

# CITY OF MESQUITE ECONOMIC DEVELOPMENT QUARTERLY REPORT



1<sup>st</sup> Quarter 2019 stats: January, February, March  
Activities and announcements to date  
Presented June 17, 2019  
Kim Buttram,  
Assistant Director of Economic Development

Prologis @ US Hwy. 80 and Buckner; 250,000 SF


# Media Highlights

WFAA LIVE 86°  
Dallas, TX

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NEWS

## 'What is it they love?': New Mesquite high school to focus studies on students' passions

While students will take traditional core classes, their education and extracurricular activities will be geared toward one specific area of study. The goal is to find and guide students' passions.

- WFAA did a feature story on the new Mesquite ISD school of choice, an asset for business development through a robust workforce pipeline here in Mesquite.
- The Dallas Morning News real estate headline of the day on June 5<sup>th</sup> was the new zoning approval of Urban District 30 industrial project.



## Mesquite approves \$71 million industrial park on Interstate-30

Steve Brown, Real Estate Editor

Don't miss a story. Like us on Facebook. **Like 445K**

A more than \$71 million business park planned for Mesquite will include five new industrial buildings.

Mesquite's city council has approved zoning for the 80-acre project near Interstate 30 and Republic Parkway.

Dallas-based Urban Logistics Realty is building the 979,000 square-foot industrial complex in what Mesquite calls its Urban District 30 area.

**MESQUITE**  
TEXAS  
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# Action at a Glance

Trade Shows	Contacts
January – <b>ICSC</b> International Council of Shopping Centers Red River States	50
January - <b>NTCAR</b> North Texas Commercial Association of Realtors	25
January – <b>Biznow</b> The Rise of Downtown Dallas	10
May – <b>ICSC</b> International Council of Shopping Centers/ <b>RECon</b> real estate convention	30
May – <b>IAMC</b> Industrial Asset Management Council	40
June – <b>Bisnow</b> Dallas State of the Market	12

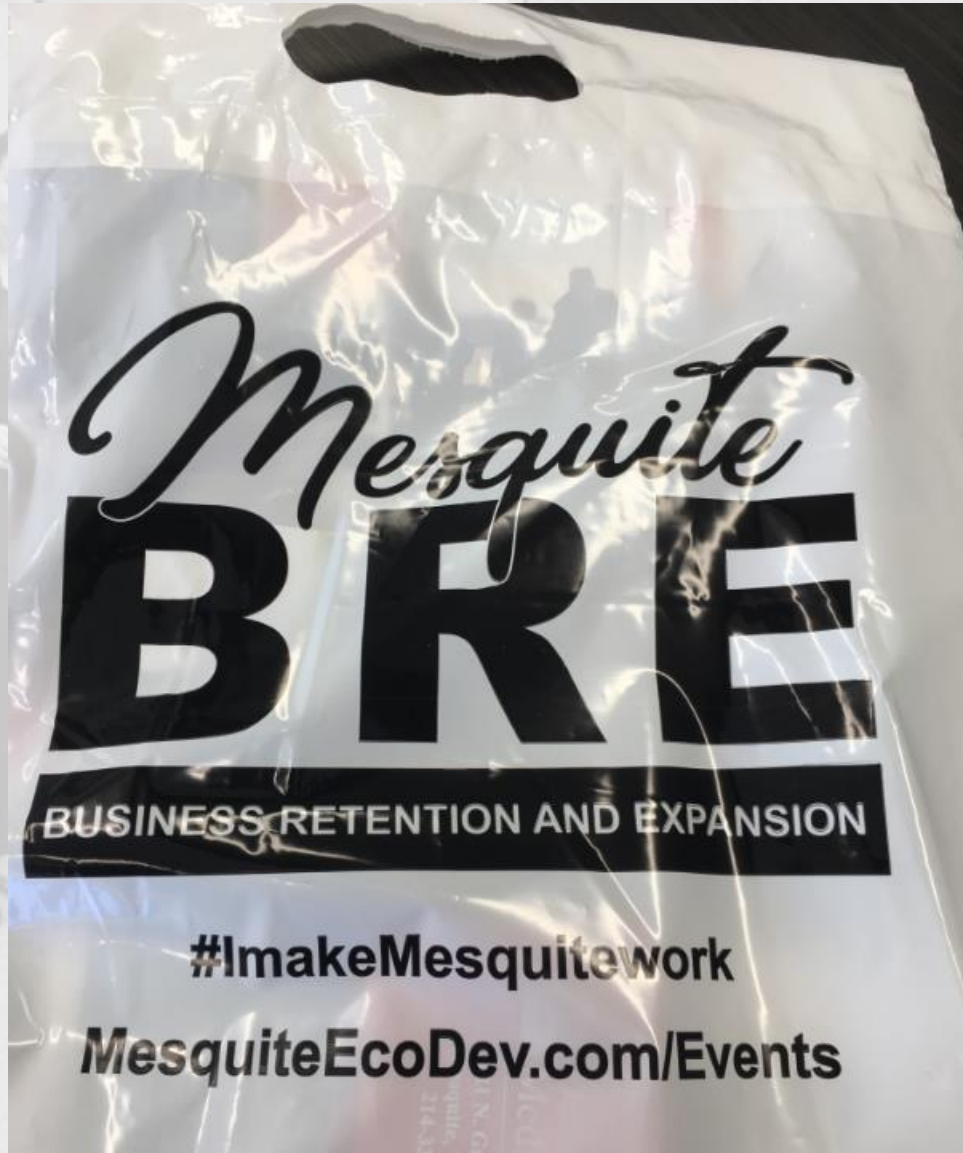
Meetings, Tours, Projects	January - March
Combined Project Meetings	153
Requests for Proposals and Requests for Information Submitted	11
Site and Property Tours	10
Telephone contacts	1,400
New Projects in Discussion	14
Chapter 380 documents in progress	4
Chapter 380 documents executed	1

Business Retention and Expansion Program and Community Partnerships	Results
<b>2019 program planning</b> with the Dallas Metropolitan Small Business Development Center, Small Business Administration and Dallas County Manufacturers Association and Federation of Advanced Manufacturing Association	<b>4 representatives and collaboration with regional allies in Dallas, Garland, Sunnyvale, and Balch Springs</b>
<b>Business Visits</b>	<b>25 on-site visits</b>
<b>Community Partnerships</b> <b>Eastfield College:</b> contract training leads for H&K, Orora Visual and Hayes/ <b>MISD</b> lead for internships at PepsiCo/ <b>Workforce</b> lead to assist Hayes <b>Manufacturing Day:</b> confirmations for PepsiCo and Orora Visual tours	<b>7 new partner opportunities</b>
<b>Realtors Forum</b>	<b>Guest speaker to approximately 100 real estate professionals</b>
<b>The Dish:</b> Restaurant and Hospitality event with CVB, Texas Restaurant Association and Trip Advisor	<b>50 attendees and confirmation of a location for October 8, 2019 event to be held at Bubba's 33</b>
<b>Strengthen your Workforce:</b> Corporate event held at Elements International	<b>40 attendees and confirmation of a location for the next event to be held at PepsiCo: date TBD</b>
<b>Business Survey:</b> emailed to 165 companies and shared by partners	<b>43 respondents: 26% response rate Closed June 7, 2019</b>





# Reaching the business community



# STRENGTHEN YOUR WORKFORCE

MESQUITE  
INDUSTRY  
BREAKFAST

EXPERIENCE THE INTERSECTION OF INNOVATION AND INDUSTRY AT THE NEWEST CORPORATE AND LOGISTICS HEADQUARTERS HERE IN MESQUITE

THURSDAY, MAY 30  
7:30-9 A.M.  
@ELEMENTS INTERNATIONAL  
2250 SKYLINE DRIVE

PRESENTED BY THE MESQUITE BUSINESS RETENTION AND EXPANSION (BRE) PARTNERSHIP  
RSVP: MESQUITEECODEV.COM/EVENTS 972.216.6446





# Council's Economic Development Priorities

## JOB CREATION

- 61 new Certificates of Occupancy
  - Estimated 48 new jobs in first quarter 2019
  - Retail, service and health care companies



Stage Door Dance opened new facility in Downtown area



Elevate Healthcare opened their doors in March



Bear Cave Coffee opened their pop up shop in The Corner Theater





# Council's Economic Development Priorities

## RETAIL VITALITY



Project Stallion begins site work for five new pad sites



New brands like James Avery opening in Town East Mall

### Retail market data update:

- Development of major retail space vacancies:
  - *Town East/Market East area:*
    - *Project Stallion commences site work*
    - *Site plans submitted for Market East Phase 2*
- 93% city-wide retail occupancy rate  
*(94.5% DFW – 95% Garland)*
- *Average lease rate city-wide \$15 per square foot (\$19.50 DFW - \$15 Garland)*
- 95% Town East area occupancy rate with lease rates in Town East area average lease rate \$19 per square foot
- Town East Mall reports
  - *97% occupancy rate (98% last quarter)*
  - New shop: Burgerim

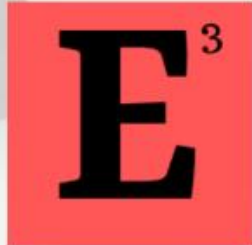




## PLANNING FOR SUCCESS

June 18, 2019

Presenters Sergio Bento and Bridget Moon will take you through eight essential steps that are key to starting and succeeding with your small business.



## MARKETING AND SALES STRATEGIES

August 27, 2019

Great marketing requires great planning and consistency. And, before you jump into social media, learn how to develop a winning strategy. Presented by Sergio Bento.



## ENTREPRENEURSHIP TO THE FOURTH POWER

A four-part business workshop series

Each workshop will be held from 4:30 to 7:30 p.m.

Mesquite City Hall  
757 N. Galloway Ave., second floor  
*Refreshments available*

4:30-5:00 p.m.: Networking

5:00-7:30 p.m.: Workshop



## MONEY: WHERE IT IS AND HOW TO GET IT

July 23, 2019

Presenters Amanda Flynn and Bridget Moon will tell you where the money is and how to get it. As a bonus, learn how to apply for a \$10,000 business loan.



## BUDGETING AND FINANCIALS

October 15, 2019

The necessary evils of budgeting and financial management are neutralized and explained by presenters Amanda Flynn and Bridget Moon.

**Enroll now at:**  
**MesquiteEcoDev.com/events**  
\$35 for all four classes  
or \$10 for single sessions  
More info: 972-216-6446





# Council's Economic Development Priorities

## SHOPPING CENTER REVITALIZATION

- Shopping center inventory complete  
*26 centers identified*
- Four centers in redevelopment: preliminary planning phase
- Policies and proposed redevelopment plans to be presented 3Q19



Independence Plaza Center @ Galloway Ave. and Town East Blvd.



Towne Crossing Station Shopping Center





TRINITY  
POINTE  
MESQUITE

## Council's Economic Development Priorities

# IH-20 CORRIDOR

- Kaufman County announced as 3<sup>rd</sup> fastest growing county in the USA by the US Census Bureau (see article from the Texas Tribune) →
- Retail meetings at ICSC for IH-20 sites
- New residential preliminary plans in the ETJ
- 2,000 new home lots within City limits
  - Trailwind – 450 – dirt work begun
    - Plus 25-acre Heartland Towne Center commercial area
  - Polo Ridge PID/TIRZ finalized – 1,012
  - Skymark – 540

### Dallas-Fort Worth metro area saw biggest population growth in Texas in 2018

New population estimates from the U.S. Census Bureau show Texas dominated in growth, with suburban counties leading the way as the fastest growing.

BY ALEXA URA APRIL 18, 2019 12 AM



Comal County — on the Interstate 35 corridor between Austin and San Antonio — ranked as the nation's second-fastest-growing county among those with a population equal to or greater than 20,000. Kaufman County, a D-FW suburban county, ranked third on the list. West Texas made a return to the top 10 list thanks to rapid growth in Midland County, which helped it rank sixth. Hood County, also in the D-FW area, came in ninth.



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## Council's Economic Development Priorities

# DOWNTOWN REDEVELOPMENT



### Activity:

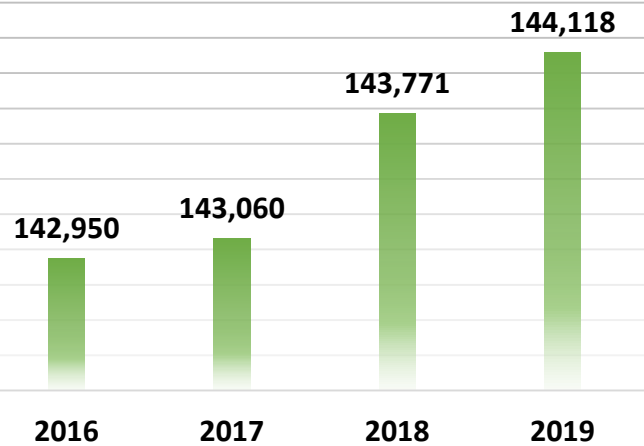
- Board identifies transformation strategies
- State Training by Texas Historic Commission
- Front Street Station plans finalized
- First Lady Day
- Façade Grant Program announced
- RFQ released for 117 W. Main Street property redevelopment



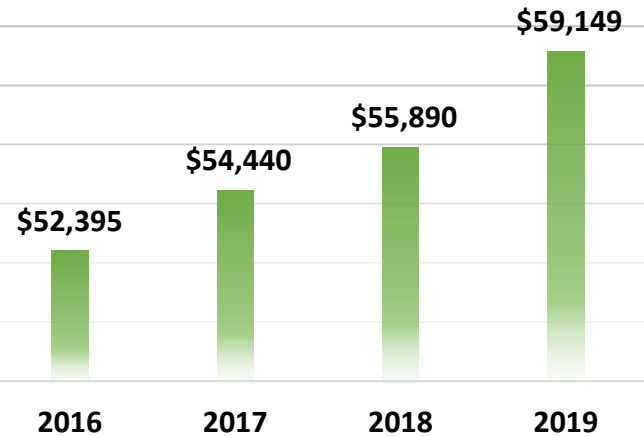


# City of Mesquite Economic Data

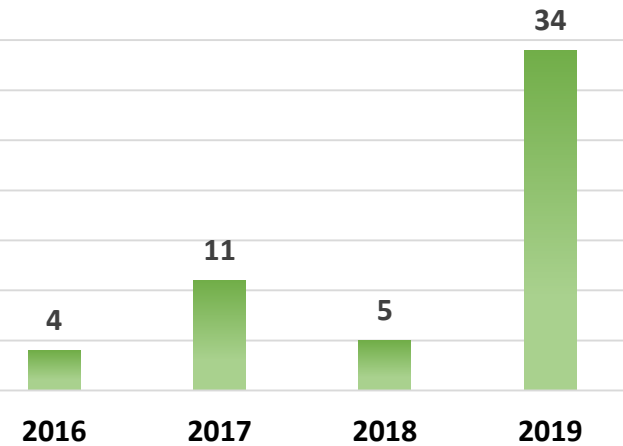
## MESQUITE POPULATION TRENDS



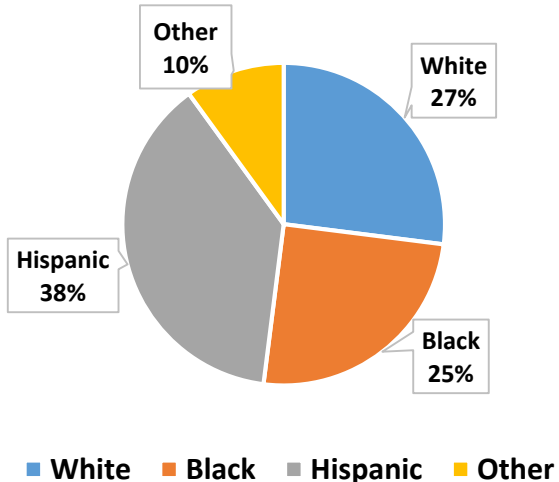
## MEDIAN INCOME MEDIAN AGE: 32



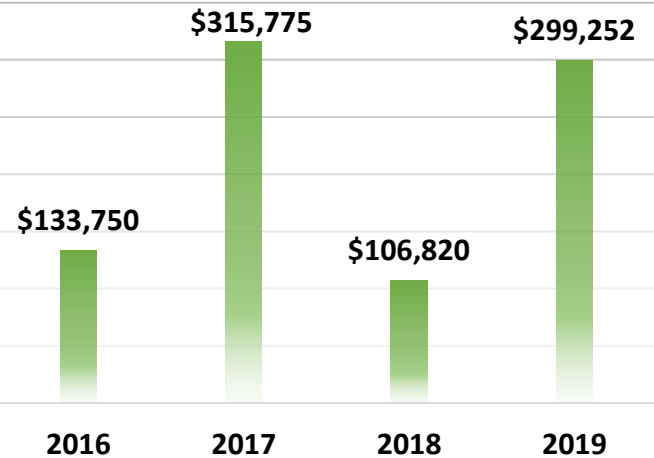
## RESIDENTIAL PERMITS 1Q



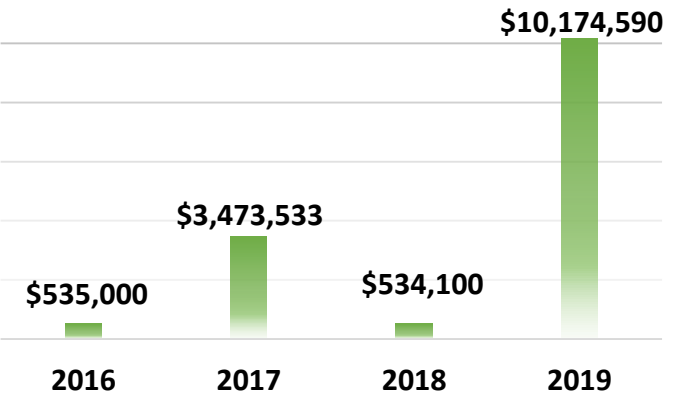
## POPULATION DISTRIBUTION 2019



## NEW HOME PERMIT VALUES 1Q

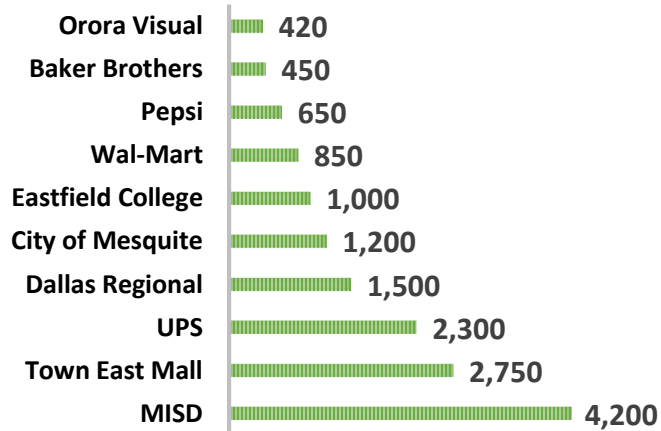


## TOTAL RESIDENTIAL PERMIT VALUATION 1Q

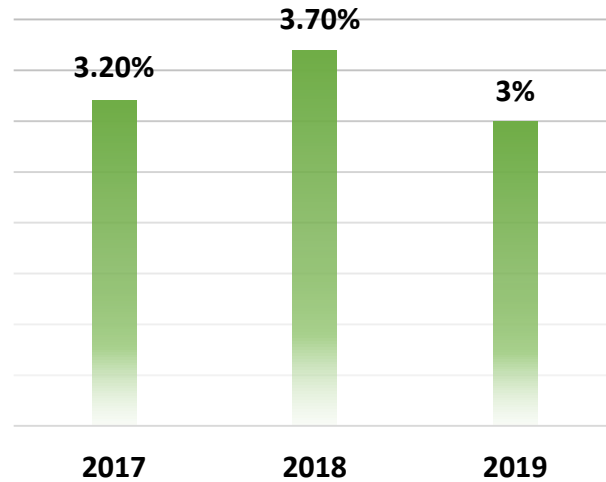


# City of Mesquite Economic Data\*

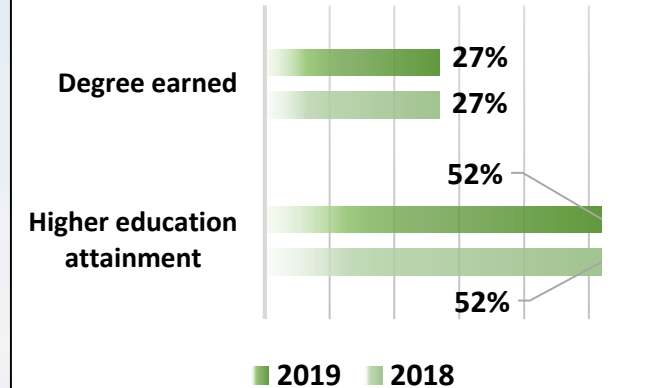
## MAJOR EMPLOYERS



## UNEMPLOYMENT RATE

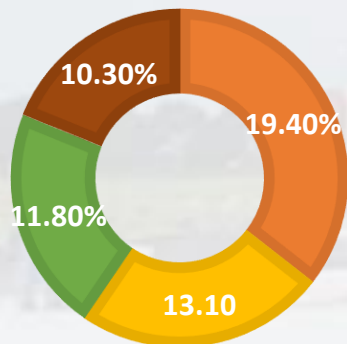


## HIGHER EDUCATION ATTAINMENT



## TOP INDUSTRIES BY JOB TYPE

- Retail
- Accommodation/Food
- Health Care/Social Service
- Education



## OCCUPATION SNAPSHOT

High location quotients: (>1)\*\*

- Healthcare 1.05
- Healthcare support 1.55
- Transportation and Material Moving 1.54
- Education and Training 1.40

## INDUSTRY SNAPSHOT

High location quotients: (>1.25)\*\*

- Transportation and Warehousing 2.31
- Retail Trade 1.48
- Educational Services 1.47

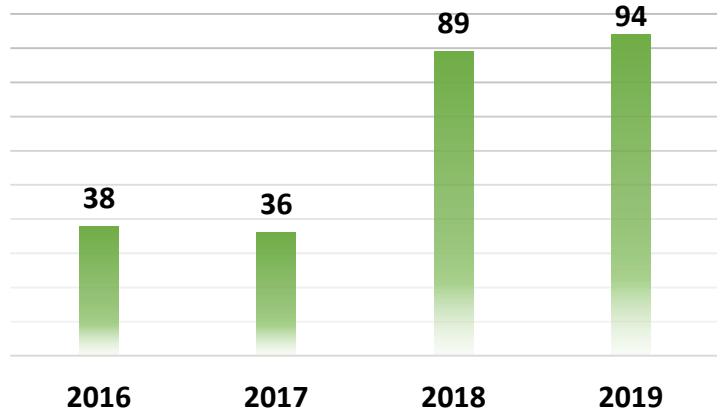
*Highest growth rates in Healthcare 3.5%; Professional/Technical Services 1.9%*

\*Chmura 2018 data/\*\*Quotient above the National Average as defined

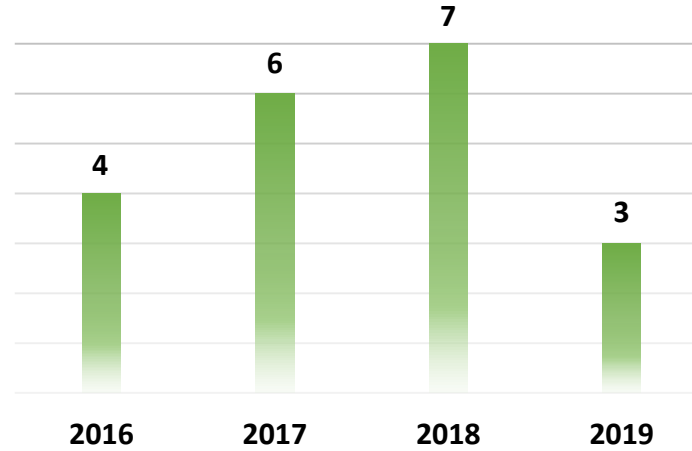


# City of Mesquite Economic Data

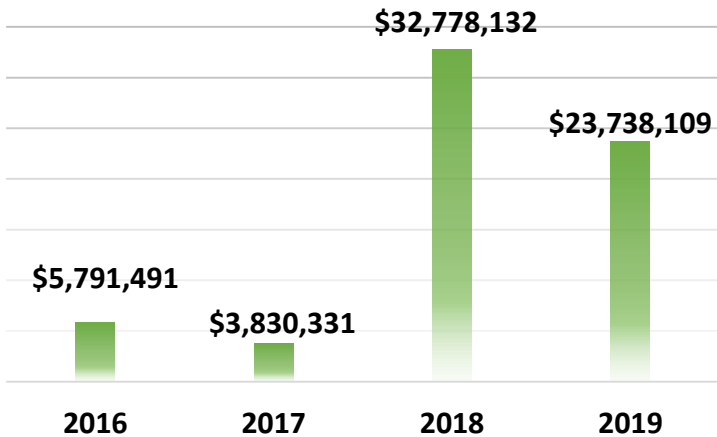
### COMMERCIAL REMODEL PERMITS 1Q



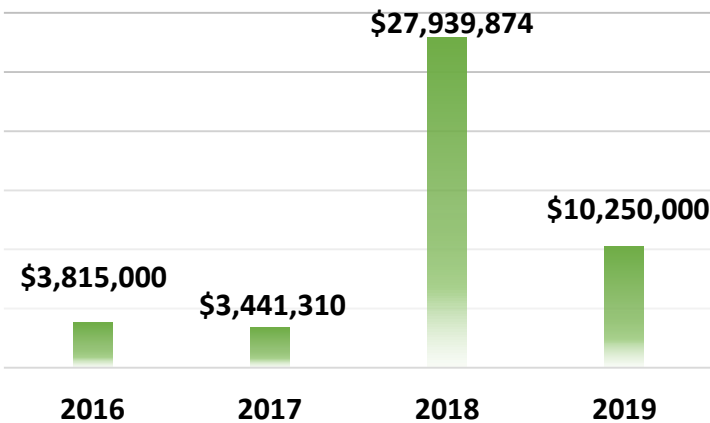
### COMMERCIAL NEW CONSTRUCTION PERMITS 1Q



### COMMERCIAL REMODEL PERMIT VALUATION 1Q

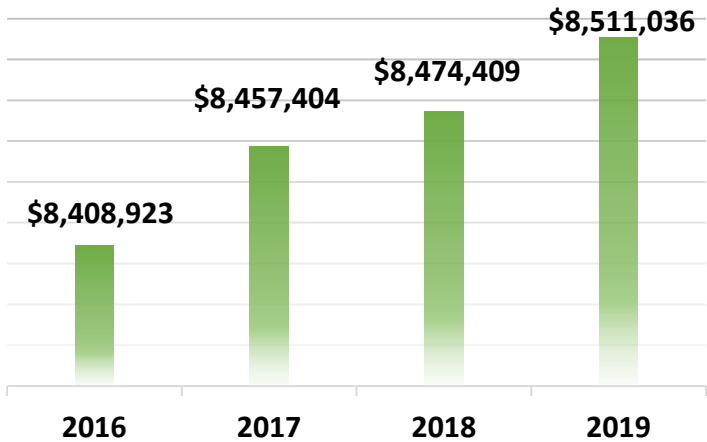


### COMMERCIAL NEW PERMIT VALUATION 1Q

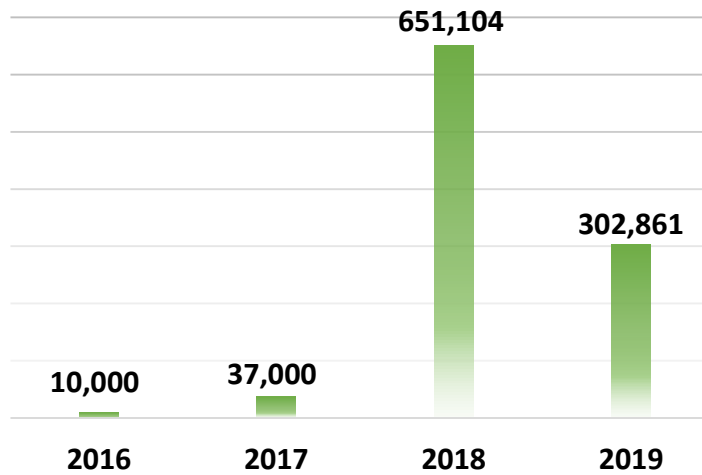


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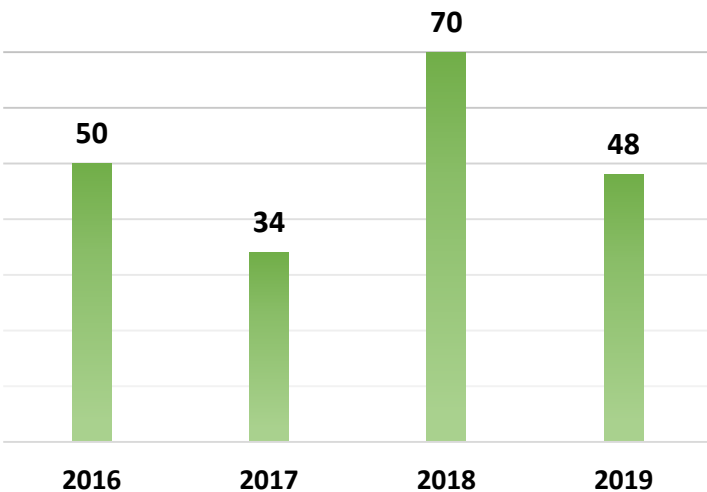
LOCAL SALES TAX COLLECTED 1Q



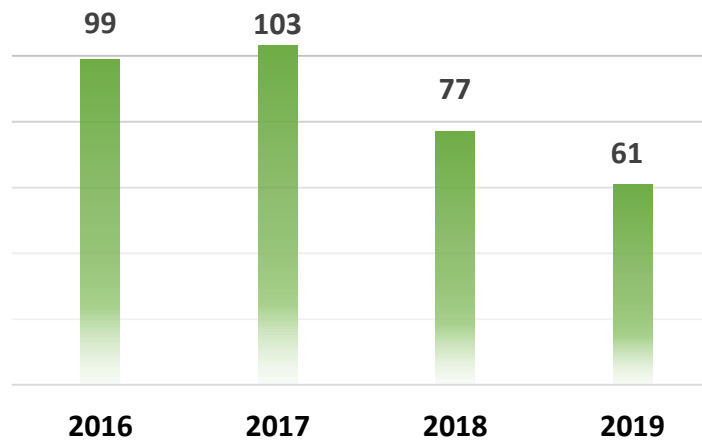
ESTIMATED SQUARE FOOTAGE 1Q



ESTIMATED NEW JOBS 1Q



CERTIFICATES OF OCCUPANCY ISSUED 1Q



## Featured New Permits:

- Prologis  
\$9.4 million
- American National Bank  
\$850,000
- MISD Professional Development Center  
\$13.4 million
- Valero Corner Store  
\$400,000





# Marketing

## Economic Development marketing new campaign to target industries

*Consistent message and authentic imagery*

Go Big Go Texas Governor's Economic Development Guide



**We have a fire in our belly for advanced manufacturing.**

We are a young, motivated, and skilled workforce of more than 680,000 people within a 30 minute commute to Mesquite's industrial center. We are developing the next generation of high-demand talent through leading-edge, career tech education programs and accredited partnerships with colleges and universities. Plus, we have more than 2 million square feet of new state-of-the-art manufacturing and distribution facilities opening this year with more on the drawing board. Things are heating up in Mesquite.

**MESQUITE TEXAS**  
Real. Texas. Business.

[www.mesquiteecodev.com](http://www.mesquiteecodev.com)



**You have a burning desire for a bright workforce.**

We are young, motivated, and skilled with a workforce of more than 680,000 people within a 30-minute commute to Mesquite's industrial center. We are developing the next generation of high-demand talent through leading-edge, career tech education programs and accredited partnerships with colleges and universities. It's no wonder that more and more high tech/ manufacturing companies and corporate headquarters, like Elements International, Orora Visual, Strukmyer Medical and Iris USA are choosing to locate and grow in Mesquite. We have the kind of workforce that today's companies demand. Business is heating up in Mesquite.

**MESQUITE TEXAS**  
Real. Texas. Business.

[MesquiteEcoDev.com](http://MesquiteEcoDev.com)

North Texas Commission Profile of DFW cities





# Marketing

## New Economic Development marketing website

[www.mesquiteecodev.com](http://www.mesquiteecodev.com)

Live April 19, 2019

- Mailer sent to 800 industry contacts
- Page views 2,721



## EVENTS

Learn to run a successful business by signing up for a series of new Small Business Workshops brought to you by the BRE partners, the Dallas Metropolitan Small Business Development Center and the US Small Business Administration. Light dinner and all materials are included for a low cost of \$10 per session or \$35 for all four.

### [Register here](#)

Sessions are designed to be taken as a series -OR- individually, depending on your area of interest.

*"Entrepreneurship to the Fourth Power - How to Power up Your Small Business in an Exponential Way". Dinner and networking begins at 4:30pm. Class begins at 5:00pm; concludes 7:30pm.*

- [June 18, 2019](#): Planning for Success - Eight essential steps to business planning, the key to a successful business
- [July 23, 2019](#): Money: Where it is and How to Get It - Where's the money? Learn how to apply for a \$10,000 loan
- [August 27, 2019](#): Marketing and Sales Strategies - 4 P's of Marketing and social media savvy
- [October 15, 2019](#): Budgeting and Financials - learn how to reach goals through budgeting and managing debt

[More Information & Tickets →](#)





**Questions?**

