

# Cotulla

A Case Study on Sustainable Growth



# Assessment

- Cotulla / Typical Rural Community
- Deteriorating Infrastructure
- Poor Financial Condition
- Limited Resources
- A Community in Decline
- Population 3,500

# Basic Elements for A Successful Community

- Financial Stability
- Planning
- Development of Infrastructure
- Develop Human Resources
- Economic Revitalization



# Financial Stability

## Base Ad Valorem Assessment

	2009	2010	2011	2012	2013
Base Ad Valorem Assessment	58,143,354	63,632,793	65,235,705	87,000,000	137,650,000

# Financial Stability

## Ad Valorem Taxes

	2009	2010	2011	2012	2013
Ad Valorem Taxes	429,669	571,939	523,090	493,959	622,531

# Financial Stability

## Sales Taxes

	2009	2010	2011	2012	2013
Annual Sales Tax	445,022	615,681	1,301,582	2,200,000	3,028,727



# Financial Stability

## H/M Occupancy Tax

	2009	2010	2011	2012	2013
H/M Tax	40,524	131,801	170,254	336,831	897,057

# Financial Stability

## Economic Development

	2009	2010	2011	2012	2013
Expenditures / Transfers	89,386	85,057	308,117	346,207	822,071



# Financial Stability

## Fuel Lease Revenue

	2009	2010	2011	2012	2013
Revenues	6,612	10,299	16,016	19,355	22,963

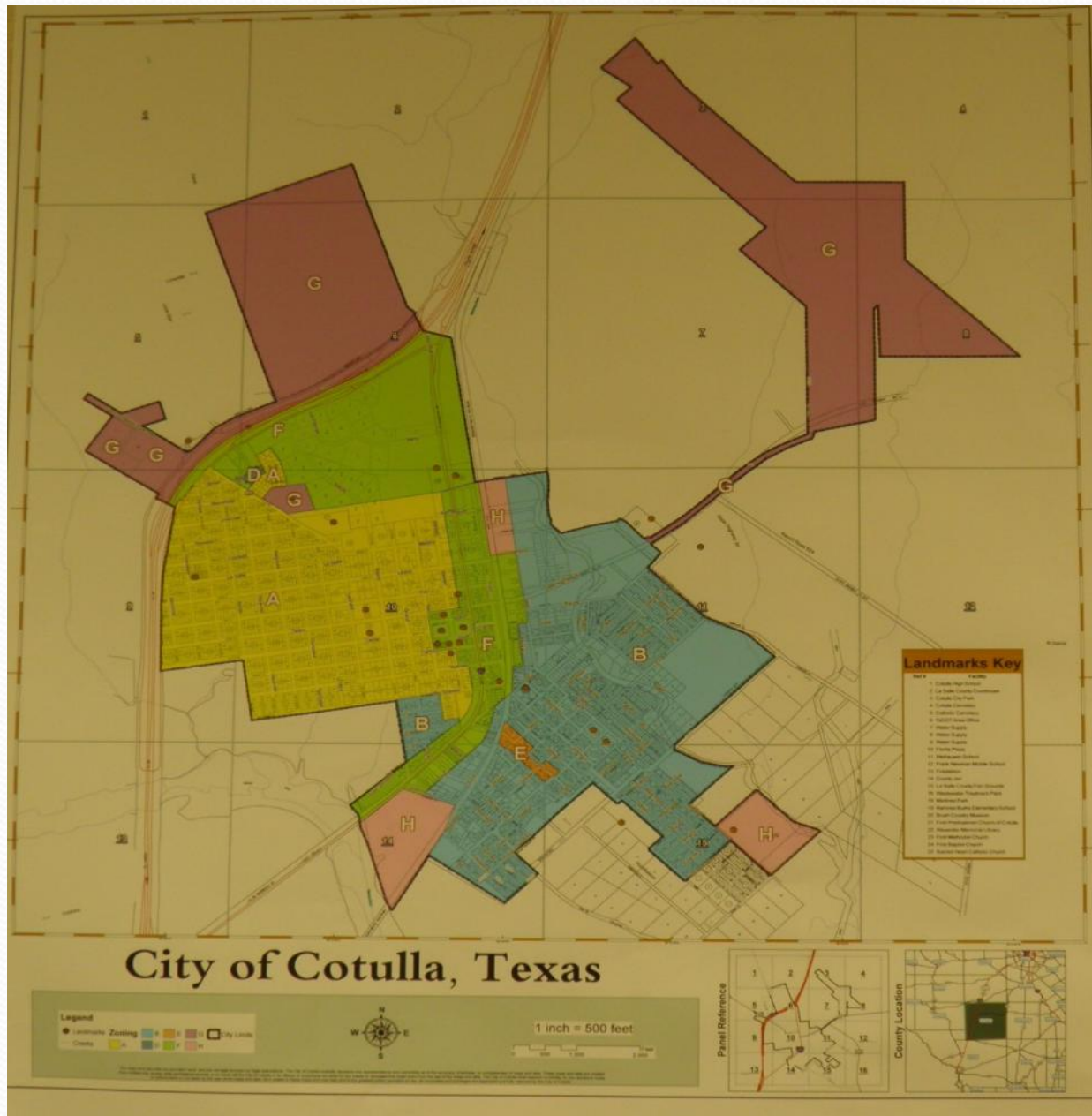


# Planning

- Reviewing Code of Ordinances
- Subdivision Ordinance
- SOB Ordinance
- CCN Protection and Creation of Ordinances
- Special Use Permit
- Master Plan Revision
- Annexation Plan



# City of Cotulla Map





# Development of Infrastructure Water

- Hydrologist
- Water Team - Tetra Tech
- Hydrology Modeling
- Mapping
- CCN Service Area – to
- Alternative Water Sources

# Replacement of Water Lines and Water Meters

- 1.5 Million USDA Water Grant / Loan
- 1.2 Million EDA Grant / LAS PALMAS
- 12 in. Water Loop
- Standardization of Water Line Sizing





# Development of Infrastructure

## Sewer

- 2010 Permit Renewed for 1 million gallon capacity
- EPA Grant for Sewer Plant Rehab 500 thousand
- Sewer lines extension to colonias
- Grey water recycling contract







# Human Resources

- Contract Personnel
  - Planner
  - Building Inspector
  - Engineer
  - Code Enforcement
  - Rate Study Consultant
  - Financial Consultant
  - Economic Development Consultant
  - Local Training for Staff
  - Development Plan for Local Staff

# Economic Revitalization

- Local Assets
  - MAIN STREET
  - National Historic Designation
  - Camino Real Trail National Park Service
  - Publicity Branding
  - Competitive Economic Analysis







# Capital Projects

- Airport Runway Extension
- EDA – 12” Water Loop
- Second and Third Phase Paving Projects
- Main Street Project Improvements
- Historic Renovation of Veterans Park
- Affordable Housing Development
- Expansion of Natural Gas System



# La Salle County Nursing Home



# Stripes Travel Center





# Microtel





# Hampton Inn





# La Quinta



# Comfort Suites





# Strip Mall



# Flying J





# Cotulla Airport

## Air Traffic

	2009	2010	2011	2012	2013
Jets and Turboprops	462	596	952	1,308	1,606

	2009	2010	2011	2012	2013
Jets and Turboprops Over 25,000	78	64	112	104	214

# Cotulla Airport





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# Thank You