



IBAT 2022

Best of Community Banking Awards

Architectural Design Submission

New Market. Fresh Start.

Invested in and dedicated to our new Beaumont community!



Ribbon Cutting – January 26, 2022

Pictured: Banking Center Manager Michelle Bowen (in green), Regional Loan President John Morrell, CEO & President Chris Doyle, Founder Charles T. Doyle, City of Beaumont Mayor Robin Mouton, Chairman Matthew Doyle, and our community

Summary (100-200 words)

Texas First Bank entered the Beaumont market in 2021 by purchasing and renovating an old building on the West End of the city. Taking the existing building down to the studs and rebuilding it into a beautiful, modern banking center with open architecture, universal banking stations, and state-of-the-art technology, Texas First Bank created a launching pad for a long-term, mutually beneficial community banking relationship with the Beaumont area.

Program Narrative

In 2021, Texas First Bank broke ground on the renovation and remodel of an old retrofit bank building located in the West End of Beaumont, Texas. Originally converted to a bank in the early 1990s by Texas Commerce Bank, the bank and building switched hands a couple of times before being closed in 2019 and left unoccupied. Texas First Bank purchased this building, tore it down to the studs, and rebuilt it into a thoughtful and impressive building of which the community can be proud.

Goals

As part of Texas First's strategic plan initiative to grow our brand in meaningful ways, Beaumont was identified early on as a vibrant small business community whose community values aligned with those of the bank – one that we knew would be a great fit. We just needed a place to call home. We finally found it in late May 2021 at 6363 Phelan Boulevard in Beaumont, and remodel began shortly thereafter.

The goals of the remodel were to show our commitment to the Beaumont community and bring the building, which due to recent neglect had become a bit of an eye-sore, into the 21st century. We wanted to beautify the exterior, making it feel more intentional, while also remodeling the interior to provide a modern banking experience and enjoyable office setting for our employees.

The Plan

We partnered with Eric Batte with MG Architects to design a space that was functional, met the needs of the community, and could serve as a gathering place for the community.

The building's footprint, not including the drive-thru, is about 7,700 square feet. We chose to renovate 5,800 square feet of it and reserved the remainder for future tenant or bank use. The drive-thru lanes were completely demolished and rebuilt. All in, about \$2.7 million was invested in the new building.

The Results

The new building is a beautiful, bright, and modern facility featuring a grand entrance, a state-of-the-art conference room with video capability, comfortable offices for retail and lending staff, and multi-functional, handicap-accessible universal banker stations for conducting transactions and opening accounts. The rebuilt drive-thru lanes are safe and welcoming. The interior design projects a clean yet warm feel, with hand-picked art bringing in a high-end touch. More importantly, we've maintained the local community bank feel with TVs in the lobby and a digital marquee that the community can share messages on and a conference room that is available for community use. In fact, the Greater Beaumont Chamber of Commerce held a Board Meeting there the second week we were open.

When we pair the great facility with a staff that is from the area, proud to be from the area, and now has a place that they can be proud to share, we couldn't be happier with the results.

Conclusion

In January 2022, we hosted a grand opening celebration. We executed a full marketing campaign with billboards, radio, newspaper ads, and social media leading up to the event (example of cornerstone print ad on page 5). The campaign introduced the public to our bank officers and invited them to come out to see the new facility. We invited our friends, connections, and public officials. The buzz and excitement to see what we had done with the building was palpable.

At the event, we had about one hundred people in attendance, including the Mayor of Beaumont, the Greater Beaumont Chamber of Commerce, and a number of customers who shared how they had been driving to bank with us in neighboring cities and were so excited to now have a location closer to them. The event was a huge success, and the feedback we received was extremely positive.

We couldn't be happier to hear that the Beaumont community is as proud of the renovation as we are. There was no better way to be welcomed into a market.

Since opening, we've only seen our relationship with Beaumont grow. The facility has given us a launching pad for many true community banking relationships. We have a great team that is very active in the community, even sitting on the Board of numerous organizations. They have embraced the family-oriented culture of Texas First Bank and started their own quarterly team-building activities, inviting some of our other banking centers to get involved. Beyond that, we've been nominated for numerous Best Of (Readers' Choice) Awards by local newspaper publications, including Best Bank, Best Financial Institution, Best Place to Work, and Best Local Banker. Yes, all within the first six months.

From the beginning, we knew that Beaumont would be a great fit for us, and it couldn't be truer. We are looking forward to many, many great years ahead, thanks to this beautifully renovated and inspiring banking center that we now call home.

Hello,
BEAUMONT!

WE ARE

TEXAS FIRST BANK

Nice to meet you!

ABOUT US

We started in Galveston County in 1973 and have been your hometown bank ever since. With 27 locations from Galveston to Conroe, Katy to Liberty and Port Arthur, we are excited to bring that small town, 'talk to a real person but still enjoy the benefits and technology of a big bank' service to YOU.



Texas First Bank offers comprehensive financial solutions for individuals, families, and businesses.

- Rewards Checking & Savings
- Mortgage Loans
- IRAs
- Personal Loans
- Business Banking
- SBA Loans
- Commercial Loans
- Treasury Services

Meet Our Beaumont Team



John Morrell

Regional President



Michelle Bowen

Bank Manager



Chris Kovatch

Lender



James Wright

Lender

We look forward to getting to know you!

6363 PHELAN BLVD

(Just east of Dowlen)

Grand Opening Celebration

January 26, 2022 • 3:30pm - 5:30pm

All loans subject to approval.

www.texasfirst.bank

