

# CITY OF MESQUITE ECONOMIC DEVELOPMENT QUARTERLY REPORT



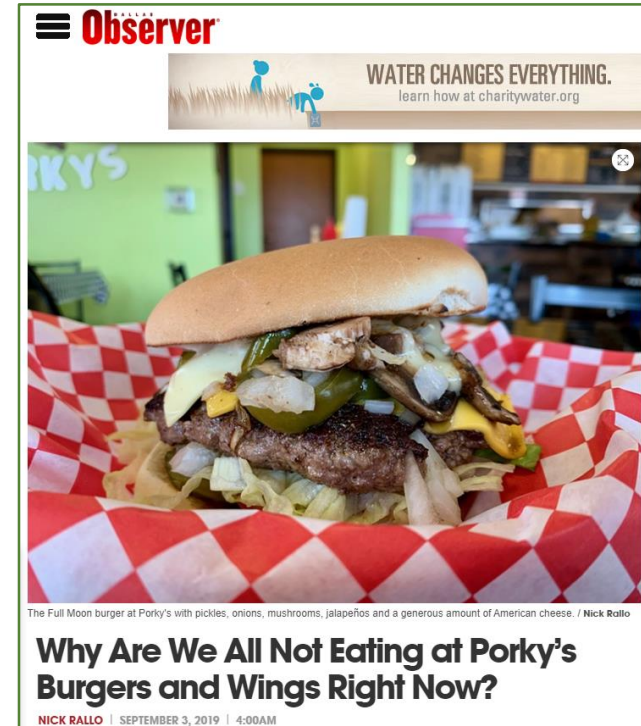
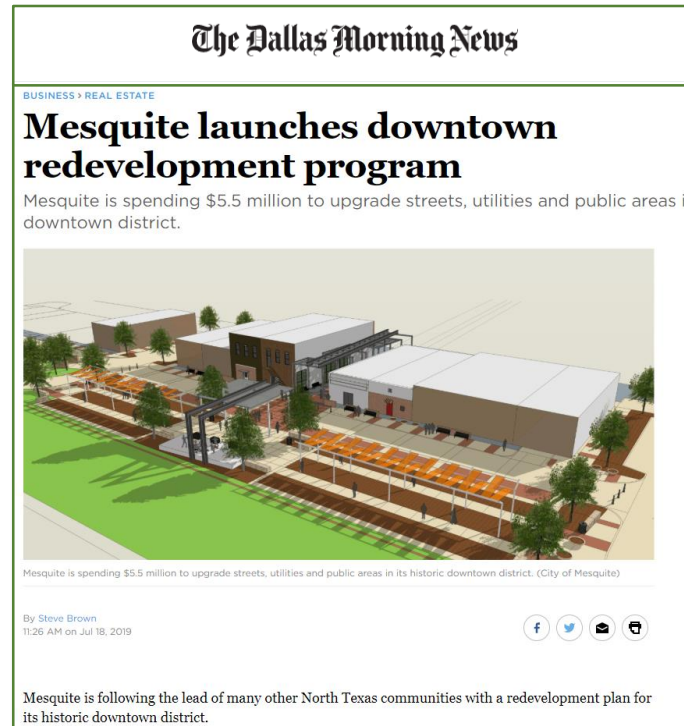
2nd Quarter 2019 stats: April, May, June  
Activities and announcements to date  
Presented October 7, 2019  
Kim Buttram,  
Assistant Director of Economic Development

Site work for Project Stallion; five pad sites on Town East Blvd. @ IH-635

# Media Highlights



- Bear Cave Coffee, Sean and Hillary Belknap, received big coverage for Mesquite in Daily Coffee News, a national publication for coffee professionals
- New restaurant on Gus Thomasson Rd. in Mesquite receives amazing reviews in Dallas Observer
- Downtown/Front Street Station covered in the Dallas Morning News





# Action at a Glance

Trade Shows	Contacts
January – <b>ICSC</b> International Council of Shopping Centers	50
January - <b>NTCAR</b> North Texas Commercial Association of Realtors	25
January – <b>Biznow</b> The Rise of Downtown Dallas	10
May – <b>ICSC</b> RECon real estate convention	30
May – <b>IAMC</b> Industrial Asset Management Council	40
June – <b>Biznow</b> Dallas State of the Market	12
September – <b>NTCAR</b> Annual Expo - Dallas	50

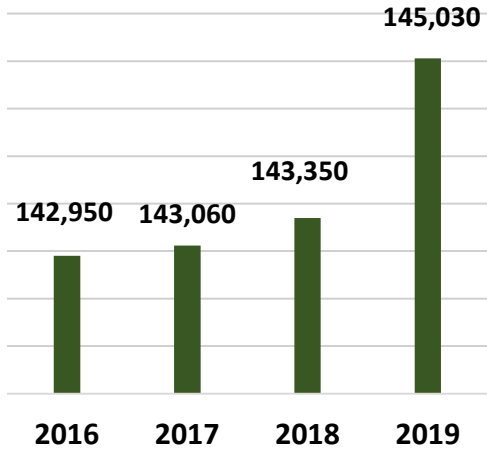
Meetings, Tours, Projects	April - June
Combined Project Meetings	184
Requests for Proposals and Requests for Information Submitted	10
Site and Property Tours	10
Telephone contacts	1,461
New Projects in Discussion	25
Chapter 380 documents in progress	2
Chapter 380 documents executed	1

Business Retention and Expansion Program	Results
May - <b>Realtors Forum</b>	Guest speaker to approximately 100 real estate professionals
May - <b>The Dish</b> Restaurant and Hospitality event with CVB, Texas Restaurant Association and Trip Advisor	63 attendees
May - <b>Strengthen your Workforce</b> Corporate event held at Elements International	40 attendees
June - <b>E-Series-Planning for Success</b>	20 attendees
July - <b>E-Series-Money, Where it is and How to Get it</b>	21 attendees
August - <b>E-Series-Marketing and Sales Strategies</b>	17 attendees

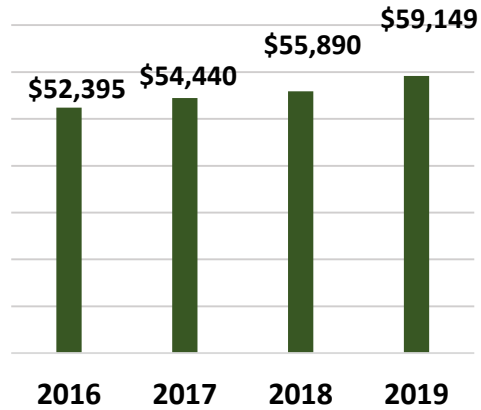
Future Events	Location
October 3-4 – <b>Manufacturing Day</b> Day one: Mini-conference for manufacturers and two company tours Day two: Three company tours	Eastfield College – mini-conference Tours: MISD students to tour Mesquite and Sunnyvale manufacturing companies
October 8 – <b>The Dish</b> Restaurant and Hospitality event with CVB, BRE and Bill J. Priest Business Institute consultant	Hosted by Red Lobster
October 15 - <b>E-Series-Budgeting for Goals</b>	City Hall Training Rooms A & B
November 12 – <b>Entrepreneurs Day</b>	Mesquite Arts Center

# City of Mesquite Economic Data

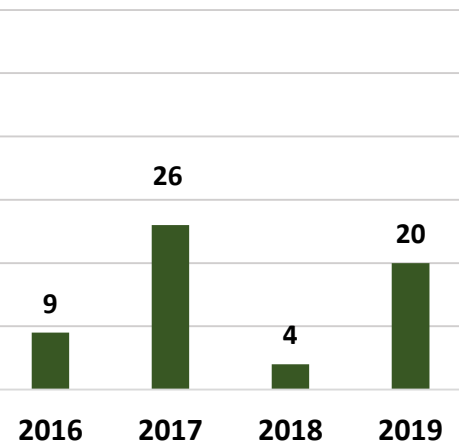
## MESQUITE POPULATION TRENDS



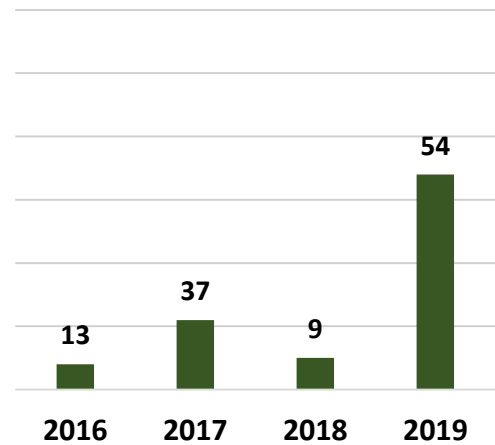
## MEDIAN INCOME MEDIAN AGE: 32



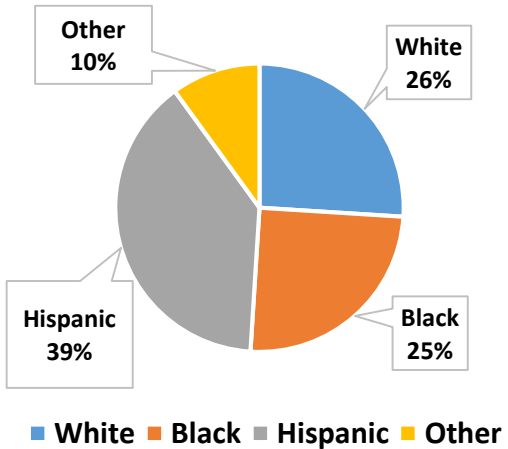
## RESIDENTIAL PERMITS 2Q



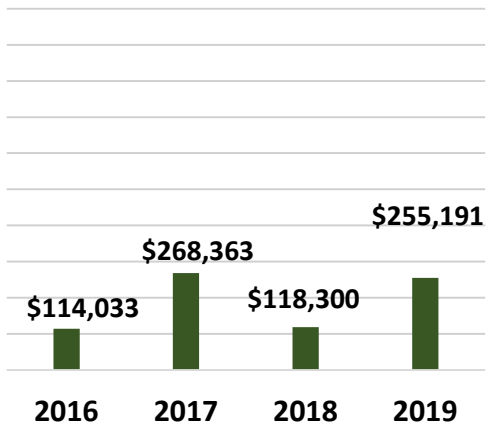
## RESIDENTIAL PERMITS YTD



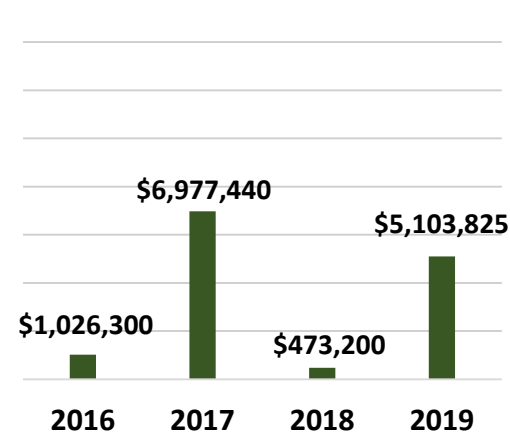
## POPULATION DISTRIBUTION 2019



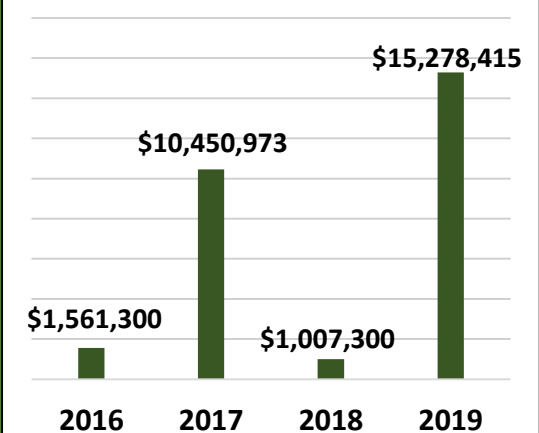
## NEW HOME PERMIT VALUES 2Q



## TOTAL RESIDENTIAL PERMIT VALUATION 2Q

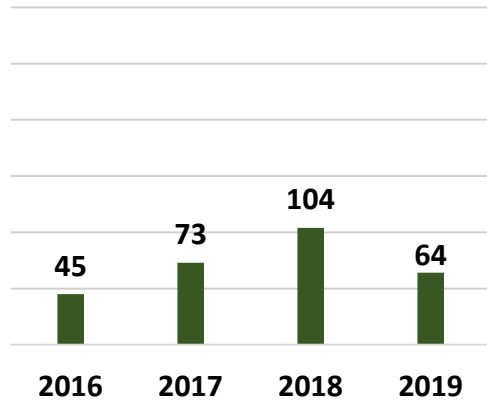


## TOTAL RESIDENTIAL PERMIT VALUATION YTD

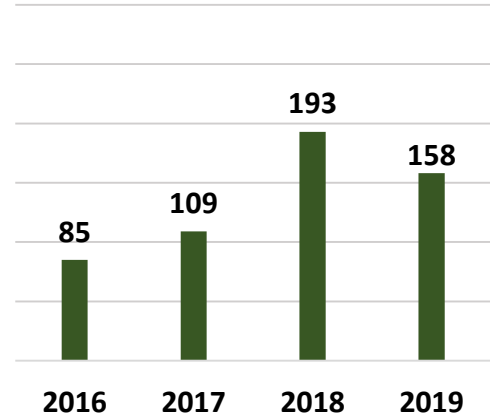


# City of Mesquite Economic Data

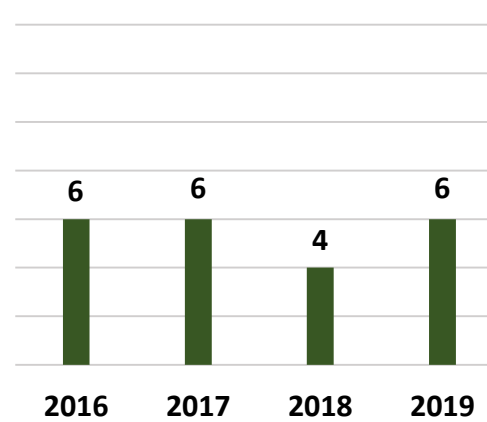
**COMMERCIAL REMODEL  
PERMITS 2Q**



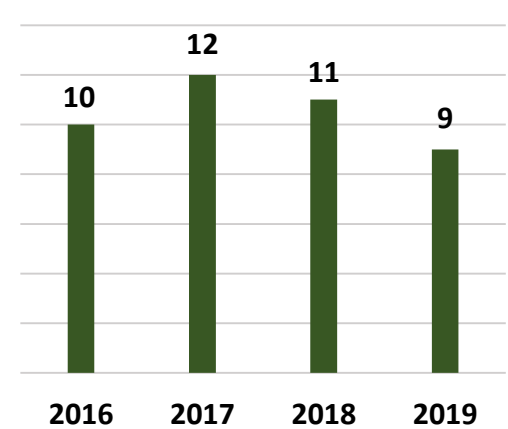
**COMMERCIAL REMODEL  
PERMITS YTD**



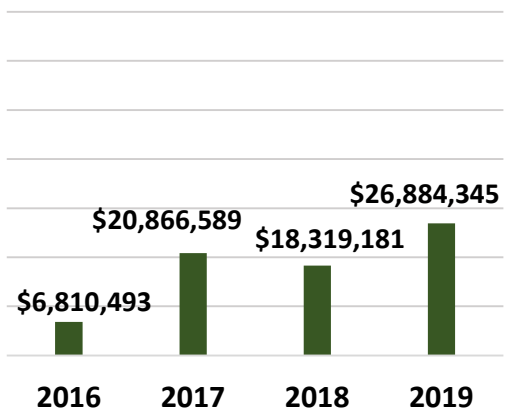
**COMMERCIAL NEW  
CONSTRUCTION PERMITS  
2Q**



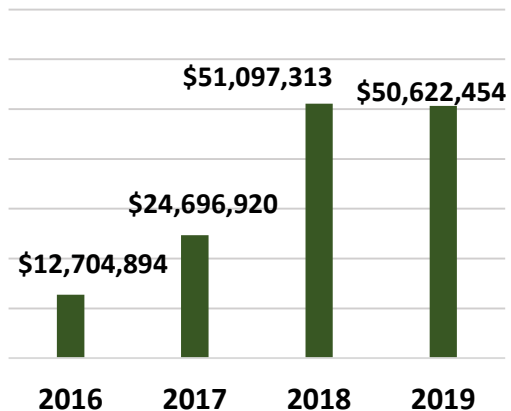
**COMMERCIAL NEW  
CONSTRUCTION PERMITS  
YTD**



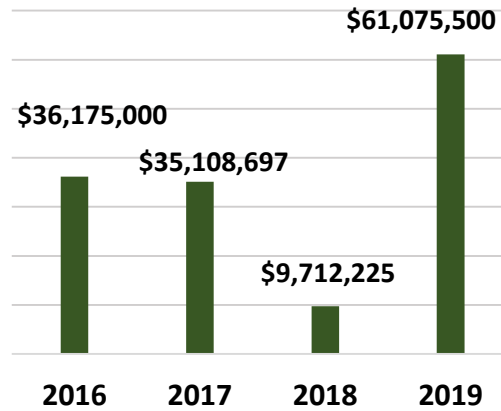
**COMMERCIAL REMODEL  
PERMIT VALUATION 2Q**



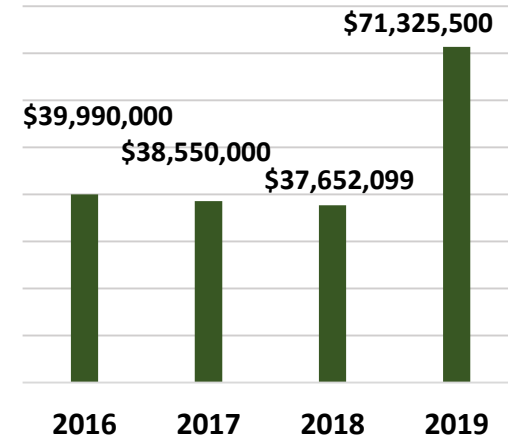
**COMMERCIAL REMODEL  
PERMIT VALUATION YTD**



**COMMERCIAL NEW  
PERMIT VALUATION 2Q**

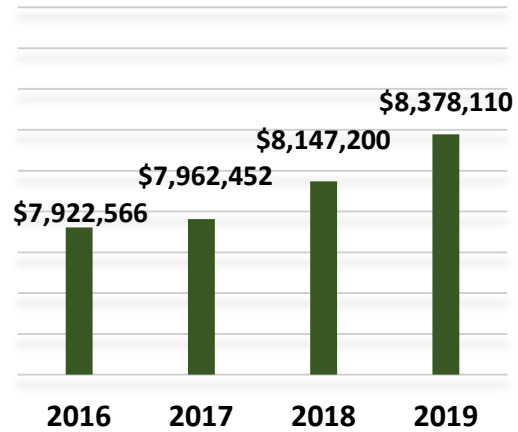


**COMMERCIAL NEW  
PERMIT VALUATION YTD**

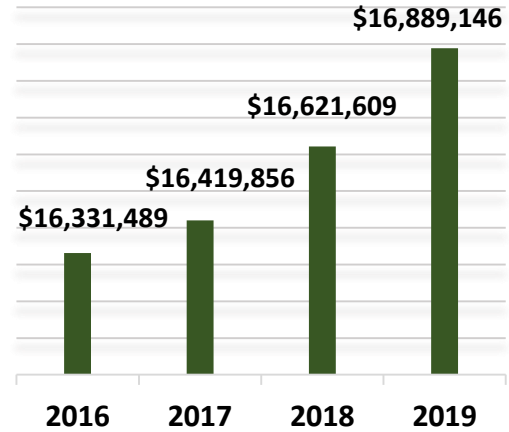


# City of Mesquite Economic Data

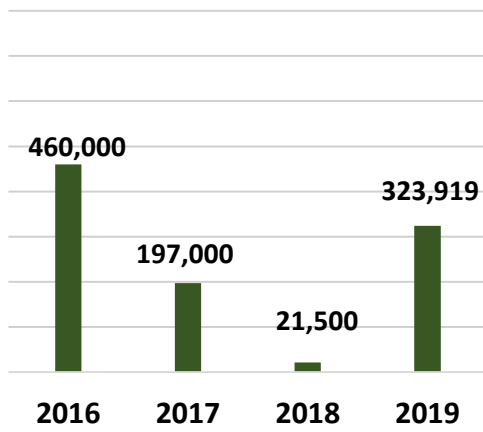
**LOCAL SALES TAX  
COLLECTED 2Q**



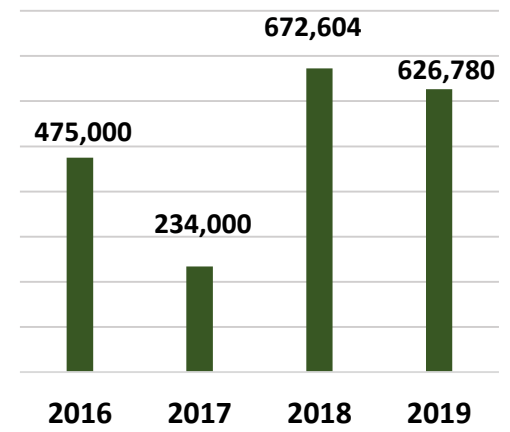
**LOCAL SALES TAX  
COLLECTED YTD**



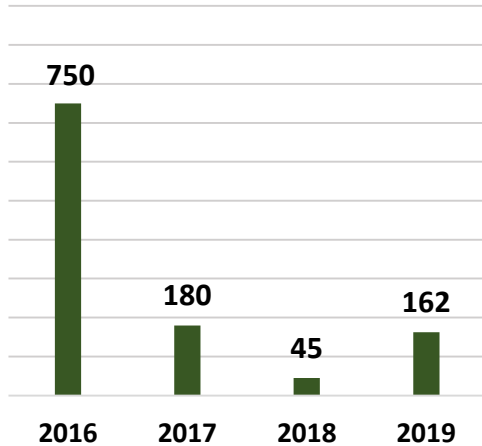
**ESTIMATED SQUARE  
FOOTAGE 2Q**



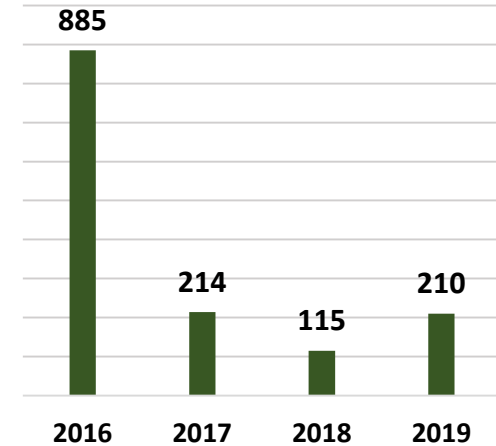
**ESTIMATED SQUARE  
FOOTAGE YTD**



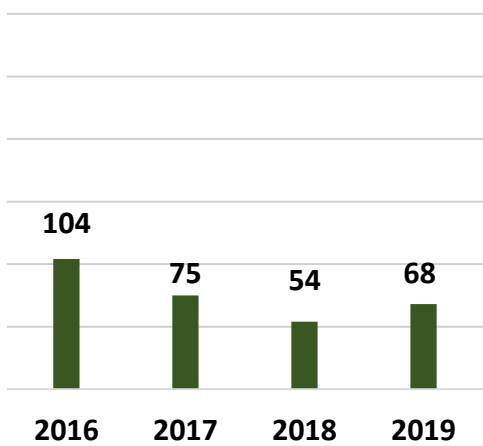
**ESTIMATED NEW JOBS 2Q**



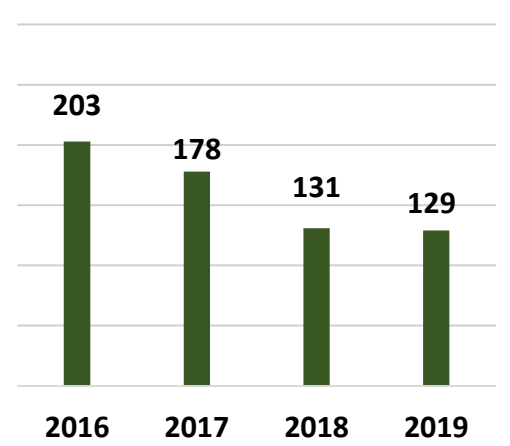
**ESTIMATED NEW JOBS  
YTD**



**CERTIFICATES OF  
OCCUPANCY ISSUED 2Q**



**CERTIFICATES OF  
OCCUPANCY ISSUED YTD**



# Promote investment in new and existing businesses



E-Series takes place at City Hall



Sergio Bento, SBDC presenter



E-Series participants



E-Series session in City Hall Training Rooms

## Small Business E-Series

Entrepreneurship to the Fourth Power

Four sessions: Planning, Funding, Marketing and Budgeting

June-July-August-October 2019

Celebrating completion at November 12, 2019

Entrepreneurs Day mini-conference

## Partners

Small Business Development Center (SBDC) and Small Business Administration (SBA) along with entire Business Retention and Expansion (BRE) team

## Audience

New and existing business owners and dreamers

## Attendance

17 to 21 per session for a total of 43 individual attendees from across the eastern DFW metroplex





# Promote investment in new and existing businesses, cont. and revitalization of targeted retail and business centers

## Remodels/Renovation

Downtown

Market East Shopping Center – Academy Sports

Independence Plaza – Sprouts Farmers Market

Town East Crossing Shopping Center – Sanitas USA

## Expansions

Ashley Furniture +414,000 SF

G-Man Properties +33,000 SF

GPS Inventory Solutions +50,000 SF

## Attraction

33,000 SF leased (TBA) G-Man

120,000 +/- pre-leased (TBA) in Prologis

## Repurpose/Reuse

Parking lot outparcel @ US Hwy. 80 transitioned  
to Starbucks and Chipotle



Downtown back "Front St." door



Academy Sports (Market East Shopping Center)



Sprouts (Independence Plaza) Mesquite location



Ashley Furniture expansion



Starbucks and Chipotle @ US Hwy. 80



Prologis spec building at US Hwy. 80

**MESQUITE**  
T E X A S  
Real. Texas. Flavor.



# Long term economic and land use plan for Town East area

## Catalyst Development

Southwest corner of IH-635 @  
Town East Blvd. - five pad sites include  
Raising Cane's



## Repurpose

Gander Mountain becomes Urban Air,  
experiential retail opening October

## Land use

Redevelop/develop targeted areas,  
Market East expansion in process

## Town East Mall

96.7% leased (97% last quarter)  
Payless Shoes to become Shoe Show  
Recent vacancies in lease negotiations



Site plan of new development on Town East Blvd.



Experiential retail backfills traditional retail



Academy Sports and Outdoors anchors new 125,000 square feet



# Robust pool of skilled workers and stakeholder partnerships



Leaders tour Elements International Group



PepsiCo celebrates 50 years in Mesquite 2019



H&K International 30-year employees



MISD students to tour local manufacturing companies

## Tours

May – Elements International Group  
by area companies, leaders and BRE team  
110 employees  
Headquarters; locations globally

June – H&K International  
by City and Eastfield College  
200 employees  
10% of employees 30+ years  
Based in Dublin, Ireland

July – PepsiCo  
by City staff and leadership  
50<sup>th</sup> Anniversary 2019  
650 employees  
Largest North American bottling plant

## Coming Soon

October 3 - 4, Manufacturing  
Day planning includes five  
tours for Mesquite ISD students:  
PepsiCo, Orora Visual,  
Vince Hagan Co. and two TBA







# Emphasis on Downtown Revitalization



## Groundbreaking August 8, 2019

Celebrated beginning of Front Street Station construction

## Business Development

Eight prospects evaluating real estate options  
Connected six prospects with SBDC counseling

## Renovation

Packaged and promoted Façade Grant Program with six properties in various stages of design/application

## Promotion

Hosted six North Texas travel bloggers with CVB fam tour  
Expanded holiday season plans  
Facebook likes hit 1,000 in less than one year

## Coming Soon

Interactive public art projects



# Business Communications

## BRE Survey

Sent May 1, 2019

157 contacts - 47 respondents

30% response rate

Rated **BRE partner services** = *fair to good*

Rated **city-wide business factors** = *good*

Rated **city services** = *good to excellent*

-Primary need is employee recruitment

-Identified expansion opportunities

## HOW CAN WE SERVE YOU BETTER?

“Highlighting events where we can network our business.”

“Hiring qualified workers is our biggest challenge. Is there a way to provide HR data for Mesquite employers?”

“Just please keep putting the information out.”

## WHAT ARE YOUR FAVORITE ATTRIBUTES ABOUT MESQUITE?

“Feels like a community.”

“Location.” “Growing City.”

“The equal opportunity of the City.”



## New Website Announcement

Sent May 15, 2019

607 contacts

37.7% open rate

34.2% click through rate



Website announcement graphic

## BRE Newsletter

Sent July 22, 2019

664 contacts

30.6% open rate

19.5% click through rate



Sample images of new BRE newsletter



# Expanded Marketing Reach



Staff working North Texas Commercial Association of Realtors (NTCAR) show



- Local, regional and global coverage
- Dallas/Fort Worth Real Estate Review
- NTX North Texas Commission
- American Way in-flight magazine

PAID ADVERTISEMENT

## MESQUITE – REAL. TEXAS. FLAVOR.



**POPULATION**  
144,118

**LOCATION**  
12 MILES TO DOWNTOWN DALLAS

**DAILY 30-MINUTE COMMUTE WORKFORCE**  
680,000

**ANNUAL RETAIL SHOPPING VISITORS**  
18 MILLION

**CONTACT**  
CITY OF MESQUITE  
OFFICE OF ECONOMIC DEVELOPMENT  
1515 N. GALLOWAY AVE.  
MESQUITE, TX 75149  
972-236-6340  
DAVID WITCHER  
DIRECTOR OF ECONOMIC DEVELOPMENT  
DWITCHER@CITYOFMESQUITE.COM

RealTexas.Flavor. isn't just a tagline; it's a sense of community spirit Mesquite has earned. We're a real blend of pioneering, friendly people paired with innovative and progressive attitudes. Not to mention we are just minutes from the center of Dallas. Yet Mesquite can hold its own with dynamic attractions such as the Mesquite Rodeo, Mesquite Arts Center, more than 74 beautiful parks, trails, a world class regional shopping hub and employment opportunities within our many diverse companies.

**Business.** Mesquite is home to more than 12 million square feet of global manufacturing leaders with more coming soon. Recent announcements include the \$71 million Urban Parc 30. Major employers include PepsiCo, Ashley Furniture Industries Inc., Oroara Visual, Fritz Industries, and Iris USA. Products invented by our local entrepreneurs are found throughout the world, and specialty goods are refined and tested within several research and development labs. Small businesses often gain regional accolades for being the "best of" in Dallas publications.

**Skills.** Mesquite has access to 680,000 skilled workers within a 30-minute commute time and growing. New areas of Mesquite are in Kaufman County – the fourth fastest growing county in the nation. This influx of new talent is willing and ready to work in nearby in Mesquite firms. Mesquite is home to Eastfield College, and a new \$70 million Career Technical Education High School is currently under construction.

**Spirit.** With a heritage of trail-blazers, Mesquite is a place of many firsts and innovative Texas-sized projects. Back in 1949 the Mesquite Rodeo began, and today Mesquite is designated the

"Rodeo Capital of Texas," hosting specialty rodeos, concerts and is home to the Mesquite Outlaws, a professional indoor soccer team. Town East Mall continues to be a major attraction in North Texas. Today, Mesquite has 1.18 billion in residential development on the horizon and has experienced 1.04 billion in recent commercial and public sector investment.

**Networks.** Anchored by the IH-635 loop, IH-20, IH-30 and US Hwy 80, Mesquite provides connectivity with less congestion than many other parts of the metroplex. Down the road, Mesquite will be connected to the President George Bush Turnpike, SH 190. Mesquite is just minutes from Dallas Love Field and has its own Mesquite Metro Airport, named one of the nation's top-25 busiest general aviation airports. Mesquite is also home to Union Pacific Railroad's 4th largest intermodal in the United States.

**Living.** Mesquite is an accessible and enjoyable place to live with homes ranging from the quaint fixer-upper to brand new planned communities with homes ranging from the 250s - 400s. Residents and millions of visitors take advantage of destination places like Town East Mall, the Mesquite Golf Club, and the emerging resurgence of Downtown Mesquite.

**Culture.** This established first-ring suburb of Dallas has become its own urban-meets-cowboy destination. Mesquite is robust in its diverse cultural mix; the school district has 60+ languages spoken by students.

With so many opportunities and assets, Mesquite is truly a dynamic and diverse city that adds flavor to the DFW metro mix. See us at MesquiteEcoDev.com.

80 / DALLAS - FORT WORTH REAL ESTATE REVIEW SPECIAL ADVERTISING SECTION SUMMER 2019

Article appeared in DFW Real Estate Review





# Questions?

