



**MESQUITE**

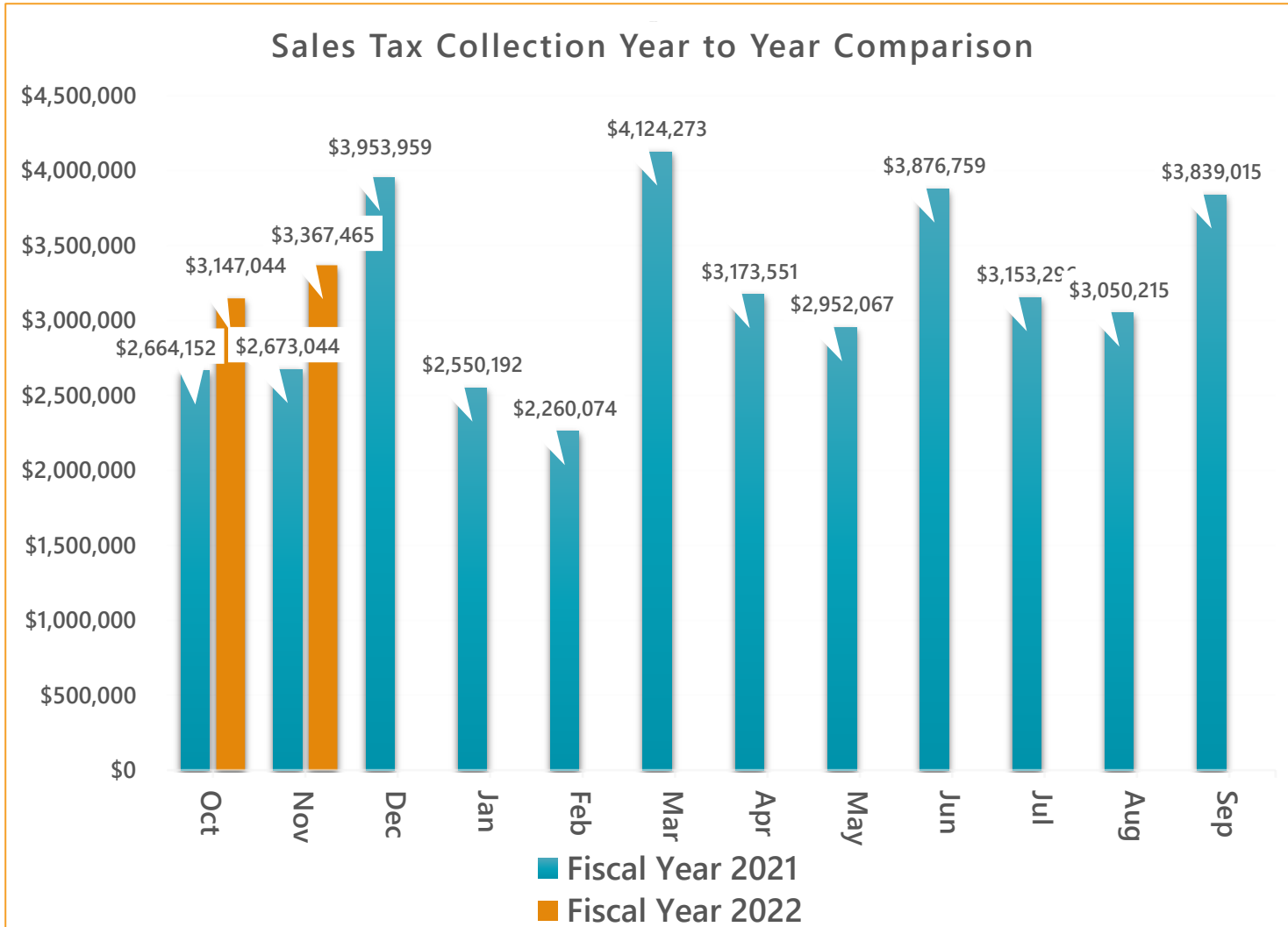
T E X A S

Real. Texas. Business.

# Economic Development Update

Quarter 1 Fiscal Year 2022

# The Numbers

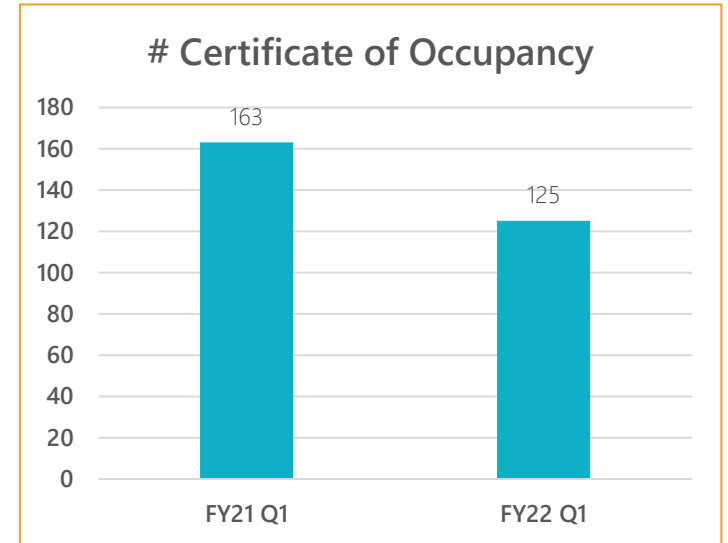
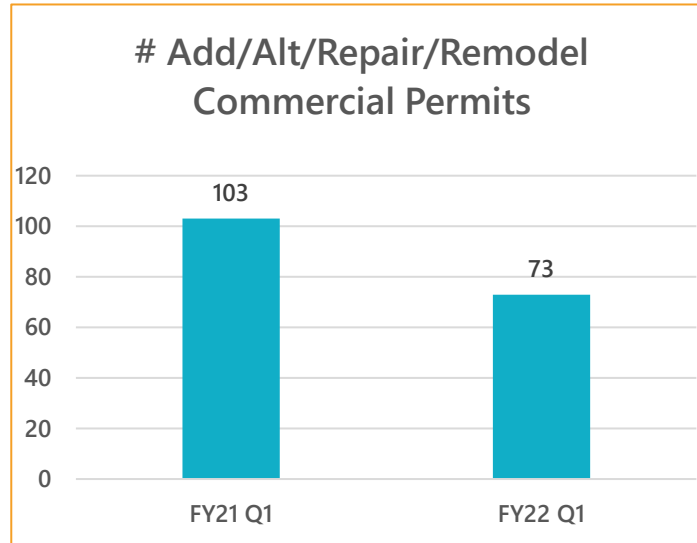
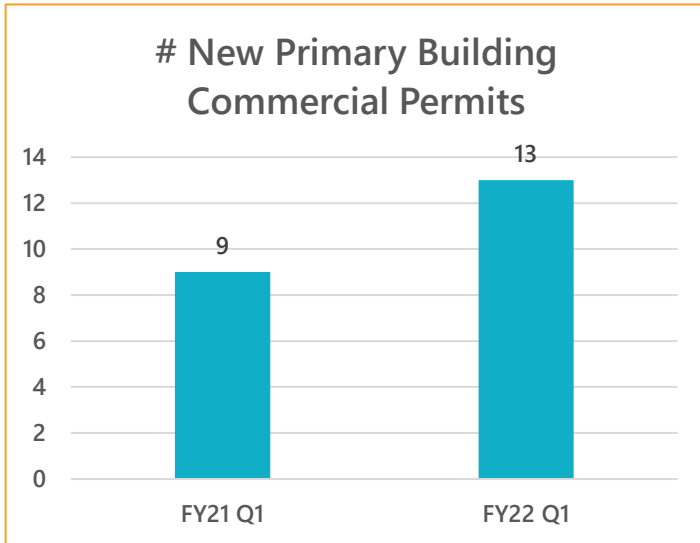


68 New  
Businesses



564 New  
Jobs

# Commercial

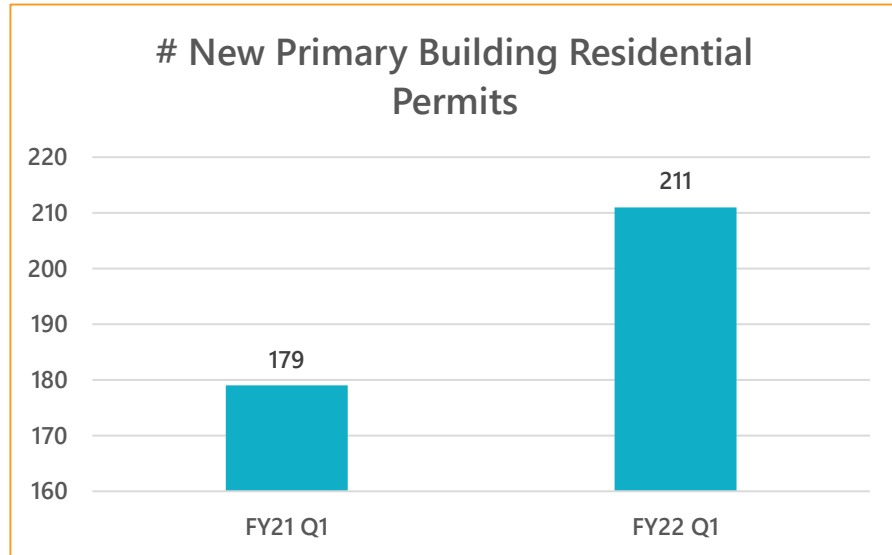


	FY21 Q1	FY22 Q1
# Square Feet	117,633	1,281,183
\$ Valuation	\$19,645,350	\$118,327,393

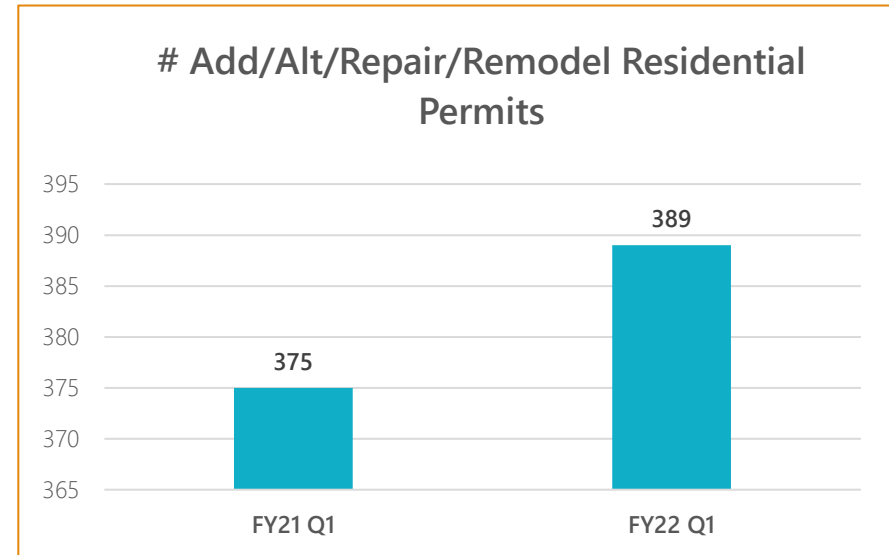
	FY21 Q1	FY22 Q1
# Square Feet	884,515	1,314,936
\$ Valuation	\$8,079,417	\$18,380,791

	FY21 Q1	FY22 Q1
# Square Feet	1,955,986	1,366,821
# New Businesses/Jobs	n/a	68 / 564

# Residential



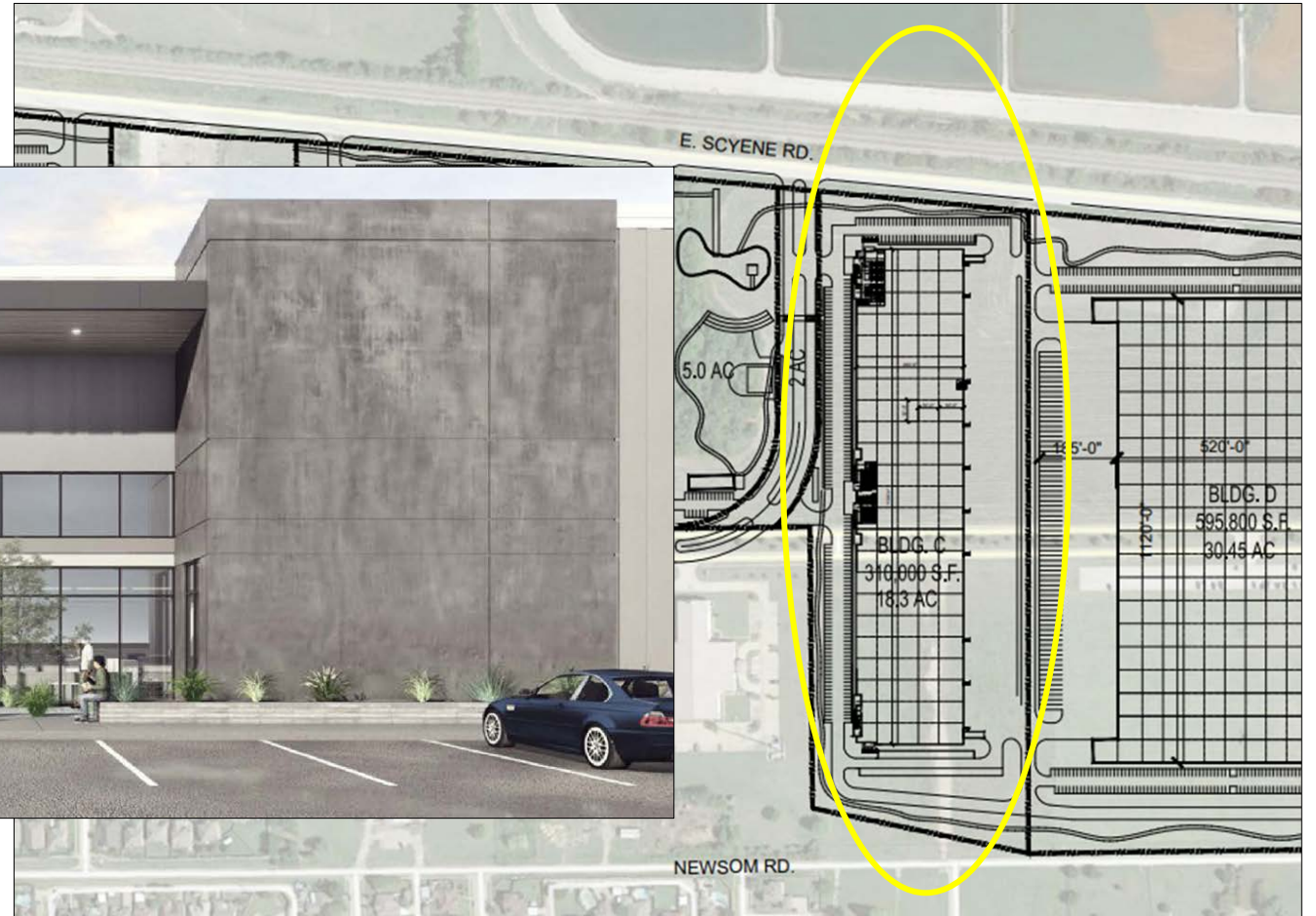
	FY21 Q1	FY22 Q1
# Square Feet	466,617	484,131
\$ Valuation	\$46,873,747	\$60,982,213



	FY21 Q1	FY22 Q1
# Square Feet	229,298	360,515
\$ Valuation	\$6,111,142	\$8,846,354

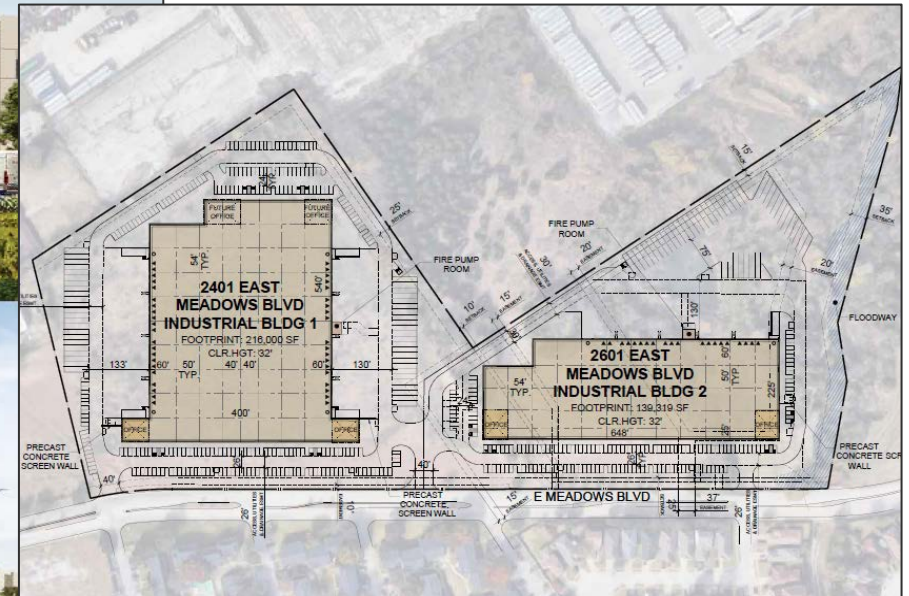
# • Permit Highlights •

Alcott Logistics Station Building C  
2800 E. Scyene Road  
Future Vehicle Accessories, Inc.  
Permit value \$15.4 million



# • Permit Highlights •

Landmark at the Meadows  
 2401 East Meadows Drive  
 Speculative Development  
 Permit value \$15 million



LANDMARK Landmark at the Meadows	
- 216,000 Square Feet	- 139,319 Square Feet
- Clear Interior Height: 32 Feet	- Clear Interior Height: 32 Feet
- 42 Standard Dock Doors	- 24 Standard Dock Doors
- 47 Trailer Storage Spaces	- 45 Trailer Storage Spaces
- 257 Parking Spaces	- 254 Parking Spaces

# Economic Development



## PRESS

- JCPenney debuts inclusive new beauty concept at 10 stores including Mesquite, Dallas Culture Map
- 'Crown jewel' Solterra housing development was a vision 20 years in making for Mesquite, Dallas Morning News
- Mesquite Development Wins Best Real Estate Deal Award from Dallas Business Journal, PRNewswire



## BRE

- Virtual Manufacturing Day
- BRE Awards at Annual Chamber of Commerce Awards
- Next event is HR event at Vanguard High School March 10<sup>th</sup>
- H&K International plant tour with Leadership Mesquite
- H&K International 50<sup>th</sup> anniversary celebration
- Made in Mesquite filming at Elements Sleep
- Texas Vets Roofing won Better Business Bureau (BBB) International Torch Awards for Ethics (category 1-10 employees)



## MARKETING

- Made In Mesquite filming
- Website refresh
- 3000 Skyline Dr. site tour with Rep. Keith Bell
- Responded to RFI's for Project Amino and Bison South
- Christmas on the Corridor event
- Economic Developed presented at Chamber Luncheon
- Marketing table at North TX Commercial Association (NTCAR) of Realtors event
- Innovating Commerce Serving Communities (ICSC) trade show in Las Vegas



## RIBBON CUTTINGS & GROUND BREAKINGS

- JC Penney cosmetics ribbon cutting
- Wave Max ribbon cutting
- Solterra groundbreaking



## DEVELOPMENT AGREEMENTS

- Alcott TIRZ #14 amendment
- 42 Alcott Chapter 380 and TIRZ reimbursement agreement
- Hutcheson / Aggie Chick & Feed Store / Mesquite Feed & Hardware Chapter 380 and TIRZ Reimbursement agreement

# Downtown



## ORGANIZATION

- Volunteer time value nearly \$20K in 2021
- Received two Texas Downtown Association awards:
  - Best Digital Promotion cities 50K+ population
  - People's Choice award, Digital Promotion



## PUBLIC REINVESTMENT

- Heritage Plaza rehabilitation progressing
- New benches and trash receptacles installed



## PRIVATE SECTOR REINVESTMENT

- Carroll Place rehabilitation in process
- Alejandro's @ Front Street Station tenant finish at 117 W. Main
- Property sales continue at critical locations
- Provided design technical services at numerous sites
- Private reinvestment now more than \$1.3 million



## EVENTS AND PROGRAMMING

- Farmers market concludes successful inaugural season
- Partnered with MISD, businesses on Small Business Saturday video production to coordinate with Nov. 27 event
- Christmas on the Square Nov. 30
- Carols and Cocoa / restaurant promotion held Dec. 18



# • Convention & Visitors Bureau •



## DRIVING AWARENESS OF MESQUITE AS A VENUE FOR CONFERENCES, WEDDINGS, QUINCES, MORE

- The CVB uses an automated Customer Relationship Management (CRM) system, providing ROI of 6 to 1
- Sent seven email promotions to 60,000 sales contacts
- CVB wrapped up 2021 with providing the Convention Center 101 prequalified sales leads



During Q1 the CVB Hosted the Siberian Huskies Club of America National Specialty, Rhodesian Ridgebacks National Specialty, and the Englisher Springer Spaniel Field Trial Association National Specialty



James Johnson, Marketing Coordinator, attended the Annual Texas Downtown Association Conference to aid in the CVB's support of marketing downtown as part of the CVB staff professional development initiative

## Sample Email

Hello,

Thank you for your recent inquiry about the Mesquite Convention Center and Exhibit Hall. We are delighted to share with you our venue and hope to exceed your expectations in assisting in the planning of your next event.

1. In the next few days, you'll be contacted by one of our sales managers, who will work tirelessly in crafting a proposal to meet your conference needs.
2. In the meantime, we would like to share a little more about our City of Mesquite Texas with you. With this email, we have included our:

- [Visitors Guide](#)
- [Sales Kit](#)
- [2021 Press Kit](#)

Below are some photos and videos of the convention center detailing some of the specifications of the facility. For questions or to schedule a site tour contact Alberto Rivera at [Alberto@VisitMesquiteTx.com](mailto:Alberto@VisitMesquiteTx.com) or call (800) 541-2355.

## Mesquite Convention Center and Exhibit Hall Photos





# Thank You

Kim Buttram, CEcD  
Director of Economic Development  
City of Mesquite