

CITY OF MESQUITE ECONOMIC DEVELOPMENT QUARTERLY REPORT

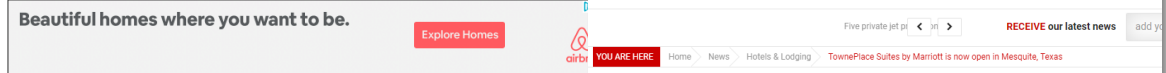
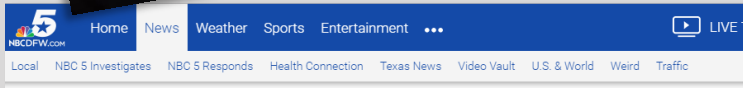
3rd Quarter 2018 stats: July, August, September
Activities and announcements to date
Presented December 17, 2018
Kim Buttram, Assistant Director of Economic Development

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Media Highlights

VR and hugs: What Ivanka Trump learned during her visit to Walmart's training academy in Mesquite

Maria Halkias, Retail Writer



Mesquite Considers Residential, Commercial Development at Rodeo Grounds

Proposed plans show 54 acres of mixed residential and commercial developments



TownePlace Suites by Marriott is now open in Mesquite, Texas



Mesquite Superintendent Dr. David Vroonland named Region 10 Superintendent of the Year

Staff report Jul 2, 2018



- The Texas Historical Commission announced that Mesquite is one of three new state-wide Main Street designation cities, the only city in Dallas County to hold this prestigious title
- Walmart's training academy received national attention when First Daughter, Ivanka Trump, visited the acclaimed workforce program
- Major residential development, tourism, school district and the rodeo all made the news via various media outlets



Action at a Glance

Trade Shows
September - IAMC: Industrial Asset Management Council <i>More than 20 prospects visited.</i>
September - NTCAR: North Texas Commercial Association of Realtors <i>More than 25 prospects visited.</i>
October - FabTech: Fabrication Technology show with Onco Electric <i>25 leads generated with more than 400 conglomerate show contacts.</i>

Meetings, Tours, Projects	July – September 2018
Combined Project Meetings	219
Requests for Proposals and Requests for Information Submitted	26
Site and Property Tours	25
Telephone contacts	1,496
New Projects in Discussion	12
Chapter 380 documents in progress	6
Chapter 380 documents executed	2

Business Retention Program	July – October 2018
Entrepreneurs Day planning meetings	3
Business Visits/Tours	38
Community Partnerships	
MQOLC 4B Tour	1
Leadership Mesquite Economic Development Day	1

Council's Economic Development Priorities

JOB CREATION

- Elements International

- 2250 Skyline Drive
- 487,000 square feet opening 1Q19
- Total Industrial Development International's build-out, 1.2 million square feet
- Headquarters will add 100+ jobs to Skyline Trade Center



IDI Building D during construction in Skyline Trade Center

- Ashley Furniture

- 4000 Scyene Road
- Actively beginning recruitment for 350+ new jobs
- Opening 2Q19
- Including manufacturing in Phase I – 150,000 square feet
- Corporate conference facilities



Ashley Furniture Industries adds racking in preparation to begin operations 2019

Council's Economic Development Priorities

RETAIL VITALITY



Kid's Empire located in Town Crossing Station Shopping Center

- Development of major retail space vacancies:
 - Kid's Empire soft-opened in Town Crossing Station Shopping Center
 - Gander Mountain has a tenant pending
 - Babies 'R' Us has a tenant pending
 - Toys 'R' Us is now Ollie's Bargain Outlet
- 9.9 million total retail and hospitality square footage within 487 properties
- 93% city-wide retail occupancy rate (94.9% DFW overall)
- Leases rate in Town East area \$22-\$30 per square foot (Firewheel ranging \$22-\$32)
- City-wide sales tax stable and trending as budgeted
- Core retail areas at IH-635 and Town East Blvd. report increases
- Town East Mall reports
 - 98% occupancy rate (up from 93% last quarter)
 - 60-minute eastern drive-time, one million population market area has \$71,544 average income

Council's Economic Development Priorities

Inaugural Entrepreneurs Day 11/13/18

- 63 small business owners/dreamers
- 30 panelists/facilitators/experts
- Collaboration with the Small Business Administration, Small Business Development Center, innovation specialists, real estate professionals, marketing consultants, the BRE team and more
- Held in Downtown Mesquite, including tours of available space

Sessions based on SBA guidelines:

(future in-depth workshops 2019):

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



Business Retention and Expansion workshop for entrepreneurs November 2018

Small business stories:

Local businesses participated in drone and still photography shoots for upcoming new website and marketing video and booth

- J&R Manufacturing
- Mesquite BBQ
- Downtown merchants
- Hannah's Gluten Free Bakery
- Baker Brother's
- GTI/Pickle Juice

**SMALL BUSINESS
DEVELOPMENT**

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Council's Economic Development Priorities

SHOPPING CENTER REVITALIZATION

- Shopping center inventory:
26 centers identified with preliminary ranking
- Eight in active discussion with developers
 - Two are working on site plans/proformas
 - Negotiations to continue 1Q19
- Redevelopment policy formation to be presented 1Q19 addresses developer and individual tenant incentive programs



Town Crossing Station Shopping Center



Town East Shopping Center

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Council's Economic Development Priorities

IH-20 CORRIDOR

- Over 3,000 new home lots
 - (previous report 1,500)
 - Heartland PID/TIRZ - 450
 - Heartland Towne Center commercial area
 - Polo Ridge PID/TIRZ – 1,012
 - High Country Estates – 540

Residential development outside of Trinity Pointe in the South Mesquite area include

- Ridge Ranch - 750
- Hagan Hill - 250



Council's Economic Development Priorities

DOWNTOWN DEVELOPMENT

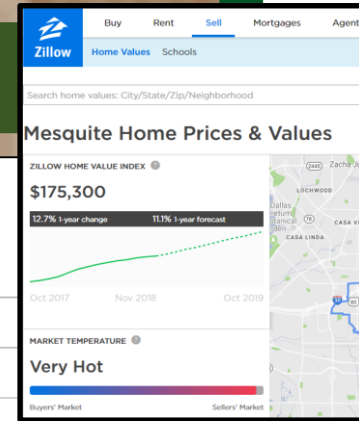
- Official Texas Main Street
- Logo adopted
- Small Business Saturday Champion
- Infrastructure Plan documents 90% complete to begin construction Spring 2019
- Two developers engaged in discussions with nine prospects
- Website is in development
- Facebook followers increased 200% during Window Wonderland
- Twitter and Instagram active
- Zoning and Overlay modifications in discussion
- Intense Main Street training begins 1Q19



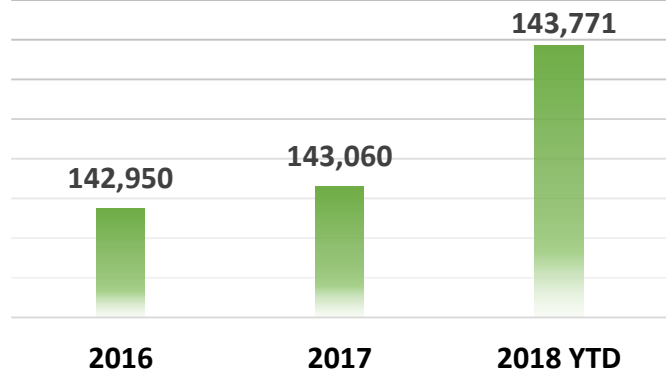
Pieced Together Studio is the first annual Window Wonderland winner



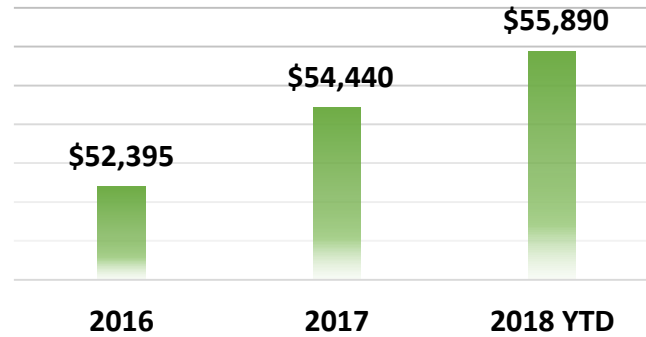
City of Mesquite Economic Data



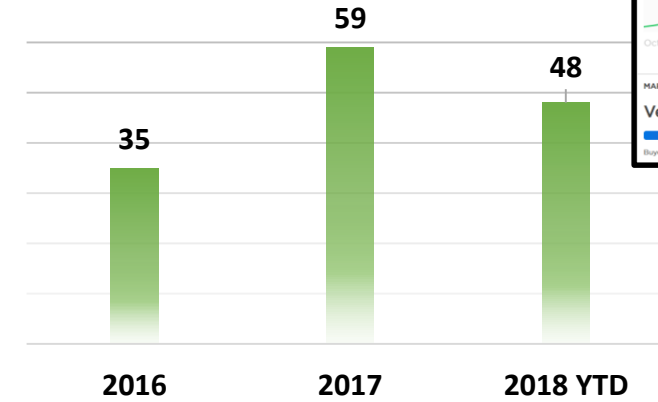
MESQUITE POPULATION TRENDS



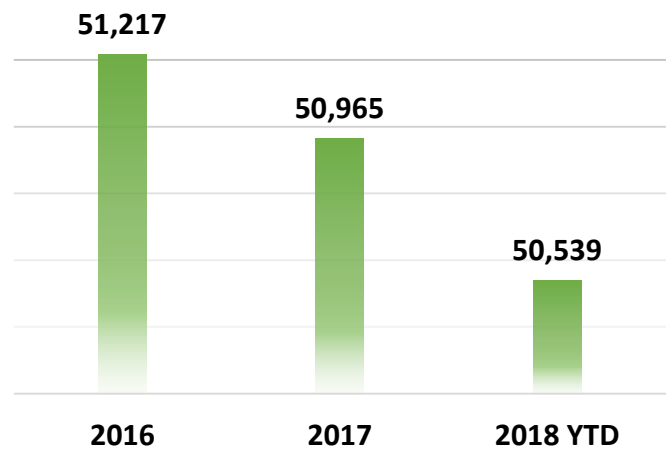
MEDIAN INCOME MEDIAN AGE: 32



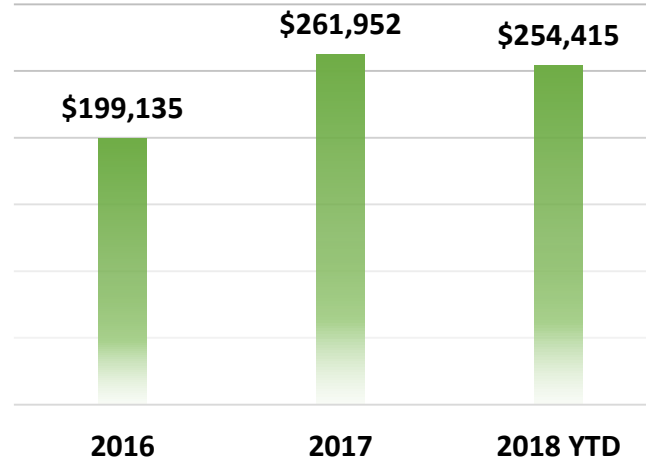
RESIDENTIAL PERMITS



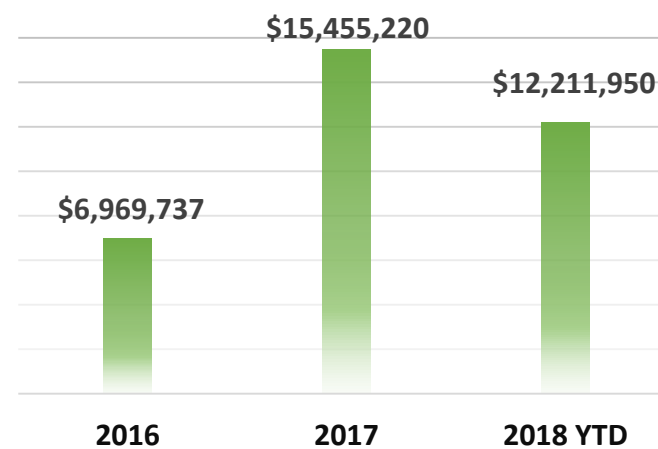
NUMBER OF HOUSEHOLDS



NEW HOME PERMIT VALUES

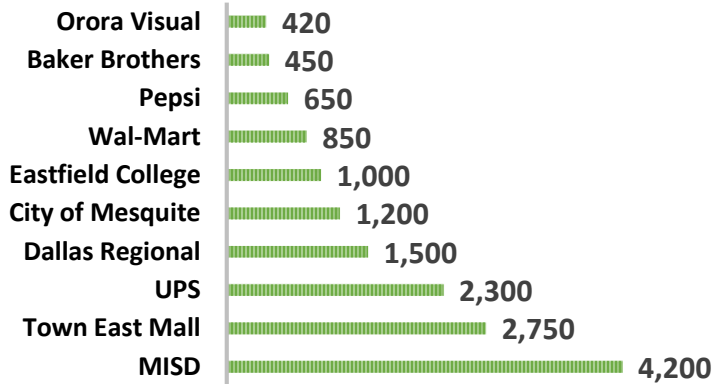


RESIDENTIAL PERMIT VALUATION

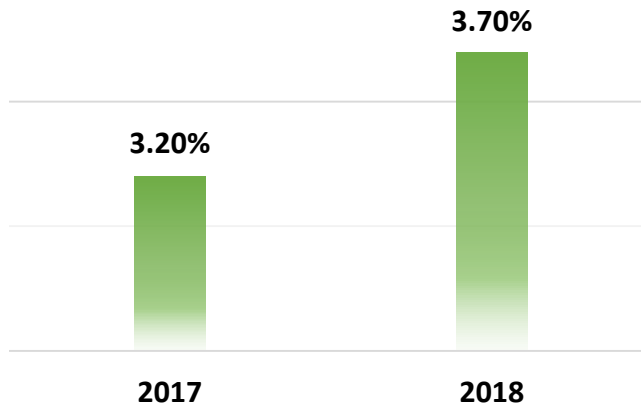


City of Mesquite Economic Data

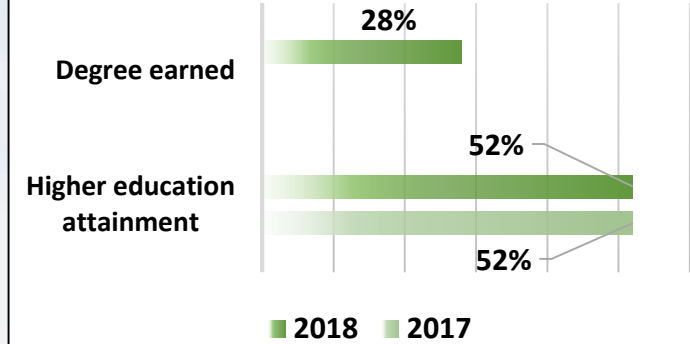
MAJOR EMPLOYERS



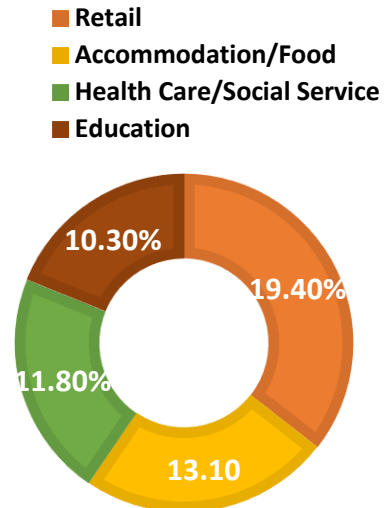
UNEMPLOYMENT RATE



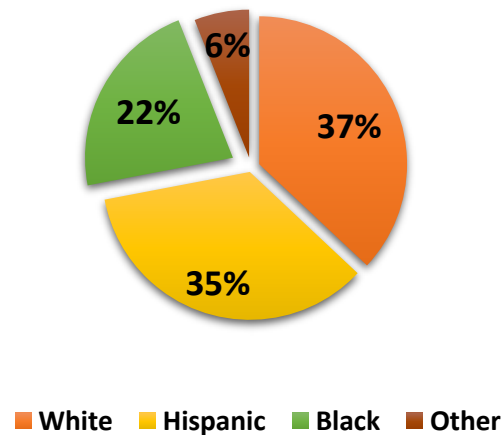
HIGHER EDUCATION ATTAINMENT



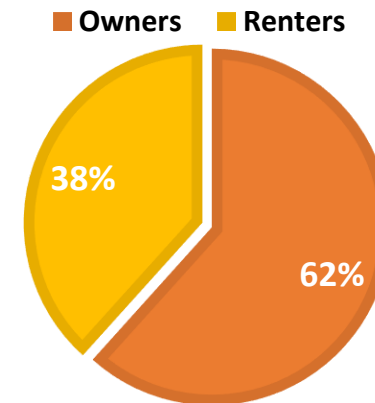
TOP INDUSTRIES BY JOB TYPE



POPULATION DISTRIBUTION

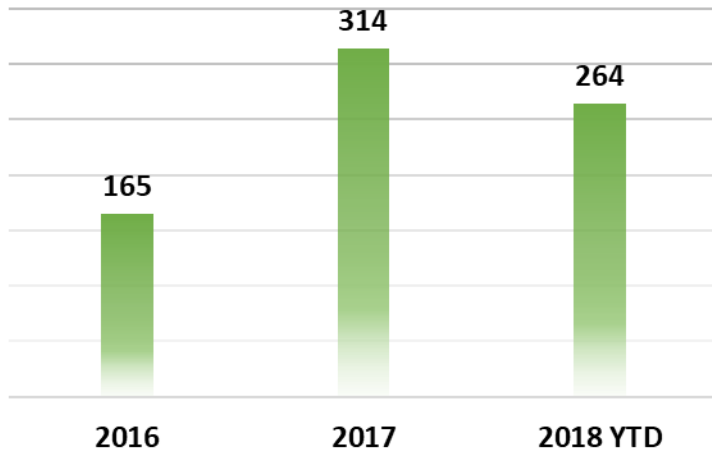


HOME OWNERSHIP AND RENTAL

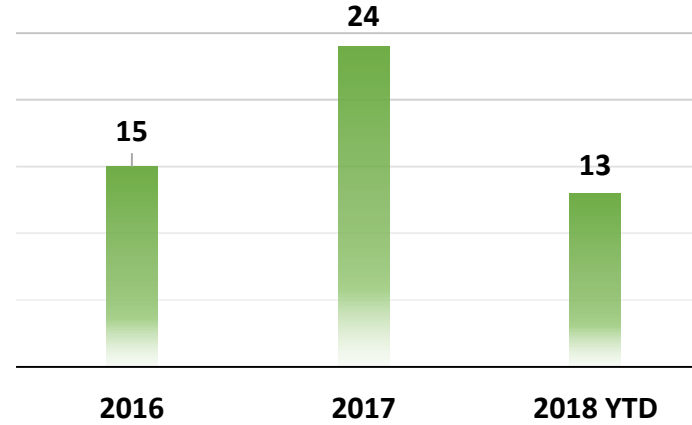


City of Mesquite Economic Data

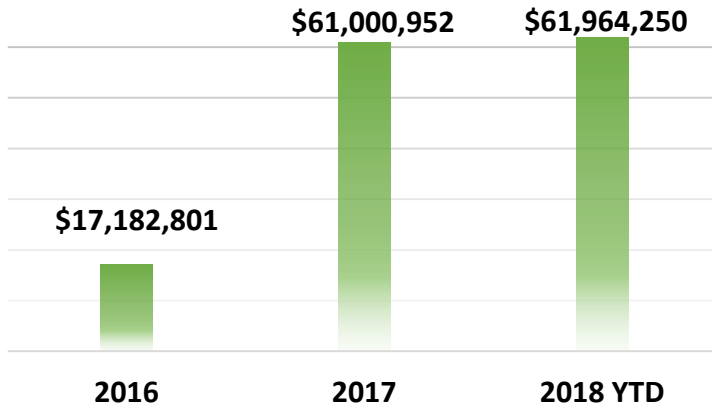
COMMERCIAL REMODEL PERMITS



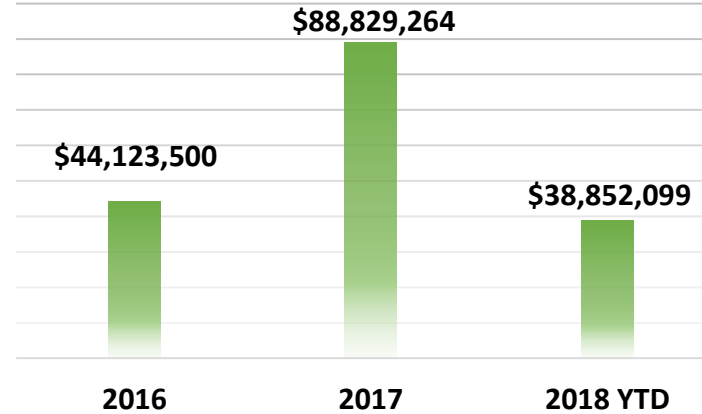
COMMERCIAL NEW CONSTRUCTION PERMITS



COMMERCIAL REMODEL PERMIT VALUATION



COMMERCIAL NEW CONSTRUCTION PERMIT VALUATION



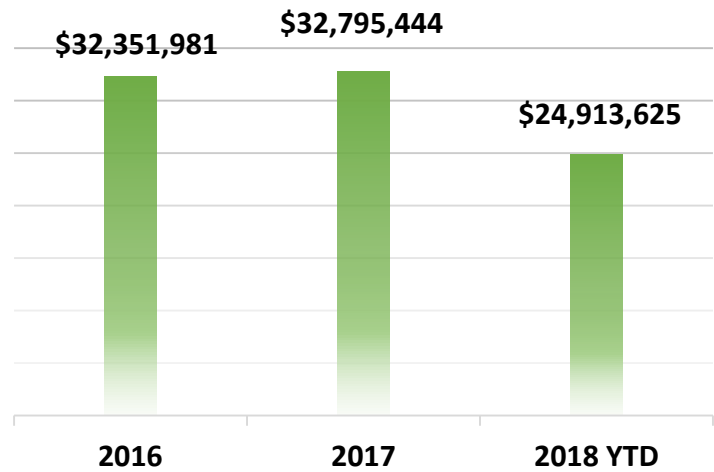
Featured New CO's:

- Jimmy Jazz, Town East Mall
- Del Bosque Boxing Gym
- Spirit Halloween
- Super Cecy's Ice Cream & Fruit
- Relax & Therapy

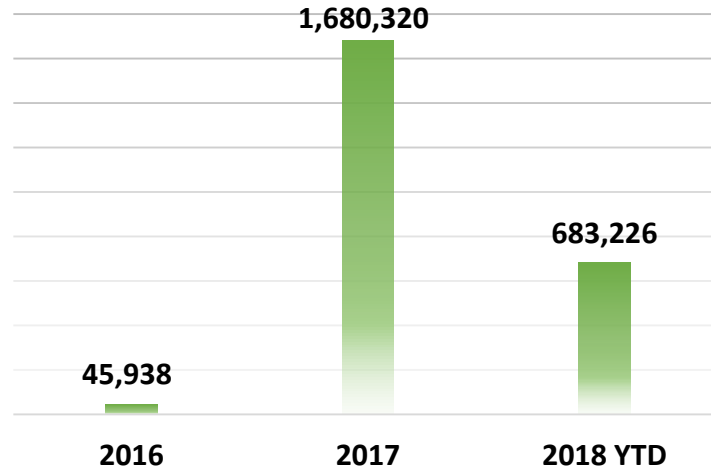


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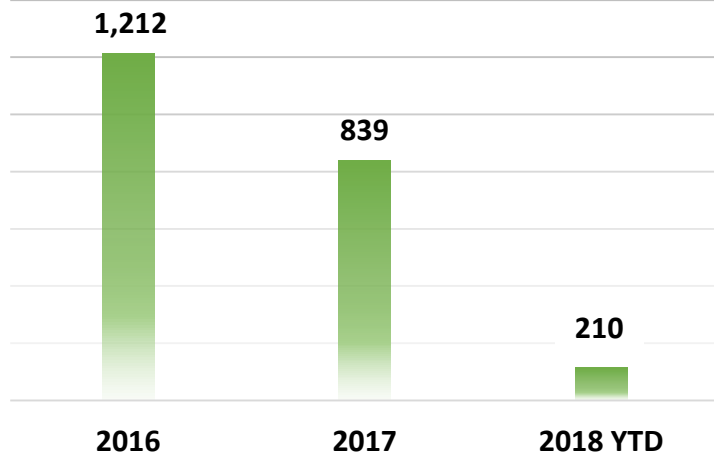
LOCAL SALES TAX COLLECTED



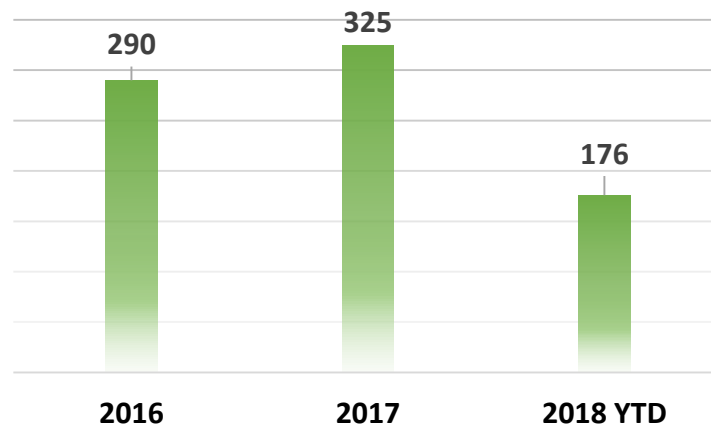
ESTIMATED NEW SQUARE FOOTAGE



ESTIMATED NEW JOBS



CERTIFICATES OF OCCUPANCY ISSUED



Featured New Permits:

- Taco Bell @ Military Pkwy. \$450,000
- Skyline Business Park \$489,000
- Celio \$750,000
- Fritz Industries \$3 million



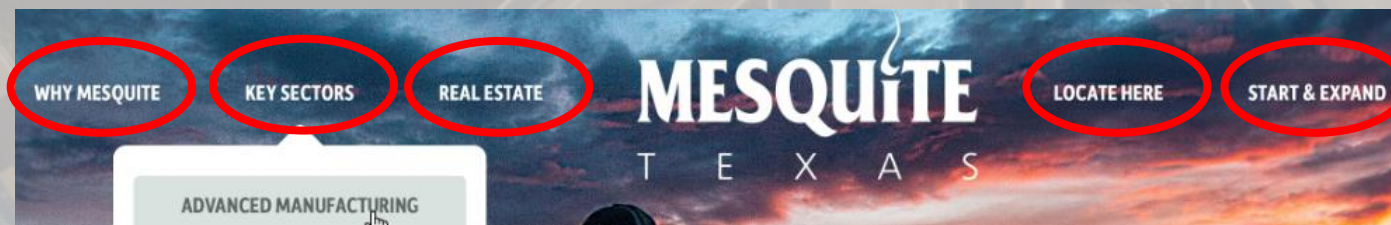
Marketing

New Economic Development marketing strategy planning and implementation

- Website being populated with text and imagery
- Trade show booth in production
- Business recruitment video near completion
- Increased media reach through targeted publications and social media



Topics geared towards property owners, investors and the real estate community



See us at ICSC Booth 340!

	3M square foot retail hub
	18M visitors per year
	1M population 350K households
	New: +200K square feet of retail +fifth mall anchor
	Average household income \$71,544

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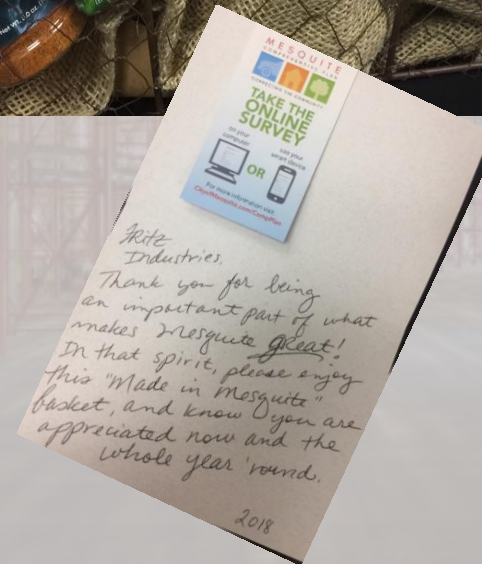
CITY OF MESQUITE ECONOMIC DEVELOPMENT
(972) 216-6446
Develop.CityofMesquite.com

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This just in...

- Made in Mesquite promotion connects 15 largest employers to small businesses, locally manufactured products and recreational/cultural activities
- Ashley Furniture Industries is installing racking in the new facility in preparation for Spring 2019 opening
- Kid's Empire experienced the largest opening weekend in the U.S. to date here in Mesquite



City of Mesquite Economic Development

*David Witcher
Director*



*Kim Buttram, CEcD
Assistant Director*



*Beverly Abell
Downtown Development Manager*



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