



May 2, 2017

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FOR IMMEDIATE RELEASE

Weatherford leads economic development in Parker County

The grand opening of Academy Sports + Outdoors is a product of private and public collaboration as part of the Tax Increment Reinvestment Zone (TIRZ) program that was established one (1) year prior.

WEATHERFORD (CITY OF WEATHERFORD), Texas - The City of Weatherford and Weatherford City Council are pleased to announce the grand opening of Academy Sports + Outdoors, Friday, May 5, at 7:45 a.m., located along I-20 at Tin Top Road. The grand opening is a direct result of a private/public partnership utilizing the recently developed Tax Increment Reinvestment Zone (TIRZ) program.

The more than 62,000 square foot sports, outdoors and recreation retail store is part of Texas-based company that operates over 230 stores throughout Alabama, Arkansas, Florida, Georgia, Illinois, Indiana, Kansas, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, Oklahoma, South Carolina, Tennessee and Texas. The Academy Sports + Outdoors philosophy is to deliver an unparalleled shopping experience by providing convenience, offering a broad selection of quality products, delivering exceptional customer service and selling the right stuff at everyday low prices.

“Academy prides itself on offering a unique selection of quality products,” said store director Brandon Clark. “We look forward to being Weatherford’s premier sports, outdoor and recreation lifestyle retailer.”

The grand opening comes one (1) year after the City of Weatherford announced its plan to establish a Tax Increment Reinvestment Zone (TIRZ). The TIRZ program is a visionary approach by Weatherford City Council and the Parker County Hospital District (PCHD) to address undeveloped areas in the City that can provide remarkable benefits in the future such as job growth, retail/commercial opportunities and better quality of life for Weatherford residents. A TIRZ essentially jump-starts development in an area of the City that may not otherwise develop and adds additional tax revenue back into the TIRZ when property tax values increase.



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“The opening of Academy is a prime example of how the TIRZ program made an immediate impact,” said city manager Sharon Hayes. “The TIRZ program has not only delivered a new retail store, but has provided many new jobs for our community. We are currently in conversation with other potential businesses who are interested in coming to Weatherford as a direct result of the TIRZ program.”

“We knew that the TIRZ program would bring new opportunities for Weatherford,” said Mayor Craig Swancy. “The opening of Academy Sports + Outdoors is just the beginning and we hope that more taxing entities will make the decision to join us in the TIRZ program. It is not uncommon for taxing entities within the State of Texas to pursue a TIRZ program collaboratively and I hope that the taxing entities currently not participating will reconsider.”

Projects and developments within the TIRZ program will be released as they become available. For questions, please contact Director of Planning and Development Craig Farmer at 817-598-4338.

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****City of Weatherford****

Weatherford, Texas is a service oriented, yet still “small town” community that upgrades its infrastructure, celebrates and shares its rich history, and fosters quality economic growth – in a fiscally-responsible, even revenue-generating fashion.