

Ground Breaking

NEWS

ANNA, TEXAS



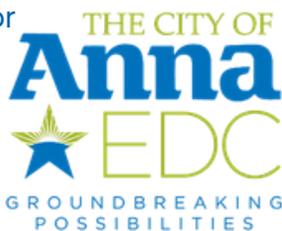
Hello Anna Neighbors,

The new year is bringing exciting changes and fresh momentum to our community. We are welcoming a new City Manager, along with new businesses that continue to strengthen and grow our local economy.

At the EDC, we've kicked off two major initiatives focused on shaping the future of downtown. We're partnering with Eisenberg on a downtown branding project to help define a clear, authentic identity that attracts visitors, residents, and investors alike. Meanwhile, with Toole Design, we're creating a downtown marketing map to guide smart, strategic redevelopment—ensuring our streets, public spaces, and infrastructure support a thriving, vibrant community.

Together, these efforts are helping us plan thoughtfully, communicate our vision, and build a downtown that reflects the character, energy, and potential of our city. I am genuinely excited about this work and deeply committed to seeing it through. Anna's future is bright, and I am grateful to be here—fully invested in the long-term success of this community—as we take these important steps forward together.

Natasha Roach
Interim Director



UPCOMING MEETINGS

- City Council : Tuesday, March 10 and 24
- EDC and CDC Board Meeting: Thursday, March 5
- P & Z Commission Meeting: Monday, March 2

GROWING ANNA!

EDC Attends ICSC – Building Connections & Creating Opportunity



Our team attended ICSC Red River Conference in San Antonio on Feb 18th. ICSC is one of the premier gatherings in the retail real estate industry. The conference provided unparalleled opportunities to connect with developers, brokers, retailers, and industry leaders while gaining valuable insights into emerging market trends and innovative strategies shaping the future of retail.

We had a series of productive meetings where relationships were built and conversations started that will help drive future retail opportunities and continued growth in our community.

We're excited about turning those connections into impactful projects that benefit our community.



ANNA IN THE NEWS



We are excited to share

Anna EDC Receives TEDC's Economic Excellence Recognition

The Anna Economic Development Corporation has been honored as a recipient of the 2025 Economic Excellence Recognition from the Texas Economic Development Council.

This statewide program recognizes economic development organizations that demonstrate a high level of professionalism and effectiveness. Recipients are evaluated on the professional development of their governing board and staff, as well as certifications, professional memberships, ongoing training, and overall organizational performance.

This recognition highlights Anna EDC's commitment to excellence in economic development and its dedication to creating opportunities that support continued growth and prosperity in the Anna community.



HAPPENING IN THE NEIGHBORHOOD

A Thoughtful Process for Downtown Redevelopment



Our downtown redevelopment initiative is an exciting, community-driven process designed to shape a vibrant and welcoming future for Anna. The Economic Development Corporation (EDC) is proud to facilitate this effort with one clear goal: to help create a distinctive identity for Anna that is reflected in the design of our downtown and encourages residents and visitors alike to spend time here.

- 1 We have partnered with Eisenberg to guide the development of a name and logo that capture the spirit and character of our community. Establishing a strong, recognizable brand is the first step in telling Anna’s story and creating a cohesive look and feel for downtown.
- 2 In addition, we have engaged Toole Design to develop an illustrative map that will serve as a framework for future development. This map will help shape the layout, design elements, and overall aesthetic of downtown, ensuring thoughtful, coordinated growth over time.
- 3 Once these foundational pieces are in place, we will turn our attention to highlighting and celebrating the historical aspects of downtown—honoring our past as we plan for the future.

Each phase of this initiative will begin with a committee of community representatives to help guide the process from the outset. Through discussion, collaboration, and local input, we will build a shared vision. After gathering feedback and refining ideas, we look forward to presenting our findings to the public and welcoming broader community input.

This is a process, and meaningful progress takes time. The EDC’s role is to facilitate thoughtful planning and open dialogue every step of the way. Together, we are working to create a downtown identity that reflects Anna’s character, supports local businesses, and makes our community a destination people are proud to visit.

The vision is forming. The conversation is just beginning.



Our downtown plan is structured in three distinct phases, each designed to engage different members of the community and are happening simultaneously to ensure steady progress and strong collaboration.

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| <p>1</p> <p>Create the name and a logo</p>  | <p>2</p> <p>Create a framework for development</p>  | <p>3</p> <p>Focus on the historical aspects</p>  |
|--|--|---|

HAPPENING IN THE NEIGHBORHOOD



EDC attends the Greater Anna Chamber Awards Banquet

The 18th Annual Greater Anna Chamber of Commerce “Black and White” Awards Banquet was held on Saturday, February 18th to show appreciation to its members. We came together to honor citizens and community businesses and leaders with great food, wonderful prizes and opportunities for businesses to market themselves to more than 300 people.

We enjoyed a fun photo booth, music provided by DJ Smiley, Grab Boxes, and Silent & Live Auctions. Proceeds help support our Greater Anna Chamber of Commerce mission and scholarships we give each year to graduating Anna ISD seniors who are both attending college and trade schools.

KEY FACTS ON ANNA’S DEVELOPMENT PROCESS

Building Blocks

The CDC’s approach to incentives

We’ve recently updated our incentive policy to ensure economic development in Anna remains thoughtful and responsible.

The CDC carefully evaluates every project interested in locating here, assessing how it aligns with our long-term goals and benefits the community. All incentive requests are reviewed and approved by our Board, providing transparency and accountability.

Our approach is straightforward: work collaboratively to create solutions that support both the business and the City of Anna. Any business that receives incentives is required to enter into a Performance Agreement—a tool that ensures all agreed-upon benchmarks are met.

How do we evaluate incentives?

- ✓ How compatible is the project with the City’s Comprehensive Plan and Economic Development Strategic Plan goals?
- ✓ How does the project support quality of life benefits such as preservation of open space and development enhancements?
- ✓ What effect would the project have on the local housing market?
- ✓ What environmental impact, if any, will be created by the project?
- ✓ What effect would the project have on other taxing entities?



[The updated Incentive Policy can be found here!](#)

Follow Us!



Anna Economic Development Corp.



Anna Economic Development Corp.

ANNA, TEXAS

by the numbers 

MARCH 2026

Sales Tax Growth



Population

February 2026 Estimated: 33,470



Residential Permits Issued:

February 2026: 83
Total 2026: 339

NOW OPEN



620 W White St. Suite 100



Commercial Permits Issued:

February 2026: 8
Total 2026: 26

Coming Soon



The Shops at Avery Point
1234 W White St

TXDOT UPDATE



Want updates on road construction?



Check out TXDOT's page
[Keepitmovingdallas.com](https://www.Keepitmovingdallas.com)



www.opportunityannatx.com

WANT TO SEE WHAT HAPPENED AT A MEETING?

P & Z
2.2.2026

EDC/CDC
2.5.2026

CITY COUNCIL
2.10.2026

CITY COUNCIL
2.24.2026