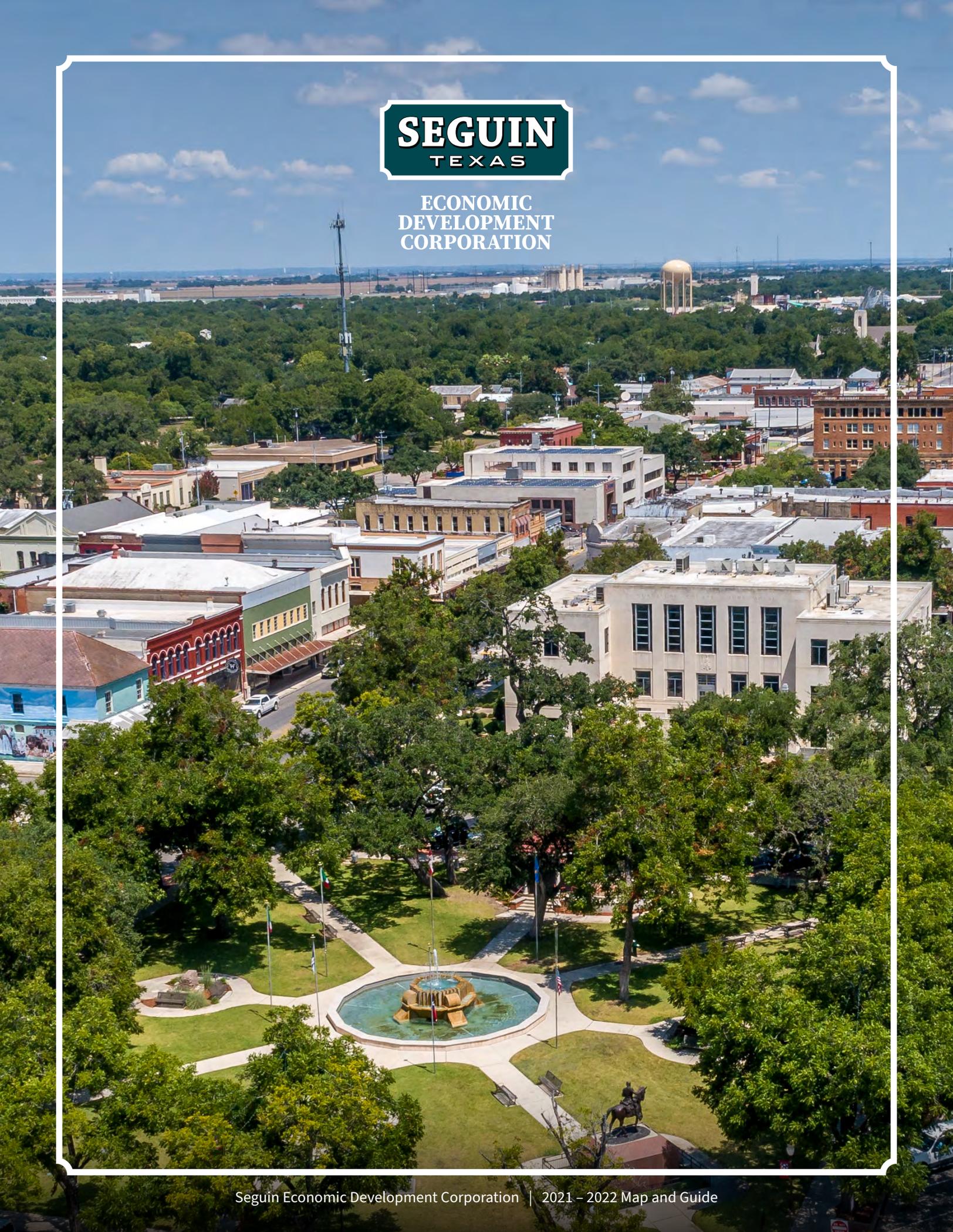


SEGUIN

TEXAS

ECONOMIC
DEVELOPMENT
CORPORATION



**WELCOME
TO
SEGUIN
TEXAS.**



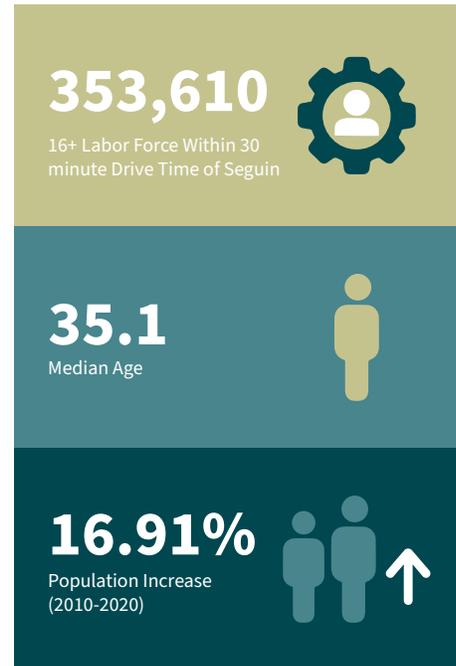
REAL TEXAS

Nestled along the banks of the Guadalupe River, Seguin, Texas, is a pro-business community in one of the fastest-growing counties 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 SH130, 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.

You might call it “Real Texas.”

We call it Seguin.



Source: US Census, JobsEQ





Nearly 30% of Seguin’s workforce is employed within the manufacturing industry. In fact, the Seguin area has over 4,000 manufacturing jobs; this is 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.

ECONOMY OVERVIEW

Seguin’s economy is diverse, made up of industries that include advanced manufacturing, distribution, warehousing, healthcare, agriculture and education. Manufacturing is the backbone 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.

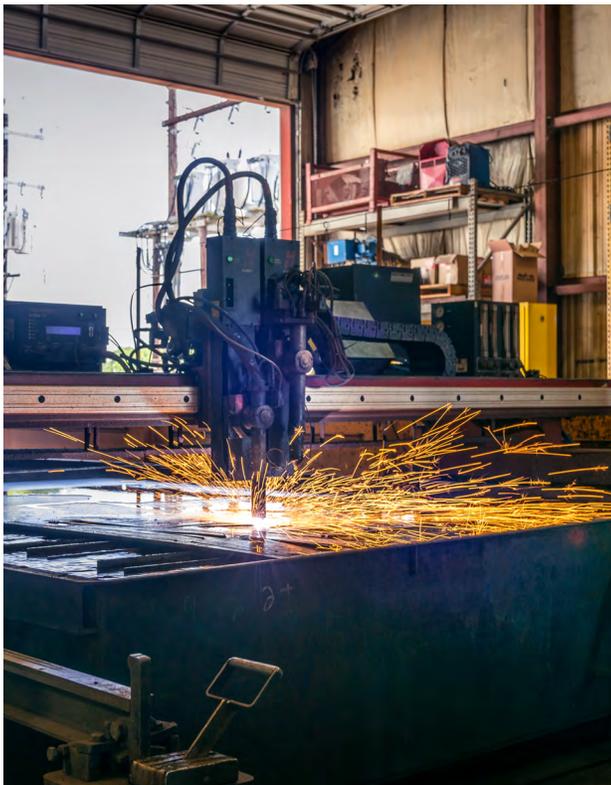
Top 5 Industries



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., The Interplast Group – 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 Employers

Caterpillar	+/- 1500 employees
Vitesco Technologies	+/- 1500 employees
Seguin ISD	+/- 1045 employees
CMC Steel	+/- 900 employees
Guadalupe Regional Medical Center	+/- 765 employees
Tyson Foods	+/- 550 employees
Hexcel	+/- 260 employees
Minigrip	+/- 220 employees
Niagara Bottling	+/- 120 employees

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 116,000 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.

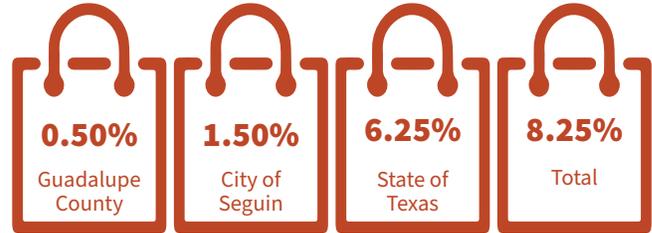
Downtown Seguin consists of 27 square blocks, and is home to a variety of local businesses, including restaurants, the state's oldest licensed bar, boutiques, bed and breakfasts, a brewery and more. Expecting to have nearly 50,000 residents by 2040, there is rapid growth in new and expanded retail in Seguin.

Retail Trade Area (RTA) Demographics

Retail Trade Area Population	116,676
Median Age	39
Median Household Income	\$61,998
Estimated RTA Size (in sq. miles)	1,627

Source: ESRI

Sales Tax Rate



Major Retailers

- The Home Depot
- Starbucks
- Walmart
- Walgreens
- CVS Pharmacy
- HEB

With a retail trade area of 1,627 miles and a population of more than 115,000, Seguin serves as the retail hub for portions of Guadalupe, Gonzales and Wilson Counties.



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





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.

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.

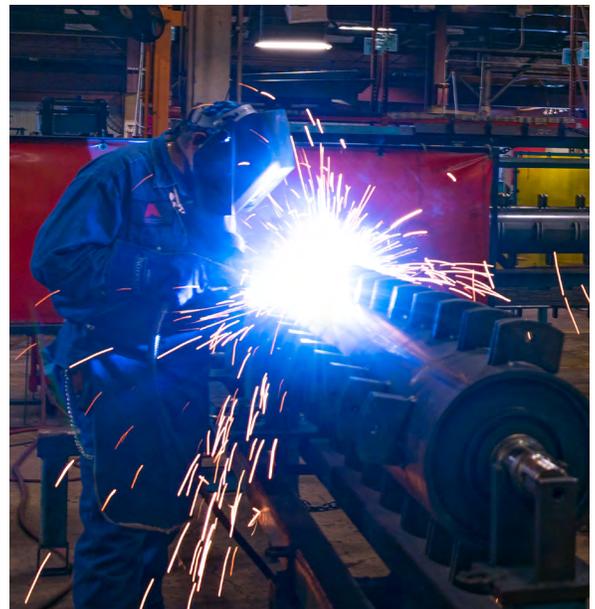
Labor Force Size

Civilian Population 16 Years and Over

Workers Within 30 Min Drive Time	353,610
Workers Within 45 Min Drive Time	1,226,787
Workers Within 60 Min Drive Time	1,899,302

Source: JobsEQ

Drive time analysis taken from Interstate 10 and Austin Street in Seguin, Texas.



The ability to pull workers from the city and the surrounding six counties has made it easier for businesses to locate here and grow.



Texas Lutheran University

- #1 Best Value Schools
- #5 Regional Colleges West
- #20 Top Performers on Social Mobility
- 2022 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 Alamo Colleges 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.

EDUCATION

Seguin is served by two public independent school districts, the Seguin Independent School District and Navarro Independent School District. Seguin ISD supports 7,200 students and all of the campuses received the “Met Standard” designation by the Texas Education Agency (TEA). Navarro ISD provides an intensive instructional program to over 1,900 students. Navarro High School earned a Bronze Medal Ranking from a *US News & World Report*, ranking it among the Best High Schools in the Nation for college preparation and state assessment achievement.

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.



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

HOUSING & COMMUNITY

Seguin’s housing market is booming. There are currently over 12,000 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 29,000+ residents are active, putting on festivals and events, investing in local school districts and enjoying outdoor amenities. 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

The availability of affordable, single-family homes, along with all the cultural amenities and employment opportunities, makes Seguin a very attractive place to live and work.



Seguin's residential real estate market is booming with 12,000+ housing units in the development pipeline as of September 2021.





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