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.
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
2020 – COVID-19...Roadmap to Resources
April 2021 – Local Market Data & Trends
June 2021 – Job Fair
## Task Force Members

<table>
<thead>
<tr>
<th>Committee Members</th>
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<tbody>
<tr>
<td>Beverly Abell, Downtown Development Manager, City of Mesquite</td>
<td>Lexie Woodward, Manager of Economic Development, City of Mesquite</td>
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<td>Jessica McClellan, Convention &amp; Visitors Bureau Manager, City of Mesquite</td>
<td>Glenn Bradley, Owner, Big Hit Creative</td>
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<td>Clint Elsasser, Dean of Schools of Vanguard High School, MISD</td>
<td>Karissa Samuel, Career &amp; Technical Education Facilitator, MISD (Sheldon Stoker assumes role July 12th)</td>
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<tr>
<td>Steven Bridges, Account Executive, Workforce Solutions Greater Dallas</td>
<td>Kristi Krajca, Director of Career &amp; Technical Education, MISD</td>
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<td>Janet Foreman, Business Development Coordinator, Ascend Institute, Dallas College</td>
<td>Terry McCullar, President, Mesquite Chamber of Commerce</td>
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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.
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.
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.MESQUITECODEV.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
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
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 #500 - New construction of a two-story office building
- Clay Cooley Hyundai - Renovation
- LeTonics - 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
Avision Young (Dallas) Research Manager Micah Rubalacs will provide a Local Market Data and Trends presentation at noon on April 13, 2021.

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

2021 Business Marketing Panel
Join the Business Retention & Expansion Task Force for their 2021 Business Marketing Panel July 20. The event will be from 8 to 9 p.m. in Training Rooms A & B at the Mesquite City Hall, 757 N Galloway Ave.

Local Market Data & Trends Presentation
View the latest quarterly Economic Development Update Presentation to City Council.
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