

MESQUITE

T E X A S

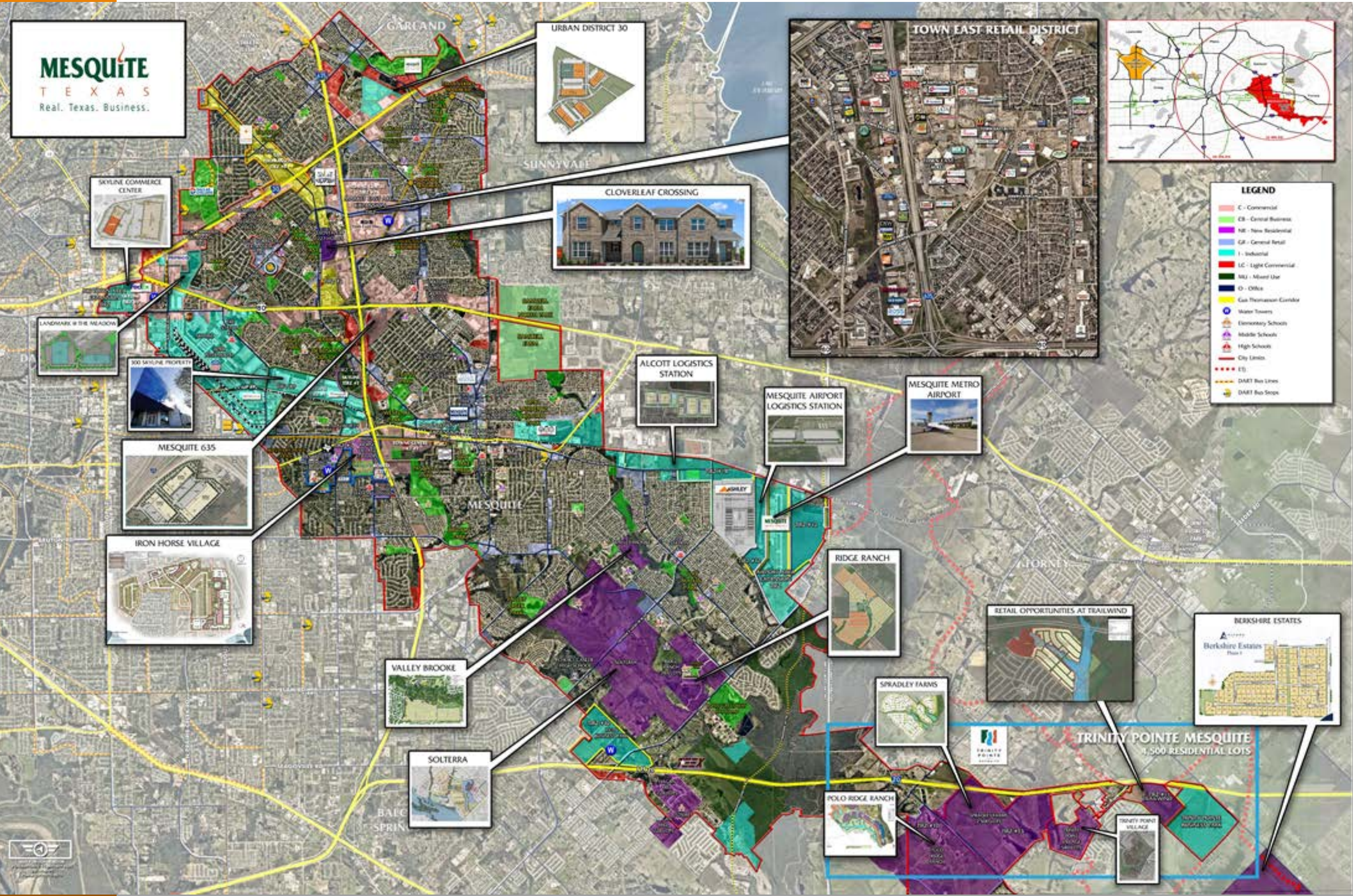
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CITY OF MESQUITE

Economic Development Update

Oct. 28, 2021



Hotels & Lodging

The Mesquite Convention Center and Exhibit Hall is over 50,000 square feet of meeting and event space.



Arts & Attractions

Mesquite Avenue. A 3,500-seat multi-purpose arena is home to the 60-year tradition known as the Mesquite Championship Rodeo and now the Mesquite Outlaws, a Major Arena Soccer League team. The venue also hosts concerts and other activities throughout the year. MesquiteRodeo.com



Mesquite Arts Center The 36,700 square foot facility houses a 400-seat music performance hall, a black box theater, rehearsal hall, galleries and support space. This cultural center for the community houses the Mesquite Community Theater, Mesquite Community Band and Mesquite Symphony Orchestra. MesquiteArtsCenter.org

Parks & Recreation

The City of Mesquite has achieved the Playful City USA designation for years due to its 70+ parks, 34 playgrounds, three aquatic facilities and numerous recreation facilities. The city also offers a 17-mile trail system that connects residents to schools, retail areas and other attractions.

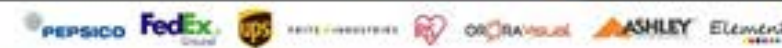
Mesquite residents enjoy an array of affordable activities, programs and special events. These include after-school programs, summer camps, youth and adult sports, just name them 30 special events planned throughout the year. cityofmesquite.com/VRM2

Mesquite Golf Club This 154-acre, 18-hole golf course provides hours of fun for both novice and expert golfers. The course is open seven days per week and features a snack bar, pro shop and driving range. mesquitegolf.com



Industrial

Between 2020 and 2030, Mesquite is slated to add an additional 16 million square feet to its existing 1.8 million square feet of industrial space. Visit link.to.learn.more MesquiteCoDev.com/AboutUs/Industrial



Retail

National Brands, Regional Favorites, Destination One-of-a-Kind

The Town East Mall and Market East Shopping Center put a 60-mile radius with major brands and hundreds of highly-desired culinary choices. Mesquite has some of the strongest sales figures in the DFW metropolitan area as well as franchises. In addition, Mesquite offers strong neighborhood centers/emerging redevelopment of classic mid-century centers. Entrepreneurs find endless opportunity to open shops throughout the city, including the historic Downtown center. Mesquite has a dependable, strong, and local population growing the workforce - adding customers daily.



Demographics

Mesquite is quintessentially Texas, offering everything from business bustle to beerhenge, and lots in between. Located just 13 minutes east of downtown Dallas, Mesquite offers all the amenities of a major metropolitan area, but with the friendly charm and value of small town hospitality.



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Downtown



Transportation



Workforce/Education



Education is the mission of Mesquite 2030 to educate students and prepare them to expand their opportunities, broadly including the entire community. The District currently serves 36,500 students in 30 campuses, including 10 high schools.

Current projections indicate plans of adding high school campuses throughout Mesquite 2030 with 40 programs and 25 enrollment opportunities. Each year, students expand dual credit hours, credit by exam and more.

Wesport High School, the new 2,000-student career technology high school, is a state-of-the-art facility focused on preparing students for careers in Engineering, Health Sciences, Technology and Construction Science. WesportHighSchoolMesquite2030.org

Dallas College's Leland Campus located in Mesquite, a part of the Dallas College District, Leland has an enrollment of over 14,000 students and offers degrees and career-focused certificates. It offers a transfer pathway leading to any institution, including University of North Texas, Texas A&M University, University of Texas at Dallas, and Texas Western University. University of Texas, as well as Texas College College. With an access to the entire DFW network of colleges and other post-secondary schools, there are hundreds of higher education opportunities to and around Mesquite.

Residential



Industrial



MESQUITE
WE HAVE A FIRE IN OUR BELLY FOR INDUSTRIAL.

Diverse, solid, and fast-growing workforce ignites the booming DFW industrial market.



From 2020 to 2030, Mesquite is slated to put 16 million square feet of new industrial on the ground, adding \$1 billion to tax base and opening up opportunity for new advanced manufacturing and logistics companies to make a move to Mesquite.

- Intersection of four major freeways: IH-635, IH-20, IH-30, and US Hwy. 80.
- Strategic locations at major freeway bridges opening up for development.



Fritz Industries



Urban District 30

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MesquiteEcoDev.com

Logos: Pepsico, Ashley, UPS, Strukmeyer, elements sleep, 1000Bulbs, FedEx.

Urban District 30 – IH-30/Northwest Dr Tenants include 1000 Bulbs, Elements Mattress Estimated 500-900 jobs	5 buildings	1m SF
Skyline Commerce Center – Buckner Blvd/IH-30	2 buildings	198k SF
Landmark at the Meadows – US-80/Meadows Blvd Conservative estimate of 71 jobs \$28m estimated investment	2 buildings	360k SF
Mesquite 635 industrial campus – US-80/IH-635	3 buildings	550k SF
East Dallas Logistics Center – Kearney St/SH-352 Tenants include Steve Silver Company, HENRY Logistics	2 buildings	546 SF
Alcott Logistics Station – E Scyene Rd/Faithon P Lucas Blvd	5 buildings	2m SF
Mesquite Airport Logistics Center – Scyene Rd/Airport Blvd	4 buildings	2.5m SF
IH-20 Business Park – McKenzie Rd/Lawson Rd Realign and reconstruct McKenzie from Lucas to Lawson	Multiple	2.4m SF
Airport East Business Park – Scyene Rd/Lawson Rd 216.78 acres	Multiple	3m SF
Twenty East at Trinity Pointe – FM-2932/Griffin Ln	5-6 buildings	4.5m SF



Landmark at the Meadows

Residential



MESQUITE
YOUR HOTTEST ADDRESS
FOR HOMEOWNERSHIP.

Homes from the \$300s to the \$750s add accessible options to DFW in master-planned, beautiful communities.



Mesquite offers a variety of housing options for potential homeowners, ranging from modest mid-century, single-family-home neighborhoods to luxury executive estates, as well as spacious acreages for those who prefer their home on the range. Accessible, with quality of life second to none for the price.

- 10,000 new homes in Mesquite — adding at least 30,000 to our residential population.
- Rolling hills, ponds, trails, amenity centers, neighborhood schools. Every style from urban to suburban.
- Neighborhoods surrounded by retail and amenities: Mesquite Arts Center, 70+ parks, Mesquite Golf Club, Mesquite ISD's award-winning schools and new Vanguard Innovation Center.

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Hagan Hill



Iron Horse Village

Home Developments

Hagen Hill – Lumley/IH 20	228 homes	\$370k – 490k
Solterra - Cartwright/Lucas	3,900 homes	\$335k - 580k
Ridge Ranch – Cartwright/Lawson	949 homes	\$320k - 470k
Iron Horse Village – Rodeo Area	336 homes	\$235k – 310k
Cloverleaf – Gus Thomasson	327 homes	\$230k+
Camden Town Homes - Town East/Rustown	TBD	TBD
Valley Brook - Mesquite Valley Road	235 homes	\$250k+
Trinity Range Place – Range/Belt Line	49 townhomes	\$225k+
Polo Ridge – Trinity Pointe	1,007 homes	\$285k - 475k
Spradley Farms – Trinity Pointe	2,500 homes	\$235k - 475k
Berkshire Estates – Trinity Pointe	269 homes (1 ac lots)	\$400k+
Trailwind – Trinity Pointe	450 homes	\$215k - 355k

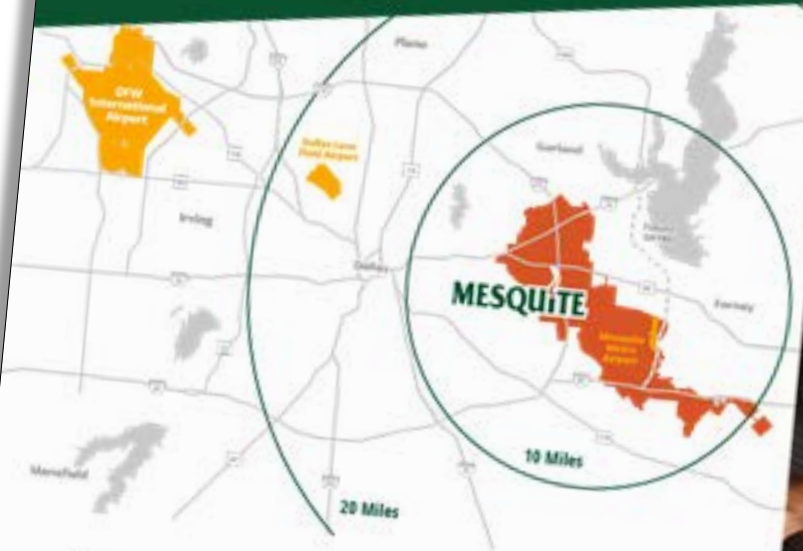


Retail

MESQUITE

OUR RETAILERS ARE ABLAZE WITH RECORD SALES.

Some of the strongest sales figures in the DFW
metroplex for national brands and franchises.



If you like to shop and eat, or invest in businesses who need customers who do, Mesquite's your place. Mesquite is DFW's east-side retail hub, with more than 3 million square feet of retail at the IH-635 and IH-30 intersection and more than 1.2 million square feet (averaging 95% leased) of floor space at Town East Mall.

- Strong neighborhood centers/emerging redevelopment of classic mid-century centers.
- Downtown development offers entrepreneurial opportunities.
- Dependable, strong, and local population growing like wildfire — adding customers daily.

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Town East Retail District



Market East

N of Town E Blvd (Target side)

- Crumbl Cookies
- Salata
- Aspen Dental
- Petco
- Blaze Pizza
- ATI Physical Therapy
- Beauty and the Brow

Stallion Town East

Btw. Ollie's Bargain Outlet/Gus Thomasson Rd & IH-635

- Raising Canes
- Starbucks
- Rosa's Café
- Salad and Go



The Iron Horse Village mixed-use community is being developed on 54 acres along IH-635 East and Highway 352 & adjacent to the famed Mesquite Arena. Iron Horse Village will incorporate:

130,000 SF

RETAIL & RESTAURANT

336

SINGLE FAMILY HOMES

196,020 SF

OPEN AIR GREENSPACE

2022

PROJECT DELIVERY

Iron Horse Village



Northridge Shopping Center Remodel: North Galloway Avenue

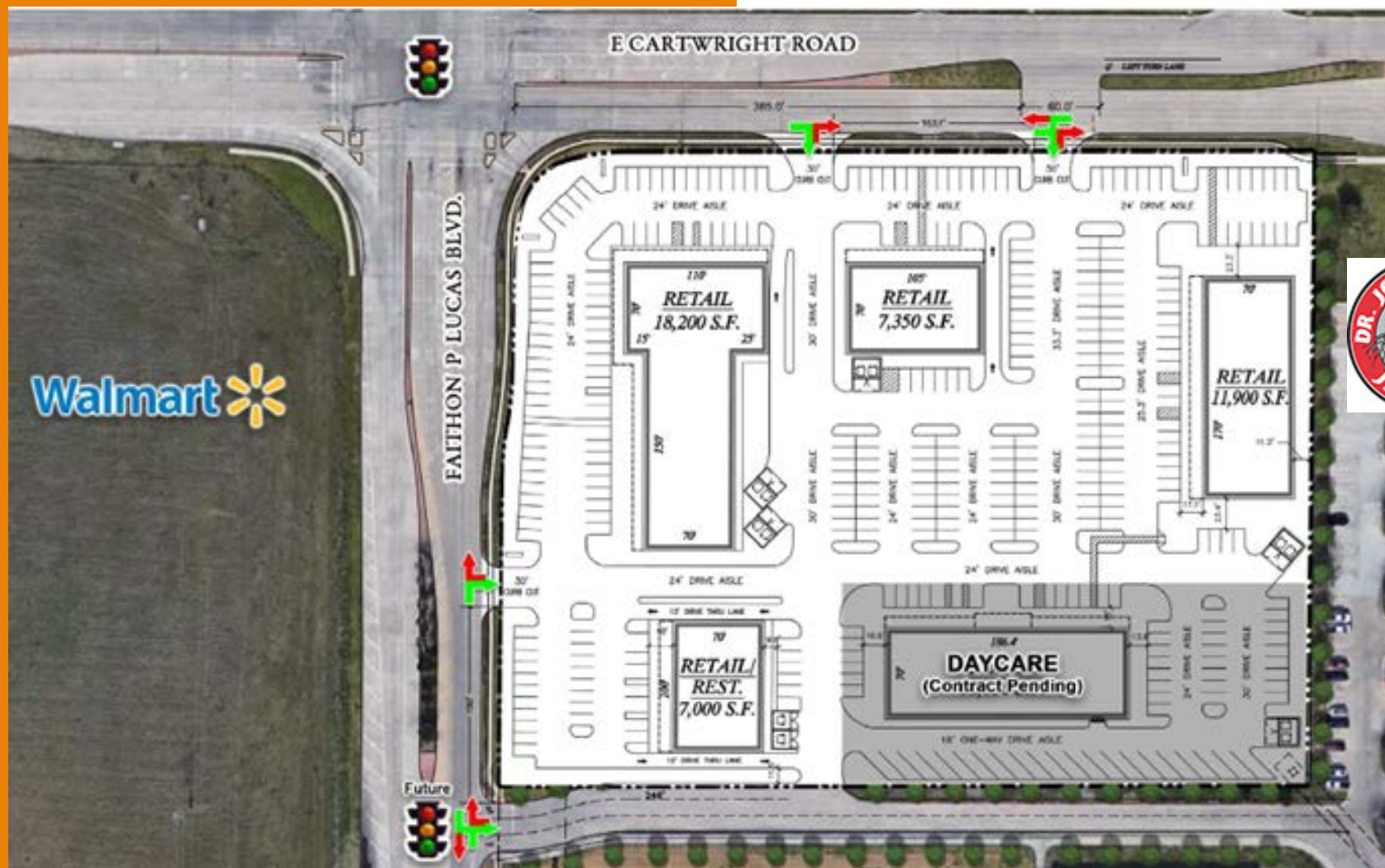
Façade enhancements

New tenant signage

Roof repairs

Storefront renovations





Shadow Creek Crossing



Gus Thomasson Corridor



MESQUITE

SMOKING OPPORTUNITY IN THE GUS THOMASSON CORRIDOR.

Great opportunity for retail development with growing residential base, good schools, and scenic parks.

10 Miles
20 Miles

Welcome to the Gus Thomasson Corridor – GTC for short. A public investment of \$10 million is complete with pedestrian-friendly streets, trails, new roads, pool, park, and Thomasson Square. This emerging district is ready for your businesses.

- Redevelopment District in East Dallas area near Dallas College – Eastfield campus.
- Pedestrian trails and neighborhood connectivity.
- North GTC is located within a TIRZ financing district.
- New high-quality urban housing.

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GusThomassonCorridor.com

VILLAS AT VANSTON PARK
4516

Mixed-use project sustainability award winner

Vanston Park



New Businesses



JOIN US FOR FREE HOLIDAY FUN ON THE
GUS THOMASSON CORRIDOR

CHRISTMAS ON THE CORRIDOR

Dec. 11, 2021

10:00 a.m. - 2:00 p.m.

Vanston Park

2913 Oates Dr., Mesquite, TX

Overflow parking at Oates Drive Baptist
Church

FOOD TRUCKS - VENDORS - INFLATABLES -
YARD GAMES - KIDS CRAFT - SANTA



LWoodward@CityofMesquite.com
GusThomassonCorridor.com





MESQUITE
WHERE ENTERTAINMENT AND ATTRACTIONS SIZZLE.

20+ hotels and a convention center to support your convention, corporate training, or just-for-fun weekend.



Dallas and Fort Worth are fun backyards, but Mesquite has it all for residents, employees, business-owners, and visitors right here.

Mesquite
VISIT TEXAS

- Rodeo Capital of Texas
- Downtown Mesquite and Farmers Market
- Town East/Market East Shopping Hub
- Celebration Station
- Mesquite Golf Club
- Mesquite Arts Center
- Mesquite Convention Center and Exhibit Hall
- 17 Miles of Trails and 70+ Parks
- Historic Sites and Landmarks

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Mesquite Convention & Visitors Bureau
972-204-4928
VisitMesquiteTX.com



Mesquite Symphony Orchestra



Mesquite Rodeo



SOCIAL MEDIA

- Develop YouTube channel with videos (8) and expand
- Grow visitor engagement
- Crowd source posting
- Targeted ads with call to action

E-NEWSLETTER

Email campaigns for targeted audiences with specific messaging and contests/offers/promos

VISITORS GUIDE & ASSETS

- New creative assets
- Videos (8)
- Film-friendly packets
- Photography
- Sales packet
- Swag-welcome packet items



BRANDING

- Make updates based on research and analytics
- Branded campaigns with logos and taglines

WEBSITE UPDATE

- Update to VisitMesquiteTX
- New user-friendly website
- Mobile/app interface
- Plan a trip feature
- Use of artificial intelligence
- Crowd source new photos and content
- Ecommerce option: book a hotel room, purchase tickets to rodeo, arts, HIM, parks & rec events, etc

PUBLIC RELATIONS

- Develop curated content
- PR campaign for "spice" ingredients
- PR pitch calendar with evergreen content
- Travel writer conferences/tradeshows
- Media visits/FAM tours
- Target 'Niche' SMERF publications



Return On Investment (ROI)

Return On Mission

ADVERTISING

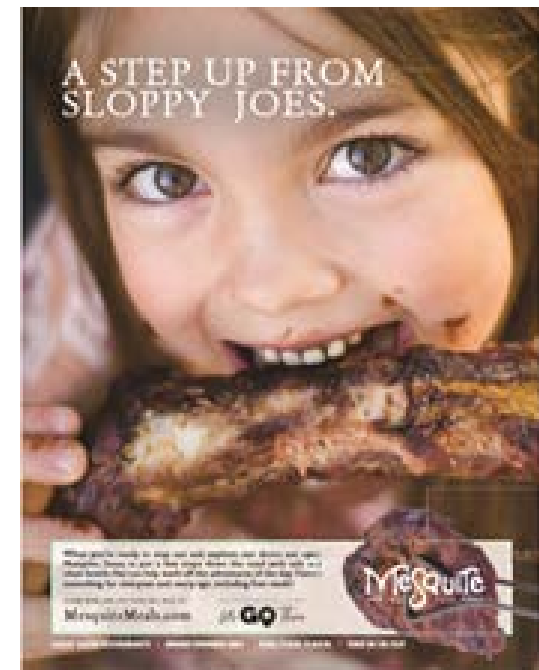
- Digital and traditional advertising
- Target 'Niche' SMERF publications
- Include calls-to-action
- Performance "test and switch"
- Video (8) use in advertising options

2021- 2022 CVB Look Forward

The CVB is a strategic, results driven organization. In 2021-2022 we will take our learning from the past and create even more customized campaigns to increase awareness of Mesquite. The 2020-2021 theme is “A Step Up.” The idea behind this is to use visuals that remind adults of their youth and the fun things they used to do.

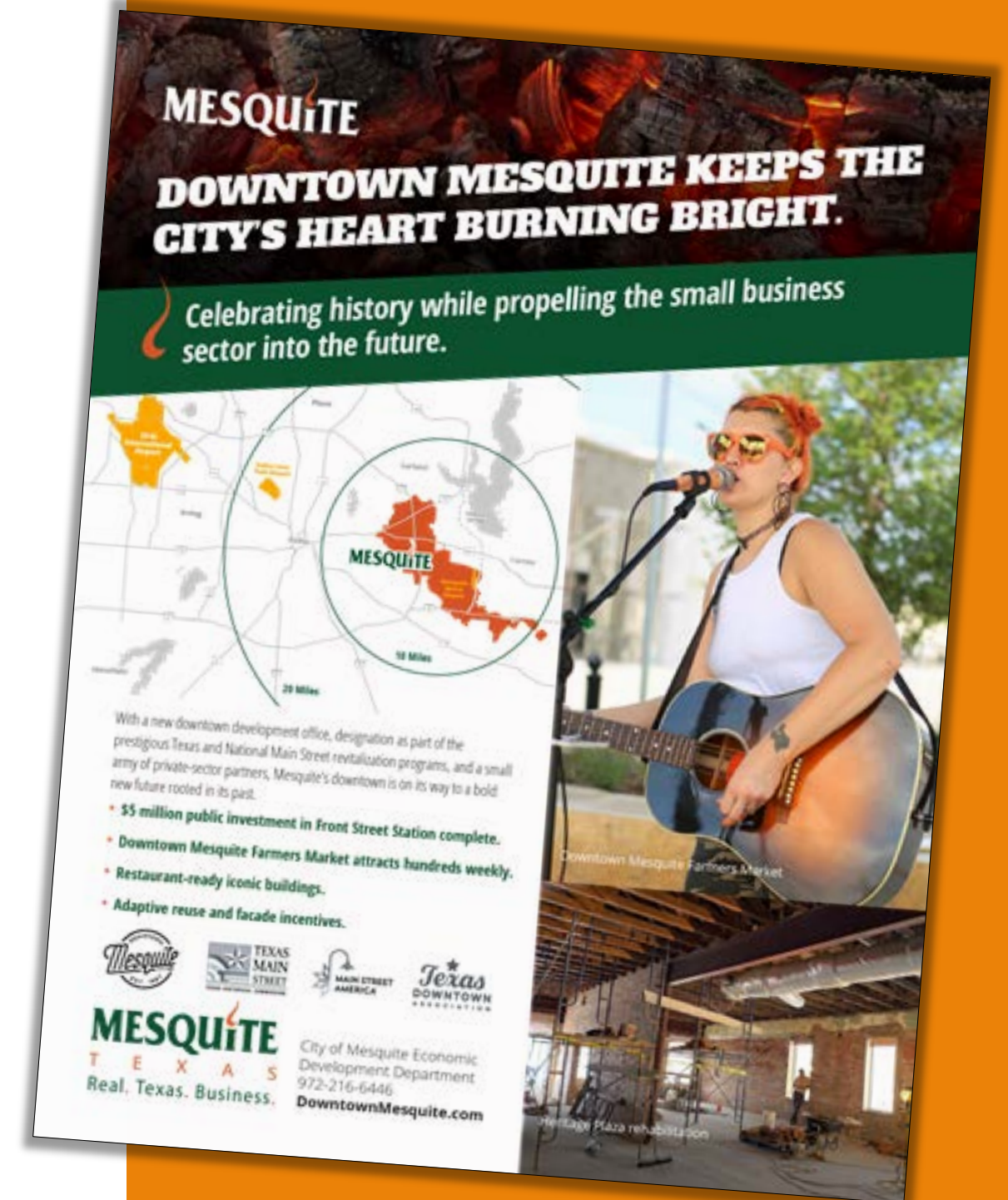
2021-2022 Campaigns will include:

- Creation and distribution of a new Visitors Guide Magazine and Brochure to be distributed in rack displays throughout Texas, Oklahoma and Louisiana, TXDOT welcome centers and CVB offices.
- New Visitors Guide Kiosks placed at Heritage Plaza and the Mesquite Convention Center
- Mesquite Videos to play on streaming services by Travel Texas
- Automated email marketing workflows to carry leads through the sales funnel to submit an RFP and book a convention in Mesquite
- Massive mobile and digital ad campaign together with Travel Texas
- Curated Email Campaign with Travel Texas
- Earned media coverage by travel influencers/bloggers and customized articles
- Targeted marketing campaigns for Pet lovers, Quincinera, Weddings, Foodies, Art Loves, Parks folks, and Rodeo fans with FB, Insta, LinkedIn, TikTok, TourTexas, Texas Highways and TXDOT
- CVB Vehicle wrap to promote awareness of the new Heritage Plaza offices



Downtown Development

- Private reinvestment over past three years to exceed \$2M mark.
- Public reinvestment near \$6M.
- Façade grants totaling approximately \$60,000 either completed or in process. Private reinvestment return exceeds \$120,000.
- Front Street Station
 - Property sales
 - New businesses
 - New activity
 - Recognition
 - Alejandro's
 - Heritage Plaza





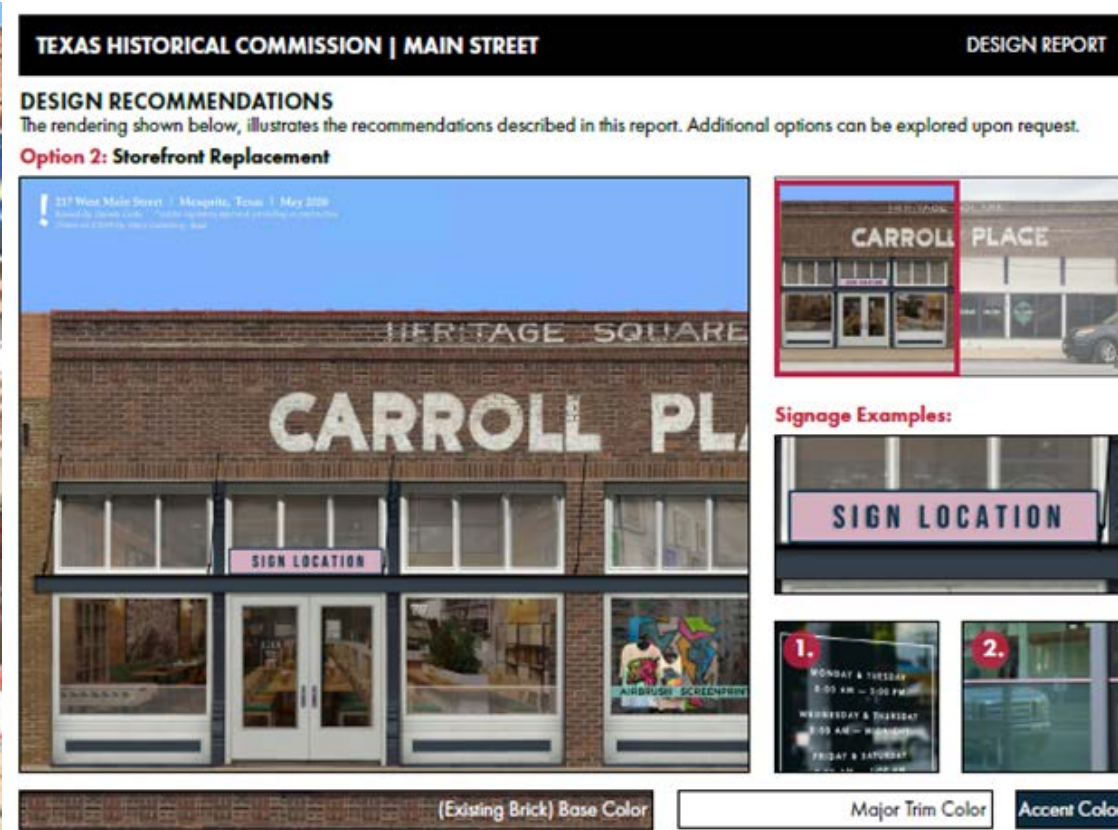
The Importance of Good Design



Front Street Station 2019



Front Street Station 2020



Carroll Place 2020 and Proposed Rehabilitated After



Bink Suites 2020



2021



Thank You!