

Economic Development

Strategic Plan Annual Report FY24

Vision Statement:

Rooted in tradition, Mesquite is a welcoming city with a Texas heart—boldly charting new paths and embracing fresh ideas to build better lives and grow prosperity for all.

Presented to Mesquite City Council
December 16, 2024

Economic Development 101

Why we exist.

The Economic Development Department's mission is to build wealth and prosperity in the City of Mesquite.

What we do.

Attract, retain, and grow capital investment and spending. Includes buildings, businesses, workers, residents, and visitors.

How we do it.

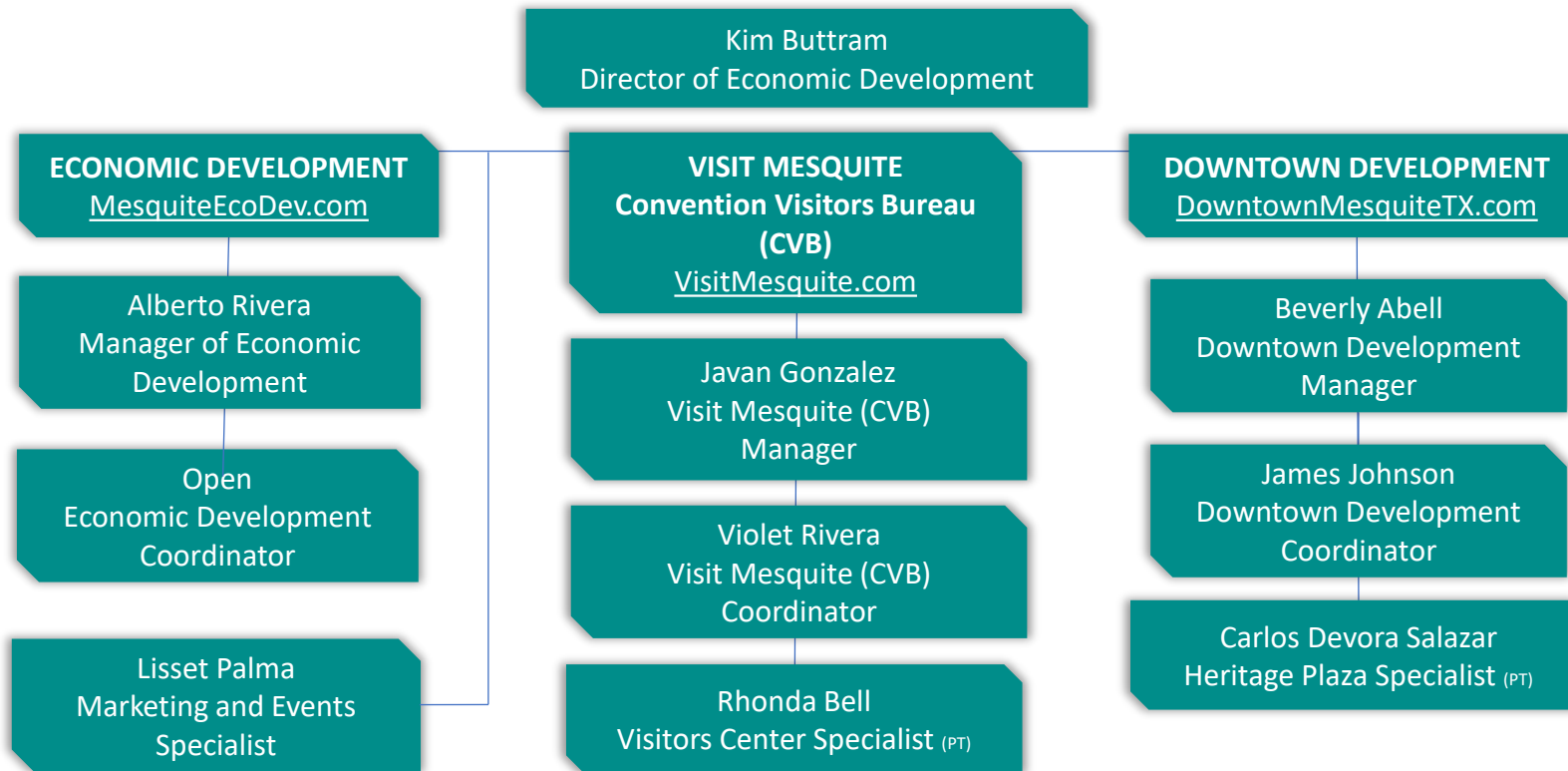
Foster relationships, inspire ideas, support partners, engage stakeholders, research, and provide information.

How we measure success.

Success is measured by dollars and cents but is highly dependent on efforts to gain attention, interest, and trust.

It's competitive.

Economic Development Department



Economic Development Advisory Board FY24

Nadine Ward, President
Tom Palmer, Vice-President
Ron Ward, Secretary
Lisa Theriot, Treasurer
Homero Lopez
Debbie Anderson
Gilbert Prado

#2 in North Texas for 2023 deals by Dallas Business Journal with \$1.1 billion across 14 projects



Strategic Plan FY23 – FY 28 FY24: YEAR TWO

“The Economic Development Strategic Plan for the City of Mesquite is **data-driven, sector-focused**, and leveraged by deep input and inclusive engagement from a diverse, **multi-cultural group of stakeholders.**”

[Mesquitecodev.com/about-us/strategic-plan](https://mesquitecodev.com/about-us/strategic-plan)

MESQUITE
T E X A S
Real. Texas. Business.



About Mesquite

- A Welcoming Community
- Represents the Future Texas
- Is Reliant on Retail and Service
- Advance the Industrial Economy
- Improve Job Quality
- An Entrepreneurial Community
- Primed to be a Destination
- Diversify Housing and Talent
- Improve Market Perception

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Strategic Economic Goals

1. Quality Jobs for the Future
2. Born and Raised in Mesquite
3. Upskilling for Tomorrow
4. A Unique North Texas Destination
5. Intentional, Authentic Storytelling

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Department Accomplishments FY24

As promised in 2023:

- Refreshed retail and industrial marketing material
- Expanded digital and industry networking
- Initiated Strategic Plan annual report
- Business expansions and key redevelopment
- Visit Mesquite new website completion
- Social media Content Creators engagement program
- New sales kits and Visit Mesquite sponsor packages
- Opened the Visitor Center merch shop
- Began Downtown traffic calming implementation
- Downtown overly ordinance drafted
- Downtown placemaking enhancements
- Solar Rodeo three-day community-wide festival

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Awards and Press FY24

- **Dallas Business Journal (DBJ)** annual economic development agencies ranked #2 in North Texas with \$1.1 billion across 27 entries
- **Texas Economic Development Council (TEDC)**
 - Economic Excellence eight year in a row
 - Community Economic Development for Secondary Benefits
- **DBJ Industrial Deal of the Year** - Canadian Solar @ 3000 Skyline Drive
- **American Planning Association (APA)** Texas Chapter Silver Award for Downtown Mesquite infrastructure and Front Street Station
- **Texas Downtown Association (TDA)** "Best Downtown Business" to MVP Nutrition
- **National Main Street** accreditation fifth year in a row
- **Texas Association of Convention and Visitor Bureaus (TACVB)**
 - First place Best Leisure Tourism Marketing and Best Public Relations campaigns for the 2024 Solar Rodeo
 - Second place Best Video, Storytelling or Podcast series
 - Third place Best Website Design & Effectiveness; VisitMesquiteTX.com
- **Educational Seminar for Tourism Organizations (ESTO)** national finalist Best Community Engagement Campaign for the Solar Rodeo

DALLAS BUSINESS JOURNAL

Economic development agencies in North Texas

City of Mesquite Economic
Ranked #2

CITY OF MESQUITE
\$1.1 BILLION

THE WALL STREET JOURNAL

How a Texas Factory Is Emerging as a Key Ammo Supplier for the U.S., Ukraine

A General Dynamics facility slated to make artillery shells is part of the Pentagon's push to produce more weapons domestically

DALLAS INNOVATES

Norwegian Company To Open Electric Truck Integration Facility in Mesquite

The 200,000-plus-square-foot facility in Mesquite will employ up to 250 skilled workers. It will help enable delivery on a contract valued at up to \$2 billion with Hino Motors Sales USA for heavy-duty trucks "upfitted with Hexagon Purus' proprietary zero-emission technology," including battery systems, power modules, and more.

DALLAS BUSINESS JOURNAL

Retailing

H-E-B buys land for potential future store in Mesquite

Deal was done in 'anticipation of future growth in North Texas'

CBS News on MSN - 11d

Mesquite's Small Business Saturday keeps money within the local community

Downtown Mesquite hosted a "Small Business Saturday" shopping event where ...

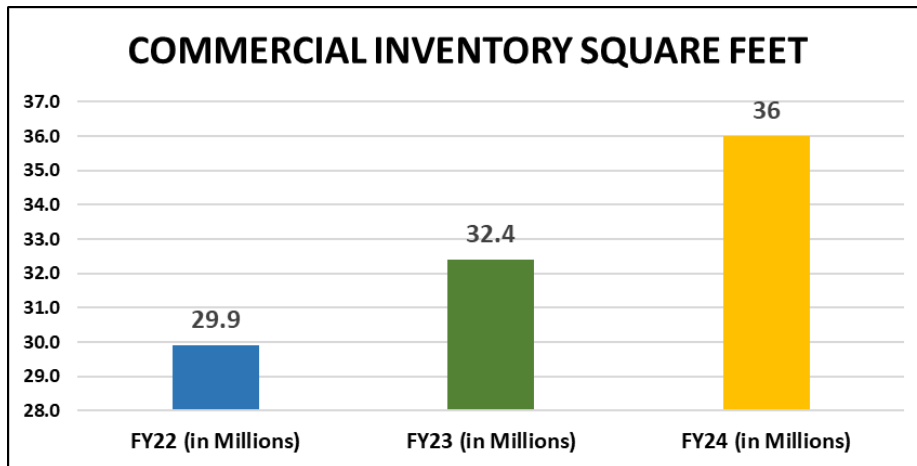
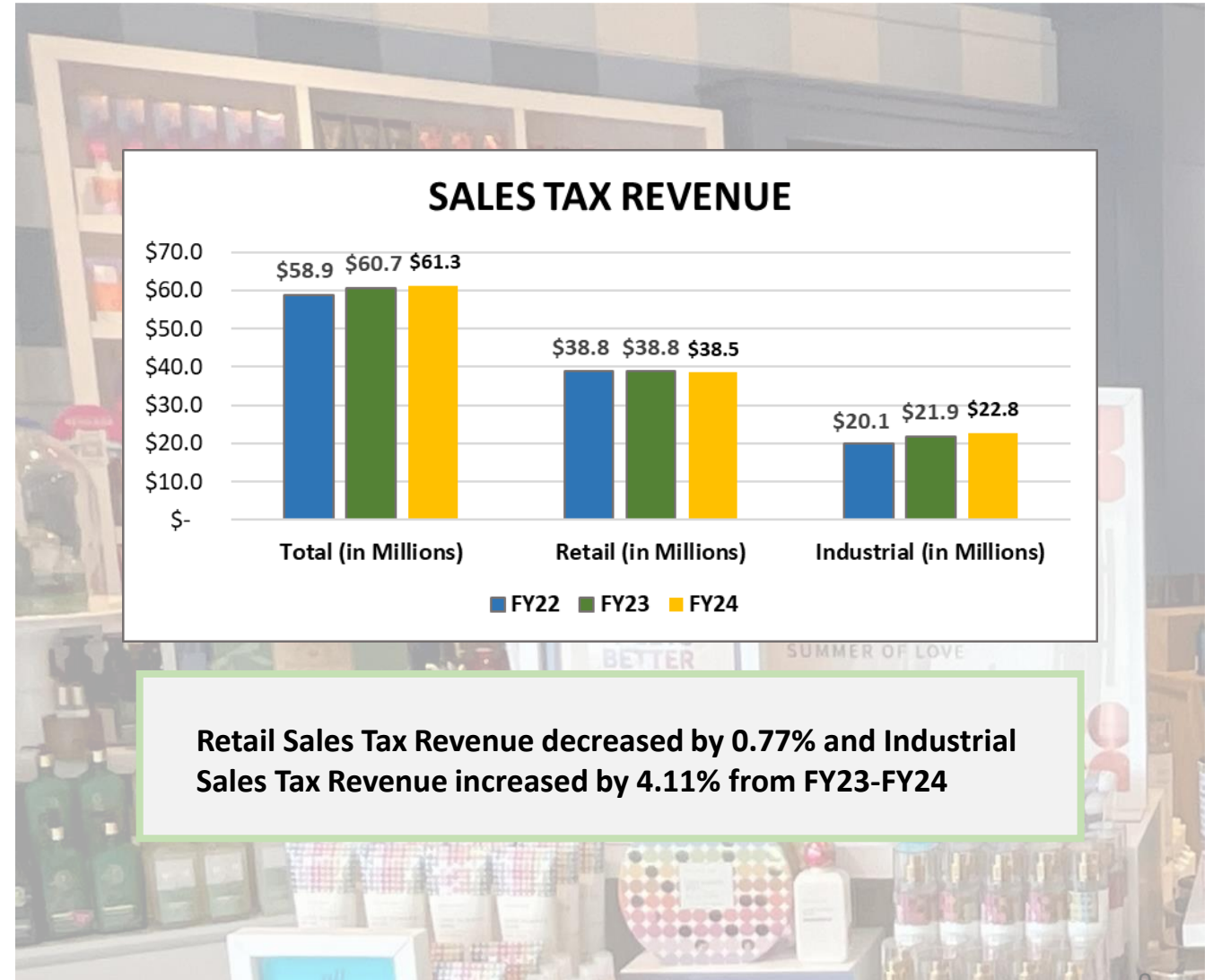
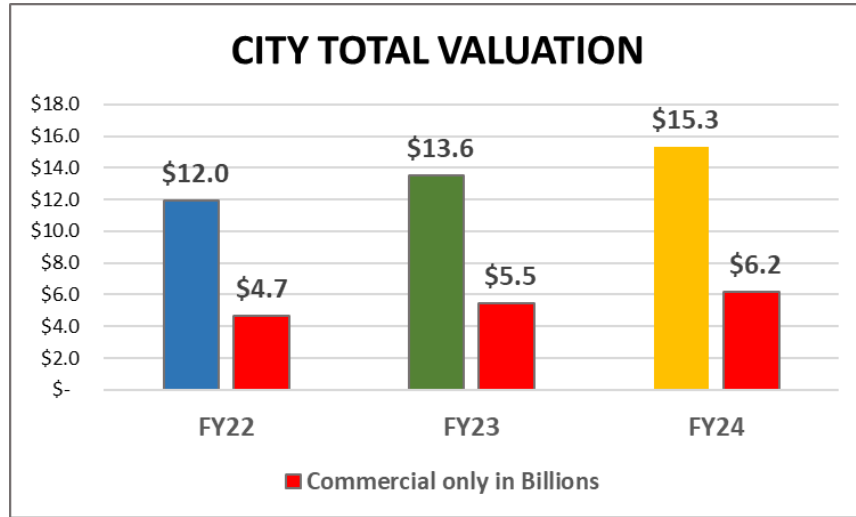
SOLAR ECLIPSE WEEKEND

SOLAR RODEO

APRIL 6-8

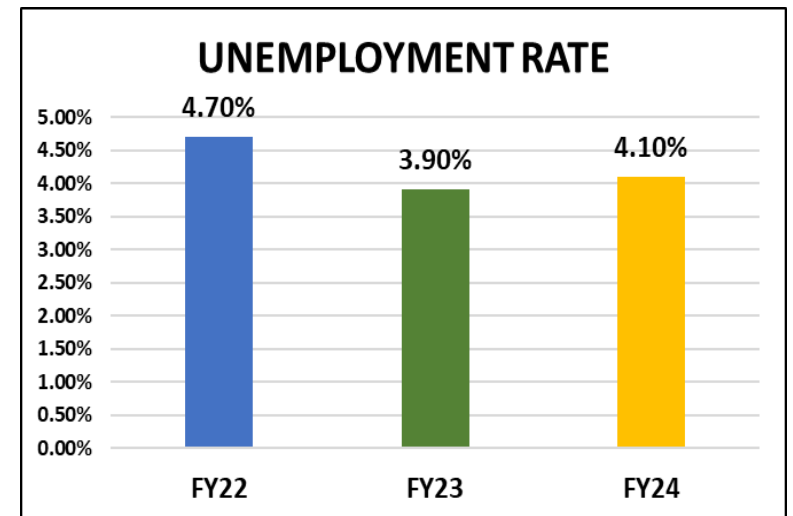
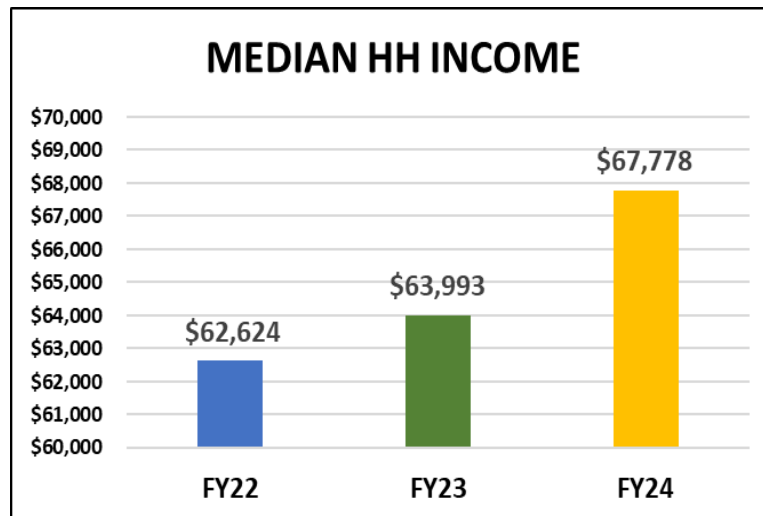
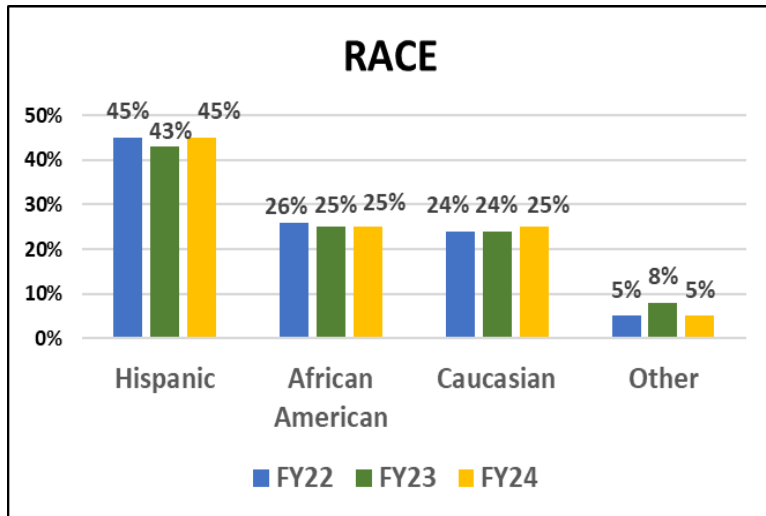
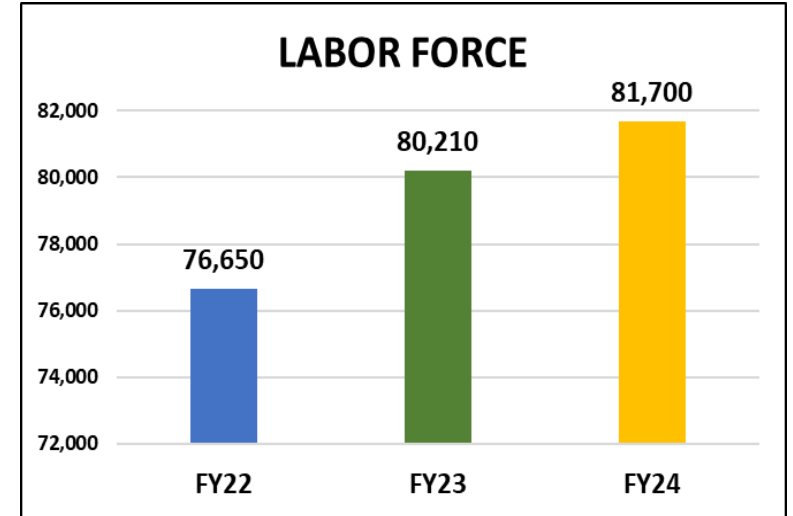
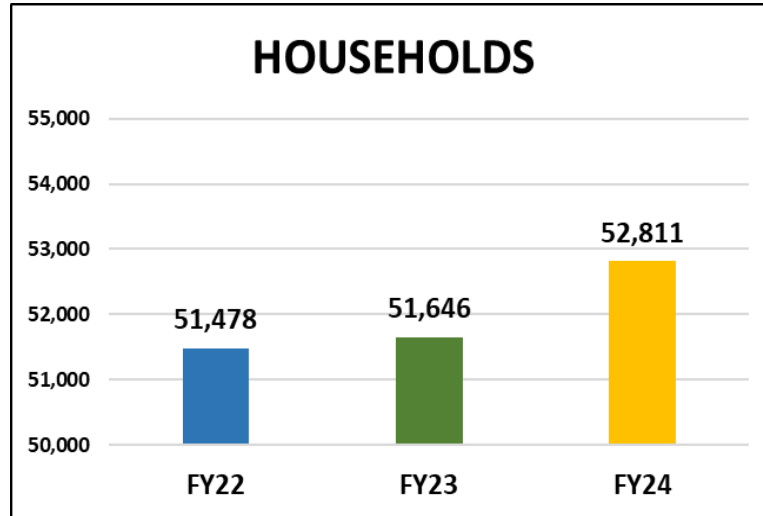
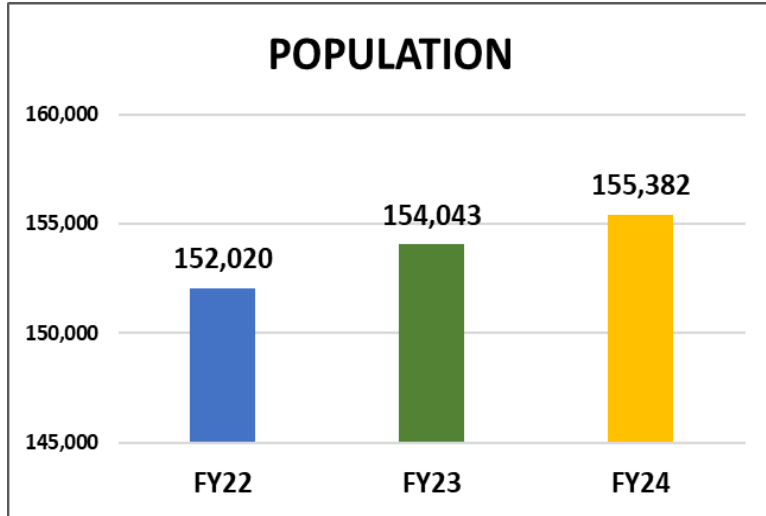
CBS NEWS TEXAS

Economic Snapshot: Commercial continuing to grow



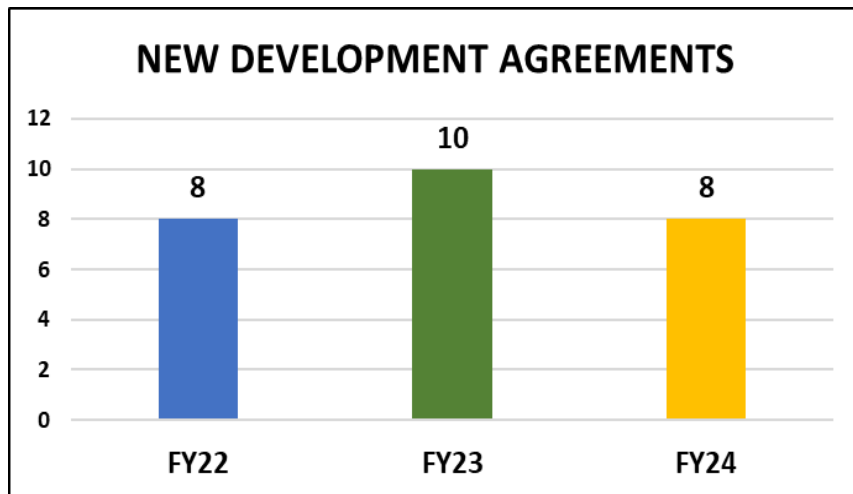
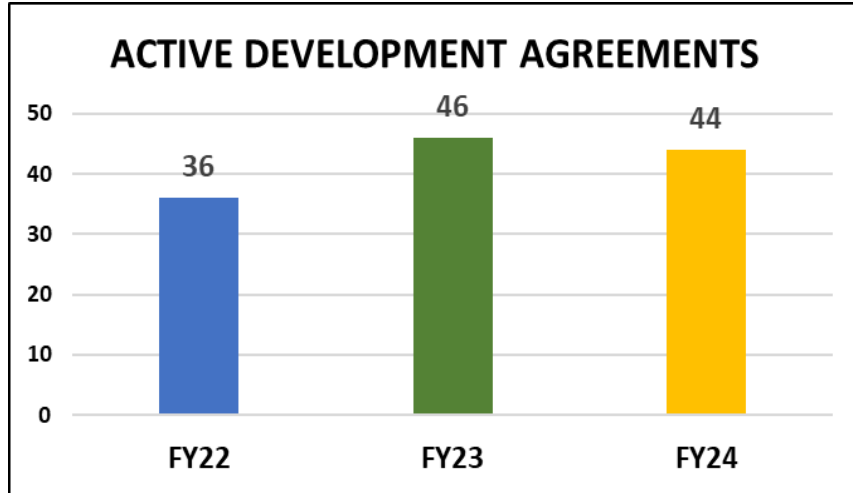
*Source: Dallas Central Appraisal District (DCAD)

Demographic Snapshot: Mesquite is in growth-mode



*Source: Resimplifi / GIS Planning

Development: Agreements and Investment



New agreements this year (8)

- *Hexagon Purus
- *Greenliner – Vehicle Accessory Group
- Harmon Inc. expansion
- *Hithium Tech USA
- UPS modernization
- Northridge Part 2 (Matco)
- Town East Shopping Center
- IH-20 Retail @ Lawson Rd.

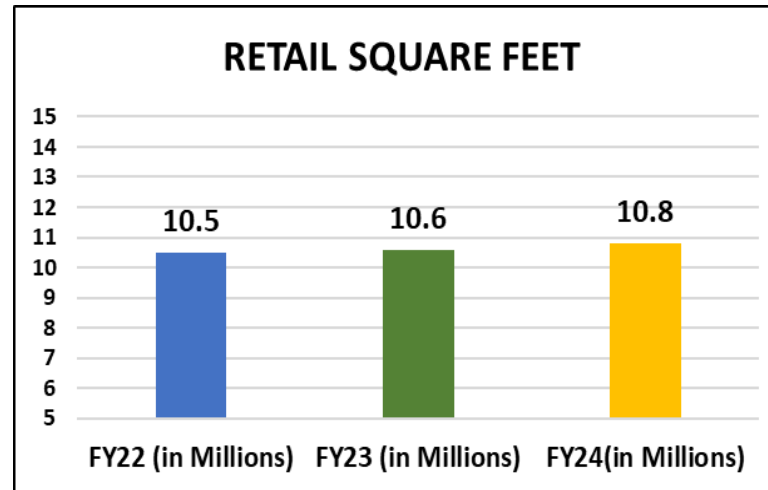
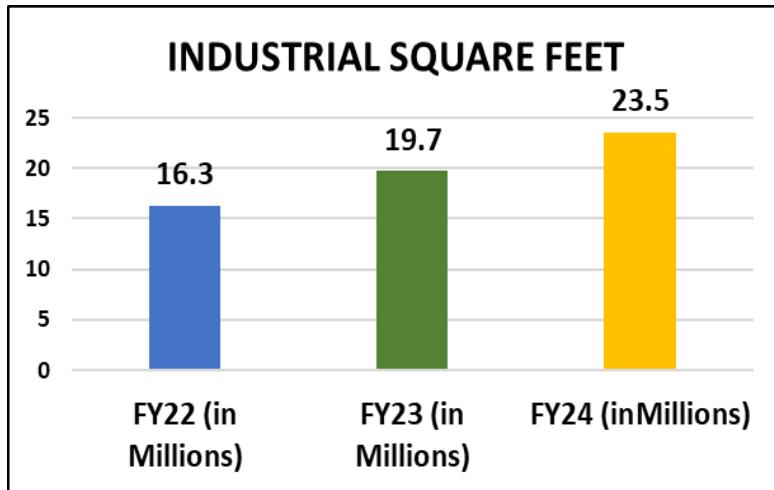
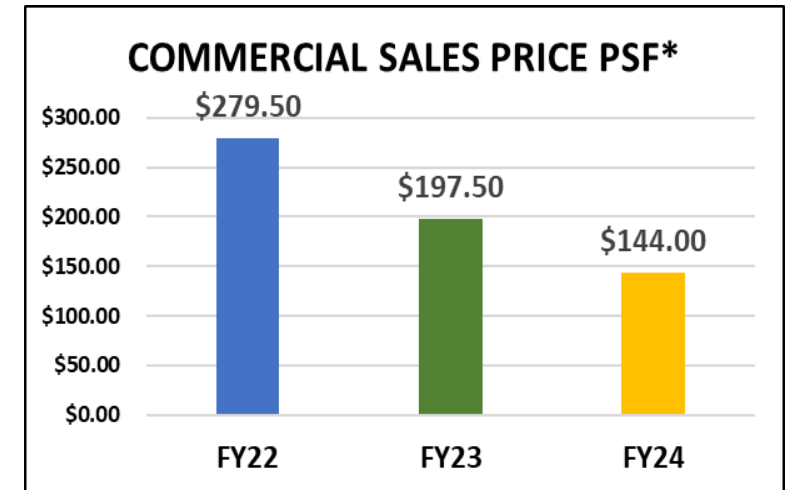
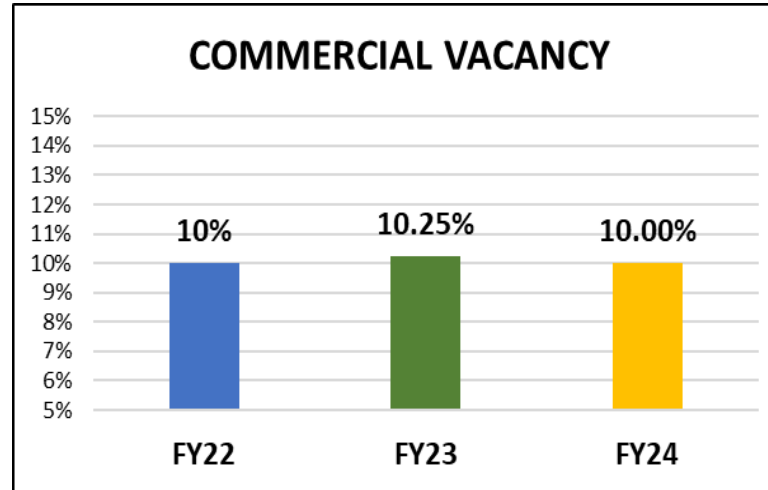
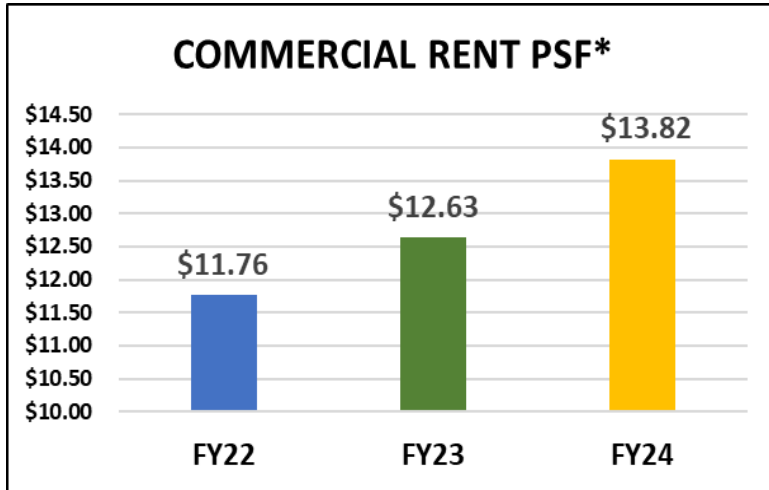
**Under construction - deals done last year:
Canadian Solar / General Dynamics / RJW Logistics*

Six new manufacturing companies and one logistics firm qualified for submission to the Governor’s office of Economic Development as either under construction or opened in 2024.* They collectively represent 3,500 jobs, \$1 Billion investment, and 4.3 Million square feet.

Two neighborhood shopping centers are under construction or near completion this year representing 100% occupancy for Northridge and new pad anchors for Town East Shopping Center coming soon.

*Source: City of Mesquite

Commercial Real Estate Performance: In the game



In FY24, Garland's commercial rent rate was \$12.56 per square foot, and Grand Prairie's \$10.37.

Garland's sales price per square foot was \$150 and Grand Prairie's \$139.

Comparative vacancy rates are 4.6% to 9.6%, but Mesquite has more new construction to be filled.

FY20 was 12M square feet

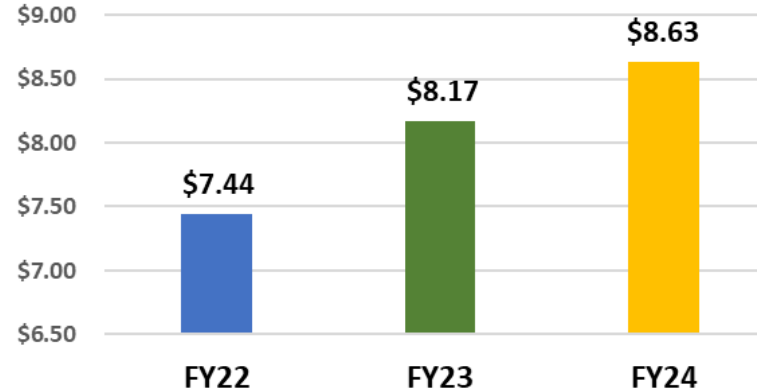
*Per Square Foot / Source: CoStar

Industrial Performance: Gaining ground

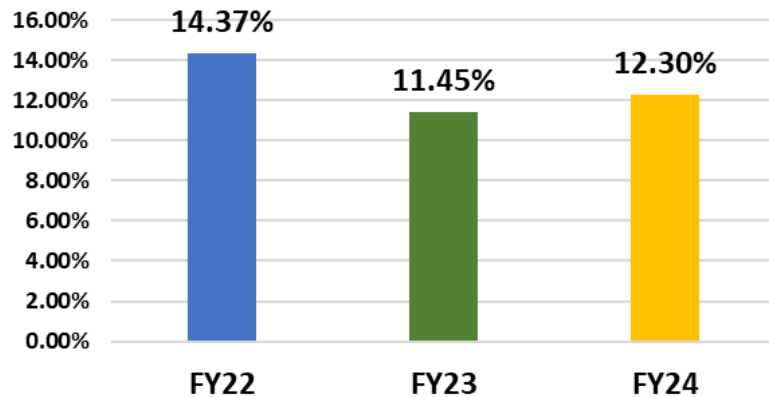
INDUSTRIAL SALES PRICE PSF*



INDUSTRIAL RENT PSF*



INDUSTRIAL VACANCY



In FY24, Garland's industrial rent rate was \$8.46 per square foot, and Grand Prairie's \$8.45.

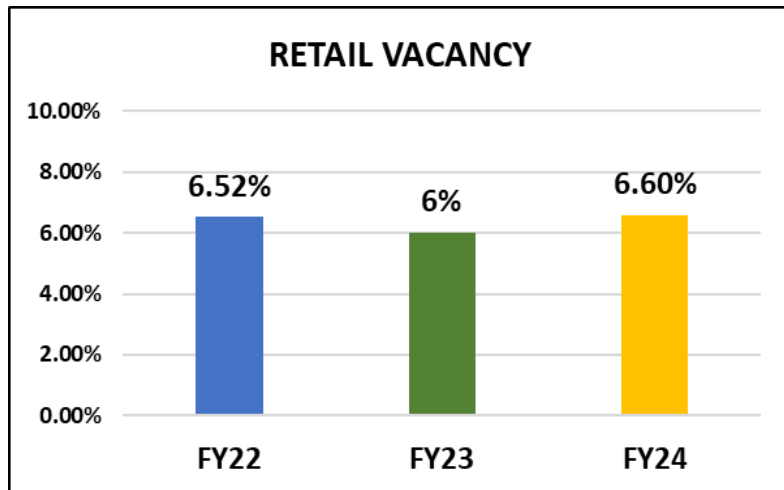
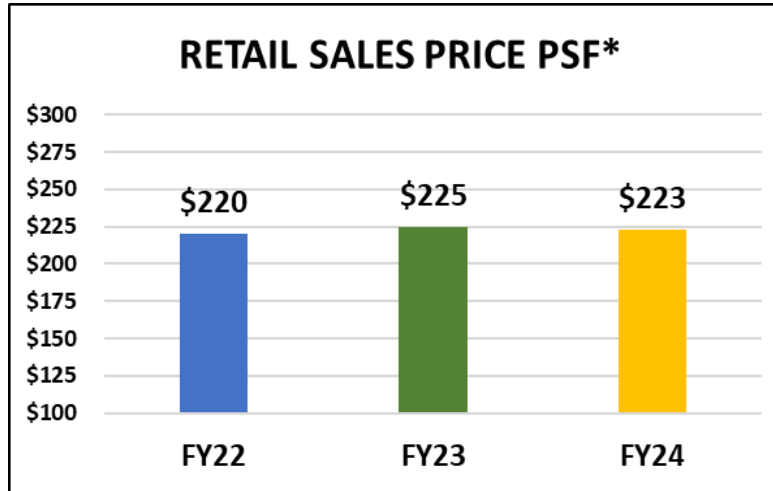
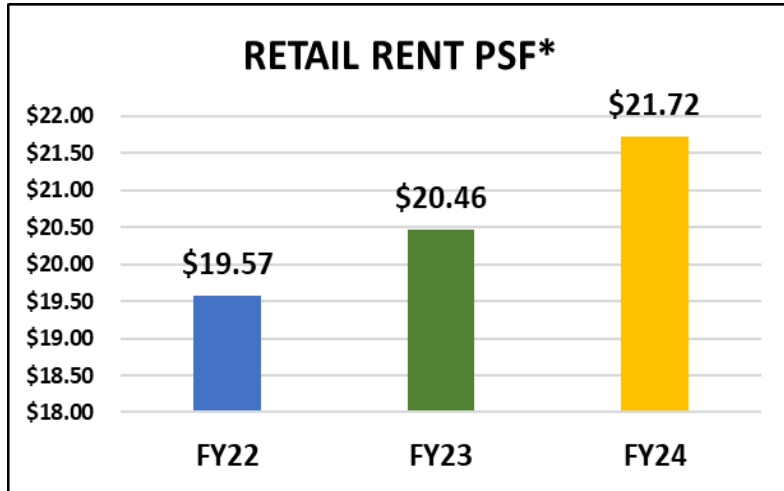
Garland's sales price per square foot was \$111 and Grand Prairie's \$112.

Comparative vacancy rates are 4.2% and 10.9% but Mesquite has more new construction to be filled.



*Per Square Foot / Source: CoStar

Retail Performance: In the lead



In FY24, Garland's retail rent rate was \$19.39 per square foot, and Grand Prairie's \$19.71.

Garland's sales price per square foot was \$219 and Grand Prairie's \$238.

Comparative vacancy rates are 4.9% and 1.7% but Mesquite has a major vacancy with Sears.



*Per Square Foot / Source: CoStar

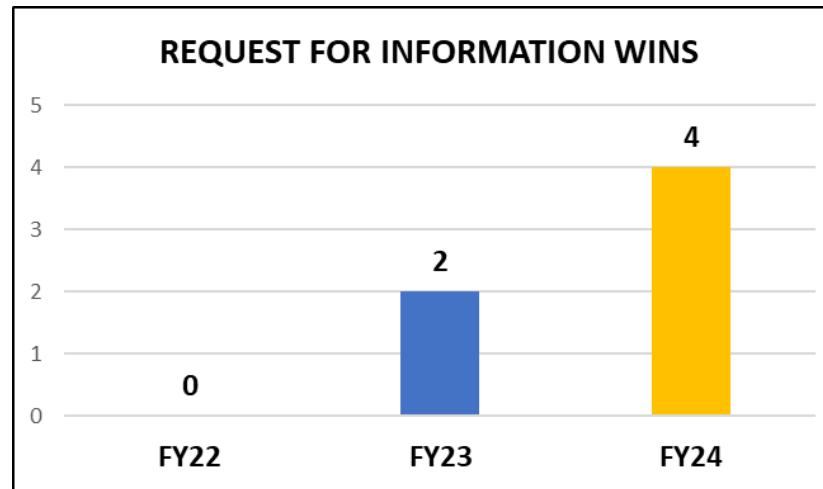
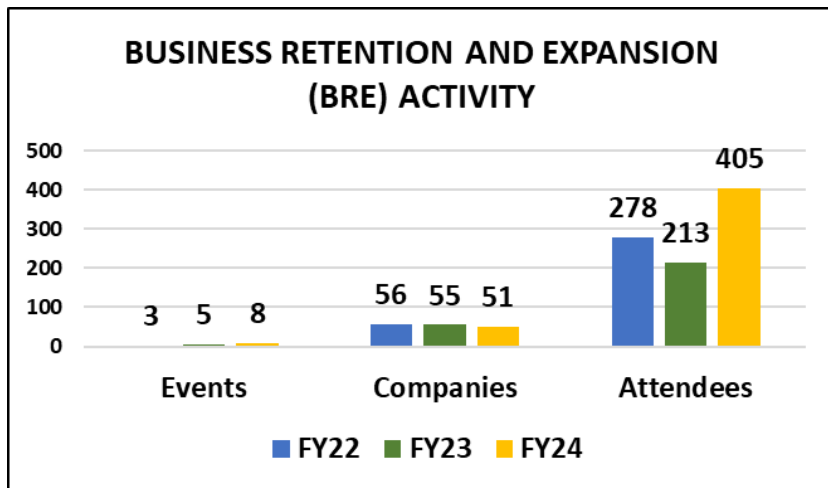
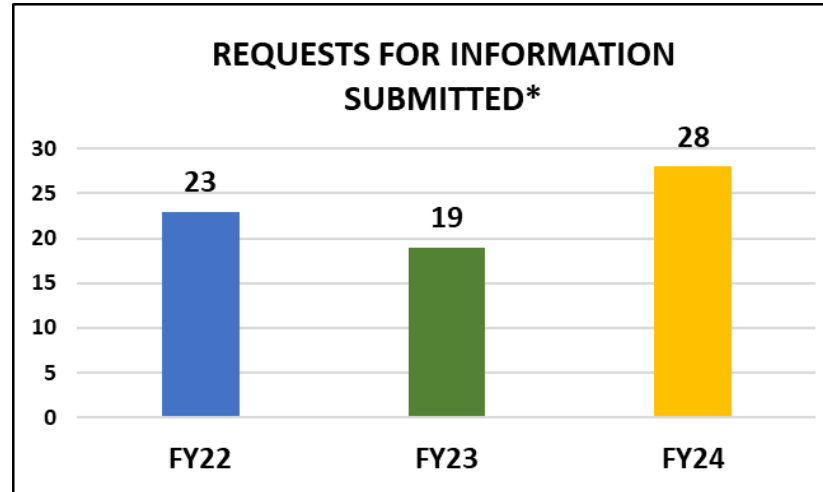
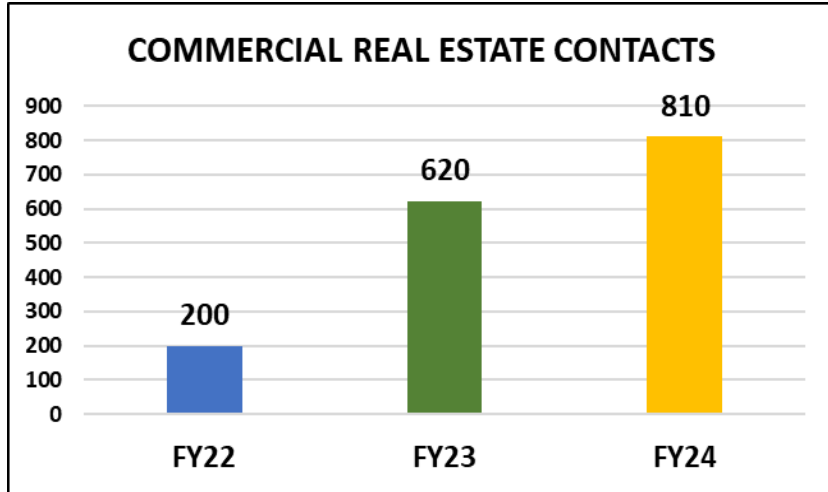
Goal 1

Quality Jobs for the Future

We will attract and retain quality jobs and investment to grow Mesquite's economy and to foster shared prosperity.



Goal 1: Attraction and Retention

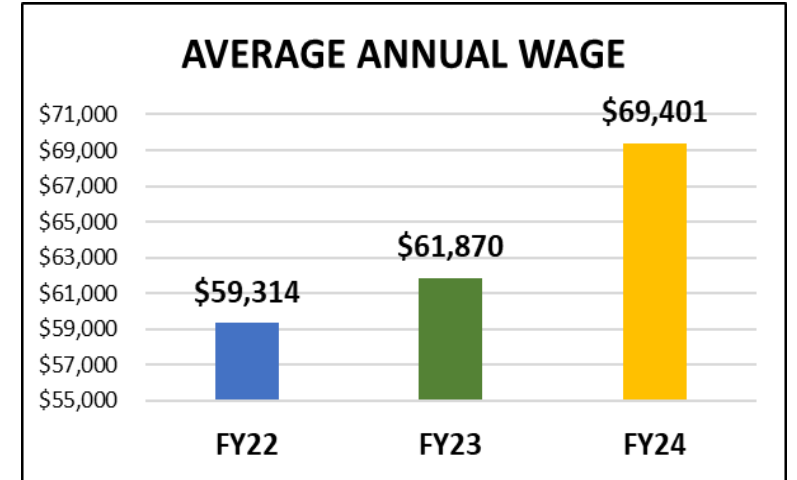
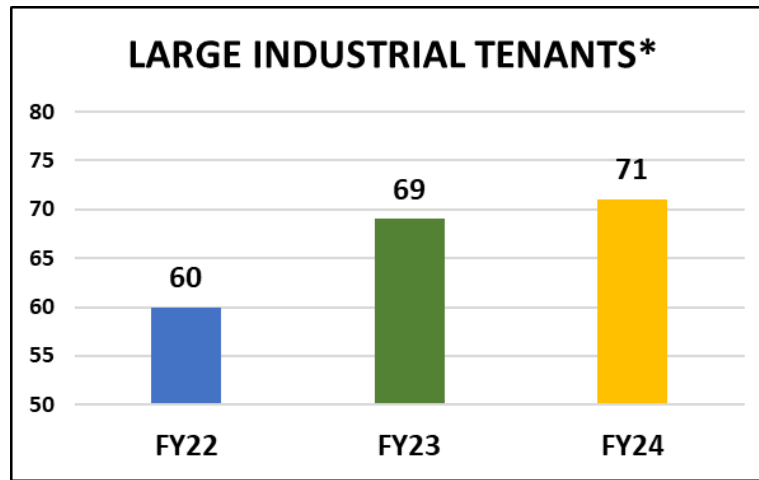
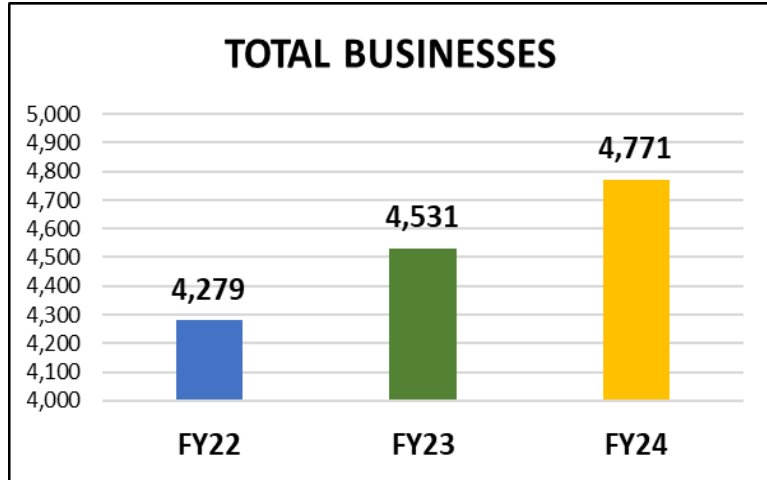


Expansions: Harmon and UPS
 New wins: Hexagon Purus and Hithium Tech USA

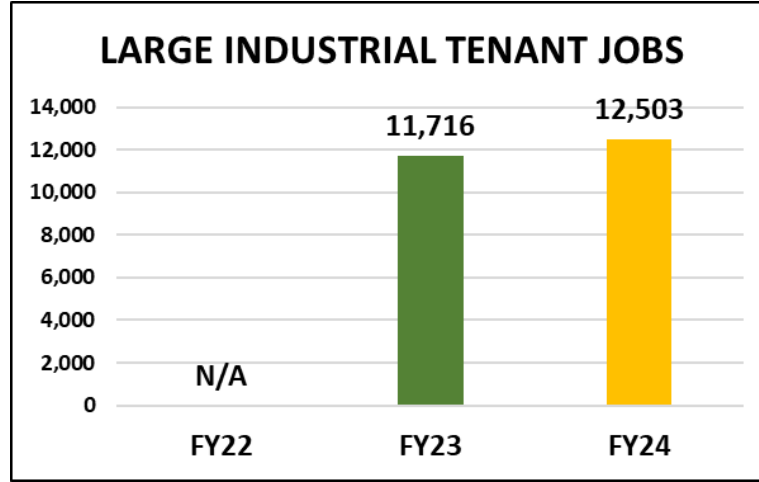
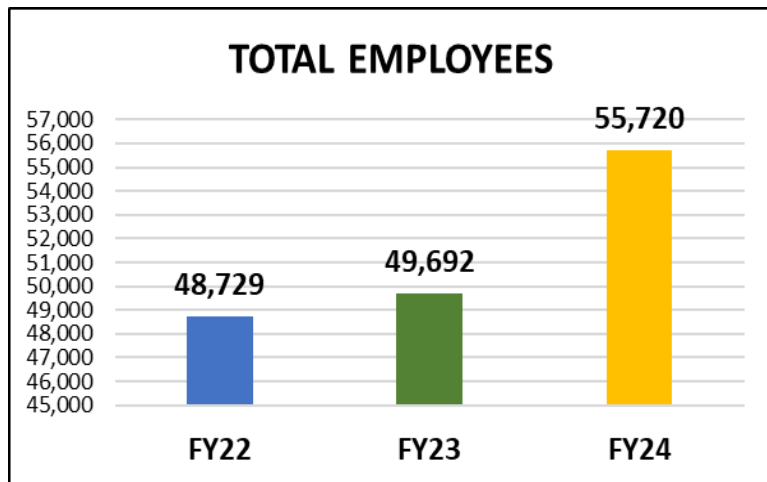


*Formal Request For Information from State of Texas, Dallas Regional Chamber, and direct from companies

Goal 1: Company and Job Growth



*Source: Dallas College



*Large industrial tenants include any business categorized as “industrial” by CoStar real estate reporting services in a building larger than 50,000 square feet.

These include warehousing, manufacturing, logistics, and any other activity that is not retail, commercial, hospitality, government, or non-profit.

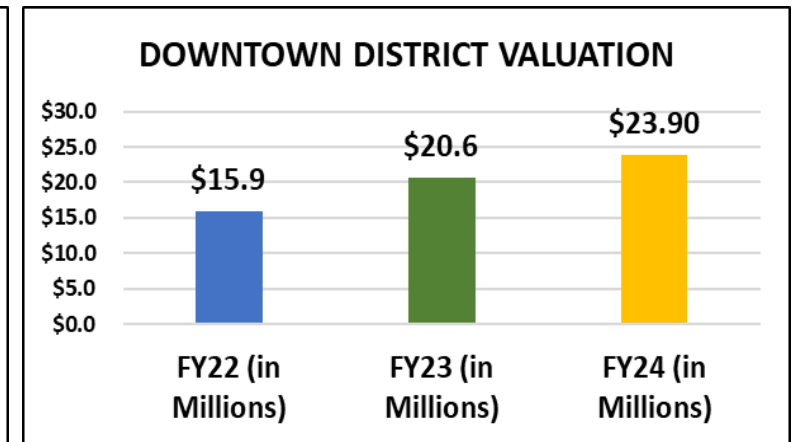
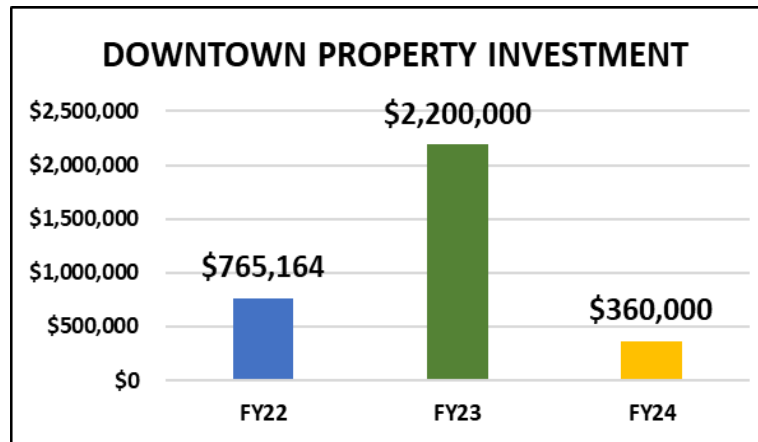
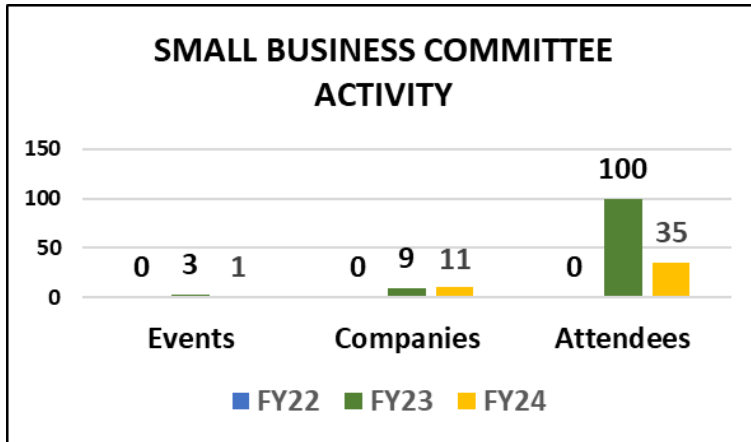
Goal 2

Born and Raised in Mesquite

We will grow our diverse small businesses, positioning Mesquite as a premier entrepreneurial community in North Texas.

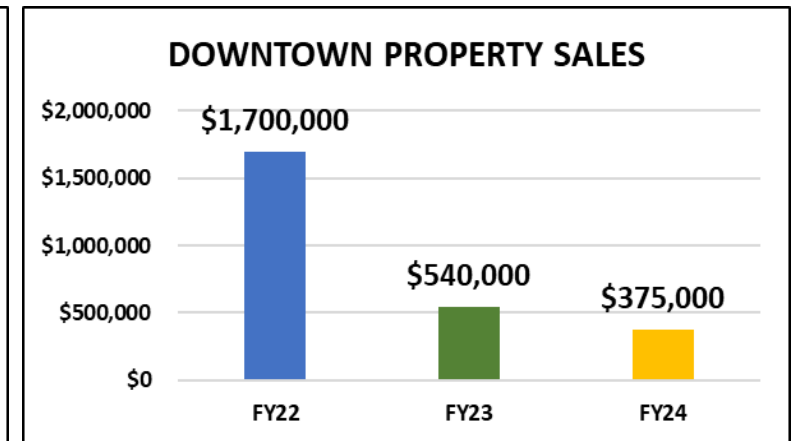
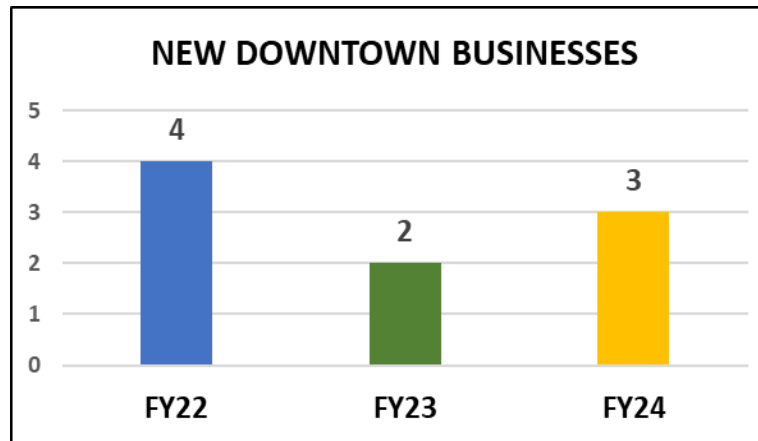


Goal 2: Small Business Success



Small businesses grow where there is a supportive culture, population growth, and larger businesses to do business with.

Groundwork was put in place in FY24 for new programs being formed to kick-off in FY25. Input from stakeholders is key and will be crucial to get the word out about opportunities.



FY22: Alejandro's @ Front Street Station, That Apparel Company, Top Barber, The Wellness Place
 FY23: Baker Brothers, Happenings at Front Street Station
 FY24: Wild Honey, MMA and Galiston on Main

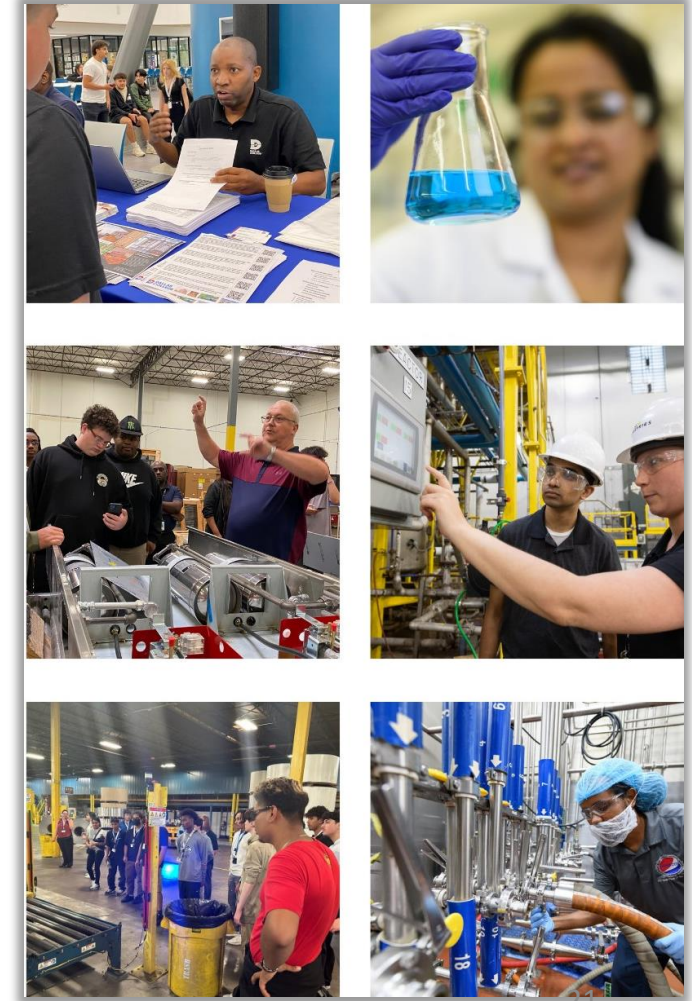
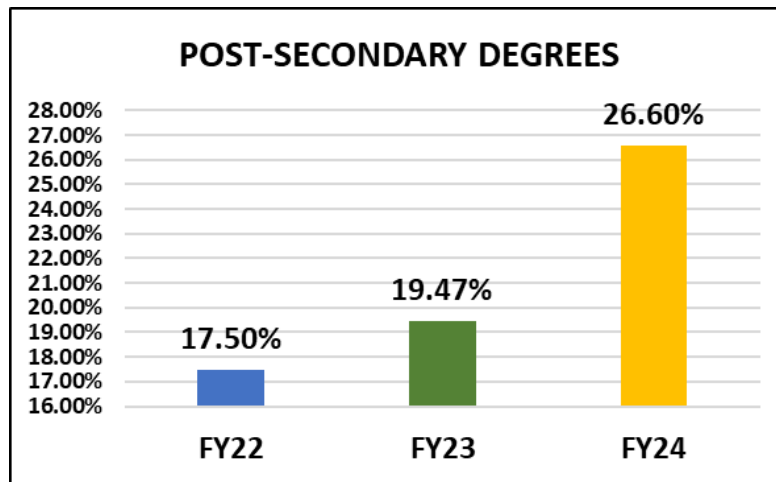
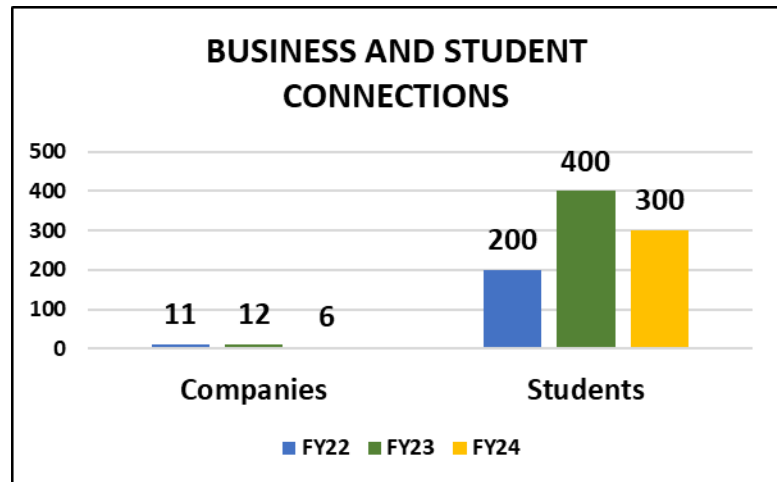
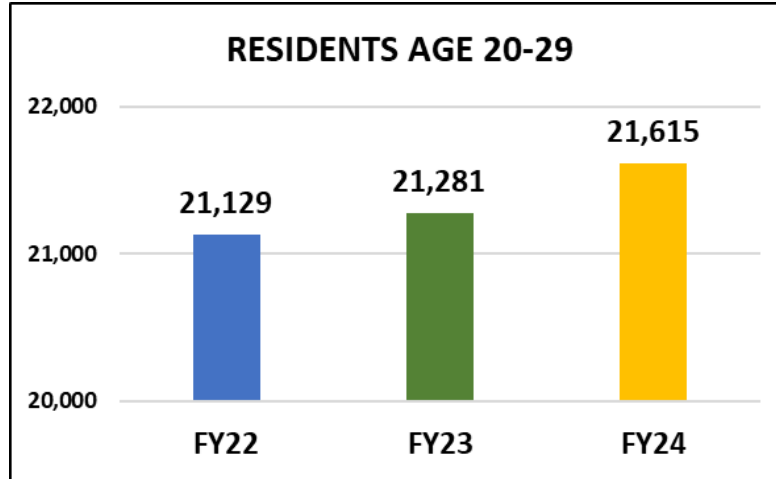
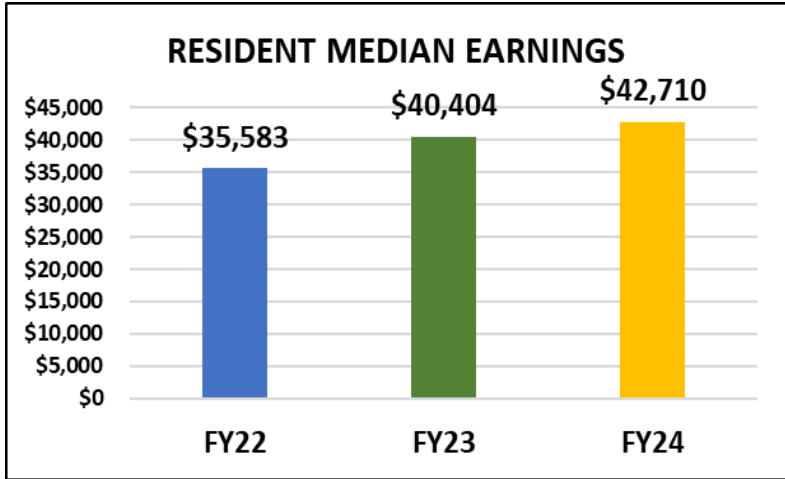


Goal 3

Upskilling for Tomorrow

We will build a robust skilled workforce to power Mesquite's future.

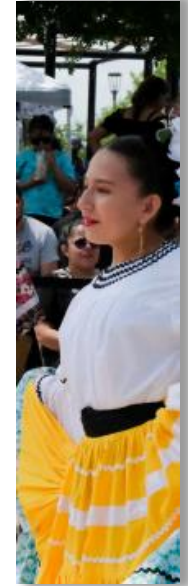
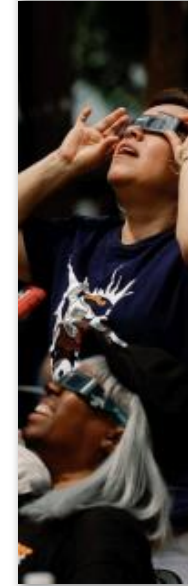
Goal 3: Talent and Opportunity



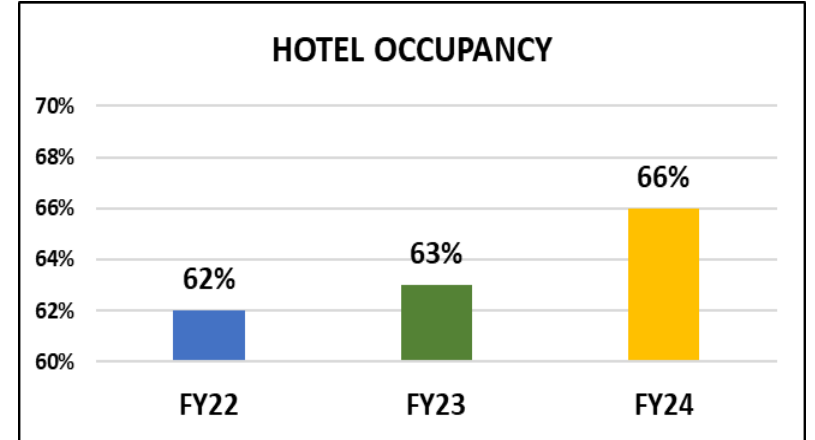
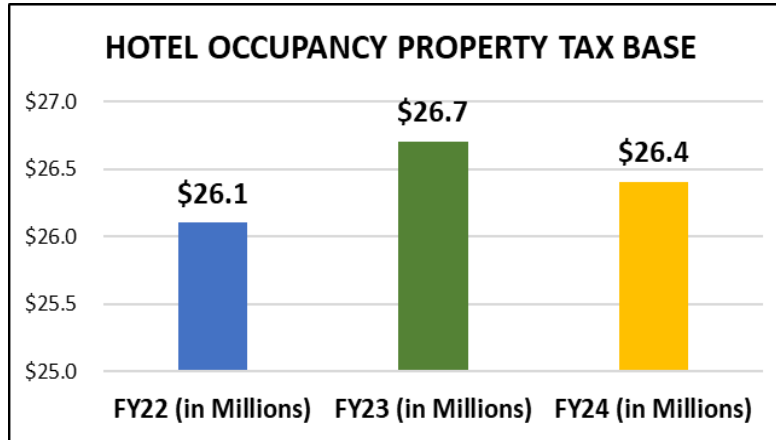
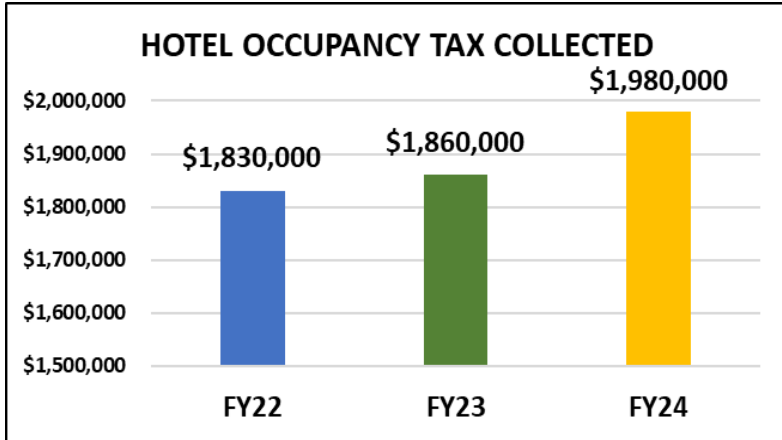
Goal 4

A Unique North Texas Destination

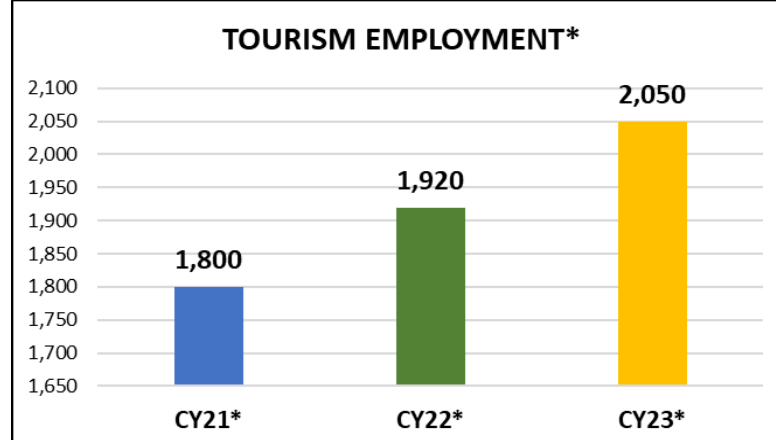
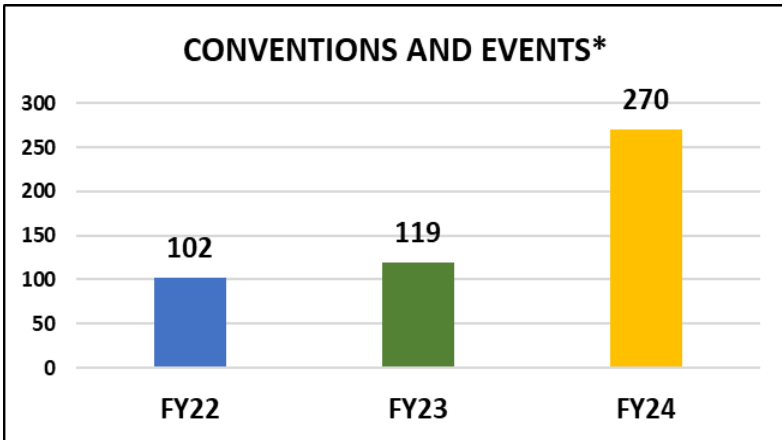
We will transform Mesquite into a destination that attracts diverse families, talented young professionals, and visitors of all walks of life.



Goal 4: Visitor Impact



State of Texas average 63.5%



*Data provided by Atrium staff beginning 2023

*Data provided by State Tourism office beginning 2023

Sales tax from overnight visitors (defined as individuals traveling 50 miles or more to Mesquite) accounts for an estimated \$9.9 million annually including State and Local collections. Hotel Occupancy Tax (HOT) is directly influenced by hotel occupancy and room rates, with the average daily rate remaining consistent with FY23 figures at \$80 per night.



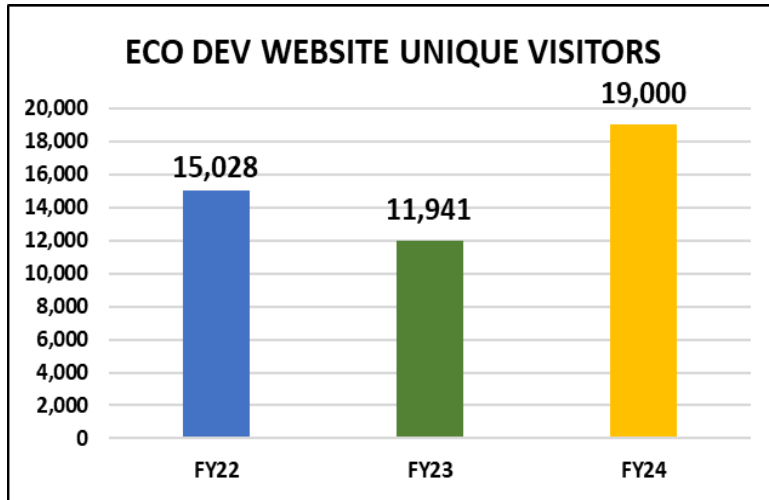
Goal 5

Intentional, Authentic Storytelling

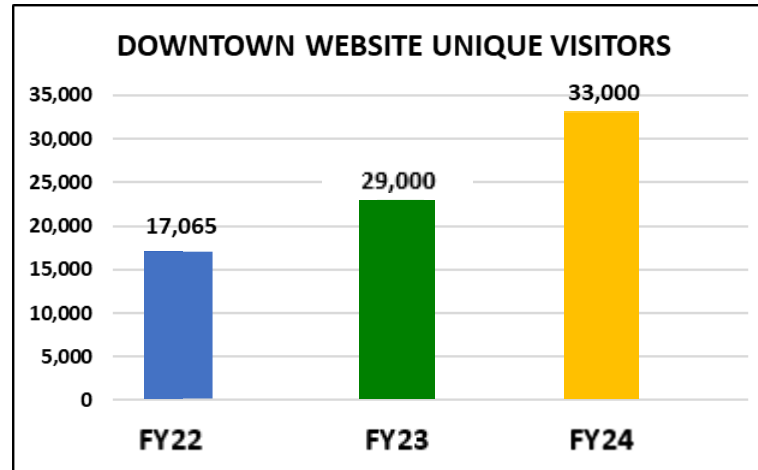
We will promote Mesquite's economic opportunity story.

Goal 5: Global Engagement

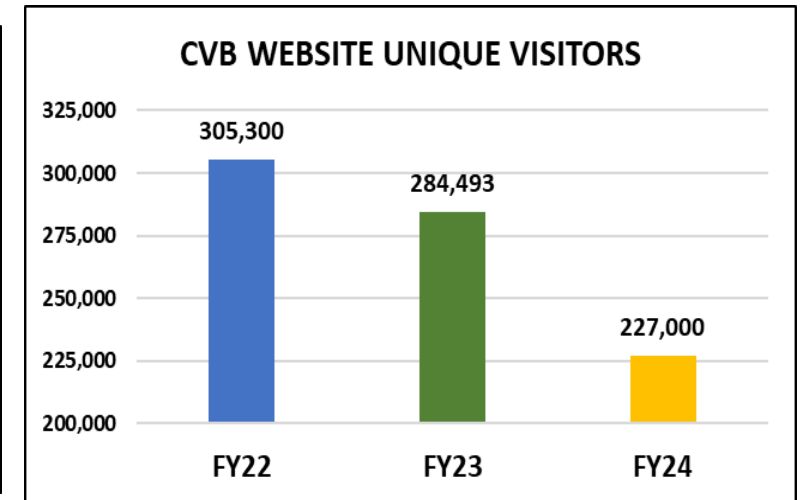
Economic Development



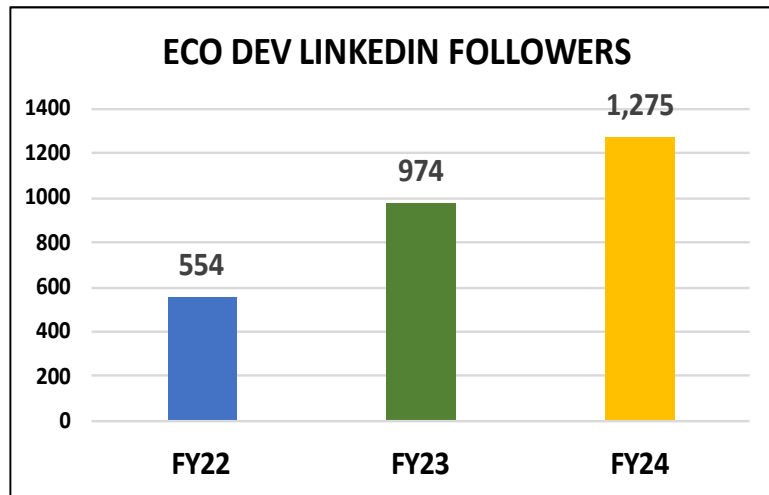
Downtown Development



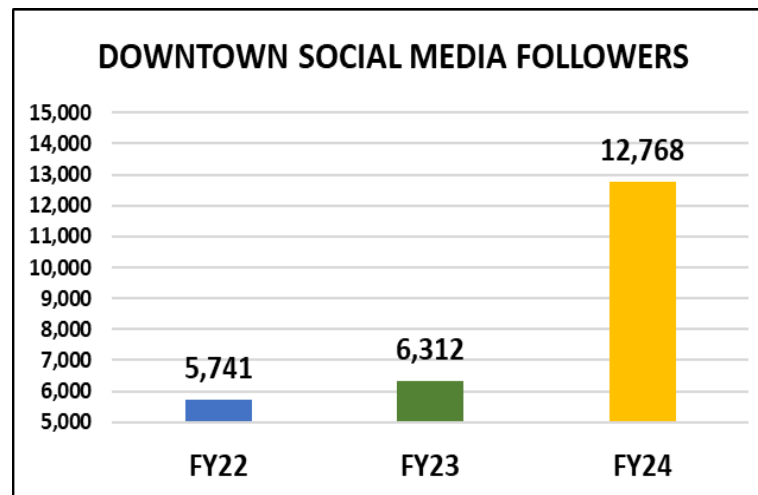
Visit Mesquite (CVB)



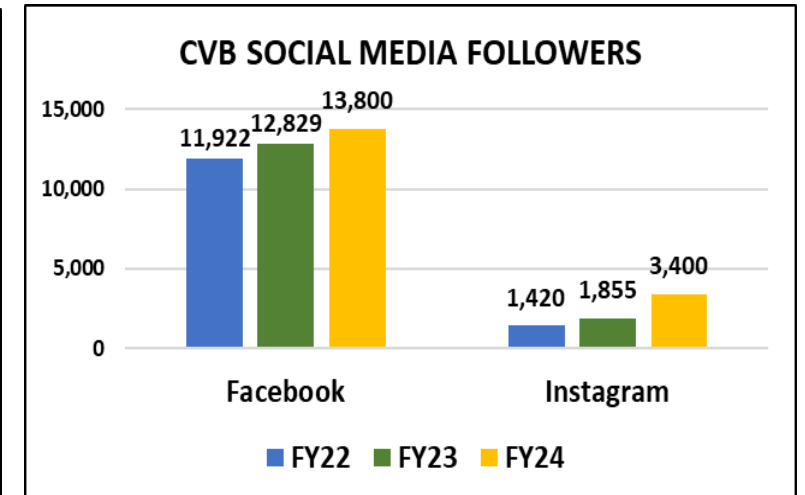
ECO DEV LINKEDIN FOLLOWERS



DOWNTOWN SOCIAL MEDIA FOLLOWERS



CVB SOCIAL MEDIA FOLLOWERS



The World is Taking Notice

International Destination

Solar Rodeo brings 43,000 visitors to Mesquite

Associated Press (AP) host location for the Eclipse Watch Party broadcast globally with over one million live streamers

The second most attended broadcast in AP history



Small Business Generator

Downtown Mesquite Farmers Market

Featured for Small Business Saturday on CBS

450 ave. visitors

24 ave. vendors per market



361 registered vendors



Global Business Attraction

First North American location for three global companies

Hexagon Purus
Canadian Solar
Hithium Tech USA



Department Objectives FY25

- Implement Economic Development Incentive Policy
- Economic Planning for targeted areas
 - Gus Thomasson Zoning study and public engagement
 - Solidify Town East Mall redevelopment plans and Sears site construction
 - Creek Crossing and Trinity Pointe
- Kick-off Young Professionals Group and Mesquite Investor Consortium
- Welcome to Mesquite Business Kit and Familiarization Tours
- Update Guide to Opening a Business
- Refresh Economic Development and Downtown websites
- Implement Downtown Overlay Ordinance
- Downtown Traffic Calming technical planning
- Small Business Support and Growth programs
- New Property Readiness programs and Business Start-up Grants
- New Visitors Guide by Texas Monthly
- Increase and diversify event and group attraction
- Expand social media influencer base



The phrase “Be the change you want to see in the world” is attributed to Mahatma Gandhi. It encourages personal authenticity and suggests that we should embody the positive qualities and actions we wish to see in the world.

**To achieve this, we need to...
take tangible action in our
communities.**

- Michael J. Formica
EDM, NCC, LPC

“Be the change.”

– Mahatma Gandhi

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