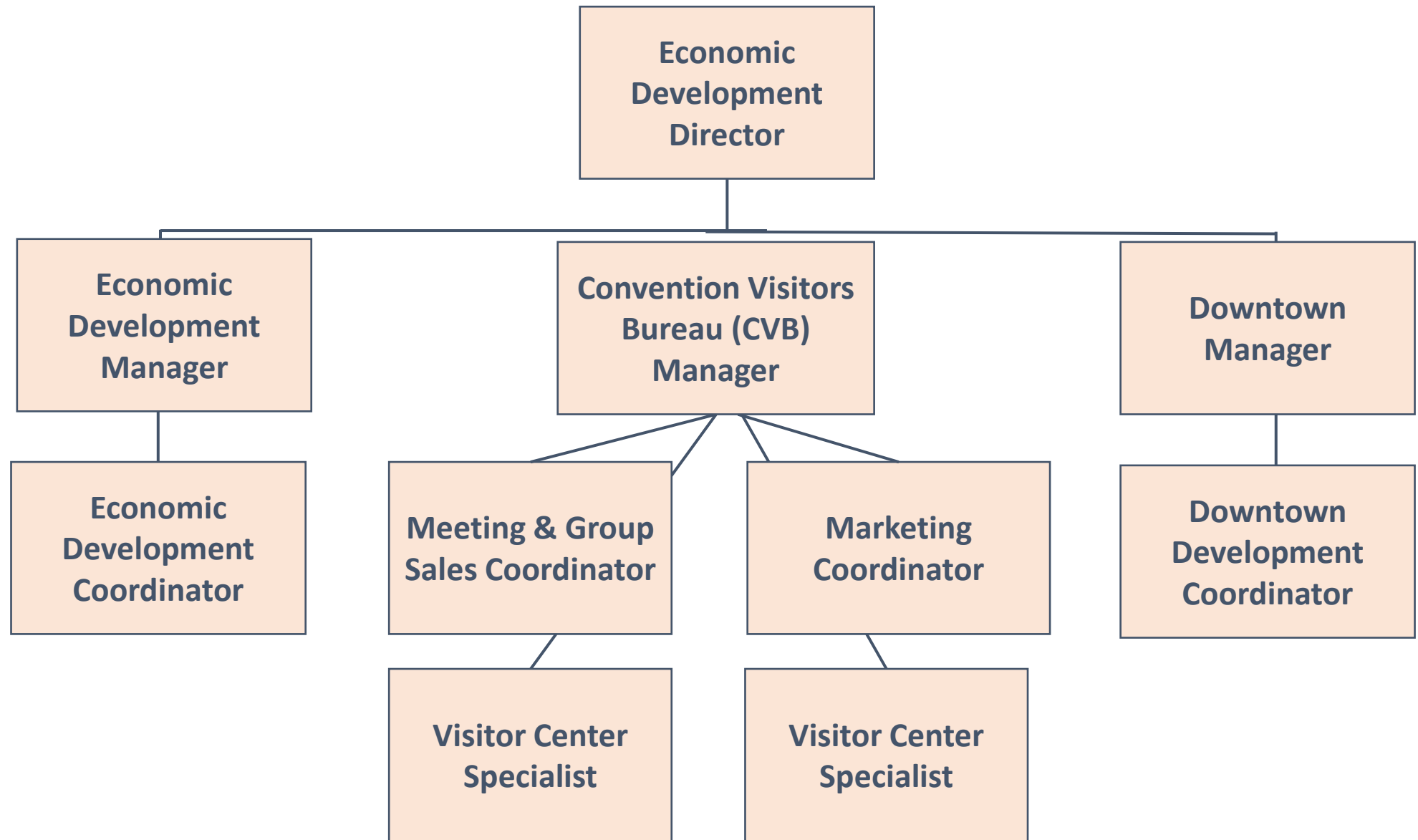




Economic Development Update City of Mesquite

Mesquite Chamber of Commerce Luncheon
October 27, 2022





70+ years experience
100 percent of management staff and/or divisions hold national and international industry certifications and accreditations

Our purpose is to empower a vibrant economy by fostering opportunity for stakeholders in Mesquite.*

Partners

City (Internal)

- Planning and Development
- Legal
- Finance
- Communications and Marketing
- Public Works
- Neighborhood Services
- Parks and Recreation
- Mesquite Metro Airport
- Public Safety
- Mesquite Arts Center / Historic Mesquite

Private Sector (External)

- Commercial Real Estate Representatives
- Business and Property Owners
- Workforce
- Vendors, Volunteers, Visitors and Residents
- Educators and Trainers
- Utility and Transportation Entities
- Investors

*Stakeholders are our residents, businesses, workforce, investors and visitors.

Common Questions We Get

From residents

- When are we going to get a Costco, Sam's Club, HEB, Central Market, etc.?
- Why are you (the City) putting *that* there?
- Why can't you (the City) stop them (them being X Company/Developer)?
- Why do we need commercial development? How does it benefit me?

From businesses

- How come they were allowed to have that type of signage but we can't? *Different use/zoning.*
- How come they got away with that but I can't? *They either didn't get away it, they did and that was an unintentional mistake, or your situation wasn't applicable to their situation.*
- What grants do you have for my business? *The City has none but can refer you to places who may. Most are low interest loans, not grants.*
- Where do I go/who do I need to register, etc. with to start my business? *Depends on the type of business.*



Commercial Real Estate Development Process Snapshot

1. **Vision/Concept/Feasibility** – Is there a market for this? Is this legally permitted here? Physically possible? Is this the best use of this site?
2. **Financing** – How much funding do I need? Who will fund it and what will their return on investment be? What is the exit strategy (when do I sell the building off)?
3. **Market Analysis and Strategies** – Who are my prospective tenants or buyers? How should it be priced? What do I need it to be priced in order to get the necessary return? Who will promote the building? Who will handle leasing?
4. **Building construction and development** – What are the materials and labor costs? Who will manage the construction? What permits do I need and from who? What rules and regulations do I need to follow?



Office



Industrial



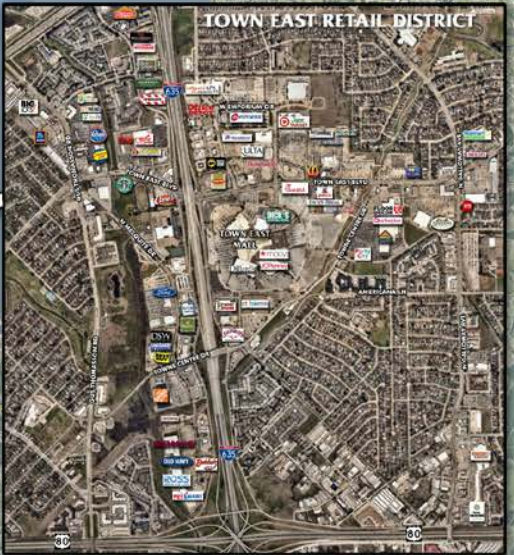
Retail



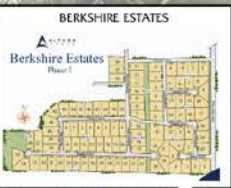
Residential

Commercial Real Estate Development

- The market drives commercial real estate development
- Incentives are considered when the market will not support the desired project (for example, if there are exceptional costs) without city, county, state, etc. assistance
- The city can influence what is developed and where through planning, engineering, building and fire codes, and ordinances. Also, if they need or want something from the City, for example:
 - City owned land, sales or property tax rebates, waiver or rebate of impact, development fees, etc. (money or money savings)
 - An easement
 - A rezone and/or Conditional Use Permit
- Landowners have private property rights



- LEGEND**
- C - Commercial
 - CB - Central Business
 - NR - New Residential
 - GR - General Retail
 - I - Industrial
 - LC - Light Commercial
 - MU - Mixed Use
 - OF - Office
 - Gas Thomson Corridor
 - Water Towers
 - Elementary Schools
 - Middle Schools
 - High Schools
 - City Limits
 - ETI
 - DART Bus Lines
 - DART Bus Stops



TRINITY POINT MESQUITE
4,500 RESIDENTIAL LOTS

14-20 BUSINESS PARK
Proposed 3.6 million square feet of industrial space on 200+ acres. Prime highway frontage plus a retail site.

AIRPORT EAST
Proposed 3.2 million square feet of industrial space on 2.65 acres.

TRINITY POINT MESQUITE
4,500 RESIDENTIAL LOTS

Building Permit Highlights



Assa Abloy
Urban District 30
\$1.6 Million office finish-out



7-11 @ Heartland
IH 20 at FM 741
\$250,000 valuation

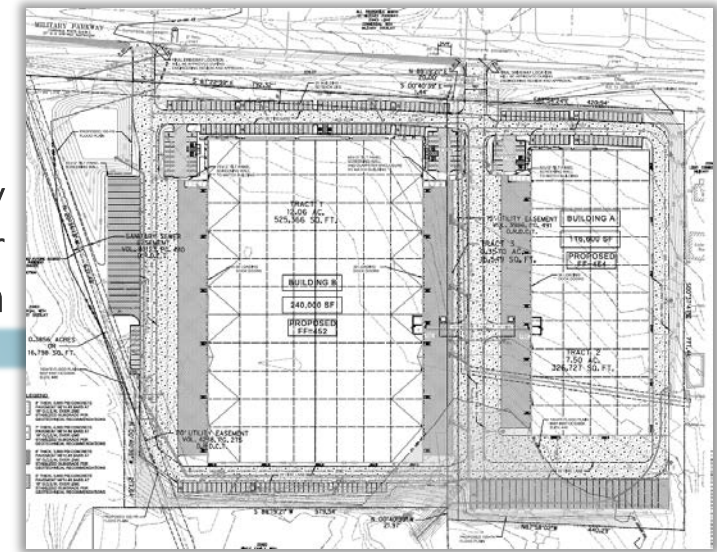
20 East at Trinity Pointe
FM 2932 south of Talty and Forney
1.6 million square feet
\$60 Million valuation



Building Permit Highlights

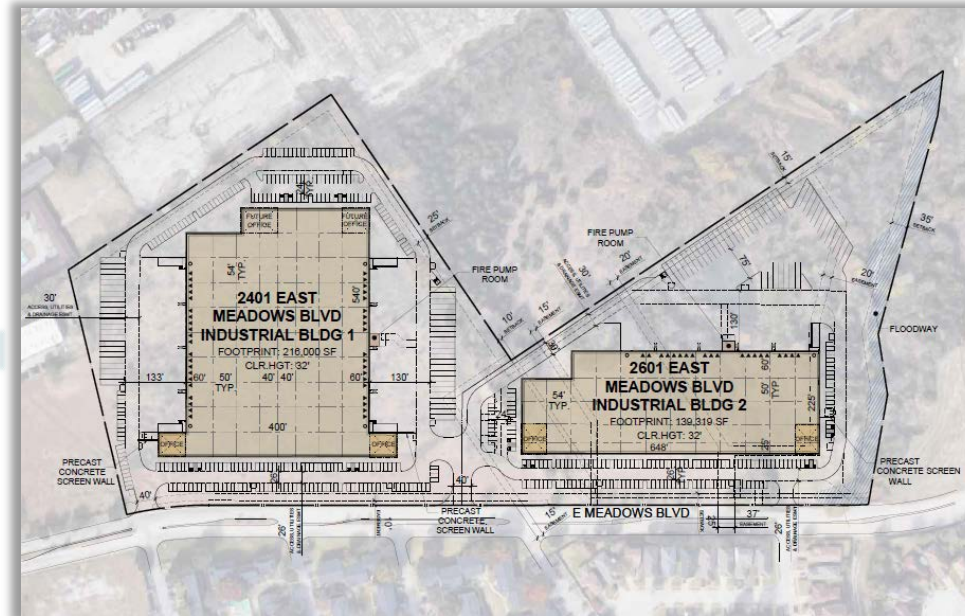


Military Parkway
Distribution Center
valued at over \$8 million



Morrison Products 24k square foot
expansion valued at over \$3 million

Landmark at East
Meadows Bldg. 2
Valued at over \$9 million



Building Permit Highlights



Big Town Industrial
Behind Pepsi
Valued at over \$13 million

Dickeys Barbecue Pit
interior remodel
4808 Eastover Dr. (formerly
American Heart Association)
Valued at over \$2 million

Dickey's adds Mesquite manufacturing, distribution facility in cost-controlling effort

Oct 18, 2022, 8:26am CDT

With costs at an all-time high, Dickey's Barbecue Pit has taken down 50,000 square feet in Mesquite for a new manufacturing and distribution facility to streamline production for retail products.

The facility, which has been dubbed Wycliff Douglas Provisions, is expected to provide 350 new jobs to the community just east of Dallas.

The plant will provide, sausage, chicken breast, pre-smoked chicken wings, chicken tenders, and multiple retail products for Dickey's Barbecue Pit as the Dallas-based company looks to alleviate costs for owners and operators of the outpost.

Operations within the facility are expected to include sausage grinding, blending, stuffing, marinating, tumbling, smoking, slicing, shredding, and high-speed packaging all under USDA-inspected production.

"We are very excited about the launch of WD Provisions, our amazing manufacturing facility and the great cost savings it will offer our hardworking Owner/Operators who serve as the heart of

Certificate of Occupancy Highlights



Alltrades flex-spaces
22 leases / 20 new businesses
2828 IH-30



Salad and Go
1950 N. Town East Blvd.



Game Trade changed to
Game Nerdz
1425 Gross Rd. Suite 102

Certificate of Occupancy Highlights



WSS Shoes in Towne Crossing Shopping Center on Gus Thomasson Rd.



Airport Logistics Center
626,719 SF / 905 Airport Blvd.



Culinary Community Kitchen (CCK)
4401 N. Belt Line Rd.

Groundbreaking / Grand Opening Highlights



Rosa's Cafe
2080 N Town E Blvd.

The Pickle Juice Company
3325 Innovative Way



BRE Events – Entrepreneurs Day



Luke Silver of Steve Silver Co was keynote

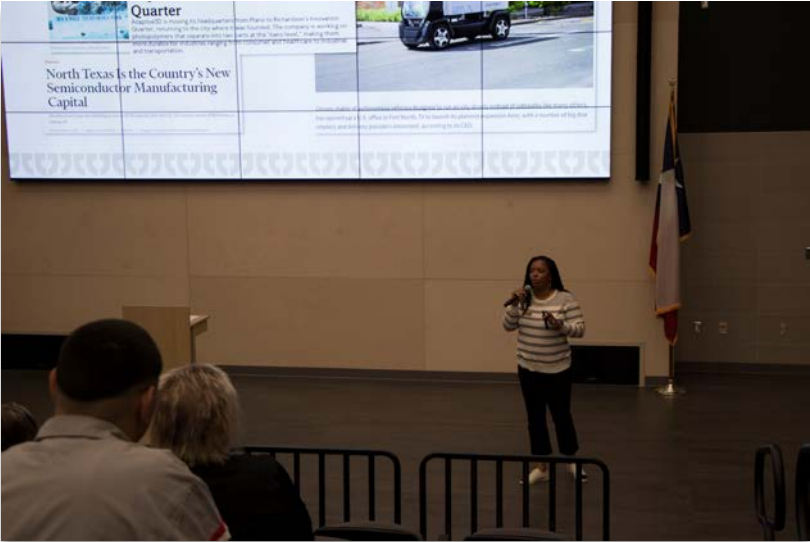


WELCOME TO **ENTREPRENEURS DAY**

- 3 p.m.: Registration and networking
- 4 p.m.: Welcome
- First roundtable sessions
- 4:20 p.m.: Break/Networking/Franchises
- 4:30 p.m.: Roundtable sessions
- 5 p.m.: Break/Networking/Franchises
- 5:30 p.m.: Keynote featuring Luke Silver
- 6 p.m.: Roundtable sessions
- 6:20 p.m.: Break/Networking/Franchises
- 6:30 p.m.: Last concurrent session
- 7 p.m.: Networking, follow-up

BRE Events – Manufacturing Day

Dallas College presenting



Highly engaged Vanguard High School students touring Pickle Juice



Highly engaged Vanguard High School students visiting Ferguson's booth

BRE Events – Manufacturing Day



Economic Development Marketing / Press

GET FIRED UP OVER MESQUITE'S HOMES AND NEIGHBORHOODS.



10,000 new homes in planned communities from the \$350s with access to great schools in Mesquite ISD and Forney ISD.

MESQUITE TEXAS
Real. Texas. Business.

- Easy access to DFW and the North Texas region with urban and suburban-style homes among neighborhood schools.
- Communities surrounded by retail and amenities: Mesquite Arts Center, 70+ parks, Mesquite Golf Club, award-winning schools and the new Vanguard, a career and technical education high school.

City of Mesquite Economic Development Department | 972-216-6446 | MesquiteEcoDev.com

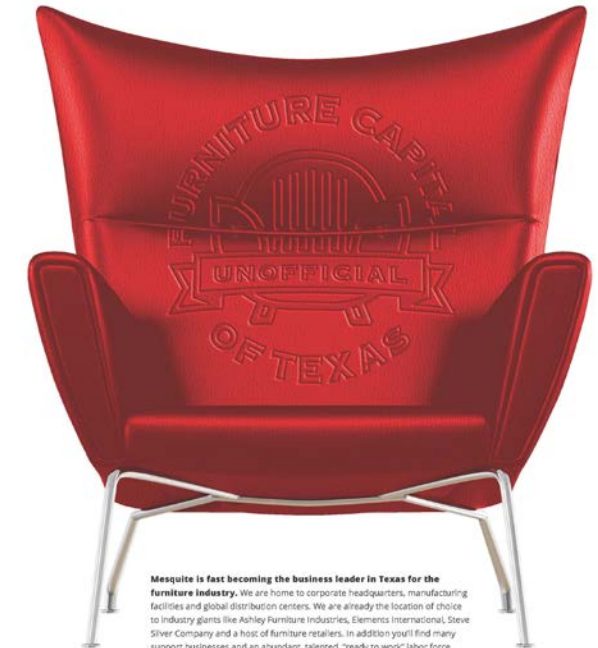
Dallas Next Relocation Guide ad

Trade shows



NTC Magazine ad

FURNITURE IS **RED HOT** IN MESQUITE!



Mesquite is fast becoming the business leader in Texas for the furniture industry. We are home to corporate headquarters, manufacturing facilities and global distribution centers. We are already the location of choice to industry giants like Ashley Furniture Industries, Elements International, Steve Silver Company and a host of furniture retailers. In addition you'll find many support businesses and an abundant, talented, "ready to work" labor force. Take a seat and discover how Mesquite can add fire to your growing business.

We make it. We distribute it. We sell it. Find out more at MesquiteEcoDev.com

MESQUITE TEXAS
Real. Texas. Business.

	AGENCY WEBSITE	CONTACT	VALUE OF DEALS 2021 ↓	TOP LOCAL EXECUTIVE(S)
1	SHERMAN ECONOMIC DEVELOPMENT CORPORATION sedco.org	307 W. Washington St. #102 Sherman, TX 75090 903-868-2566	\$30.07 billion	Kent Sharp, President
2	CITY OF FORT WORTH fortworthtexas.gov	200 Texas St. Fort Worth, TX 76102 817-392-1234	\$569 million	David Cooke, City Manager
3	CITY OF MESQUITE ECONOMIC DEVELOPMENT mesquiteecodev.com	1515 N. Galloway Dr. 2nd Fl. Mesquite, TX 75149 972-216-6340	\$451 million	Kim Buttram, Director of Economic Development

Mesquite named 3rd of 29 top Economic Development Agencies by the Dallas Business Journal for 2021: \$451 Million in deals

Convention & Visitors Bureau



MARKETING

- Completion of the Hotel Market Study with McCaslin Consulting
 - Shared with City Council, all stakeholders, and study participants
- Connected the Mesquite Championship Rodeo with CVB website developer
 - Created a new rodeo website and seamless ticketing
 - Ticket sales topped \$1.4 million (double a normal year - the highest attendance in a decade)
- Hired two new part-time staff members
 - Leisl Christensen and Violet Rivera - Visitor Center Specialists
- Attended Texas Association of Convention Visitors Bureau and Texas Travel Alliance annual conferences
 - Obtained continuing education hours to earn the Texas Destination Management Specialist Certification
- Hosted travel writers for multi-day familiarization tours
 - Included Atlas Obscura, Texas Travel Talk, Learners and Makers, and 405 Magazine
- Received coverage by the Travel Channel
- Focused marketing to promote Doggie Splash day and Guts and Gory Zombie Fun Run
- Promoted new restaurant openings; Cinnaholic, Alejandro's, CCK, and Water Ice Box



Texas State Parks magazine ad for Downtown Mesquite sponsorship

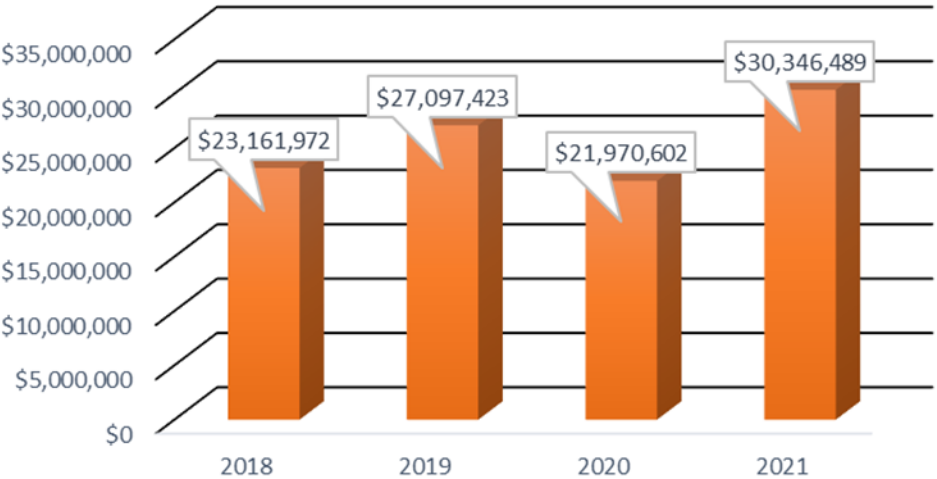


Hosted the Eritrean Festival which brought in 10,000 people

Sales Impact on Hotel Occupancy Taxes and Hotel Room Revenues



Hotel Room Revenues 2018-2021



Hotel room revenues have increased 31.02% (\$7,184,517) since 2018.

Hotel Occupancy Tax equals to 7%, and it is distributed as follows: 4% Convention and Visitors Bureau, 1% Arts in Mesquite, 1% Historic Mesquite and 1% reserves.

The CVB went under new leadership in April 2018. Since that time...

Hotel Occupancy Taxes have doubled from \$915,261 to 1.8 million in 2022.

Hotel Occupancy Taxes Fiscal Year 2018-2022



Other Key Performance Indicators

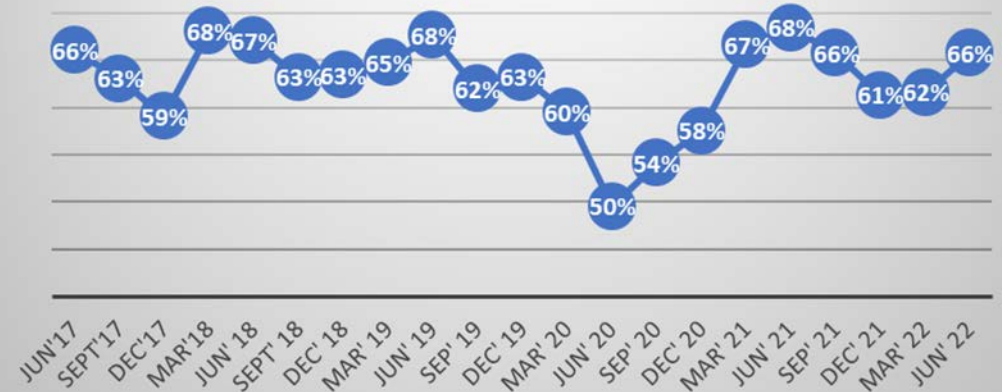


Average Daily Room Rate Apr 17 - Jun 22



Even though it appears there is no progress on the Occupancy Rate % chart below, the overall revenue has increased 31.02% since 2018

Occupancy Rate % Apr 17 - Jun 22



Downtown

PRIVATE SECTOR REINVESTMENT

- Carroll Place exterior rehab completed
- Cumulative private reinvestment since 2019: \$3.1 Million
- Private reinvestment this FY to date: approximately \$1M
- Provided technical design services at numerous sites
- Alejandro's @ Front Street Station opened
- Property sales picking up pace
- New screenprinter
- Multiple serious prospects



PUBLIC REINVESTMENT

- Heritage Plaza completed
- Heritage Plaza alleyway and sidewalk completed
- Multiple public art installations

DESIGN

- Provided multiple design services free of charge
- Carroll building façade completed
- Facade grant program
- Outdoor room



EVENTS AND PROGRAMMING

- Farmers Market
- Small Business Saturday Nov. 26
- Christmas on the Square Nov. 29
- Digital marketing/social media
- 2023: growth of market, additional targeted events



ORGANIZATION

- Achieved National Accreditation third year in a row
- James Johnson hired as Downtown Development Coordinator
- Mesquite focus of multiple presentations
- Two statewide award finalists

Get Involved

Residents

- Thank you to everyone who participated in the Economic Development Strategic Plan public input process
- Serve on the Mesquite Quality of Life Corporation, Economic Development Advisory Board, Downtown Advisory Board or a Downtown Committee
- Shop Mesquite
- Write a good review of a business and/or post photos to your social media or on their Google listing / brag on Mesquite businesses
- Attend business's promotional events

Businesses

- Volunteer to speak at Business Retention and Expansion (BRE) events
- Volunteer to sponsor BRE events
- Submit business news and resources for potential inclusion in BRE e-newsletter

Juan Davila, Owner of Dos Panchas and Mike Garvey, Director of Operations for Whataburger Mesquite, serve as panelists on the 2021 Business Marketing Panel



Thank you!

