

## **Ovilla EDC Mission, Vision, and Goals and Objectives**

The City of Ovilla, Texas is the oldest town in Ellis County and was first settled in 1844. Ovilla is located 18 miles south of Dallas. According to Niche, Ovilla is ranked 49 out of the 117 best suburbs in the Dallas-Ft. Worth metropolitan area for 2018. In addition, Ovilla has the second highest ranking of any city south of Dallas (Waxahachie is ranked #48). Ovilla takes pride in being a safe, family and business friendly community that will provide several types of incentives for businesses that meet the needs of the citizens of Ovilla and that join our unique and historical city.

Economic Development can be defined as an activity or group of policies that seek to improve the economic well-being and quality of life for a community by creating and/or retaining jobs that facilitate growth and provide a stable tax base.

The City of Ovilla would like to attract businesses that will provide synergy to existing area businesses, provide high paying jobs for its citizens and promote strong, balanced growth. With its central location, just off the NAFTA highway (I35) and with a major thoroughfare (Highway 664) and more than 2,000 acres of land available for development, Ovilla wants to attract a unique mix of businesses to complement the resources of the city and needs of its citizens.

Ovilla can offer the following advantages:

- A very low crime rate compared to other cities in the area.
- An excellent fire department (ISO rating = 2).
- An available and affordable workforce.
- A favorable tax structure.
- An excellent quality of life in a unique city.

**Our Mission:** To create an economic environment that is diverse and strong by demonstrating our commitment to business retention and expansion by initiating a proactive approach towards business recruitment that meets or exceeds the expectations of our community.

**Our Vision:** The Ovilla EDC envisions an expanded business and commercial sector that will enable every citizen to realize their full potential.

### **Our Goals and Objectives:**

- Retain and/or create additional, well paying, jobs with benefits.
- Assist and support our existing businesses.
- Effectively market our community both internally and externally.
- Maintain the quality of life enjoyed by Ovilla's citizens by protecting and enhancing its natural beauty and preserving and enhancing its historical heritage.
- Leverage the assets of the city, including infrastructure, services, and funds with State and Federal programs to attract new businesses to Ovilla.