

MESQUITE

CHAMBER

*The **VOICE** of Business*



Business Retention & Expansion (BRE) Task Force

Lexie Woodward, Manager of Economic Development, City of Mesquite

Chamber Luncheon

June 24th, 2021

Sponsored by Dallas Regional Medical Center



The 'Big 5' Organizations

Provide different but complimentary services

City of Mesquite -Real estate/location information, development partnership opportunities, development process liaison, promotional opportunities, referrals.

Dallas College - Customized training, student workers, career building, employee and business development, access to funding and facilities.

Mesquite Chamber of Commerce - Business to business networking, referrals, community history and knowledge, promotional opportunities.

Mesquite Independent School District - Young skilled workers, workforce pipeline, training, and internship partnership opportunities.

Workforce Solutions Greater Dallas - Active job seekers, workforce assessment, business consulting, skills training, job fairs, access to funding.

Why Have a BRE Task Force?

Complement and leverage each others' resources in order to provide comprehensive business services – from start-up to expansion

Integrate companies, workforce and students to create, maintain and improve the business ecosystem

Coordinate on business retention, expansion, and/or workforce development efforts

Promote Mesquite as a great place to do business and to locate their business here

Development Timeline

Sept. 2016 – Task Force introductory/visioning

Oct. 2016 – Task Force goal setting

Nov. 2016 – Mesquite SWOT (Strengths, Weaknesses, Opportunities, Threats) and event planning

Jan. 2017

- First event - *Industry Collaborative* and Live Survey
- *New Year New Network*

Mar. 2017 - *Power Up Your Workforce*

Dec. 2017 – 2017 program evaluation and 2018 planning

May 2018 – *Turbo Boost Your Workforce*

Nov. 2018 – *Envision Your Future as an Entrepreneur*

May 2019

- Industry Breakfast
- Restaurants & Attractions Roundtable

Sept. 2019 – Human Resources Luncheon

Oct. 2019

- Small Business/Entrepreneurship Workshop Series
- *Manufacturing Day*
- Hospitality Brunch

Nov. 2019 – *Entrepreneurs Day*

March 2021 – 2021 Kick-Off mtg.

2020 – COVID-19...*Roadmap to Resources*

April 2021 – *Local Market Data & Trends*

June 2021 – Job Fair

Task Force Members

Janet Foreman, Business Development Coordinator, Ascend Institute, Dallas College

Kristi Krajca, Director of Career & Technical Education, MISD

Steven Bridges, Account Executive, Workforce Solutions Greater Dallas

Karissa Samuel, Career & Technical Education Facilitator, MISD (Sheldon Stoker assumes role July 12th)

Terry McCullar, President, Mesquite Chamber of Commerce

Clint Elsasser, Dean of Schools of Vanguard High School, MISD

Lexie Woodward, Manager of Economic Development, City of Mesquite

Jessica McClellan, Convention & Visitors Bureau Manager, City of Mesquite

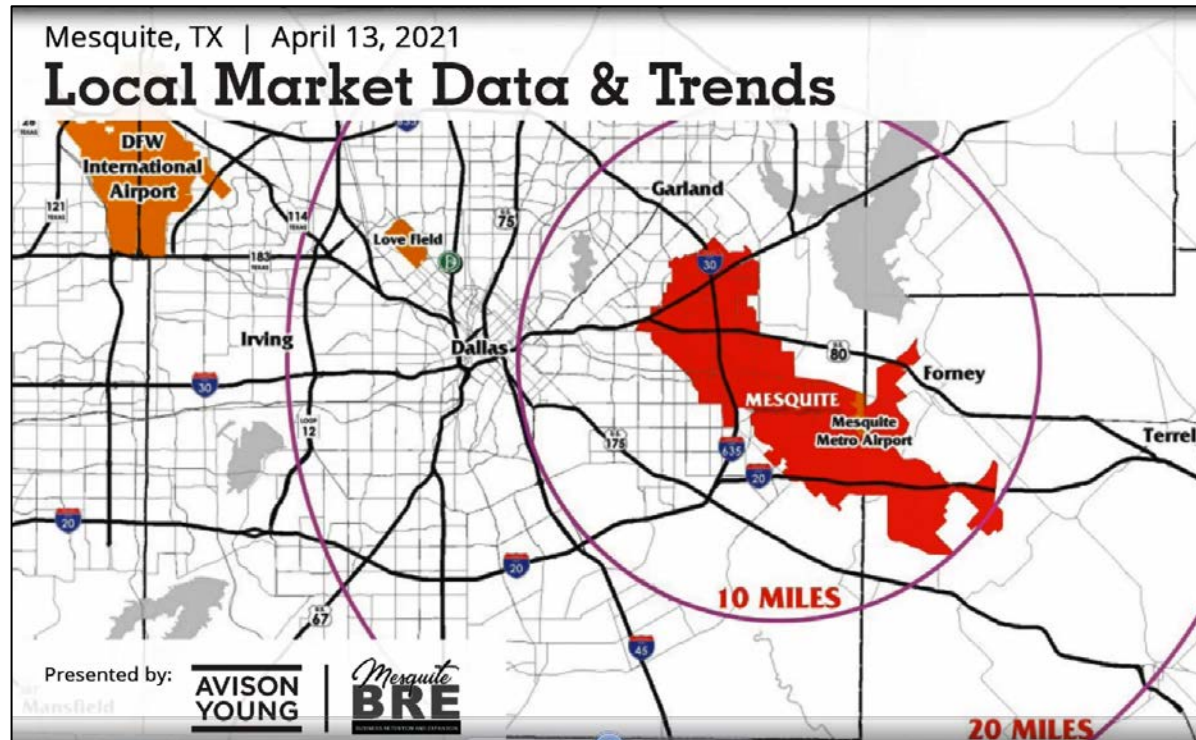
Beverly Abell, Downtown Development Manager, City of Mesquite

Glenn Bradley, Owner, Big Hit Creative

Committee Members

Examples of BRE Task Force Programming – Data Event

Connecting entrepreneurs, business owners, and commercial real estate brokers with the data they need to move forward and/or market the City



Mesquite BRE
BUSINESS RETENTION AND EXPANSION

Local Market Data & Trends

FREE VIRTUAL EVENT

April 13th, 2021 12:00 noon

AVISON YOUNG

Presentation by Research Manager Micah Rabalais

Business Survey

In the 2021 Business Survey, respondents were asked to check any BRE event they or their team members were most likely to attend. Out of twelve possible responses, the below were selected the most frequently.

1. Marketing (51%)
2. Networking (49%) – Talk to the Chamber!
3. Continuity planning (36%)
4. Entrepreneurship support/resources (30%)
5. Legislation that may affect businesses (30%)
6. Industry specific events such as Manufacturer's Day, Restaurants, etc. (28%)

As a result, a Marketing event is scheduled for next month, Manufacturing Day in October, Entrepreneurs Day in November, and a Human Resources event February 2022.



LEARN MARKETING TIPS AND TRICKS FOR
SUCCEEDING IN THE NEW NORMAL

20

TUESDAY
July 20, 2021
6 - 8 p.m.

- Refreshments & Networking (6 p.m. - 6:30 p.m.)
- Marketing Panelist Discussion

Enter the drawing to win a door prize

- A Private Rodeo Suite
- A Hampton Inn & Suites 2 Night Stay

MESQUITE CITY HALL | TRAINING ROOMS A&B
757 N GALLOWAY AVE, MESQUITE, TX 75149

**2021 BUSINESS
MARKETING PANEL**

Mesquite
BRE
BUSINESS RETENTION AND EXPANSION

ENGAGEMENT | COMMUNICATION | AWARENESS | INSPIRATION

Example of BRE Task Force Programming – Job Fair



Connecting Businesses to Job Seekers



MESQUITE JOB FAIR

WEDNESDAY, JUNE 9 | 10 A.M. - 2 P.M.
MESQUITE CONVENTION CENTER AND EXHIBIT HALL
1700 RODEO DRIVE

OPEN TO JOB SEEKERS OF ALL AGES

FREE REGISTRATION FOR BUSINESSES

PRE-REGISTER AT WWW.MESQUITEECODEV.COM/ABOUT-US/EVENTS

Resume and interview workshops for teens

Free transportation - download the STARNow app or call 877-631-5278

Spanish translation services available

PRESENTED BY THE MESQUITE BUSINESS RETENTION AND EXPANSION TASK FORCE



Business Survey

As a result of the Jan. 2017 survey, the Power Up Your Workforce event was created

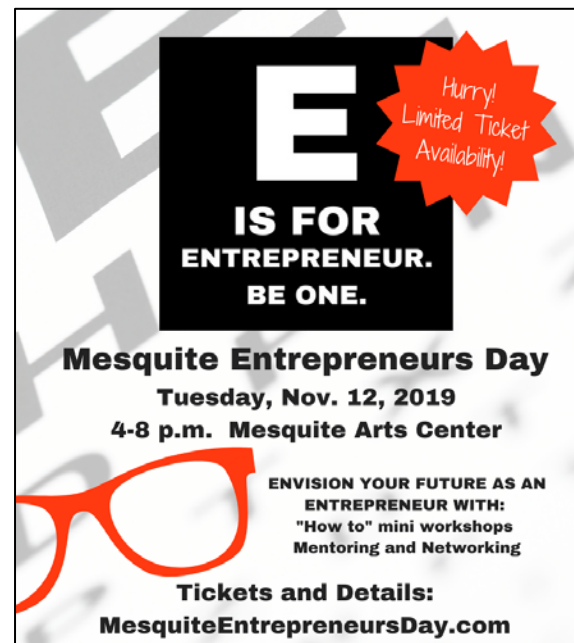


Future BRE Events

- July 20: Business Marketing Panel
- October: Manufacturing Day
- November: Entrepreneurs Day
- February 2022: Human Resources event

Future BRE Partner Events

- August 7th: Vanguard High School (MISD) Ribbon Cutting and Open House
- December: Chamber of Commerce Awards Banquet



Eastfield College
Mesquite and Sunnyvale partnership
Manufacturing Day 2019

Thursday, October 3, 2019 • 7:30 - 10:30 a.m.
Eastfield College • S-Building, S100/101
Breakfast, Forum and Panel Discussion

Join us in showcasing modern manufacturing jobs and technologies. Initiate business relationships and inspire a new generation of manufacturers.

Agenda

7:30 a.m. Breakfast and Networking
8:15 a.m. Welcome
8:30 a.m. Keynote Mike Kinder of [Vervable](#)
9:10 a.m. Best Practices in Manufacturing Panel
9:55 a.m. Apprenticeship Opportunities
10:15 a.m. Wrap-up

BRE Task Force Quarterly E-Newsletters



Mesquite Business News

Quarter 2 (Jan. - Mar.) Fiscal Year 2021

Business Activity

- [Locke Supply Company](#) - Moving into 4414 Gus Thomasson (former Minyard Foods)
- [Elements International](#) - Building a new 175k SF facility
- [Conor Commercial](#) - Completed 198k SF industrial project "Skyline Commerce Center"
- [Plumbers Local 100](#) - New construction of a two-story office building
- [Clay Cooley Hyundai](#) - Renovation
- [LeTronics](#) - Certificate of Occupancy (CO)
- [Mr. Electric](#) - CO
- [Golden Chick](#) (4525 Gus Thomasson Rd.) - CO
- [Creek Crossing Dynamic Nutrition](#) -

Need Employees, Training, and/or Room to Grow?



Mesquite's big five business resources teamed up to serve YOU.

Known as the Business Retention and Expansion (BRE) task force, we are taxpayer- and

member-supported entities who work for your success.

Click [here](#) for more information. #MesquiteBRE

Local Market Data, Trends Presentation Set for April 13

[Avison Young \(Dallas\)](#) Research Manager Micah Rabalais will provide a Local Market Data and Trends presentation at noon on April 13, 2021.



Mesquite Business News

Quarter 3 (April - June) Fiscal Year 2021

ATTENTION MESQUITE BUSINESSES - Economic Development would like to thank you for having your business in Mesquite by offering one to three comped suites (valued at \$1,000 each/night) at the [Mesquite Championship Rodeo](#). Each suite comes with ten (free) tickets and three (free) parking passes. If your business is interested in any of the dates and suites below, please email woodward@cityofmesquite.com.

June 19 - 1 Suite; July 3 - 3 Suites; July 10 - 2 Suites; August 14 - 1 Suite

Business Survey Results

The Business Retention & Expansion Task Force created a 2021 Business Survey from May 1 to June 1.

The survey solicited current and projected business challenges, feedback on the benefits of doing business in Mesquite, as well as any areas for discussion or improvement.

View the responses [here](#).

[View the latest quarterly Economic Development Update Presentation to City Council](#)

2021 Business Marketing Panel

Join the [Business Retention & Expansion](#) Task Force for their 2021 Business Marketing Panel July 20. The event will be from 6 to 8p.m. in Training Rooms A & B at the Mesquite City Hall, 757 N Galloway Ave.

Local Market Data & Trends Presentation





Get Involved!

- Volunteer at and/or sponsor an event
- Join an event committee for an existing planned event
- Volunteer to be the/a speaker and/or head up putting together a program/seminar on *Business Continuity* and/or *Legislation that may affect business* per the 2021 Business Survey results
- [Sign up](#) to receive, and share, the BRE e-newsletter
- [Submit content](#) for the BRE e-newsletter
- Fill out, and encourage others to fill out, any business surveys that are released

Comments, Questions, Suggestions?

Links of Interest

- [BRE Events](#)
- [2021 Business Survey Results](#)
- [Sign up to receive BRE news](#)
- [June 2021 BRE e-newsletter](#)
- [March 2021 BRE e-newsletter](#)

MESQUITE

CHAMBER

*The **VOICE** of Business*