



T E X A S

Real. Texas. Business.

# Economic Development Update

## Mesquite City Council

October 3, 2022

## Permit Highlights



Assa Abloy @ UD30  
\$1.6 Million office finish-out



7-11 @ Heartland  
\$250,000 valuation

20 East at Trinity Pointe  
\$60 Million valuation



## • Activity Highlights •



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



Salad and Go  
1950 N. Town East Blvd.



Game Nerdz  
1425 Gross Rd. Suite 102



## Activity Highlights



Panaderia Mi Morelia  
1821 Crestridge St.



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



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

## • Groundbreaking / Grand Opening Highlights •



Oak Street Health  
2110 N. Galloway Ave. Unit 116

Cinnaholic  
1300 N. Town E. Blvd.



Culichi Town  
3811 Pavillion Court

The Pickle Juice  
Company  
3325 Innovative Way





## • Economic Development •

**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**  
T E X A S  
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- 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

### MARKETING

- **Dallas Next Relocation Guide ad**
- Page sponsor Bisnow e-newsletters
- Five major prospect tours and submissions for e-commerce / distribution, service industry, and mixed-use prospects
- 8,212 website pageviews and 4,159 sessions (7/1-9/14). 59 pageviews and 28 unique visitors to LinkedIn
- Website reach includes include Dallas, Ashburn, Mesquite, Washington, and numerous countries.

### DALLAS BUSINESS JOURNAL

	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

### ADMINISTRATIVE

- Strategic Plan City Council workshop held
- Economic Development Coordinator position posted

### AGREEMENTS EXECUTED

- Garfield Full-service Hotel and Conference Center plan contract

### BRE ACTIVITY

- Morrison Products expansion
- Tours at The Pickle Juice Company, Culinary Community Kitchen, and Game Trade
- July and September newsletters plus micro editions for extreme rain event
- Manufacturing Day October 14
  - Student tours: Strukmyer Medical, The Pickle Juice Company, Rainstamp, Orora Visual, J&R Manufacturing
- Panelists: Orora Visual and Ashley Furniture
- Co-keynote: Plastipak Packaging (Garland)

### PRESS & AWARDS

- Mesquite named 3<sup>rd</sup> 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



### GROUP MEETING AND CONVENTION SALES

- Sent 52 convention group leads to the Hampton team of which they closed on 7 group bookings for an economic impact of app. \$264,000.



Texas State Parks magazine ad for Downtown Mesquite sponsorship



Hosted the Eritrean Festival which brought in 10,000 people



## • Downtown Case Study •

### In 2022 to date, the following:

Completion of the rehabilitation of Heritage Plaza at 111 S. Broad St. This building will house the office of Downtown Mesquite, The Mesquite Convention and Visitors Bureau, and the Mesquite Chamber of Commerce.

- Completion of the Carroll Place facade rehabilitation project, the largest such project to date in the downtown area.
- Downtown Mesquite was awarded National Accreditation by the Texas and National Main Street programs for the third year in a row in recognition of quality performance.
- Adoption of a new mural policy, which will result in the addition of murals in the core downtown area.
- Installation of a multi-phase outdoor room at 113 W. Main. This area will feature temporary pallet furniture, games, and public art.
- Opening of the second season of the Downtown Mesquite Farmers Market.
- Opening of the new restaurant Alejandro's at Front Street Station
- Multiple new pieces of public art installed
- Announcement of two finalists in the Texas Downtown President's Awards competition

### •In 2021, the following:

Downtown Mesquite was awarded National Accreditation by the Texas and National Main Street programs for the second year in a row in recognition of quality performance.

- Facade improvement grants were awarded to owners of Carroll Place, 215 and 217 W. Main St., for rehabilitation of both sides of the property.
- Continuing rehabilitation of 117 W. Main St., which will be the home of Alejandro's @ Front Street Station in 2022.
- Rehabilitation of the Heritage Plaza building at 111 S. Broad to house the Downtown Development office as well as the Mesquite Convention and Visitors Bureau. A visitors center will also be part of the facility.
- Completion and opening of the \$5.5 million Front Street Station project, which provides major infrastructure improvements as well as a performance pavilion, event area and additional parking.
- Eight large murals added to Front Street Station, marking the first downtown public art installations in recent memory.
- Opening of the Downtown Mesquite Farmers Market, a new weekly market that features produce, artisan goods, music and more.
- Completion of the Bink Suites property rehabilitation project.
- Multiple key property sales, paving the way for 2022 development.
- Holiday season events including Small Business Saturday, Christmas on the Square and Carols and Cocoa.
- Downtown Mesquite's Small Business Saturday video campaign, conducted in partnership with MISD videography classes, was awarded the Best Digital Promotion in Texas Award for communities with populations of 50,000 or more by the Texas Downtown Association.
- Provided design services to 17 property and business owners.
- First phase of grounds improvements to Harvest Church begun.
- LED overhead illumination added to McCullough Plaza.
- Key property sales

### •In 2020, the following:

Downtown Mesquite achieved prestigious National Accreditation by the Texas Main Street and National Main Street programs in recognition of exceeding established standards of operation

- Worked with City of Mesquite Economic Development Department to create "Roadmap to Resources" program to assist residents and business owners impacted by COVID-19.
- Fostered downtown's first two facade grant projects: rehabilitation of the facade of Metzger Awards at 105 W. Main St., and new awnings and brick cleaning at the Boyce Building at 202 W. Davis St.
- Announcement that Alejandro's at Front Street Station, a "Southwestern Grill" restaurant, will open at 117 W. Main St. The historic building, constructed in the early 1930s, served as Holley Brothers Grocery for years.
- Two additional awards were added to the downtown trophy case when the Front Street Station groundbreaking event won Texas Downtown Association's Best Traditional Promotional Event award as well as the People's Choice award in the same category.
- Continuation of the construction of Front Street Station, a major infrastructure project to bring updated infrastructure, additional parking, a pocket park walkway and other features to the historic heart of the community.
- New business arrivals included MVP Nutrition and Energy, the chiropractic office of Dr. Mike Anderson, the purchase of the former Paperbacks Plus, now The Book Co., and others.

- Approval of a facade improvement grant for Bink Suites (formerly Barbers Ink) at 111 W. Main St.
- Private reinvestment in Downtown Mesquite in terms of property rehabilitation, sales and other improvements grew to more than \$850,000.
- Volunteers contributed more than \$14,000 worth of time to the downtown revitalization program.

### In 2019, the following:

- Beginning of Main Street Program training and committees
- Hosting a visit by Texas First Lady Cecilia Abbott
- Completion of the downtown infrastructure and streetscape plan
- Hiring of a contractor to begin the \$5.5 million first phase of infrastructure plan
- Groundbreaking for the Front Street Station project in August
- Beginning of Front Street Station construction
- Creation of a façade grant program that provides grants of 50% of façade project costs up to \$20,000
- Approval of two facade grant projects
- Partnering with Mesquite Business Retention and Expansion Partnership (BRE) on innovative educational programming for entrepreneurs, resulting in nationwide attention
- Events such as Small Business Saturday, Christmas on the Square and Cocoa and Carols
- Creation of the "Paint the U in Horseshoe" project that will result in a unique downtown public art installation
- Earning two Texas Downtown Association President's Awards: Best Economic Game Changer and Spirit of Downtown
- Investment of an estimated \$35,000 worth of volunteer time in the downtown program

## Nationally Accredited Statewide Awards 2022 Award Finalists

In 2018, even more partners and stakeholders joined in the effort. Progress just within that 12-month period:

- Hiring of Mesquite's first Downtown Development manager
- Creation of a downtown advisory board
- Creation of four Main Street-style working committees
- Façade renderings for various properties
- Numerous downtown stakeholder meetings to design a new infrastructure and streetscape plan for the whole of downtown
- A downtown presence on three social media platforms
- Partnering on a successful Entrepreneurs Day small business event
- Downtown's first-ever pop-up shop
- Downtown clean-up day
- Very successful Small Business Saturday
- Being selected for Texas Main Street designation

In 2017, a group of downtown stakeholders was put together to lead the charge to change downtown. These people – shop owners, pastors, property owners, new folks, long-time residents and others – developed a community-within-a-community and came together to initiate a sequence of accomplishments, including:

- A Texas Downtown Association assessment
- An in-depth market analysis and recommended scope of work by Community Development Strategies (CDS)
  - As a result of these studies, the following action occurred:
  - City Council approval to create Mesquite's first-ever Downtown Development Manager position within the economic development department
  - The City of Mesquite engaged with the consulting firm of Kimley-Horn to develop plans on how to address downtown's aged infrastructure, which could not serve the needs of a growing downtown



## • Front Street Station Concept Planning •



Planning phase began in early 2018

### Stakeholders Group:

- Alicia Trevino
- Andy Leake
- Art Greenhaw
- Belinda Epps
- Bill Porter
- Blythe Moehring
- Brad Brandt
- Brooks Watts
- Carolyn Stoddard
- Diane Wright
- Glenda Lee
- Helen Ethridge
- Janice Houston
- Jennifer Vidler
- Juan Davila
- Julie Greer
- Kathleen Hagler
- Kyle Berry
- Lisa Haar
- Melissa Davis
- Mike Oswalt
- Nancy Mack
- Rebecca Lanman
- Rose Grimsley

## • Front Street Station Construction/Opening/Operation •

Groundbreaking: Aug. 8, 2019



Notice to Proceed: Sept. 9, 2019

Grand Opening May 22, 2021

Results to date:

- Approximately \$1M in property sales
- One-third of properties have new leases
- Three new businesses
- Four façade rehabilitations
- Multiple property improvement projects
- Continuous programming April-November





## • Promotion •

Small Business Saturday

Traditional Events

Social Media

Website

Videos

Downtown Mesquite

Farmers Market

- Live Music
- Vendors
- Food vendors
- Food Truck Rodeo
- Entrepreneurs

Partnership Projects:

Off the Rails

Cinco de Mayo





• 117 W. Main Street / Alejandro's @ Front Street Station •

Purchased by City to serve as catalyst  
RFQ issued 2019; Alejandro's selected  
Contract highlights  
Opened August 2022





## • 111 Broad Street/ Heritage Plaza •

Property owned by City of Mesquite  
Catalyst and rehabilitation demonstration

Home of:

- Convention and Visitors Bureau
- Downtown Development
- Chamber of Commerce
- ✓ Visitors Center
- ✓ Merchandise section
- ✓ Conference room
- ✓ Meeting room
- ✓ Public restrooms
- ✓ Programming
- ✓ Alleyway improvements
- ✓ Sidewalk improvements





## • Downtown Cumulative Stats •

### Downtown by the Numbers

Private Sector Reinvestment: \$2.8 Million

*Includes: Property sales, property rehabilitation*

Public Sector Reinvestment: \$7.1 Million

*Includes: Front Street Station, Heritage Plaza, Alejandro's*



### Property / Business Sales Examples

- McWhorter-Greenhaw building
- 211 W. Main
- 221 W. Main
- The Book Co.
- 319 W. Main

### Property Redevelopment Services

Design Services: 30+

Tech Visits: 17

### Policy Highlights

Façade Grant Projects: 6 completed  
IEBC adoption

### Placemaking

Front Street Station

Public Art

Outdoor Room

Planters, benches, trash receptacles







# Thank You

Beverly Abell  
Downtown Development Manager  
City of Mesquite