

XXX RESONANCE

# City of Mesquite Visioning Workshop

May 19th, 2022



# Our discussion today

Introductions

The Future of Cities

Trends Impacting Mesquite

Mesquite Today

Goals, Values, and Vision

# Introductions

# The Future of Cities





#### KEY TRENDS

## 01. START-UP NATION

Nearly 5.4 million applications were filed to form new businesses in 2021 — the most of any year on record.



#### KEY TRENDS

## 02. NEARSHORING & ONSHORING

Disruptions in supply chains and growing transportation costs are causing companies to reduce the geographic footprint of their manufacturing.





#### KEY TRENDS

## 03. RISE OF REMOTE

Office workers expect to work from home an average of 1.5 days per week even after the pandemic is over. This trend will impact the number of commuters working downtown overall, and directly impact demand for retail and services.





#### KEY TRENDS

## 04. RISE OF THE REST

The rise of remote work is leading workers to choose smaller, more affordable cities that offer a better quality of life.





#### KEY TRENDS

## 05. QUALITY OF PLACE

Those cities that people like to visit are increasingly becoming the cities where they want to live.





#### KEY TRENDS

## 06. 15-MINUTE CITY

The concept of the 15-minute city is transforming city centers and suburban neighborhoods into places where everything you need to work, live and play falls within a 15-minute walk, bike or drive.



#### KEY TRENDS

## 07. LEISURE BOOM

Leisure time has increased steadily since the 1960s. At the same time, younger generations are more likely to spend their earnings on experiences rather than things and the rise of flex work is also contributing to an increase in leisure time.





#### KEY TRENDS

## 08. LABOR SHORTAGE

In March 2022, a record 4.5 million Americans quit their jobs. Resignations combined with an ageing population and limits on immigration are contributing to labor shortages across the country.



#### KEY TRENDS

## 09. DIVERSITY, EQUITY, & INCLUSION

Racial disparities and social unrest is raising awareness of deep systemic inequities in our societies and growing awareness and interest in places and policies that are diverse, equitable and inclusive.





#### KEY TRENDS

## 10. DECARBONIZATION

Government and corporate commitments to reduce CO2 emissions are creating growing demand for access to clean energy.



# Trends Impacting Mesquite

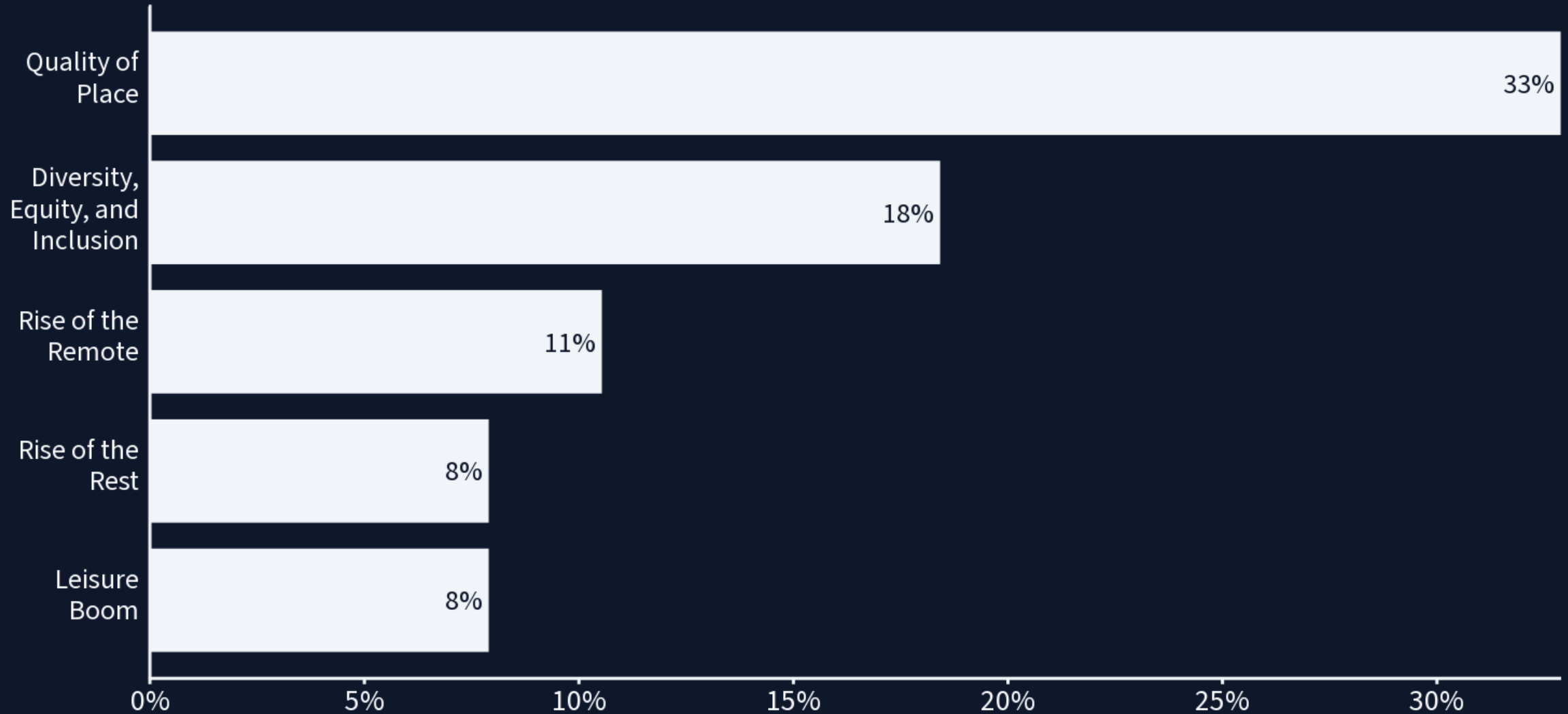
Identify the most impactful trend that will shape Mesquite's economy in the next five years.

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**What are the most impactful trends that will shape Mesquite's economy in the next five year?**





# Mesquite Today

# Benchmarking Analysis

Performance is measured by 50+ factors grouped into 6 categories

**Economic Vitality:** Assesses the health of the traded-sector economy.

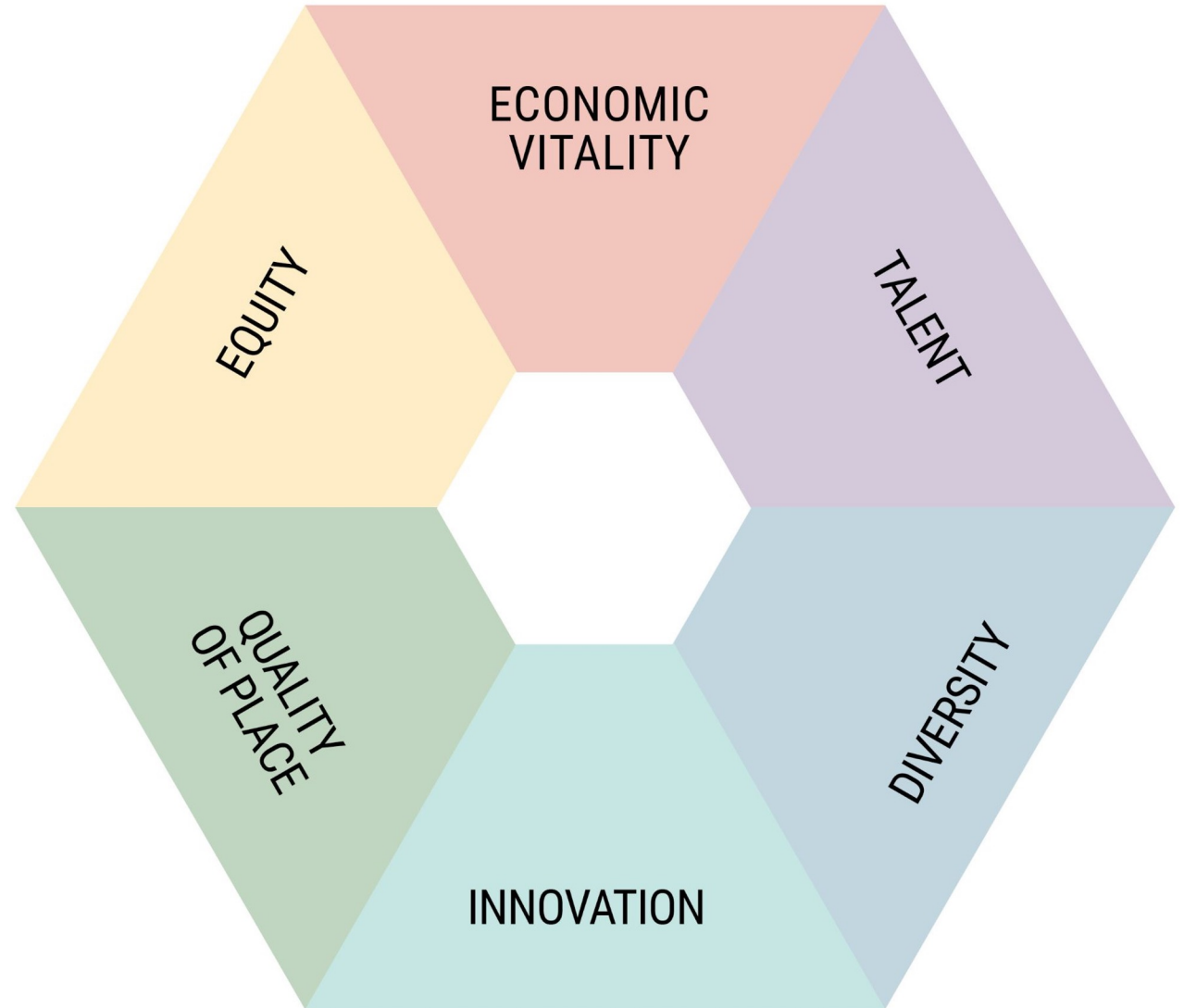
**Talent:** Measures the quality and type of existing workforce in the area.

**People and Diversity:** Examines the area's demographic diversity.

**Innovation:** Evaluates strength of the ecosystem to produce new ideas and companies.

**Equity:** Evaluates who is benefitting from growth within the area.

**Quality of Place:** Evaluates quality of place.





## OVERALL PERFORMANCE

### KEY TAKEAWAYS

**Mesquite is diverse.** Three in four Mesquite residents are non-White. The share of non-White residents is 77% higher than the national average.

**Mesquite is attracting immigrant talent.** Foreign-born individuals have increased by 14% in the last five years. This rate is 2.5 times the national average.

**Mesquite has a strong working/ production class.** Almost 23,000 Mesquite residents are employed in working class occupations and grew by 17% in the last five years. The share of employment in this class is 37% higher than the national average and growth is almost 2 times the national average.

**Mesquite has low earnings.** Median earnings (\$32,000) are \$4,300 less than the national average and \$3000 less than the state average.

## OVERALL PERFORMANCE (cont'd)

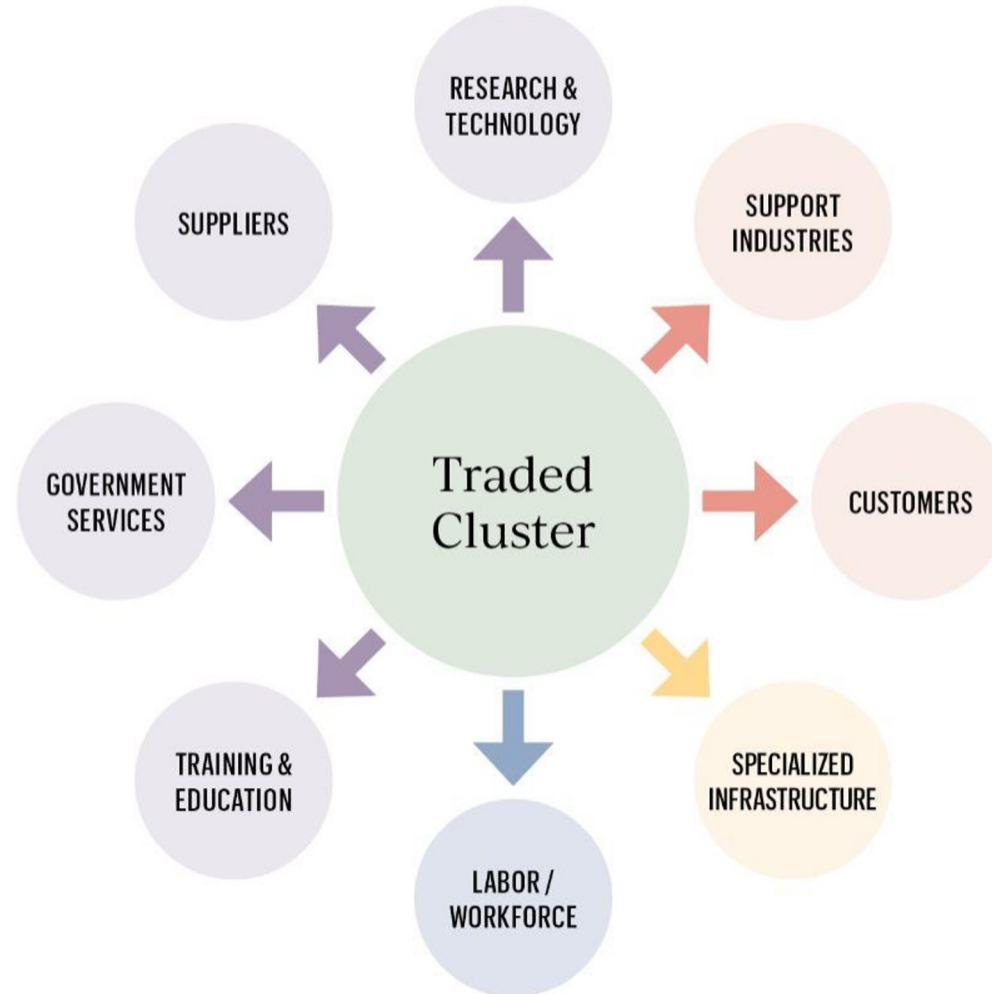
### KEY TAKEAWAYS

**Mesquite's household incomes are increasing.** Mesquite median household income has grown by 22% in the last five years. This rate is 9% higher than the national average. Poverty decreased from 15% to 12% in the last five years.

**Mesquite is equitable.** The gender wage gap (\$5,000) is half the national average, and the city ranks second among benchmarks for income equality.

**Mesquite provides a good quality of life.** The city has cultural and recreational amenities but needs more effort to promote its quality of life.

# A cluster is a concentration of related industries in a particular location.



# Traded vs. Local Clusters

## TRADED CLUSTERS

Groups of related industries that serve markets beyond the region in which they are located.

Flexible in choice of location of operation (unless linked to natural resources).

Concentrated in regions with specific competitive advantages.

Higher wages and levels of innovation

Examples: Financial Services in New York, IT in Silicon Valley, and Video Production and Distribution in LA.

## LOCAL CLUSTERS

Industries that serve the local market.

Available in every market because they serve the local population; employment is proportional to the size of the population they serve.

Prevalent in all markets regardless of competitive advantages

Higher levels of employment

Examples: local entertainment, local health services, local commercial services.

# Target Sector Analysis

Mesquite can build an export-driven economy that is inclusive and forward-looking



We are examining Mesquite's industry clusters through 3 different lenses:

## Competitiveness

Competitive advantage  
Employment  
Growth  
Productivity

## Resilience

Firm distribution  
Cluster linkages  
Automization  
Race  
Age

## Equity

Women  
Ethnicity  
Education  
Earnings



# Mesquite Industry Clusters

We are examining 6 industry clusters for Mesquite:

Food Processing and  
Manufacturing

Furniture

Distribution and Electronic  
Commerce

Media

Downstream Chemical  
Products

Production Technology and  
Heavy Machinery

## Why?

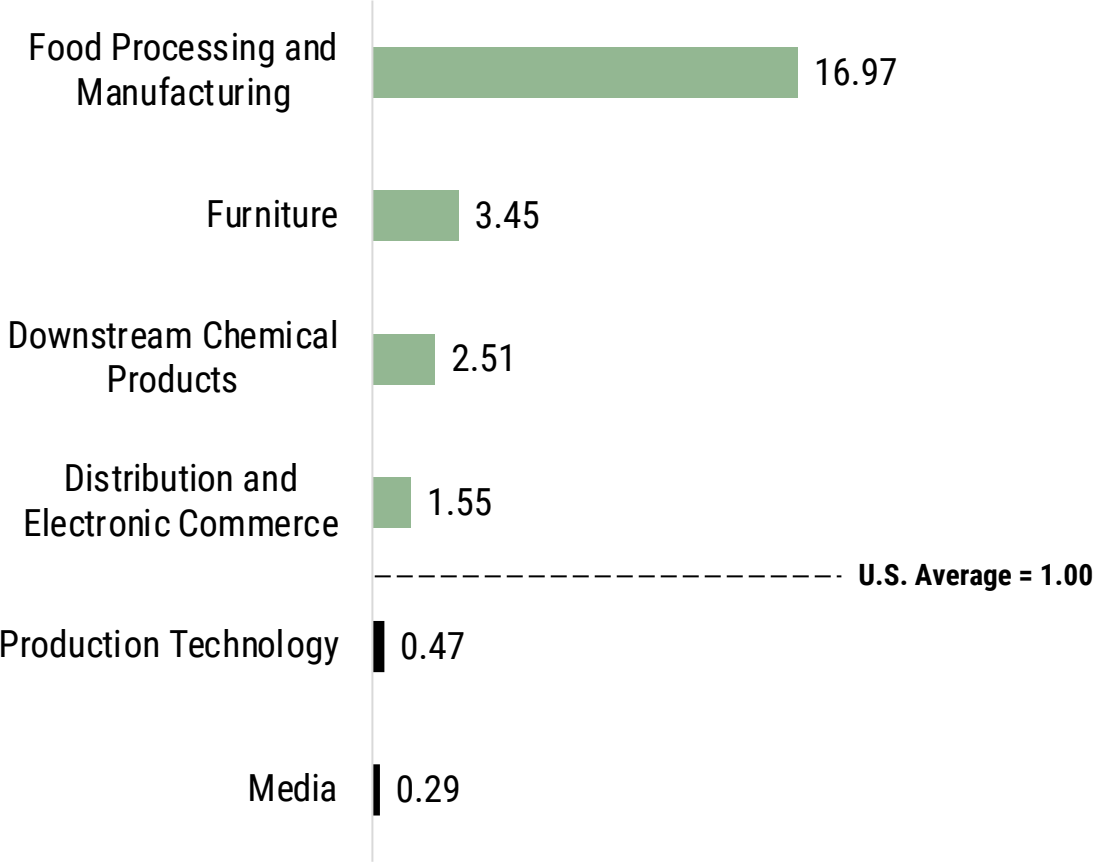
Legacy Cluster

Part of Past Economic Development Efforts

Emerging

# Mesquite has 4 clusters with a significant competitive advantage.

OVERALL CLUSTER LOCATION QUOTIENT, 2021



Downstream chemical products: Liquefied natural gas, gasoline, heating oil, synthetic rubber, plastics, lubricants, antifreeze, fertilizers, and more. Production technology includes the production of heavy use machinery.

Green shading indicates a cluster LQ >1.00  
Source: Emsi Burning Glass Market Analytics, 2021  
City of Mesquite employment records

## KEY TAKEAWAYS

- The **Food Processing and Manufacturing** cluster is the strongest in terms of competitive advantage. It is the largest employer of POC. Growth in this cluster is also largely attributed to the unique competitive advantage of Mesquite. Mesquite is home to the Pepsi plant, The Pickle Juice Company, and Gourmet Cuisine Inc..
- The **Furniture** cluster is competitive and has the highest growth rate. It has a high share of Hispanic employees and a low share of jobs at risk of automation. Mesquite is home to Ashley Furniture, Elements International, and Steve Silver Co.
- The **Downstream Chemical Products** cluster is competitive and is productive in terms of GRP per worker. It has the highest share of Black workers.

## KEY TAKEAWAYS

- The **Distribution and E-Commerce** cluster has the fastest growth among all clusters. It is a large employer and a large contributor to the economy in terms of GRP.
- The **Production Technology** cluster is not competitive except for industrial process furnace and oven manufacturing. It has a high growth rate as a result of a unique competitive advantage of Mesquite. It also has the highest share of Hispanic employees, and the 2<sup>nd</sup> highest share of employees with a Bachelor's Degree.
- The **Media** cluster is not competitive except for two key industries: sound recording and graphic design. This is the most productive cluster in terms of GRP per worker, offers the highest earnings, is the largest employer of women, has the most educated workforce, and has the lowest share of jobs at risk of automation.



# Stakeholder Engagement

The engagement plan is co-created together

## **Stakeholder Roundtable Discussions**

May 4<sup>th</sup> and 5<sup>th</sup>, 2022

Discussions included:

*Entrepreneurship, Quality of Place, Young Professionals, Anchors, Economic Development and Workforce Partners, Professional Services, Commercial Real Estate, Advanced Manufacturing, and Furniture*

# Key Takeaways

- **A “Big Little” Town.**  
Growing suburban community with access to “big city” amenities but a supportive community.
- **Booming with Diversity.**  
Mesquite is growing in diversity; the city can do more to embrace this.
- **From Retail to Exports.**  
Mesquite 2.0 is about growing a more diverse economy.
- **Opportunity to Create Pathways to Better Jobs.**  
Working with industry partners, Mesquite can connect residents to the next generation of jobs.

# Key Takeaways

- **Think White Glove.**  
With a growing small business community, Mesquite should improve its support services for entrepreneurs.
- **Family-Friendly But More Needed for Young Professionals.**  
Mesquite is a superb place to raise a family, but more amenities are needed to for young professionals.
- **Be a Destination.**  
By investing in placemaking, Mesquite can be a destination for its residents and others.
- **More Housing Diversity Needed.**  
To support a growing professional and "creative class," Mesquite needs greater housing diversity.





# Stakeholder Engagement

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**Quality of Life and Business Owner Surveys**

March 28 to April 29, 2022

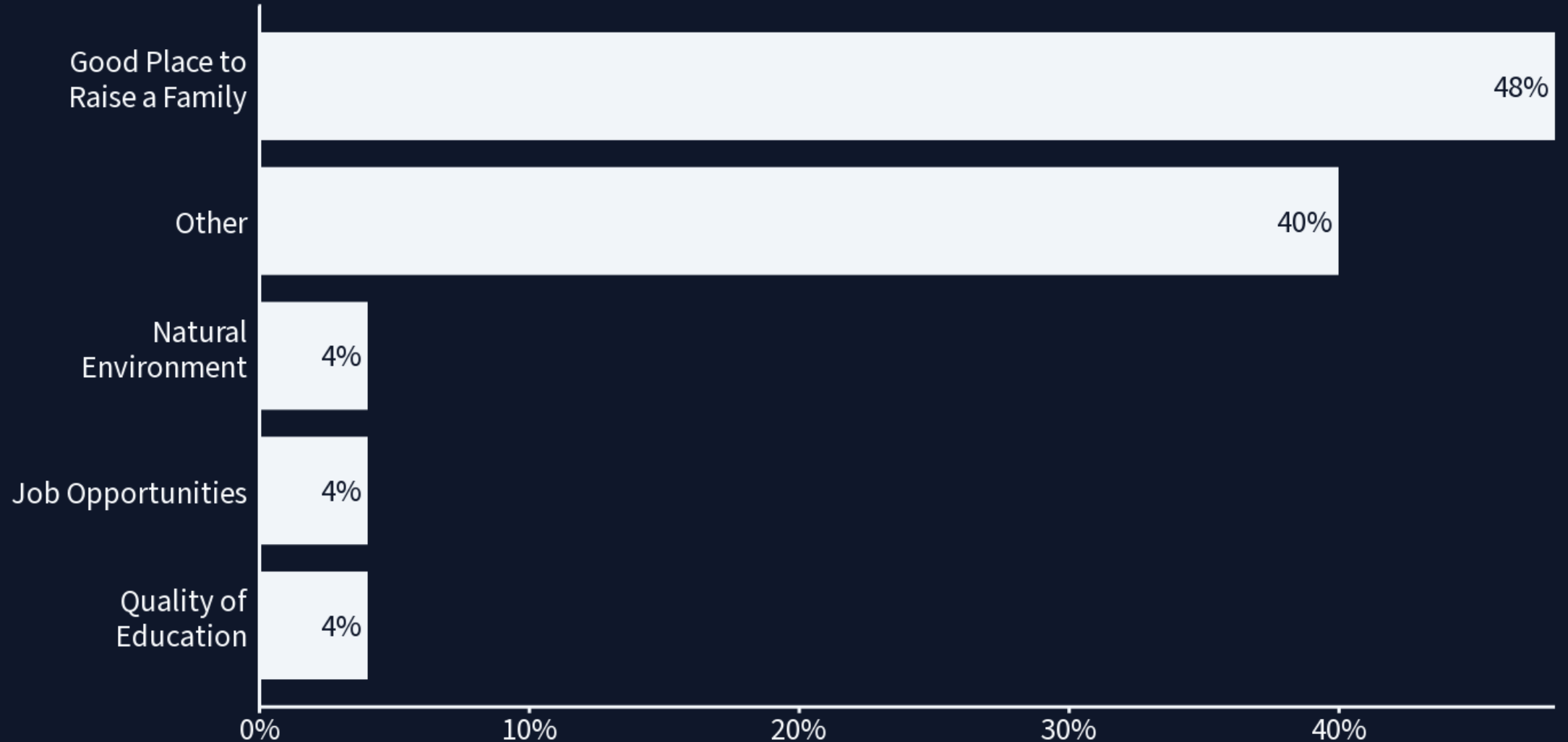


# Quality of Life Survey

What is Mesquite's greatest strength?

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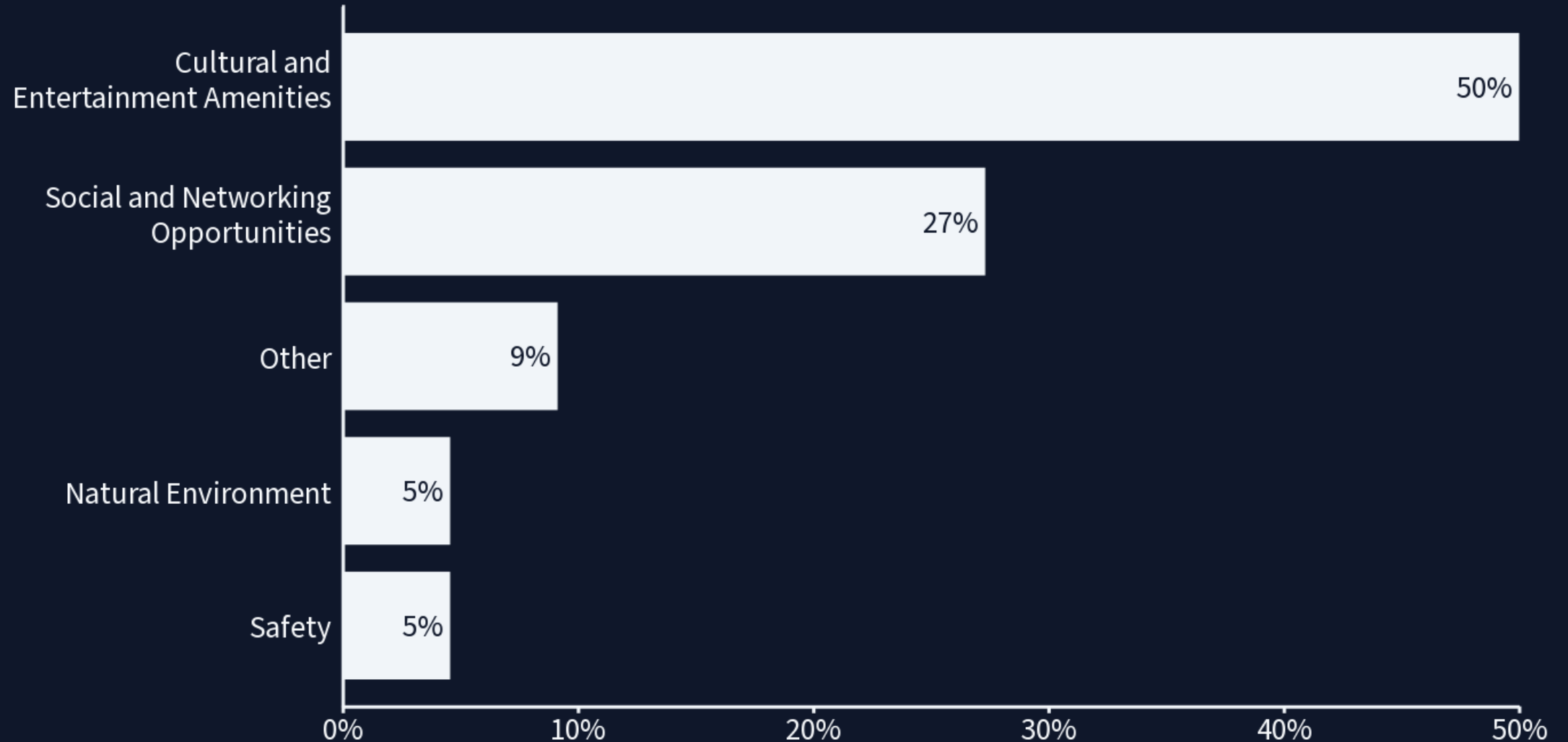
## What is Mesquite's greatest strength?



What is Mesquite's greatest weakness?

[POLLEV.COM/RESONANCE](https://pollev.com/resonance)

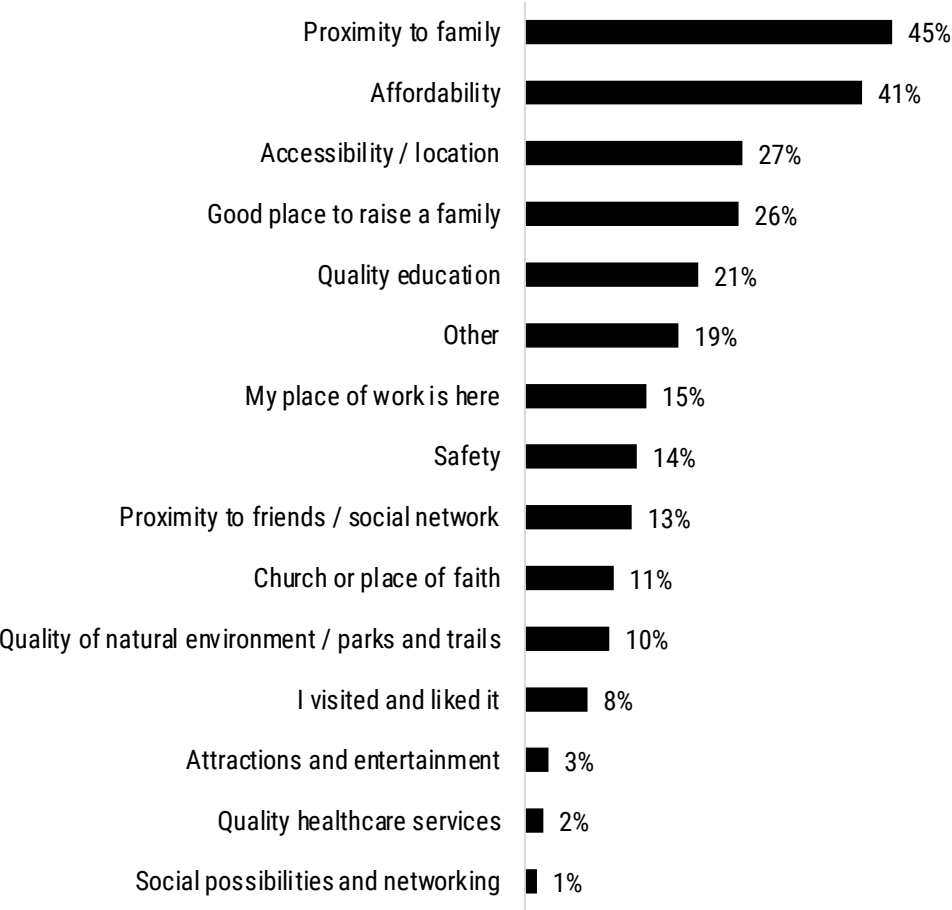
## What is Mesquite's greatest weakness?



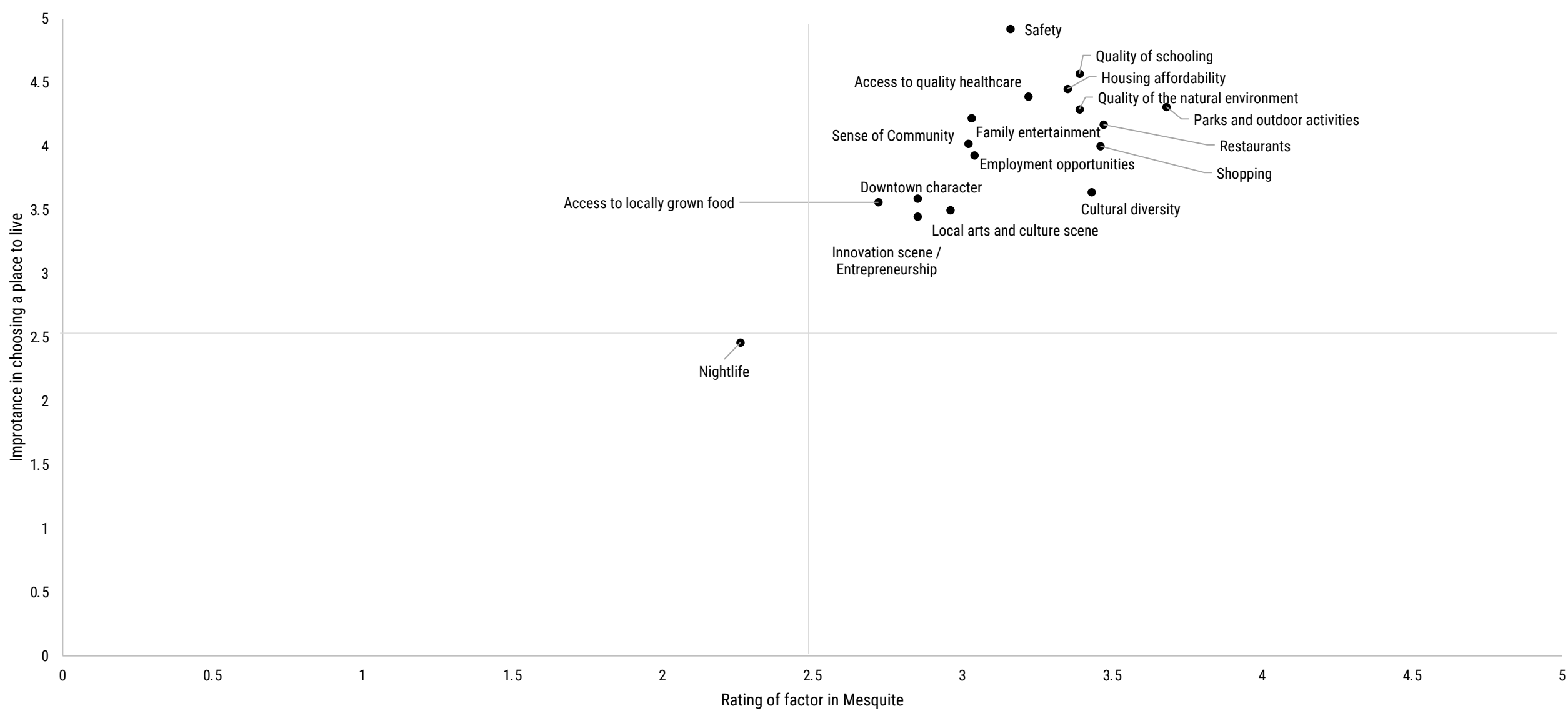


Proximity to family and affordability are the top 2 reasons why residents have chosen Mesquite.

WHY DID YOU CHOOSE TO MOVE / CHOOSE TO STAY IN MESQUITE?



Safety is one factor which was on top of respondents' list in choosing a place to live, yet received a relatively poor rating in Mesquite.



**Mesquite is associated with family, home, greenery, and convenience in the minds of respondents. However, some concerns over decline and crime were expressed in respondents' answers.**

WHEN YOU THINK ABOUT LIVING IN MESQUITE, WHAT'S THE FIRST WORD THAT COMES TO MIND?





**Town East Mall, the Mesquite Rodeo, Mesquite BBQ, and the parks are significant quality of place assets to Mesquite.**

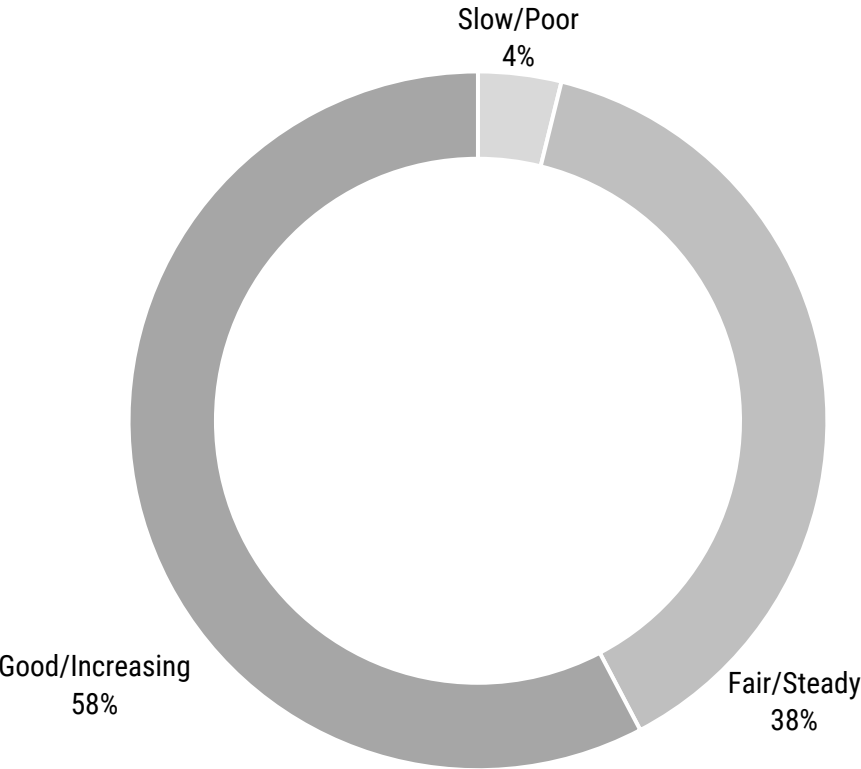
WHAT IS THE ONE PLACE IN MESQUITE THAT YOU COULDN'T LIVE WITHOUT?



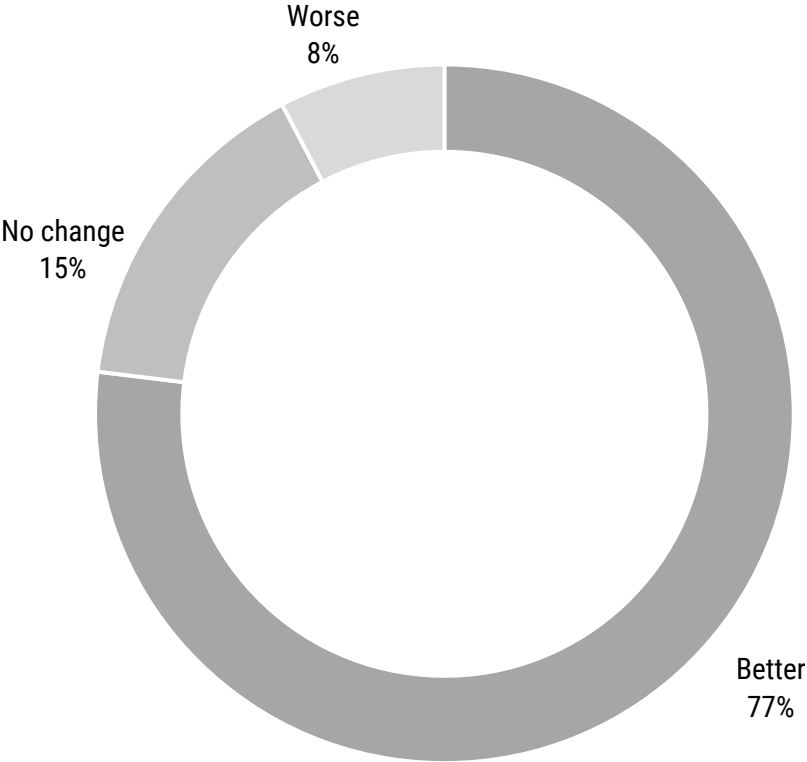
# Business Survey

**Almost 6 in 10 owners feel like current state of their businesses is improving, and 8 in 10 expect that to be better next year.**

CURRENT STATE OF BUSINESS



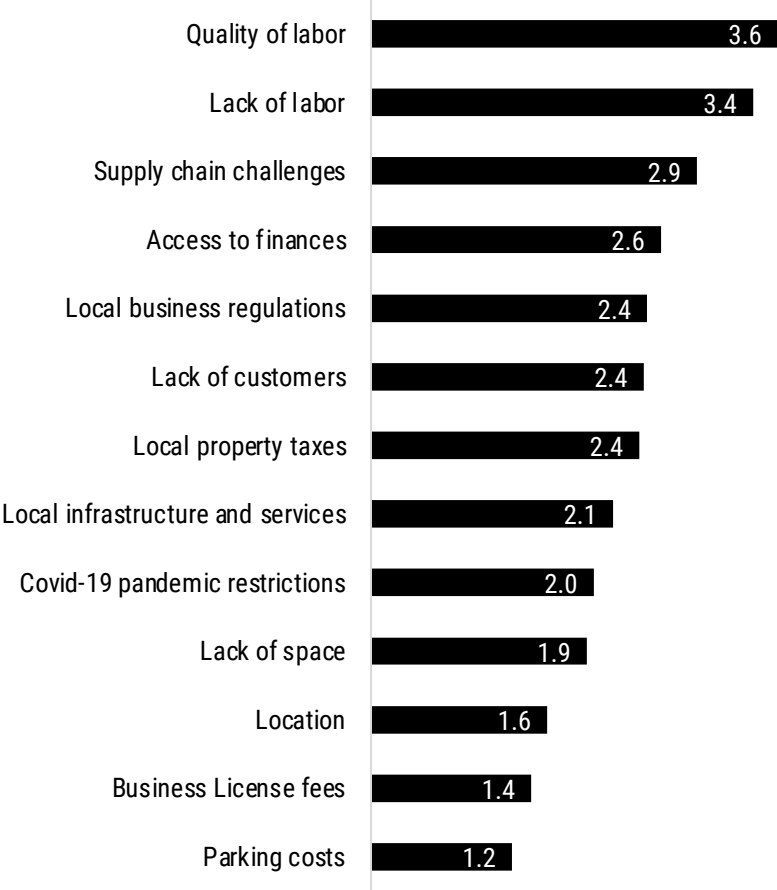
PREDICTIONS FOR NEXT YEAR





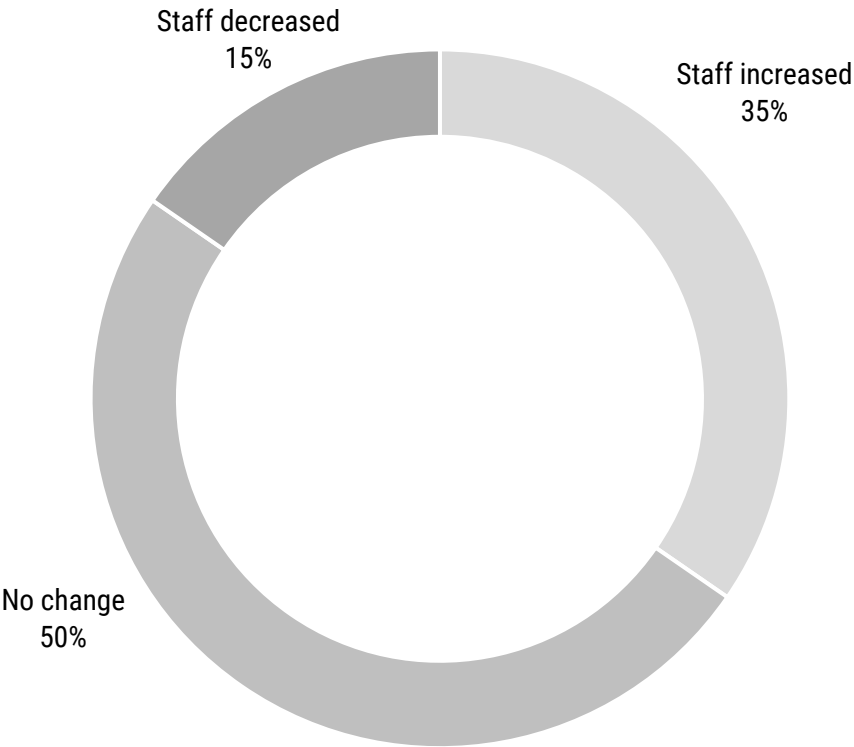
The quality and availability of labor are the most challenging factors for doing business in Mesquite.

BIGGEST CHALLENGES FOR DOING BUSINESS IN MESQUITE

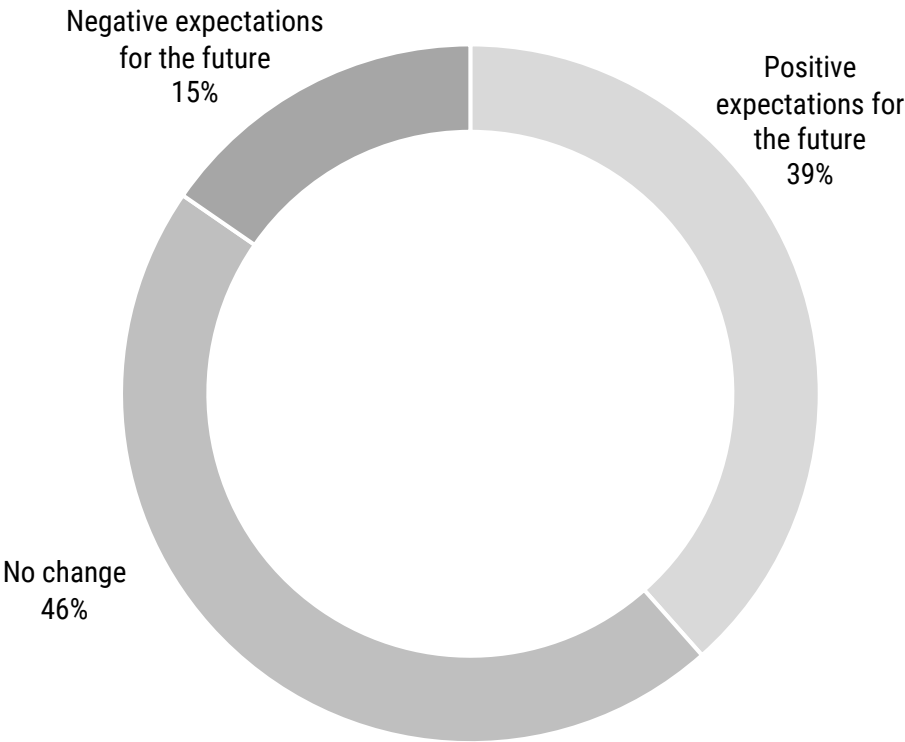


**More than 8 in 10 owners have either had an increase or no change in number of staff since 2019. Almost 4 in 10 expect to have more staff next year.**

NUMBER OF STAFF, 2019-2022



EXPECTATIONS FOR THE NUMBER OF STAFF, 2022-2023



**Almost 4 in 10 respondents think labor support programs are needed to support their businesses.**

GAPS IN ECONOMIC SUPPORT PROGRAMS





# Economic Development Goals

With your table group, identify the goals that should drive Mesquite's economic development strategy.

# Economic Development Vision

With your table group, discuss and  
write a vision statement for Mesquite.



In 2030, Mesquite will be a \_\_\_\_\_, that attracts  
\_\_\_\_\_ because \_\_\_\_\_.

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Thank You!

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