

CITY OF MESQUITE ECONOMIC DEVELOPMENT QUARTERLY REPORT

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



Ground breaking of \$71 million Urban District 30 Industrial Park.

4th Quarter 2019 stats: October, November, December
Activities and announcements to date
Presented March 16, 2020
David Witcher,
Director of Economic Development

Media Highlights

Urban District 30 featured

- D-Magazine
- Dallas Morning News
- Dallas Business Journal

The Dallas Morning News

BUSINESS > REAL ESTATE

Construction to start on \$71 million Mesquite business park

New industrial project is expected to employ 1,000



Five buildings are planned in the UD30 business park. (Urban Logistics Realty)

By Steve Brown
1:30 PM on Jan 10, 2020



COMMERCIAL REAL ESTATE

Construction Starts on One Million Square Foot Mesquite Industrial Park



The Urban Logistics Realty project is expected to generate more than 500 jobs.



“We’re thrilled to have begun construction on this project and are grateful for the help from the city of Mesquite,” said Jason Nunley, co-founder of Urban Logistics Realty. “As one of the last remaining opportunities in East Dallas for investors to obtain urban in-fill locations with substantial scale, Urban District 30 is a great addition

to the DFW industrial market.”

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Media Highlights

Urban District 30 and Dalfen Industrial featured together in Dallas Business Journal

A screenshot of a news article from the Dallas Business Journal. The article title is "New industrial projects totaling 2.7M SF coming to Mesquite and South Fort Worth". The article includes a sub-header "Commercial Real Estate" and a list of social media sharing options: Email, Facebook Share, LinkedIn Share, Tweet, Save, Print, and Order Reprints. Below the text is a large architectural rendering of a modern industrial building, similar to the one in the first image. The article also mentions "Urban District 30, shown here." and "GSR ANDRADE ARCHITECTS".

DALLAS BUSINESS JOURNAL CRANE WATCH See the largest construction projects in DFW > YOUR ACCOUNT KBUTTRAM@CITYC

INDUSTRIES & TOPICS NEWS LISTS & LEADS PEOPLE & COMPANIES EVENTS LEADERSHIP TRUST MORE...

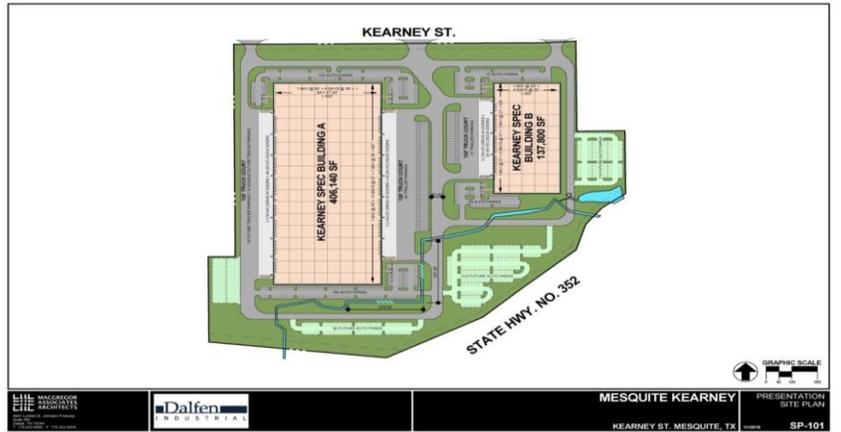
Commercial Real Estate

New industrial projects totaling 2.7M SF coming to Mesquite and South Fort Worth

Email Share LinkedIn Share Tweet Save Print Order Reprints

This 2.7 million square feet is spread across 10 new buildings, including Urban District 30, shown here.

GSR ANDRADE ARCHITECTS



*Images not featured in article



Action at a Glance

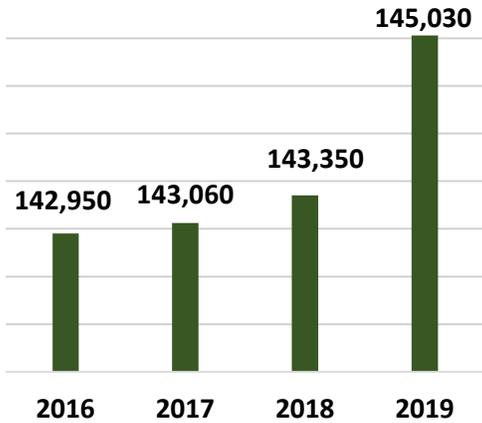
Trade Shows	Contacts
NTCAR Annual Expo - Dallas	50 prospects
Business Development	Participants
Business Bootcamp – Schallert Workshop New participant to complete this Spring 2020	6 small businesses
BRE Holiday Basket Delivery – Mesquite products and events	25 companies
Recognition	Awards
Texas Downtown Association awards	2 awards
Meetings, Tours, Projects	Oct. – Dec.
Combined Project Meetings	173
Requests for Proposals and Requests for Information Submitted	12
Site and Property Tours	13
Telephone contacts	1,149
New Projects in Discussion	13
Chapter 380 documents in progress	3
Chapter 380 documents executed	3

Business Retention and Expansion Program

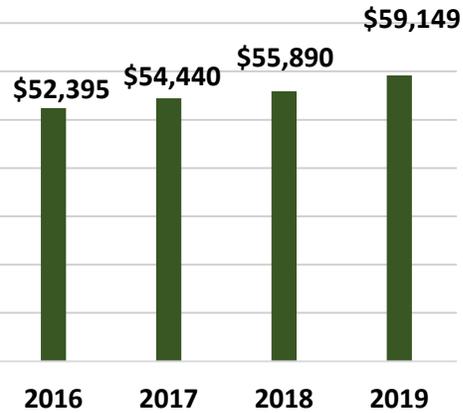
Manufacturing Day Oct. 23, 2019 Day one: Mini-conference for manufacturers and two company tours. Day two: Three company tours	Lead: Eastfield College and Mesquite ISD 4Q 2019 results: 65 participants
Entrepreneurs Series and Entrepreneurs Day Nov. 12, 2019	Lead: Workforce Solutions and Downtown Mesquite 4Q 2019 results: More than 100 attendees
Monthly BRE Team Tours of companies Dates of tours depending on availability. Deliver BRE baskets to cross-promote Mesquite businesses and events	Lead: Economic Development 4Q 2019 results: More than 50 visits during holiday season
Quarterly Newsletter Short, one-page highlights	Lead: Economic Development 4Q 2019 results: 198 opens 34.5 percent open rate above national average of 21 percent
Quarterly Small Business BRE Visits Deliver BRE packets	Lead: Chamber of Commerce
Annual Awards Criteria and submissions/selection	Lead: Chamber of Commerce Six awards presented January 2020
Surveys and Tracking On-site electronic attendee surveys as well as electronic BRE outcome tracking	Lead: Mesquite ISD and Economic Development

City of Mesquite Economic Data

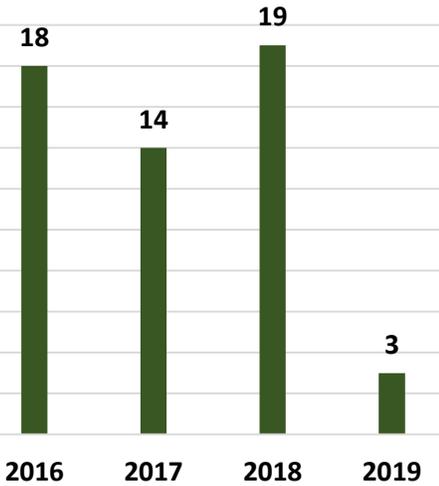
MESQUITE POPULATION TRENDS



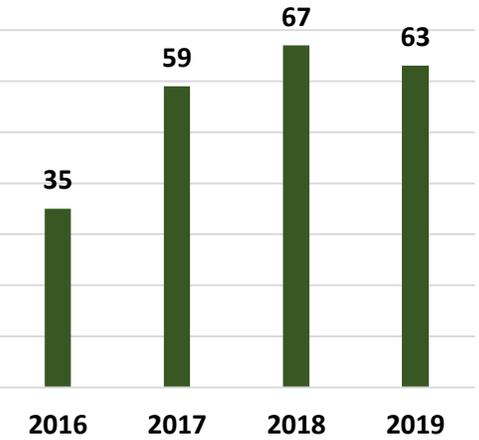
MEDIAN INCOME MEDIAN AGE: 32



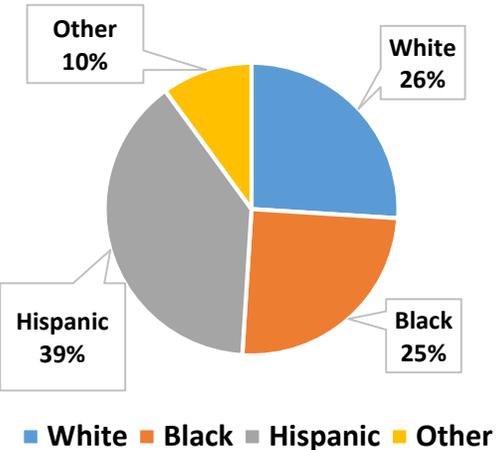
RESIDENTIAL PERMITS 4Q



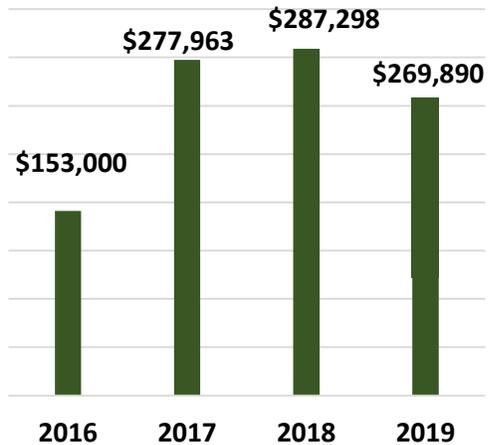
RESIDENTIAL PERMITS YE



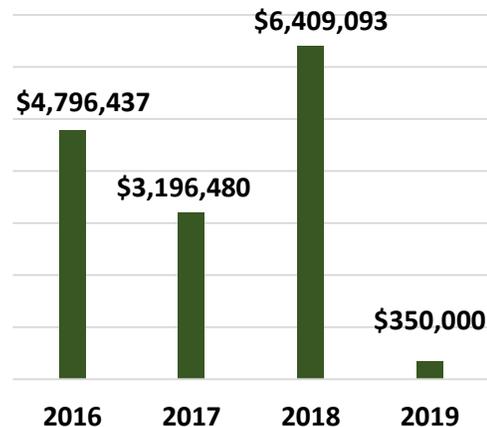
POPULATION DISTRIBUTION 2019



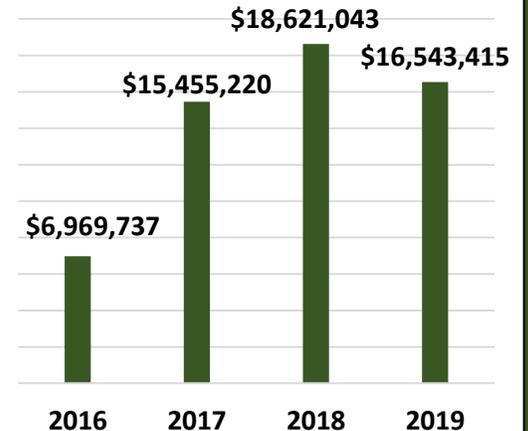
New Home Permit Values YTD



TOTAL RESIDENTIAL PERMIT VALUATION 4Q

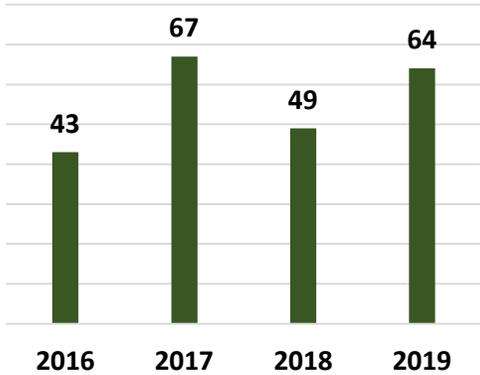


TOTAL RESIDENTIAL PERMIT VALUATION YE

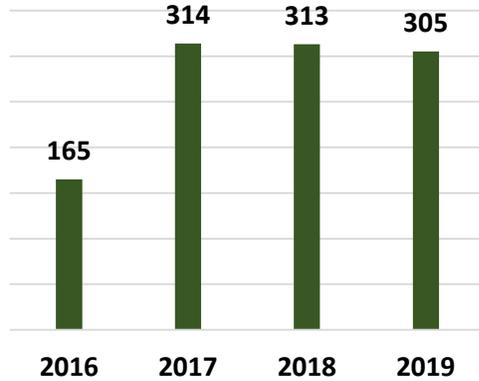


City of Mesquite Economic Data

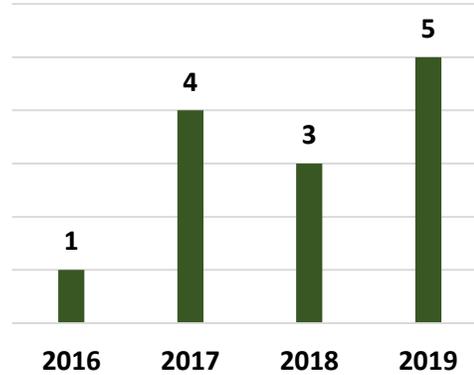
COMMERCIAL REMODEL PERMITS 4Q



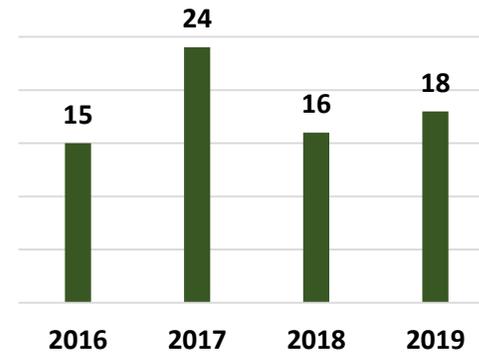
COMMERCIAL REMODEL PERMITS YE



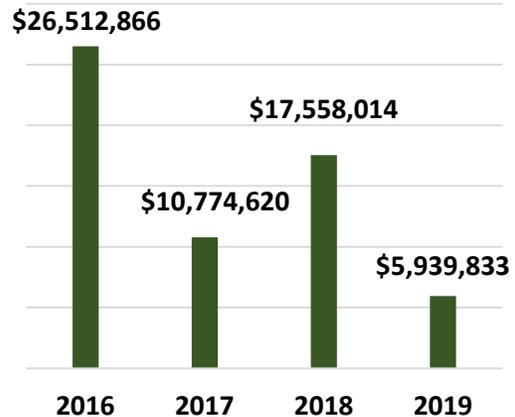
COMMERCIAL NEW CONSTRUCTION PERMITS 4Q



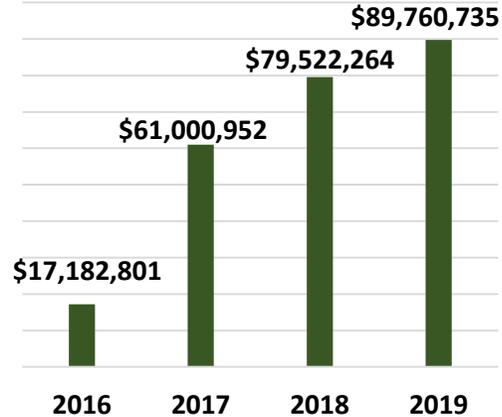
COMMERCIAL NEW CONSTRUCTION PERMITS YE



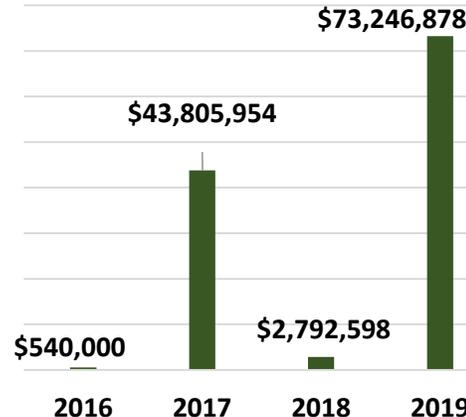
COMMERCIAL REMODEL PERMIT VALUATION 4Q



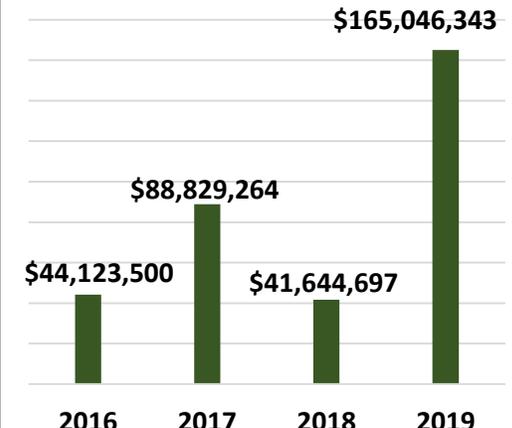
COMMERCIAL REMODEL PERMIT VALUATION YE



COMMERCIAL NEW PERMIT VALUATION 4Q

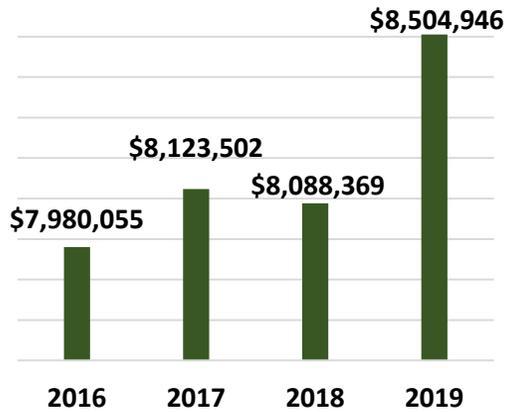


COMMERCIAL NEW PERMIT VALUATION YE

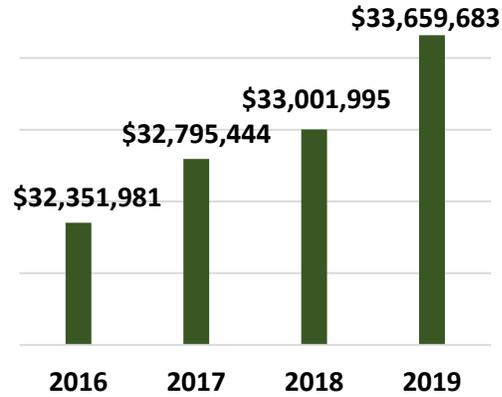


City of Mesquite Economic Data

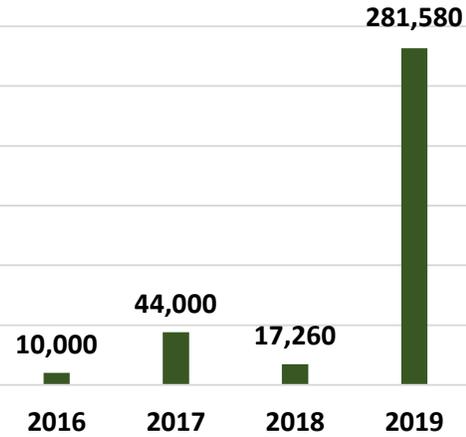
LOCAL SALES TAX COLLECTED 4Q



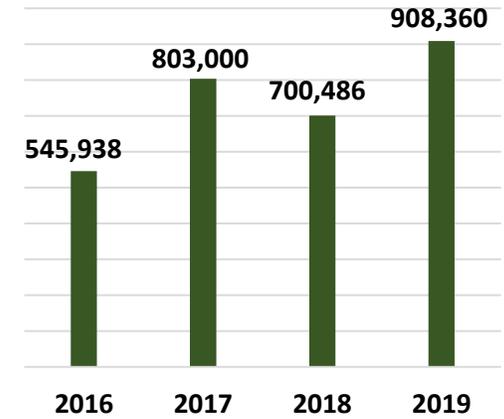
LOCAL SALES TAX COLLECTED YE



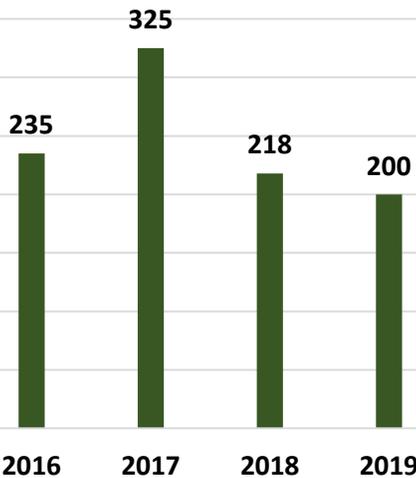
ESTIMATED SQUARE FOOTAGE 4Q



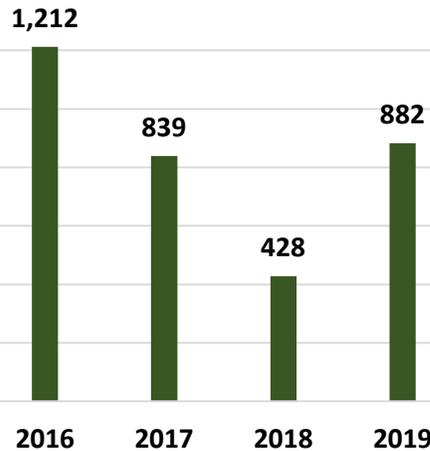
ESTIMATED SQUARE FOOTAGE YE



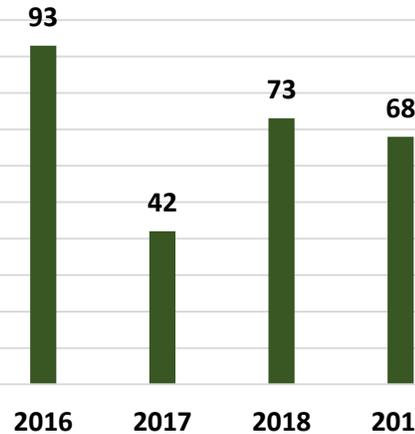
ESTIMATED NEW JOBS 4Q



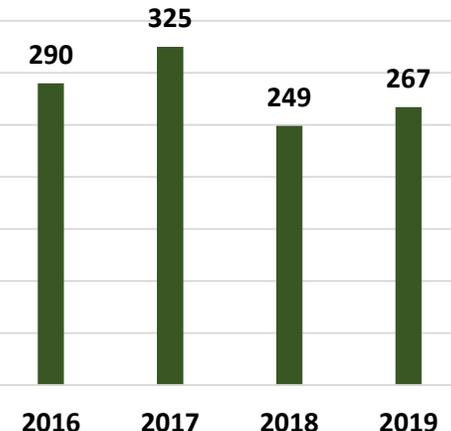
ESTIMATED NEW JOBS YE



CERTIFICATES OF OCCUPANCY ISSUED 4Q



CERTIFICATES OF OCCUPANCY ISSUED YE



Promote investment in new and existing businesses

Ribbon Cuttings

- Big Lots remodel
- Cheyenne Medical Lodge
- Hancock Whitney Bank
- Jay Knight Photography
- Republic Finance
- Sprouts Farmers Market



Sprouts Farmers Market Ribbon Cutting; 1220 N. Town East Blvd.



Residents waiting outside before Sprouts Ribbon Cutting

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Promote investment in new and existing businesses

Urban District 30 UD|30 highlights

- 977,013 sq. ft.
- 20% of sq. ft. office space
- Class A Industrial
- Five buildings
- Totaling 240 dock doors
- Space for 8-12 companies
- Estimated 500 – 1,000 jobs
- 900+ parking spaces
- Located 12 miles from Dallas' Central Business District
- Stream Realty Partners will host on-site Marketing Center

LOCATION AND PROXIMITY

- INTERSTATE 635: 1.1 MILE
- INTERSTATE 30: 0.1 MILES
- UPS GROUND: 5.1 MILES
- FEDEX GROUND: 5.0 MILES
- DALLAS CBD: 12 MILES

FOR MORE INFORMATION

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5 977,013 SF AVAILABLE

🎯 STRATEGICALLY LOCATED

🚚 IMMEDIATE ACCESS TO I30

🔧 ACCESS TO LABOR

👁️ GREAT VISIBILITY

🏛️ CITY INCENTIVES

STREAM **urban** LOGISTICS REALTY

Stream Realty and Urban Logistics Realty partner to market the state-of-the-art industrial park; 1650 Republic Pkwy.



Ground breaking attendees enjoyed on-site gourmet coffees



Stream Realty provides on-site marketing as well as promotional materials



FUTURE HOME OF

UDI30
URBAN DISTRICT 30



DEVELOPER
urban
LOGISTICS REALTY

IN PARTNERSHIP WITH
Crow Holdings Capital
REAL ESTATE

651E

CAT

651E

Promote investment in new and existing businesses

Expansions

- Tubelite – 5181 Samuell Blvd.

Attraction

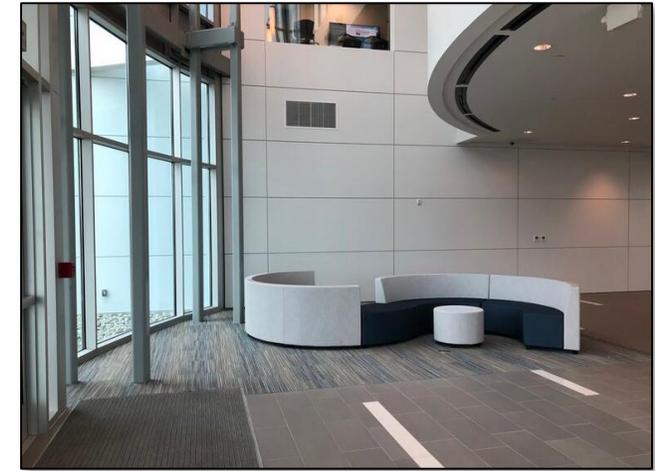
- IH-30 Physician's Specialty Medical Center
 - Ribbon cutting March 27, 2020
 - Fully finished and move-in ready
 - Visible from IH-30
 - Modern finishes
 - Three stories
 - Class A office space rating
 - 65,000 sq. ft.

Current Tenants

- Memorial MRI & Diagnostic Imaging Center
- Dermatology & Skin Cancer Surgery Center
- Precision Vascular



IH-30 Physician's Specialty Center; 3400 IH-30



Interior Physician's Specialty Center



Tubelite completed expansion into new Prologis building; 5181 Samuell Blvd.



Promote investment in new and existing businesses

New Business Attraction Space

- Dalfen Industrial
- 543,940 sq. ft.
- Conor Commercial
- 198,109 sq. ft.



Dalfen Industrial, Kearney and SH 352; 1420 E. Kearney St. Above left, under construction; above right, completed project rendering.



Conor Commercial at Buckner and IH-30; 5371 Samuell Blvd.



Long term economic and land use plan for Town East area

Repurpose

- Sprouts Farmers Market
- Sanitas
- Canales Furniture expansion complete

Land use

- Market East expansion in process
- Project Stallion access poured

Town East Mall

- 97.4% leased (an increase of 0.7%)
- New shop Versona to replace Charming Charlie
- Footlocker opening massive “Power” store in March (27,000 sq. ft)
 - Will combine Footaction, Kids Footlocker, House of Hoops and Footlocker in one store
 - Concept model will feature Nike proprietary technology—including ShoeCase vending machines, flat screen TVs and a lounge



Sanitas Medical Center new Mesquite location
2021 N. Town East Blvd. Suite 500



Canales Furniture expansion in former Gatti's Pizza
2021 N. Town East Blvd. Suite 1100



Dirt moving and access poured at Project Stallion at SW corner of IH-635 and Town East Blvd.

Emphasis on Downtown Revitalization

Design Tech Visit and Training

State staff spent 1.5 days-on site; training and multiple site visits.

Façade Rendering Applications

Five renderings in progress at state office; five completed.

Façade Improvement Grants

One under construction; another to begin soon. Another application anticipated early second quarter.

Place Development

Architect selected for new Downtown/CVB offices in Heritage Plaza building; walkability task force established. Volunteers strategizing gateways and wayfinding.



Above: In progress March 29
Below: Proposed final look



Metzger Awards; 105 W. Main St.



Texas Main Street designers meeting with property owner



Texas Main Street conducts Mesquite volunteer training session



Emphasis on Downtown Revitalization

Front Street Progress

Work continues on installation of water, sanitation, and drainage utilities. Lancaster Street has been converted to two-way traffic. On schedule for substantial completion end of 2020.

Business Prospects

Negotiating with five active prospects; all food-related. Property availability/preparedness crucial issues.

Business Development

Four business candidates in business planning process with SBDC.

Property Development

Property sales pending.

DowntownTX.org

Volunteers and staff trained in Texas Main Street DowntownTX.org real estate site; launch May 2020



Above: Construction continues on Front Street



Right: Home page of DowntownTX.org



109-111 Broad St.: Future home of Downtown, CVB offices



Robust pool of skilled workers and stakeholder partnerships

Business Retention and Expansion (BRE) Partnership 2020 calendar of programs/events

May 7, 2020	Hospitality Industry brunch and learn	Lead: CVB
September 24, 2020	Human Resource Appreciation Luncheon	Lead: Economic Development
October 8-9, 2020	Manufacturing Day and Tours	Lead: Eastfield College and MISD
November 17-19, 2020	Entrepreneur Series and Entrepreneurs Day	Lead: Workforce Solutions
Monthly	BRE Team tours and visits of area companies	Lead: Economic Development
Annual	Awards criteria and submissions/selection	Lead: Chamber of Commerce
Quarterly	Small Business BRE Visits	Lead: Chamber of Commerce and Economic Development
Quarterly	Newsletter with business news and features	Lead: Economic Development

Also new for 2020: On-site electronic attendee surveys

Robust pool of skilled workers and stakeholder partnerships

Business Retention and Expansion Awards Annual Chamber of Commerce Banquet and State of the City



PepsiCo – Business Legacy Award



Jerry Junkins Head Start – Intern Partnership Award



Mesquite BBQ – Downtowner Award



Morrison Products – Manufacturer Award



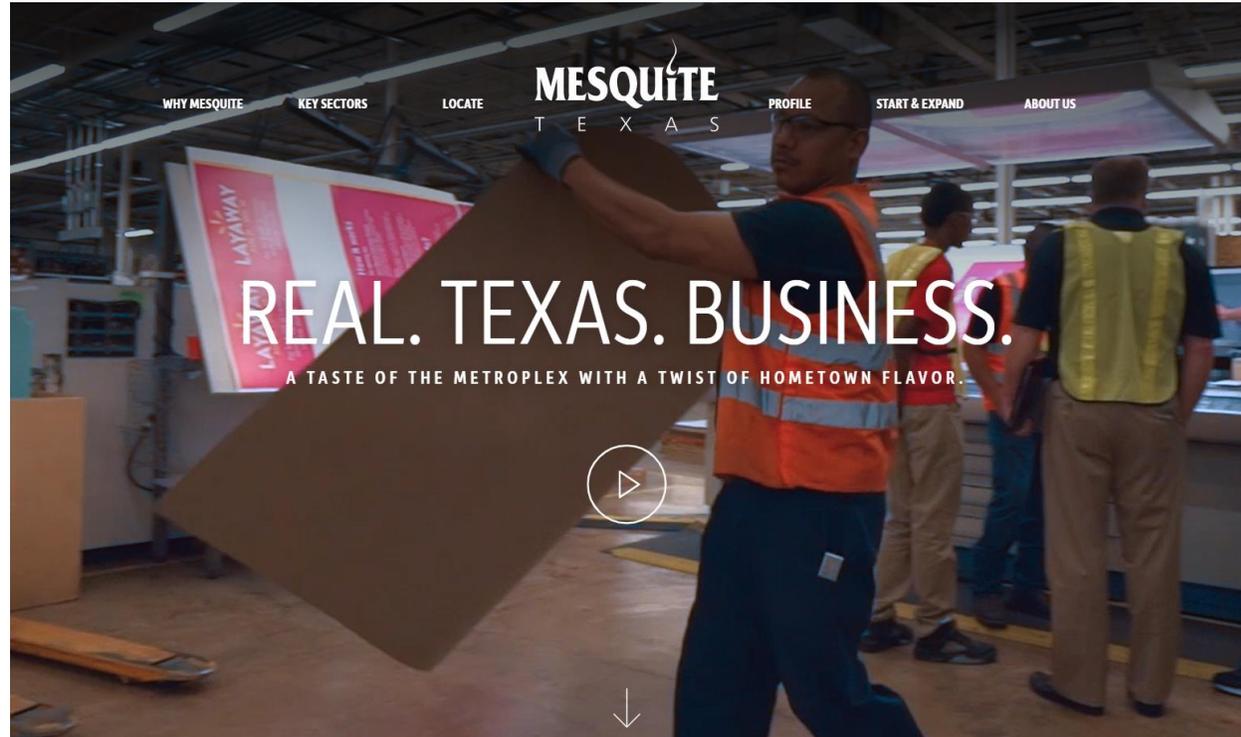
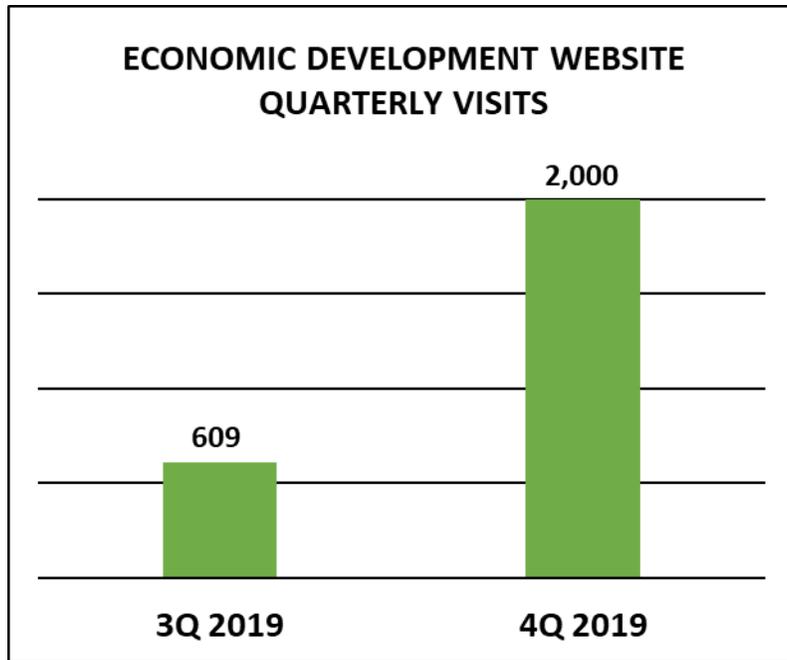
Big Hit Creative Group – Entrepreneur Award



Elements International – Employer Award



Business Communications



4,426 total page views

Top page clicks:
Home Events
How we Help Business Demographics
Starting a Business



Questions?

