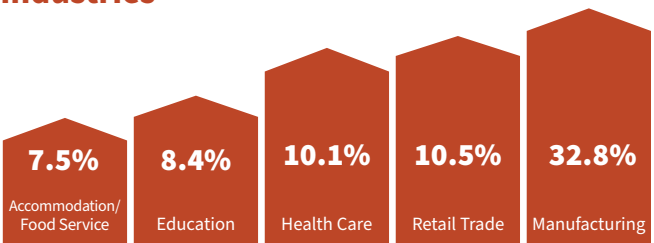
ECONOMY OVERVIEW

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 Schaeffler, Commercial Metals Corporation (CMC), Tyson Foods, Inc., Caterpillar, Inc., Minigrip, Alamo Group 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	+/- 1650 employees
Schaeffler	+/- 1550 employees
Seguin ISD	+/- 1100 employees
CMC Steel	+/- 800 employees
Guadalupe Regional Medical Center	+/- 900 employees
Tyson Foods	+/- 900 employees
Guadalupe County	+/- 650 employees
City of Seguin	+/- 460 employees
Texas Lutheran University	+/- 280 employees
H-E-B	+/- 400 employees

THE PLACE TO BE FOR RETAIL

With a population of over 35,000 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 120,000 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 2030, there is rapid growth in new and expanded retail in Seguin.

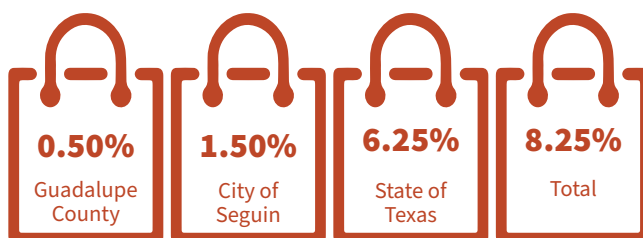
Retail Trade Area (RTA) Demographics

Retail Trade Area Population	121,124
Median Age	40.3
Median Household Income	\$ 77,088
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

Marshalls
Ross Dress For Less
Discount Tire
Harbor Freight Tools
Boot Barn
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 over 8,000 manufacturing jobs --more than four 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 over a 28% population growth since 2020, 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	395,002
Workers Within 45 Min Drive Time	1,300,099
Workers Within 60 Min Drive Time	2,043,546

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 State Technical College

83% Job Placement Rate for Graduates in 2021-22
Source: TWC Placement and Wages, FY19

Best Community Colleges in America
Top 10%
Source: niche.com

Those wishing to earn college credits in their own backyard can easily remain within the Seguin area and attend Texas State Technical College, TX FAME Lone Star Chapter, the Alamo Colleges, 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 2,600 students.

Texas Lutheran University (TLU), located in Seguin, Texas, is a private liberal arts and sciences institution known for its strong academic programs, particularly in business and nursing. Texas State Technical College (TSTC) operates a campus at the New Braunfels Airport, just 15 minutes north of downtown Seguin, offering programs in welding, industrial maintenance, and industrial systems technology. In 2024, TSTC announced plans to build a new campus in Seguin, further demonstrating its commitment to addressing regional workforce needs and supporting the area's rapid economic growth.



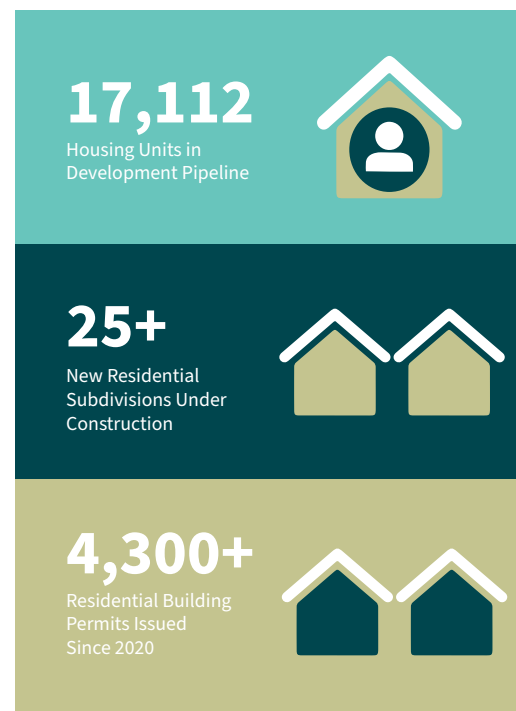
Students enrolled in the TX FAME Lone Star Chapter Advanced Manufacturing Technician (AMT) Program, a partnership between Seguin manufacturers and Texas State Technical College (TSTC). This two-year apprenticeship program combines hands-on training and classroom instruction to develop a skilled manufacturing workforce.

THE PLACE TO BE FOR NEW HOUSING

Seguin's housing market is booming. There are currently over 17,000 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-five new residential subdivisions under construction within the City of Seguin and more expected to break ground in the near future.

Seguin's 35,000+ residents are active, putting on festivals and events, investing in local school districts and enjoying the outdoors. With over 370 acres and 12 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 17,000+ housing units in the development pipeline as of December 2024.





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