

Veteran and Military Growth Initiative
Building on Tyler's Industry Growth Initiative



Public Release Date: April 15, 2014

Committee Members

- Gretchen Martens, Chair
- Jim Snow, Co-chair
- Holly Muskus, Co-Chair
- Susan Guthrie, City of Tyler Liaison
- Lloyd Nichols
- Andrea Schaub
- Lynne Spivey

Key Advisors to the Committee

- Mark McDaniel
City Manager, City of Tyler
- Tom Mullins
President/CEO, Economic Dev. Council
- John Furlow
Co-chair, Veteran/Community Roundtable



For More Information

www.TylerVeterans.com
 Gretchen Martens, M.A.
 Email: Gretchen@TheVeteranLady.com
 Office: 1-855-VetLady (1-855-838-5239)
 Mobile: 703-622-0919

Veteran and Military Growth Initiative Overview

An innovative strategic plan aligned with the Industry Growth Initiative and Tyler 1st to create economic and community development in Tyler using veteran and military focused strategies

VISION

To enrich the Tyler community and grow our local economy using the strengths that our Veterans and military families bring home

OBJECTIVES

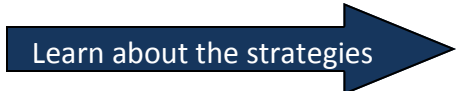
1. Strengthen the Tyler/Smith County community
2. Generate cost-savings to local government
3. Increase revenue brought into Tyler/Smith County

TYLER/SMITH COUNTY VETERANS BY THE NUMBERS

- Veterans documented in the U.S. Census: 16,429
- Estimate of total veteran/military population: 44,000 to 55,000
- Number of veteran-owned business: 84

ECONOMIC IMPACT OF VETERANS IN TYLER/SMITH COUNTY

- **\$174 million:** Amount the VA is estimated to have spent in Smith County in benefits, pensions, and medical care in FY2013, roughly twice the budget of Smith County and three times the budget of the City of Tyler
- **\$14.5 million:** Estimated value of military retirement pension checks coming to Smith County
- **\$19 million and up:** Annual revenue impact for existing Tyler VA clinic and clinic scheduled to open in Summer 2014
- **\$1.6 million and up:** Lifetime impact for one veteran retiree
- **\$900,000 and up:** Increased lifetime wages for a skilled worker in the trades compared to an unskilled worker
- **\$18,000 to \$120,000:** For every student veteran
- **\$60 million and up:** Annual revenue impact for Tyler VA medical center budgeted for 2017
- **900% ROI:** Return-on-investment for every \$1 spent on veteran and military support programs



Core Strategy

Create a regional multi-sector veteran service delivery system headquartered in Tyler and veteran-focused economic development projects that seize competitive advantage to create long-term, sustainable economic growth as America ends more than a decade of wars

TEN BIG IDEAS

Public Private Partnership: Create a rich foundation for veteran hiring and successful veteran entrepreneurship with a goal of attracting veteran-owned small businesses

Education / 21st Century Energy: Found a veteran training academy in the trades

Health Care / Bio-Med: Support VA clinic expansion and accelerate building of a VA medical center in Tyler

Health Care / Bio-Med: Create a suicide awareness/prevention program, avoiding millions of dollars in preventable suicides for veterans, military families, and civilians

Arts and Entertainment: Create a Veteran art presence in Tyler as part of the downtown redevelopment initiatives and support expansion of art therapy at the VA clinic

Tourism: Create a museum of aircraft art (nose cones and fighter jet ladder doors) and military murals possibly co-located with a Veterans Memorial

21st Century Transportation: Develop the Tyler Pounds Regional Airport as a Veteran business/aviation campus, including a business incubator, using underutilized space

Infrastructure: Obtain VA funding and a building renovation for a Veteran Resource/Outreach Center in Tyler, ideally co-located with the workforce training center

Second Career Retirees: Become the hub for second career military retirees, age 38-65

Innovation Economy: Create a branded message and marketing campaign around “Tyler, Texas: America’s Most Veteran Friendly Community” and establish Tyler as the local government leader and national model for next-generation military transition

Tyler’s Industry Growth Initiative (IGI) is the economic development plan for Tyler/Smith County. The pyramid represents the eleven building blocks of the IGI.

The Veteran and Military Growth Initiative (VMGI) overlays more than 40 veteran/military-focused strategies and tactics for community and economic growth that align with the existing IGI.

The full report will be released on April 15, 2014.

