

Goal 6: Expand Housing & Community Development

Objective: Promote affordable housing and improve regional quality of life.

- KPI 1: Develop 2,000 new affordable housing units.
- KPI 2: Increase the homeownership rate by 10%.
- KPI 3: Expand public transportation accessibility to 80% of the urban population.
- KPI 4: Increase community engagement in economic development programs by 25%.

Goal 7: Strengthen Regional Infrastructure & Hazard Mitigation

- KPI 1: Develop and implement regional hazard mitigation strategies to reduce the impact of weather related disasters.
- KPI 2: Support businesses in adopting disaster preparedness measures, including continuity planning and risk management.
- KPI 3: Expand investments in storm-resistant infrastructure, flood control, and emergency response systems.
- KPI 4: Improve water management systems and infrastructure reliability to reduce disruptions from extreme weather.

Survey of Economic Development Resources in The Heart of Texas Region

Economic Development Partners

State, County, and City Economic Development Agencies

State:

- Texas Economic Development Corporation
- Texas Governor’s Office of Economic Development and Tourism
- The Texas Film Commission
- The Texas Music Office
- Travel Texas
- The Texas Workforce Investment Council
- The Texas Rural Health and Economic Development Advisory Council
- Texas Economic Development Council
- Texas Downtown Association
- Texas Travel Industry Association
- Heart of Texas Economic Development District, Inc

Bosque County

- Clifton Economic Development Corporation
- Meridian Economic Development Corporation

Falls County

- Rosebud Economic Development Corporation
- Marlin Economic Development Corporation

Freestone County

- Fairfield Economic Development Corporation
- The Economic Development Corporation of Teague, Inc.
- Wortham Economic Development Corporation

Hill County

- Hillsboro Texas Economic Development Corporation
- Hubbard Economic Development Corporation
- Itasca Economic Development Corporation
- Malone Economic Development Corporation

Limestone County

- Groesbeck Economic Development
- Mexia Economic Development Corp
- Kosse Economic Development Committee

McLennan County

- Bellmead Economic Development Corporation
- McGregor Economic Development Corporation
- Moody Economic Development Corp
- City of Robinson Economic Development
- City of Hewitt
- Lorena Economic Development Corporation
- West Economic Development Corporation

Chambers of Commerce

- Bosque County Chambers of Commerce

- Clifton Chamber of Commerce
- Meridian Chamber of Commerce
- Cranfills Gap Chamber of Commerce
- Falls County Chambers of Commerce
- Marlin Chamber of Commerce
- Rosebud Chamber of Commerce
- Freestone County Chambers of Commerce
- Fairfield Chamber of Commerce
- Teague Chamber of Commerce
- Hill County Chambers of Commerce
- Hillsboro Chamber of Commerce
- Hubbard Chamber of Commerce
- Lake Whitney Chamber of Commerce
- Limestone County Chambers of Commerce
- Groesbeck Chamber of Commerce
- Mexia Chamber of Commerce
- Thornton Chamber of Commerce
- McLennan County Chambers of Commerce
 - Bellmead Chamber of Commerce
 - Cen-Tex African American Chamber of Commerce
 - Cen-Tex Hispanic Chamber of Commerce
 - Hewitt Chamber of Commerce
 - Greater Lacy Lakeview Chamber of Commerce
 - Lorena Chamber of Commerce
 - Mart Chamber of Commerce
 - McGregor Chamber of Commerce
 - Greater Robinson Chamber of Commerce
 - Greater Waco Chamber of Commerce
 - West Chamber of Commerce

USDA

- Marlin Office
- Hillsboro Office
- Waco Office

Rural Economic and Community Development

- Marlin Office
- Fairfield Office
- Hillsboro Office
- Groesbeck Office

Other Associations

- Waco Convention & Visitors Bureau
- Waco Downtown Neighborhood Association

U.S. Small Business Administration Small Business Development Centers

- McLennan SBDC at McLennan Community College
- Navarro SBDC, Fairfield Satellite
- Navarro SBDC, Mexia Satellite

U.S. Economic Development Administration

Disaster Preparedness and Resilience³⁶

The Heart of Texas region faces various natural and economic challenges that require strategic disaster preparedness and resilience planning. Given the region's vulnerability to tornadoes, droughts, floods, and winter storms, alongside economic fluctuations, a comprehensive resilience framework is essential for ensuring long-term sustainability and stability.

Key Disaster Resilience Challenges

- **Frequent Natural Disasters** – The region experiences severe weather events, including tornadoes, flooding, droughts, winter storms, and high winds, which pose risks to infrastructure, businesses, and public safety.
- **Aging Infrastructure** – Several counties report moderate to limited infrastructure capacity, affecting disaster response and recovery efforts.
- **Economic Vulnerabilities** – The region has pockets of economic distress, with limited financial capacity in some counties, impacting their ability to recover from economic and natural disasters.