



# Request for Expressions of Interest

2521 Harwood Road

**Gonzales Economic  
Development Corporation**

**Type B Economic  
Development Corporation**

**Gonzales, Texas  
State of Texas**



**GonzalesEDC.org**

830-263-9327

830-857-4307

GEDC@Gonzales.Texas.gov

[www.GonzalesEDC.org](http://www.GonzalesEDC.org)



## SUMMARY

The Gonzales Economic Development Corporation (GEDC) invites qualified developers, investors, and development teams to submit Expressions of Interest (EOIs) for the acquisition and development of GEDC-owned property located at 2521 Harwood Road in Gonzales, Texas. This strategic opportunity is designed to attract innovative, economically impactful, and sustainable development proposals that align with the City of Gonzales' long-term vision for growth, vitality, and job creation.

Situated on a high-visibility parcel with direct access to key transportation routes, the site at 2521 Harwood Road offers a flexible footprint ideal for a range of commercial, industrial, mixed-use, or innovation-driven development concepts. The property is poised to become a catalyst for economic development and community revitalization in one of South Central Texas' most historic and strategically positioned cities.

The GEDC seeks creative proposals that demonstrate:

- Strong economic viability and support job creation potential
- Compatibility with community goals and land use priorities
- Capacity to stimulate long-term growth and investment
- Financial and technical readiness of the development team

This RFEI is a critical first step in identifying visionary partners who can transform this prime location into a productive asset for the City of Gonzales and its residents. The GEDC welcomes innovative concepts and encourages responses from both established and emerging developers with a demonstrated commitment to excellence and community collaboration.

Expressions of Interest are due to the GEDC office no later than noon **September 30, 2025** and those with interest should pay close attention to the information included in this Request for Expressions of Interest. For more information, please contact the Gonzales Economic Development Corporation:

Email : GEDC@Gonzales.Texas.Gov  
Phone : 830-263-9327 (cell)  
          830-857-4307 (cell)  
          830-519-4008 (office)

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**SITE DETAILS**

\*\*verify property boundaries

Gonzales Economic Development Corporation is seeking request for expressions of interest for the development of property at 2521 Harwood Road. Centrally located in between Houston, Austin, and San Antonio, this property is within the city limits of historic Gonzales, Texas. 2521 Harwood road is located next to the Gonzales Municipal Airport and less than a mile north of most major downtown businesses, and just west of industrial park.

- 25.579 acres
- City Water
- Electricity
- Zoning:
  - Agriculture/Open Space
  - Residential Single Family - 6

## ABOUT OUR CORPORATION

Gonzales Economic Development Corporation (GEDC) is a Texas type B economic development corporation established in 1997. Gonzales, Texas holds a significant place in American history as the "Lexington of Texas" - the site of the first battle of the Texas Revolution and home of the historic "Come and Take It" cannon and flag. History, culture, and opportunity are at this crossroads of major highways and rail lines. Gonzales offers easy access to regional and national markets. This strategic location, with a workforce supported by a local community college campus and a newly approved school bond that invest in career and technical education, verge of growth is imminent with population change in the region.

## HISTORY

Gonzales, Texas, has a rich history that dates back to its founding in the early 19th century. Established in 1825, it was one of the first Anglo-American settlements in Texas. The town is named after then Spanish governor of the region, Don Rafael Gonzales. In the 1830s, Gonzales became notable for its role in the Texas Revolution. In 1835, the town was the site of the "Come and Take It" skirmish, which was one of the first military engagements of the Texas-Mexico revolution, prior to the Battle of the Alamo. The incident involved a dispute over a cannon that had been given to the settlers for defense. When Mexican troops attempted to retrieve it, the Texans refused, leading to a confrontation that became a rallying cry for Texas independence: Come and Take It! Following the revolution, Gonzales served as a center for trade and agriculture. The town prospered in the late 19th and early 20th centuries, becoming a hub for cotton production and other agricultural endeavors. It also played a role in the development of the railroad, which connected it to larger markets. Today, Gonzales celebrates its historical significance with various events and landmarks, including the Gonzales Memorial Museum and the annual "Come and Take It" festival, commemorating its revolutionary past. The town's rich heritage continues to attract visitors and historians, and serves as home to residents of the community.

**RECOGNITIONS**

- ★ Economic Excellence Recognition by Texas Economic Development Council
- ★ Accredited Main Street America Community
- ★ Top 100 Rural and Community Hospital Award
- ★ 8 Most Charming River Towns in America
- ★ 11 Best hikes in Texas by World Atlas
- ★ Certified Film Friendly by Texas Film Corporation
- ★ Texas Independence and Old Spanish Trails

**WORKFORCE SOLUTIONS**

We work hand-in-hand with Golden Crescent Regional Planning Commission and Workforce Solutions to provide resources and labor information. Workforce Solutions mobile unit is available at Texas Heroes Square every 1st and 3rd Tuesday of the month. Services include: Job Search Assistance, Child Care Assistance, Employer Services, Veteran Services, Workshops and Trainings, etc.

**GUIDING PRINCIPLES****QUALITY OF LIFE**

Gonzales Economic Development has a considerable focus on the quality of life for its community and works side-by-side with other entities to help provide positive impact for the general well-being of individuals and society, encompassing various factors that contribute to a fulfilling life.

**STRONG COMMUNITY**

Gonzales has a strong relationship among residents with common interests and aspirations that allows for support and collaboration leading towards a collective purpose. A welcoming environment that values diverse backgrounds and perspectives strengthens social bonds.

**ECONOMIC GROWTH**

Gonzales is leveraging its historical significance, agricultural roots, and community initiatives to foster economic growth. Gonzales has a strong agricultural base, involving food and livestock production and processing. This sector remains vital for the local economy. New companies involving housing construction are making Gonzales home to site production. Increasing sales tax revenues are indicative for the future growth.

**EFFICIENCY WITHIN THE WORKFORCE**

A focus on supporting small and medium-sized enterprises encourages a diverse economy and provides various job opportunities, fostering adaptability within the workforce. There are partnerships between educational institutions and local industries help align training programs with actual workforce needs, ensuring that skills taught are relevant. Construction of a new CTE campus for the public school system is a commitment for the community.

**PROXIMITY, ROADS, AND PORTS**

- Gonzales is 7 miles south of Interstate 10, the fourth largest interstate in the United States. Gonzales also has a vast amount of coverage to U.S. Highway 183 which provides north and south access and connects Gonzales to Austin. U.S. Highway 183 to the South, provides access to the Texas coast, while also intersecting Highway 90A leading to San Antonio.
- Gonzales sits in a prime location in south central Texas 75 miles from the metroplexes of San Antonio and Austin, and less than 150 miles of Houston.
- Gonzales sits within 85 miles of major ports: Port Lavaca, Port of Corpus Christi, Port of Houston, Port of San Antonio, and Port of Victoria.

**AIR**

Gonzales, is relatively accessible to several major airports, making this charming town a feasible option for travelers looking for a quieter setting while still being close to major air travel hubs.

1. Austin-Bergstrom International Airport (AUS) is 50 miles north of Gonzales, about an hour drive away.
2. San Antonio International Airport (SAT) is 70 miles west of Gonzales, about an hour away.
3. George Bush Intercontinental Airport (IAH) in Houston is 130 miles east of Gonzales, about three hours away.

**RAIL**

Gonzales has a 12-mile span of short-line railroad, Texas Gonzales and Northern Railway, from Gonzales to the Harwood Union Pacific connection.

Having a short-line railroad is vital for enhancing regional connectivity and supporting the local economy.

The benefits of having a short-line railroad:

**COST-EFFECTIVE TRANSPORTATION**

Short lines often provide more affordable shipping options for regional businesses, particularly for bulk goods like agricultural products, timber, and minerals.

**INCREASED EFFICIENCY**

They can connect to larger rail network, offering efficient transport routes that might be unavailable through major railroads.

**FLEXIBILITY AND CUSTOMIZATION**

Short lines can tailor services to meet specific needs of local industries, providing personalized logistics solutions.

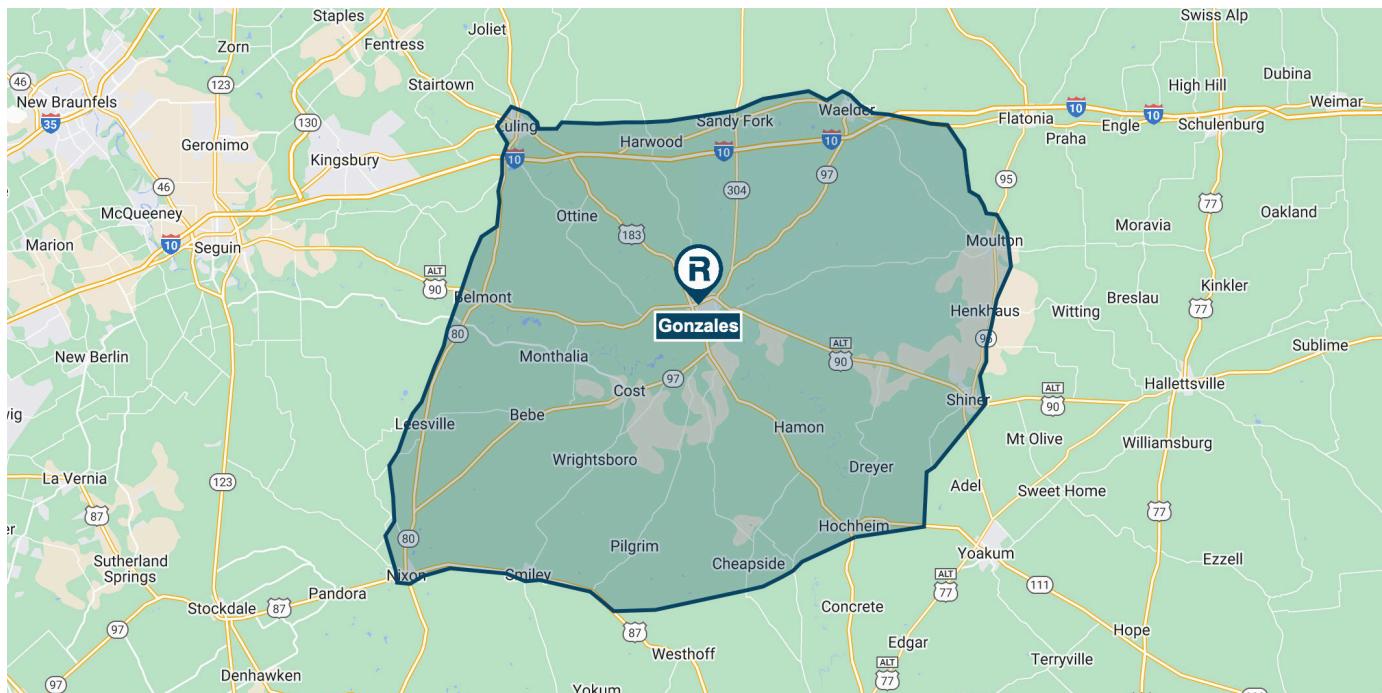
**ENVIRONMENTAL BENEFITS**

Rail transport is generally more energy-efficient than trucking, helping to reduce traffic congestion and greenhouse gas emissions.

**SUPPORT FOR LOCAL AGRICULTURE**

Rail plays a crucial role in transporting agricultural products, helping production agriculture get goods to market efficiently.

### RETAIL TRADE AREA • DEMOGRAPHIC SNAPSHOT



#### Population

2020	28,406
2024	28,820
2029	29,366

#### Age

0 - 9 Years	12.47%
10 - 17 Years	11.45%
18 - 24 Years	9.73%
25 - 34 Years	10.23%
35 - 44 Years	11.48%
45 - 54 Years	10.93%
55 - 64 Years	12.53%
65 and Older	21.18%
Median Age	40.36
Average Age	40.93

#### Educational Attainment (%)

Graduate or Professional Degree	4.36%
Bachelors Degree	10.99%
Associate Degree	6.46%
Some College	15.40%
High School Graduate (or GED)	41.40%
Some High School, No Degree	11.85%
Less than 9th Grade	9.54%

#### Income

Average HH	\$88,594
Median HH	\$63,844
Per Capita	\$34,022

#### Race Distribution (%)

White	59.22%
Black/African American	5.78%
American Indian/Alaskan	0.76%
Asian	0.39%
Native Hawaiian/Islander	0.08%
Other Race	16.08%
Two or More Races	17.68%
Hispanic	47.26%

**GONZALES**  
ECONOMIC DEVELOPMENT CORPORATION

#### Gonzales Economic Development Corporation

305 Saint Lawrence Street  
Gonzales, Texas 78629  
[www.GonzalesEDC.org](http://www.GonzalesEDC.org)

#### Susan Sankey

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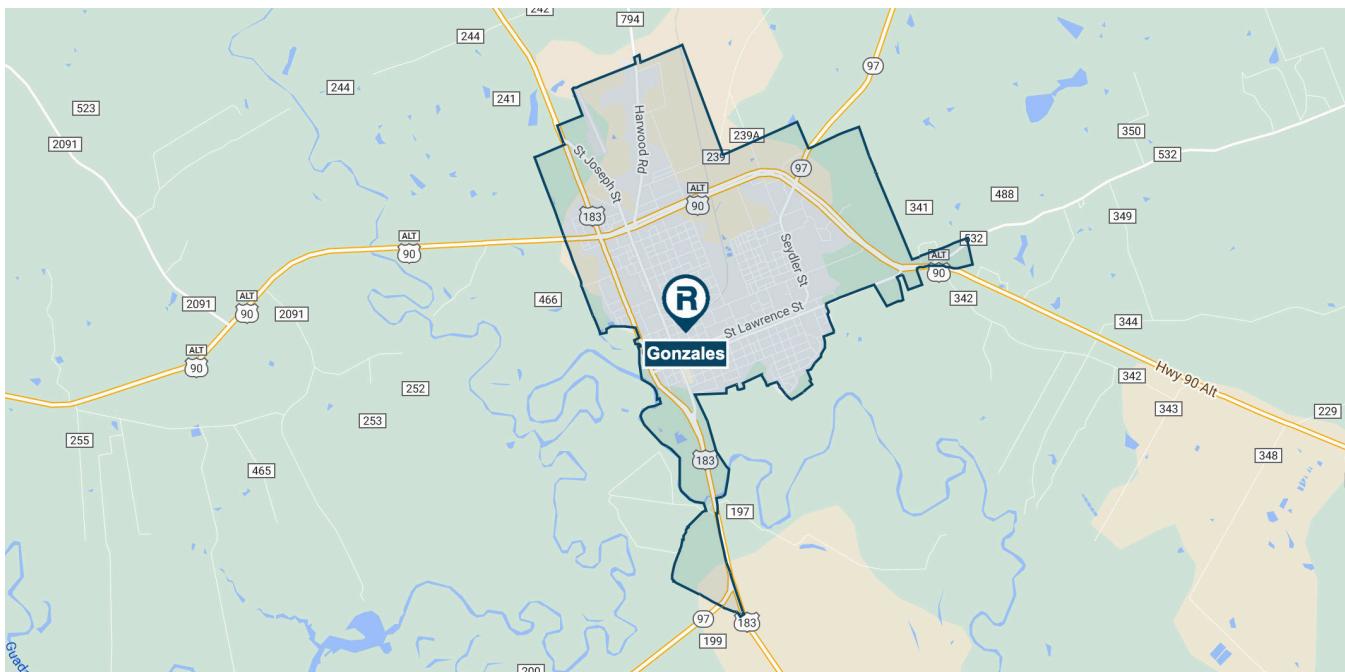
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President

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 TheRetailCoach.®

## COMMUNITY • RETAIL MARKET PROFILE



**Population**  
2020  
2024  
2029

<b>Age</b>	
0 - 9 Years	13.00%
10 - 17 Years	12.35%
18 - 24 Years	10.51%

### Educational Attainment (%)

<b>Educational Attainment (%)</b>		<b>Race Distribution (%)</b>	
Graduate or Professional Degree	4.52%	35 - 44 Years	11.73%
Bachelors Degree	9.38%	45 - 54 Years	11.02%
Associate Degree	4.84%	55 - 64 Years	11.66%
Some College	10.65%	65 and Older	18.65%
High School Graduate (GED)	47.63%	Median Age	37.62
Some High School, No Degree	12.86%	Average Age	39.30
Less than 9th Grade	10.13%	White	44.09%

## Income

<b>Income</b>		American Indian/ Alaskan	0.99%
Average HH	\$83,373		
Median HH	\$58,965	Asian	0.47%
Per Capita	\$30,902	Native Hawaiian/ Islander	0.04%

The information contained herein was obtained from sources believed to be reliable, however, The Retail Coach, LLC makes no guarantees, warranties or representations as to the completeness or accuracy thereof.

accuracy thereof.  
The presentation of this property is submitted subject to errors, omissions, changes of price or conditions, prior sale or lease or withdrawn without notice.



## Gonzales Economic Development Corporation

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Gonzales, Texas 78629  
[www.GonzalesEDC.org](http://www.GonzalesEDC.org)

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## Aaron Farmer

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The **Retail** Coach.

**REQUESTOR GOALS****ECONOMIC FEASIBILITY & FINANCIAL CAPACITY:**

Expressions of Interest should outline the taxable end-uses and financial viability of the project by including market analysis, budget, and pro forma data with proposal submissions. The development team must demonstrate financial capacity to deliver the proposed project on time and sustainability.

**PROVEN EXPERIENCE:**

To deliver a financially viable and quality product on time, prior experience is key for the Requestors. Proposals should highlight previously completed projects of similar size and scale, particularly completed within the last five years, explaining how those projects and experiences related to the ability of the development team to deliver on what is being proposed.

**REQUESTOR GOALS****ABILITY TO DELIVER ON TIME WITH COMPLEXITY**

The Requestor is seeking an experienced developer familiar with community development to plan and execute all phases of the development within a specific time frame.

The developer/development team shall be capable of:

- Securing financing
- Selective community engagement and community communication
- Pre-development activities, such as environmental assessment & engineering evaluations
- Platting, site plan approval, and permitting
- Working with City staff, Planning and Zoning Commission to achieve a feasible and widely accepted development plan
- Site preparation
- Project management
- Experience incorporating historical context both in design and with the community

**TIMELINE OVERVIEW**

RFEI Issued:

Due Date:

Questions regarding the RFEI:

Proposals Due:

Recommendation of Developer, negotiations, term sheet:

Any incentives requested by Developer. If so, what kind and how much?

Internal approvals:

Board action:

City Council action:

Final Agreements Signed:

**SUBMISSION REQUIREMENTS**

Responses should include all of the information requested and described below (or explanations for any missing pieces of information) and should be submitted in PDF format by the deadline as outlined herein.

All responses submitted by Respondents will become the property of the Requestor upon submission. Additionally, all responses to this RFEI are public records, may be posted on City webpages, and may be reviewed by the public, community organizations, City officials, the media, etc.

For companies that make the interview stage, any confidential company financials required to determine the financial strength and ability to complete their proposed project will be considered private and governed by a non-disclosure agreement, and to the extent allowed by law.

Questions and Final Submissions must be made to:

Gonzales Economic Development Corporation  
[GEDC@Gonzales.Texas.Gov](mailto:GEDC@Gonzales.Texas.Gov)

or mail to:

PO Box 547  
Gonzales, Texas 78629  
or in person delivery to:  
305 St. Lawrence Street  
Gonzales, Texas 78629

**COMPANY INFORMATION****SUMMARY LETTER**

A summary letter that introduces your firm or development team, briefly states your interest in the development opportunity, briefly outlines your firm's or team's experience and qualifications, summarizes the approach you anticipate in development of the project regarding staffing, financing, partnerships, etc. Discuss any major concerns or questions that you may have regarding the project and express the reason that your firm or team is the logical choice for this project.

**EXPERIENCE**

Description of your firm or team's corporate/organization structure and the credentials of its leadership and key staff likely to be assigned to responsible roles in the project. The contact person for further communication regarding the project shall also be specifically identified, including name, phone and e-mail information. Also, this section should include an outline of the general business approach to the project along with a brief summary of the Respondent's vision for the project.

**PAST PROJECTS**

Summary of descriptions of past completed and current projects of similar scope, size, character, and project requirements that demonstrate the capacity and quality of performance of your firm or team. This should include each project's location, size, cost, financing, team composition, current status, occupancy, and contact information for the owner or other responsible party. Projects within the most recent years are preferred.

**COMPANY INFORMATION****REFERENCES**

At least three selected business references from individuals who have had a particularly strong working relationship with the developer or team on one or more completed projects of similar size and who would be capable of speaking broadly to the firm's or team's approach and performance including ability to get a project financed and completed on time. Please provide full contact information for these references and notify them that they may be contacted.

**FINANCIAL STRENGTH**

Financial strength/capacity and the confidence in the Development team to be able to secure and prove financing ability is a priority item for our selection team. Please provide a description and statement regarding the financial strength and ability of the firm or team to obtain and sustain project financing, both debt and equity for the size and cost of the proposed development. If selected for the interview stage, please be prepared to submit evidence demonstrating this description and statement at the time of the interview. Items and/or a combination of items, i.e. three years of audited financials, references from financial institutions, proof of open lines of credit, letters from lenders and/or clients or previously completed project references are among some recommendations.

**DESIGN & USE CONCEPT**

In this section, please provide information directly relevant to Requestor's intention to provide a transformative use development that is community-friendly, context-sensitive, and meets the spirit and intent of the existing form-based code and neighborhood plans. This information should include, at a minimum, a site plan and a use plan (indicate uses and square feet of uses in each proposal building). Concept ideas, floor plans, sketches, drawings, color palettes, renderings may be submitted that show an understanding of the development opportunity presented within this RFEI.

Respondents are encouraged to express any preferences or priorities regarding specific components of the development opportunity, particularly the mix of potential uses that Respondents believe are feasible at the location and any phasing that might be required. Respondents should indicate any partners or sub-developers for specialty uses.

The Requestors reserves the right, at any time and at their sole discretion, to cancel this RFEI, to select one, some, or all of the responses for purposes of a future solicitation to reject all responses, and to release another RFEI in the future on substantially the same, or different, terms from those contained herein.

Before submitting an Expression of Interest, Respondents are strongly encouraged to review any publicly available sources of information regarding the proposed site.

**SELECTION PROCESS**

Upon receiving responses to this RFEI, the Requestors may, in their sole discretion, elect to proceed in any of the following or possibly other directions:

- EDC team may appoint a Selection Committee comprising local stakeholders to evaluate responses and make recommendations to bring before the EDC board and City Council for consideration and action.
- The Committee may rank the responses to this RFEI.
- The Committee may select a “short list” of teams for a second-round process. This second round may involve interviews or some other means of selection.
- The Committee may opt to select a single team, without going to a second-round process, and negotiate the terms with that team.
- The Committee may opt to reject any or all proposals

## SELECTION CRITERIA

Developer and proposals that meet the above criteria will then be evaluated based on the following criteria:

MAX POINTS	SELECTION CRITERIA
40	<p><b>DEVELOPER QUALIFICATIONS TO EXECUTE DELIVERY</b></p> <ul style="list-style-type: none"> <li>• Demonstrates qualifications to execute the delivery of development with the complexity and market challenges of this specific site</li> <li>• Includes information on comparability (scale, mix of uses, etc.) and success (time to stabilized occupancy, etc.) of past projects undertaken by the developer within similar historic and cultural contexts</li> <li>• Demonstrates financial capacity to deliver a project of this scope in the near term.</li> <li>• Identifies estimated timeframes for design, construction, and occupancy</li> <li>• Has successfully completed 2-3 developments of similar scope or nature</li> </ul>
30	<p><b>DESIGN &amp; USES PROPOSED</b></p> <ul style="list-style-type: none"> <li>• Is responsive to and specifically informed by historic and cultural context</li> <li>• Provides quality design and construction in building elements</li> <li>• Optimizes the use of the site for economic impact on the City's tax base and the potential to catalyze other development</li> </ul>
10	<p><b>COMMUNITY ENGAGEMENT</b></p> <ul style="list-style-type: none"> <li>• Proposal demonstrates ability and willingness to engage with the adjacent neighborhood and community</li> <li>• Demonstrates a strong record of meaningful community engagement in past projects</li> </ul>
10	<p><b>HISTORY AND VISION</b></p> <ul style="list-style-type: none"> <li>• Compliments the intent of the community spirit</li> <li>• Design and concepts honor the history and culture of Gonzales</li> </ul>
10	<p><b>ALIGNMENT WITH PLANS &amp; CODES</b></p> <ul style="list-style-type: none"> <li>• Demonstrates alignment with:           <ul style="list-style-type: none"> <li>◦ City of Gonzales Comprehensive Plan</li> <li>◦ City of Gonzales Code and Ordinances</li> </ul> </li> </ul>
100	<b>MAX TOTAL POINTS</b>

**POST SELECTION PROCESS**

Upon selection of a Developer or team, the Requestors intend to enter into an Exclusive Negotiating Agreement with the selected Developer or team, providing for a defined period during which the parties will attempt to negotiate the deal terms for the transaction. During this period, staff will work with the selected Developer or team to refine its approach. It is anticipated that during this period the program, deal structure, financing, composition of the team, or other components may be modified as a more solid proposal is developed.

During this pre-development phase, the Requestors intend to negotiate with the selected developer or team a Memorandum of Understanding (MOU) or other agreement as appropriate, setting forth in non-binding terms the financial, programmatic, and other general aspects of the project. This MOU will also serve as the basis for the negotiation, council and board action, and execution of subsequent binding agreements (which may take any of several forms, to be determined as a result of the negotiations). The final, binding document(s) will govern the final disposition of the property, setting forth the terms of the transactions.

Any such MOU will include provisions reserving to the Requestors the right to terminate negotiations with the selected developer or team if one of the entities in its sole discretion determines that negotiations during the pre-development phase are not progressing in a satisfactory or timely manner. Should this occur, City staff might then work with another developer or team or might decide to not pursue the project further.

**RESERVATION OF RIGHTS****REQUESTORS RESERVE THE RIGHT TO:**

- Cancel or withdraw the RFEI before or after the submission deadline
- Modify or issue clarifications to the RFEI before the submission deadline
- Reject any submission it deems incomplete or unresponsive to the submission requirements
- Consider a submission that is in non-compliance with the submission requirements
- Reject all submissions that are submitted under the RFEI
- Modify the deadline for submissions or other action
- Reissue the RFEI, a modified RFEI, or a new RFEI, RFQ, or RFP whether or not any submissions have been received in response to the initial RFEI issuance.

**NOTICE OF MODIFICATION**

The Requestors may post on the EDC official webpage, [www.Gonzales.Texas.Gov](http://www.Gonzales.Texas.Gov) notices or information regarding cancellations, withdrawals, modifications to deadlines, and other modifications to this RFEI. Developers shall have the obligation to check the webpage for any such notices and information, and the Requestors shall have no duty or obligation to provide direct notices to developers.

**RESERVATION OF RIGHTS****OWNERSHIP AND USE OF SUBMISSIONS**

All submissions shall be the property of the Requestors, who may use any ideas in any submission, whether the submission is selected or rejected.

**FURTHER EFFORTS**

The Requestors may request that Developers clarify their submissions or submit additional information about their respective submissions. The Requestors may request the best and final submissions from any Developer or request an oral presentation from any Developer.

**NON-BINDING**

The selection by the Requestors of a Developer indicates only an intent by the organization to continue with the selection process and or negotiate, and the selection does not constitute a commitment by the Requestors to execute a final agreement or contract with the Developer.

**NON-LIABILITY**

By participating in the RFEI process, the Developer agrees to hold the Requestors and its officers, employees, agents, representatives, and consultants harmless from all claims, liabilities, and costs related to all aspects of this solicitation. The Requestors are not responsible for any costs associated with preparing or submitting a response to the request for expressions of interest.