



# CITY OF MESQUITE ECONOMIC DEVELOPMENT QUARTERLY REPORT

2<sup>nd</sup> Quarter 2018: April, May and June

Presented September 17, 2018

Kim Buttram, Assistant Director of Economic Development



# Media Highlights

**Furniture company consolidates shipping hub in Mesquite**

Steve Brown, Real Estate Editor

Mesquite Considers Residential, Commercial Development Near Rodeo Grounds

**\$250M medical campus planned for Mesquite could add 1,800 jobs**

City of Mesquite Announces 'New Vision' For Downtown

By Jack Highberger

Published at 6:27 PM CDT on Jul 18, 2018 | Updated at 8:56 PM CDT on Jul 18, 2018

- Elements International is relocating headquarters to Mesquite, Texas; consolidating Rockwall, Garland and Houston offices, resulting in statewide media coverage
- National and regional media announced the Peachtree Verde development, a \$250 million, 60-acre medical campus
- Front Street infrastructure and business development plans for Downtown Mesquite resulted in regional media coverage for the City-led efforts

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# Action at a Glance

<b>Trade Shows</b>
May-ICSC: International Council of Shopping Centers: <i>More than 50 prospects visited.</i>
May-IAMC: Industrial Asset Management Council: <i>More than 20 prospects visited.</i>
June-Bisnow Data Center Investment Conference & Expo: <i>More than 15 prospects visited.</i>

<b>Meetings, Tours, Projects</b>	<b>As of June 2018</b>
Combined Project Meetings	236
Requests for Proposals and Requests for Information Submitted	26
Site and Property Tours	22
Telephone contacts	1,818
New Projects in Discussion	19
Chapter 380 documents in progress	6
Chapter 380 documents executed	4

<b>Business Retention Program</b>	<b>As of June 2018</b>
Workforce Development Event	1
Attendance	35
Partner Service/Skills Development Inquiries	5
Business promotion and hiring event social media marketing posts	18
Business Visits/Tours	47



# Council's Economic Development Priorities

## JOB CREATION

- Turbo-Boost Your Workforce
  - Record attendance: 35 industry reps
  - Eastfield gained two new contract training clients
  - CTE High School networking
- Job growth expected to continue
- Estimated 115 new jobs created by quarterly Certificates of Occupancy
- 3.6% unemployment rate (Texas 4%)



Business Retention and Expansion workshop for employers May 2018



Ashley Furniture completes exterior of new Mesquite distribution facility

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## Council's Economic Development Priorities

# RETAIL VITALITY



- Proposed development of major retail space vacancies:
  - Sears
  - Gander Mountain
  - Toys R Us
- Rents ranging from \$10-\$35 per square foot
- 200,000 square feet new construction; remodels \$6 million+
- Sales Tax flat as projected – stable
- Town East Mall reports
  - 93% occupancy rate
  - 60-minute eastern drive-time, one million population market area has \$71,544 average income



# Council's Economic Development Priorities



## *Next BRE Event: Envision yourself an Entrepreneur*

- November 13, 2018, 3:00-7:00pm
- Downtown Mesquite
- Featured speaker, Monte Anderson, Options Real Estate

## Sessions on:

- Planning your business
- Starting your business
- Managing your business
- Growing your business

## 3<sup>rd</sup> year of Small Business Week:

- Reggae Wings & Tings
- Dos Panchas
- J&R Manufacturing
- Aim High Indoor Bounce
- Mesquite BBQ

**SMALL BUSINESS  
DEVELOPMENT**



# Council's Economic Development Priorities

## SHOPPING CENTER REVITALIZATION

- Shopping center inventory:  
*26 centers identified with preliminary ranking*
- Eight in active discussion with developers
- Redevelopment policy formation to be presented by year end



# Council's Economic Development Priorities

## IH-20 CORRIDOR

- Over 1,500 new home lots
  - Heartland PID/TIRZ
    - Heartland Towne Center commercial area
  - Polo Ridge PID/TIRZ

Recent forward planning on 860 acres:

- Skymart (formerly High Country Estates)
- Connell-Spradley tract



New IH-20 Corridor logo trademarked





# Council's Economic Development Priorities

## DOWNTOWN DEVELOPMENT

- Main Street Application submitted – Announcements in November at Texas Downtown Association conference
- Infrastructure Plan underway
- Four-point committees formed
- Nine prospects in discussions
- Façade process to be announced soon

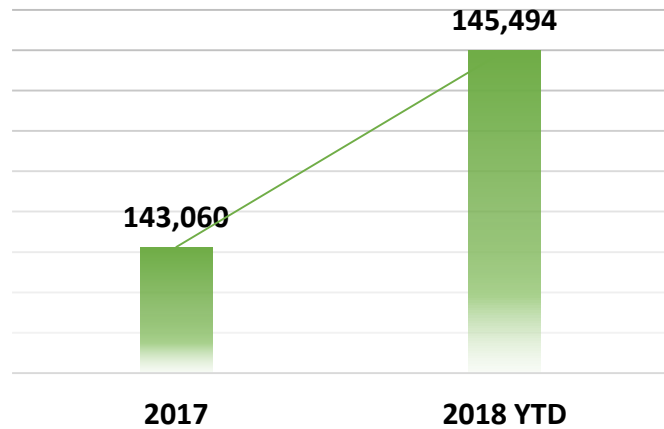


Citizen stakeholders help direct Front Street project planning

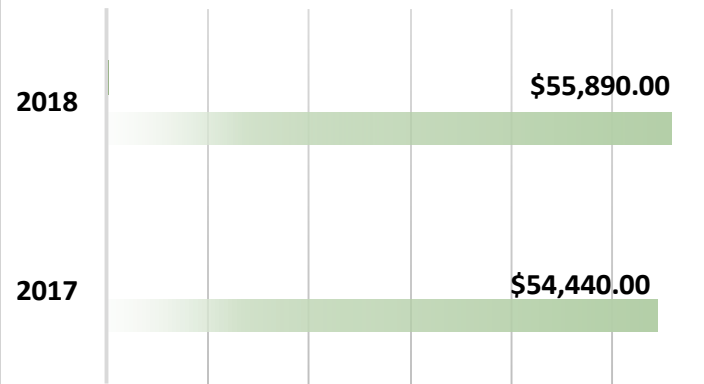


# City of Mesquite Economic Data

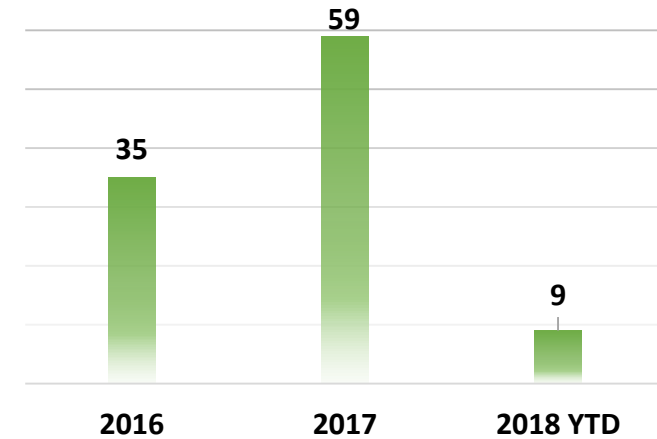
## MESQUITE POPULATION TRENDS



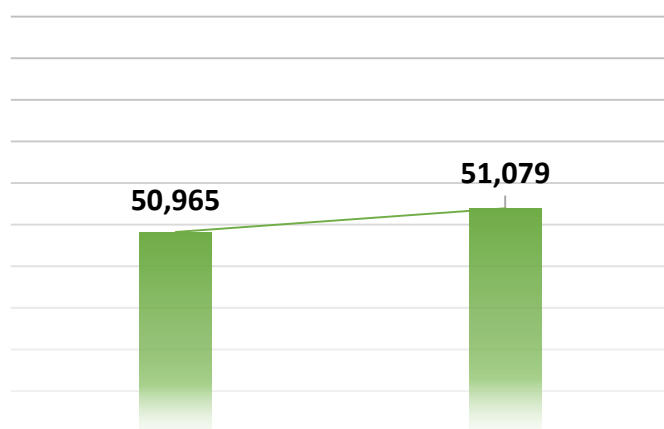
## MEDIAN INCOME MEDIAN AGE: 32



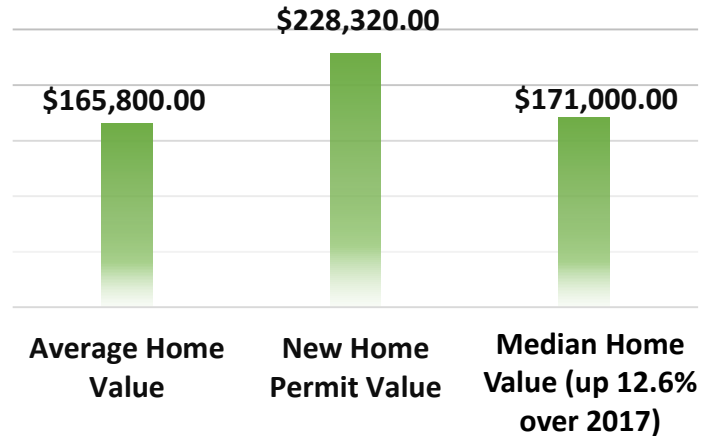
## RESIDENTIAL PERMITS



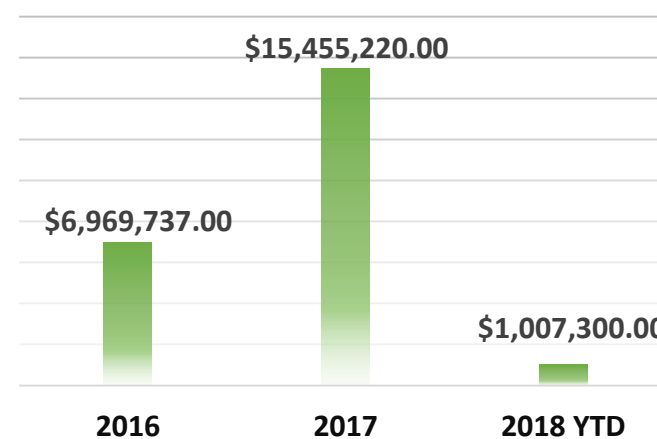
## NUMBER OF HOUSEHOLDS



## HOME VALUES

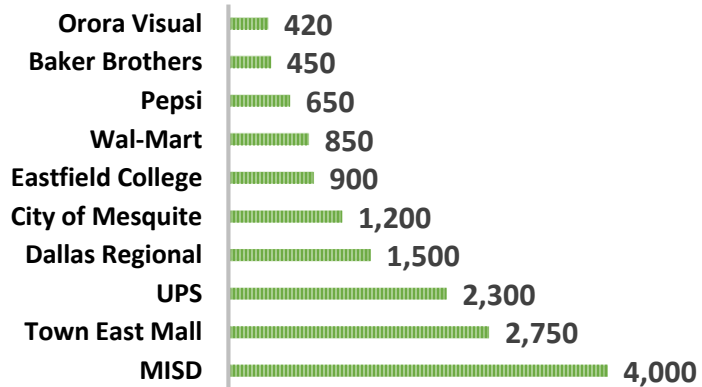


## RESIDENTIAL PERMIT VALUATION

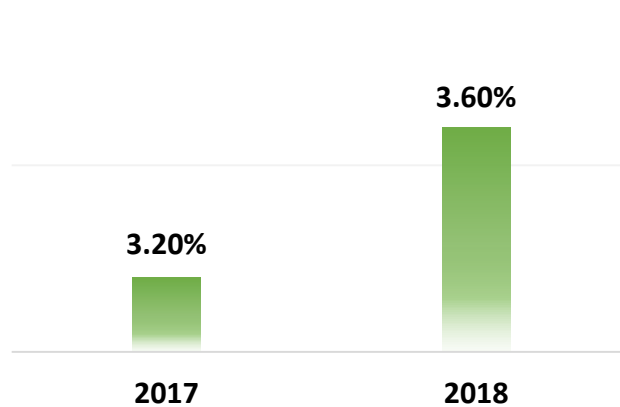


# City of Mesquite Economic Data

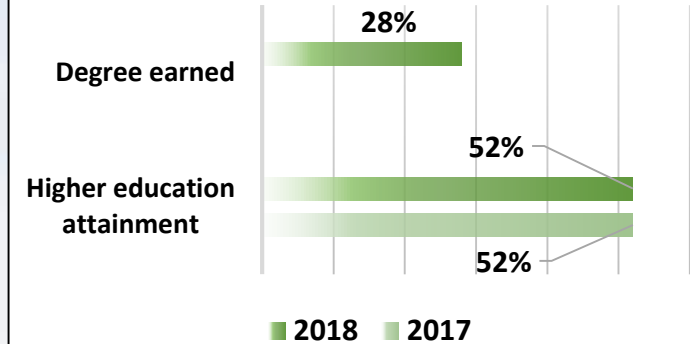
## MAJOR EMPLOYERS



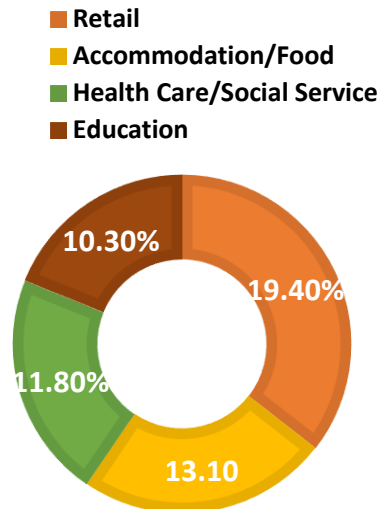
## UNEMPLOYMENT RATE



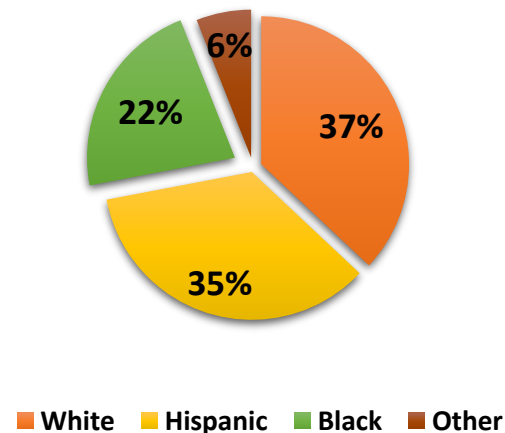
## HIGHER EDUCATION ATTAINMENT



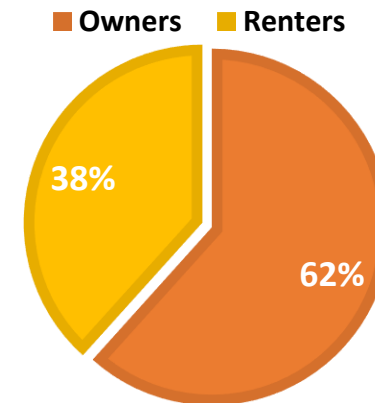
## TOP INDUSTRIES BY JOB TYPE



## POPULATION DISTRIBUTION



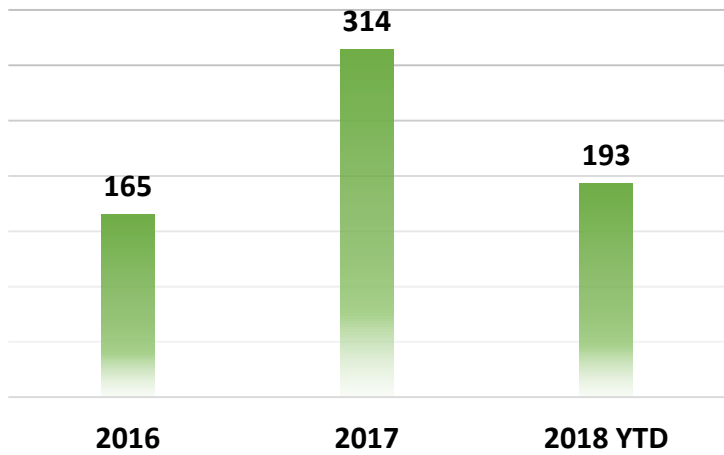
## HOME OWNERSHIP AND RENTAL



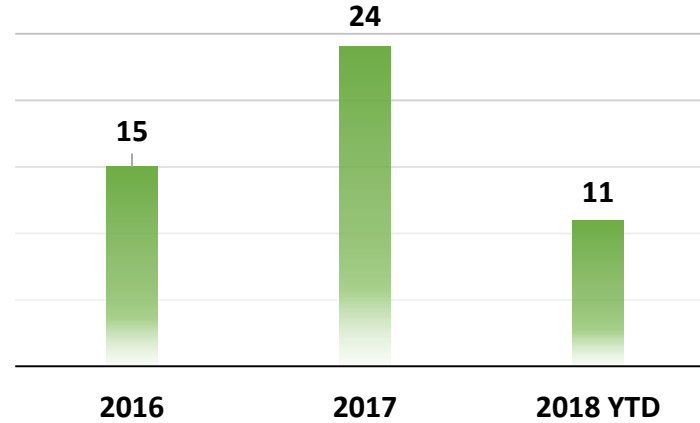


# City of Mesquite Economic Data

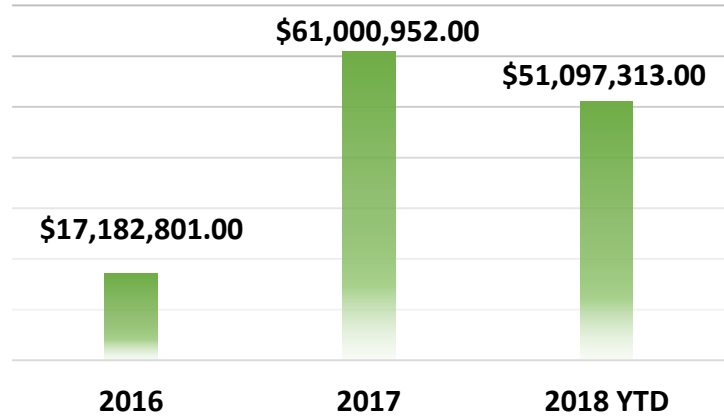
**COMMERCIAL REMODEL PERMITS**



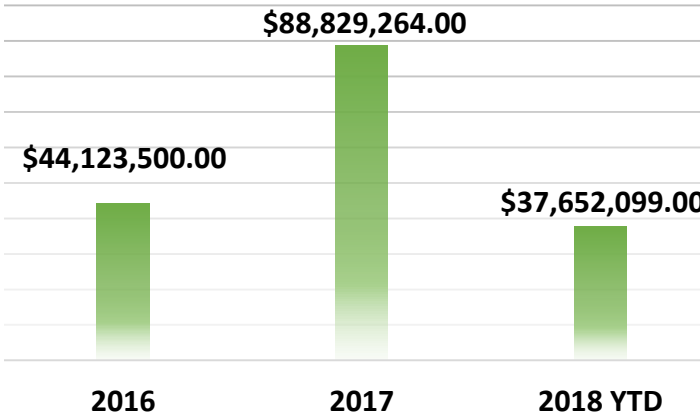
**COMMERCIAL NEW CONSTRUCTION PERMITS**



**COMMERCIAL REMODEL PERMIT VALUATION**



**COMMERCIAL NEW CONSTRUCTION PERMIT VALUATION**



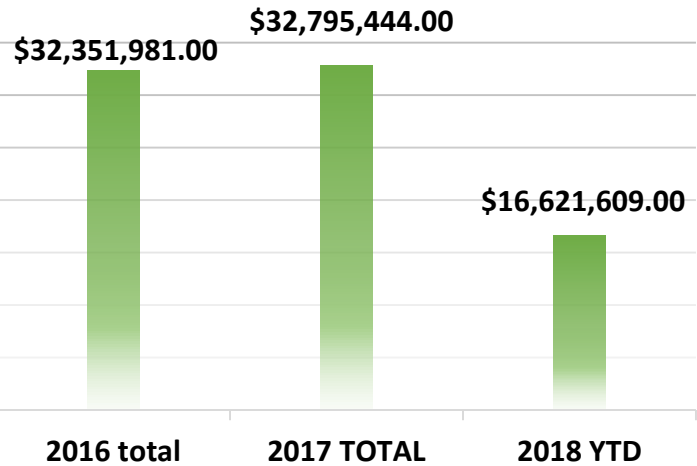
**Featured New Permits**

- Two airport hangars \$1 million
- Legacy Prep Charter Academy \$8.6 million

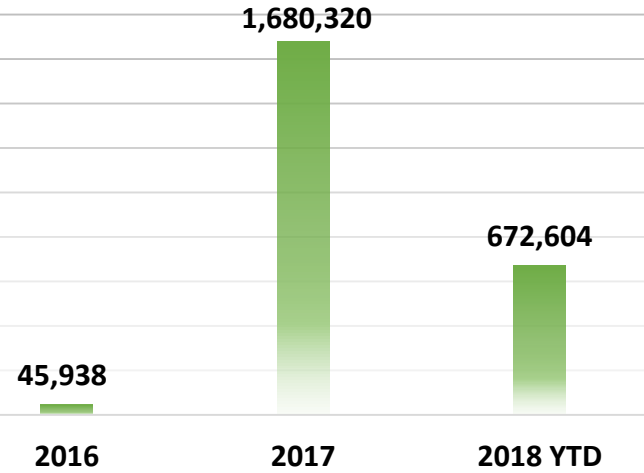


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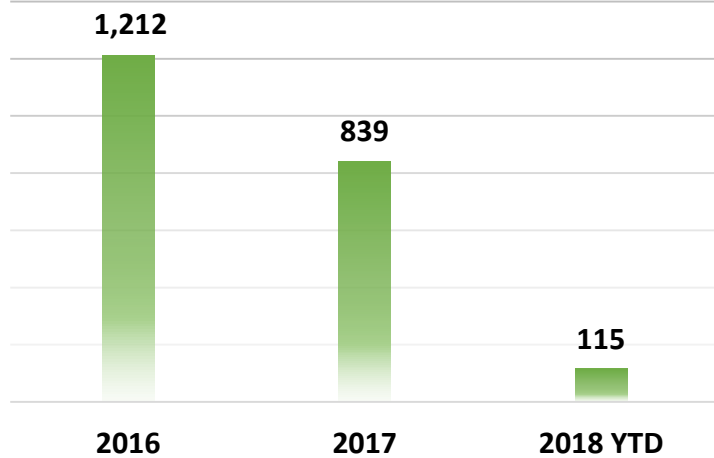
LOCAL SALES TAX COLLECTED



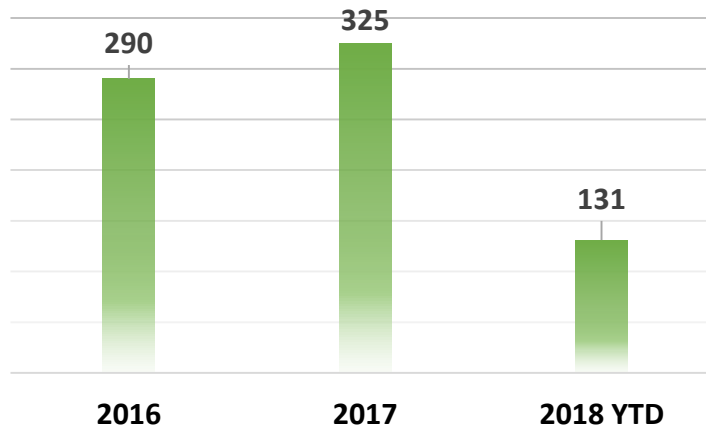
ESTIMATED NEW SQUARE FOOTAGE



ESTIMATED NEW JOBS



CERTIFICATES OF OCCUPANCY ISSUED



## Featured New CO's

- Mr. Blackwell's Café
- Taiga Coolers, LLC
- Metroplex Pediatrics
- Texas Baptist Men, Inc.
- La Union Panaderia





# Marketing

- New Economic Development marketing strategy planning and implementation
  - Website under construction to go live Spring 2019
  - Trade show booth in design for 2019
  - Business recruitment video
  - Increased media reach through targeted publications and social media



## Trade Shows






# This just in...

- Mayor Pickett and Economic Development Director, David Witcher, featured an economic update on KEOM
- Marriott Towne Place celebrated their grand opening
- Iron Horse Village concepts announced

**New Mesquite Rodeo owner presents vision for Iron Horse Village**  
Development to be a mixed-use community

Anny Sivilay asivilay@starlocalmedia.com Aug 29, 2018 0



Mehrdad Moayedi

f t e b q

New Mesquite Rodeo owner and president of Centurion American Development Group Mehrdad Moayedi presented the City Council with his vision for Iron Horse Village, a development set to be located near the Mesquite Rodeo.

The proposed project is a mixed-use community on 54 acres that would consist of 318 single-family residential home sites, 169 rear-entry townhomes, 38 front-entry townhomes, 57 detached urban homes, 24 single-family detached bungalows and 30 single-family detached villas.



LATEST PODCAST

## City of Mesquite Economic Development

*David Witcher*  
Director

*Kim Buttram, CECD*  
Assistant Director

*Beverly Abell*  
Downtown Development Manager

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