



MESQUITE

T E X A S

Real. Texas. Business.

Economic Development Update

Quarter 2 Fiscal Year 2021

• The Numbers •



\$9,291,155 Q1* Sales Tax Collected (\$7,900,593 Q1 FY20)



67 (171 YTD) Certificate of occupancy's finalized

- 1,300,261 SF (1,875,234 YTD)



24 (70 YTD**) New primary building residential permits

- 69,655 SF (191,010 YTD)
- \$7,413,300 Est. Value (\$20,110,105 YTD)



9 (17 YTD) New primary building commercial permits

- 783,241 SF (931,112 YTD)
- \$34,100,877 Est. Value (\$53,547,268 YTD)



171 (397 YTD) Addition/alteration/remodel residential permits

- 127,735 SF (270,721 YTD)
- \$2,810,968 Est. Value (\$6,534,914 YTD)



20 (61 YTD) Addition/alteration/remodel commercial permits

- 36,665 SF (190,904 YTD)
- \$2,828,618 Est. Value (\$9,679,907 YTD)

• Actions at a Glance •



TRADE SHOWS/CONFERENCES

4 (10 YTD)

Example

TX Economic Development Council Legislative, TX Travel Counselors, TX Assoc. of Convention and Visitors Bureau Conferences



EXTERNAL MEETINGS

83 (161 YTD)

SITE TOURS 1 (3 YTD)

Example

Chamber events, business prospect and existing business meetings, Vanguard HS with Ashley Furniture, Skyline Logistics Ctr.



REQUEST FOR SITES & COMMUNITY INFO (RFI'S) RESPONDED TO

9 (9 YTD)

Example

Project Cocoa Charlie, Electrolyte Tab, Glove Box, Hyperion, Omni-Channel, Steadfast, Up Lift



RIBBON CUTTINGS AND SIMILAR EVENTS

8 (11 YTD)

Example

Chamber events
Downtown events (MVP Customer Appreciation, Bear Cave Vendor Market)

Economic Development



MESQUITEECODEV.COM WEBSITE

- 10,231 page views (14,835 YTD)
- Top pages - Homepage, About Us, Profile
- All demographics updated; staff section updated



ADVERTISEMENTS

- Site Selection Magazine March issue
- Dallas Regional Economic Development Guide
- Dallas Fort Worth Real Estate Guide



ROADMAP TO RESOURCES & WINTER STORM E-NEWSLETTERS

- Roadmap to Resources 1/11 and 1/22
- Winter Storm Resources 2/18



BRE

- 2021 Kickoff Meeting
- Quarterly E-Newsletter sent 3/23
- Associated MesquiteEcoDev.com webpages updated



TIRZ

- #14 Alcott Logistics Station in progress



DEVELOPMENT AGREEMENTS

- Landmark at East Meadows
- PARC 30
- Elements International Mattress Facility



ANNOUNCEMENTS

- Security Brands
- Broadmoor Plaza Shopping Center

Downtown



FRONT STREET STATION

- Vertical elements, landscaping, lighting installed
- Completion anticipated late April
- Grand opening plans TBA



PROPERTY REHABILITATION PROJECTS

- Alejandro's at Front Street Station construction begun
- Heritage Plaza renovation process continues
- Bink Suites façade rehabilitation begun
- Three design requests submitted to state architect
- Numerous consultations with architect



ORGANIZATION

- Two-year strategy adopted
- Mesquite to repeat National Accreditation status



PROGRESS CONTINUES

- Negotiations begun with new Farmers Market organizer
- Numerous businesses referred to Small Business Development Center for counseling
- Restaurant Roundtable beginning
- Properties attracting investors

Downtown Mesquite Facade Grant Recipient

Bink Suite - 111 W. Main St.



Above left: Current day appearance

Above right: Proposed new look that is contextual with adjacent properties

Design below was created via Texas Main Street architectural services.

Construction will begin early 2021.





VISITMESQUITETX.COM

- 51,366 Web site visitors
- 110,051 Pages viewed
- 1.05 Time on site
- 546,499 Impressions for Google Display Ads
- 5,482 Clicks on Google Display Ads
- 374,242 Impressions for Facebook/ Insta Ads
- 10,738 Clicks on Facebook/ Insta Ads



RESTAURANTS

- 91 In-person visits
- 18 Real Texas Flavor Discount offers created & promoted
- 117 Google Reviews and Trip Advisor Reviews
- 712 Photos posted to Google Restaurant listings
- 6,650,511 views of our Google photos and reviews



CONVENTION CENTER AND EXHIBIT HALL

- 27 Leads provided to Hampton Team for Economic Impact of over \$2 million
- 5 Leads closed together with Hampton Team for a \$429,000 Economic Impact



AD CAMPAIGNS

- Texas Highways
- Travel Texas State Office Co-op Campaign



PROMOTIONS

- Arts Center (MAC): Posts and paid promotion for plays, concerts and art exhibits
- Historic Mesquite Inc (HMI): Posts and paid promotion for events
- Rodeo and Arena
 - Paid promotion for Air Supply and Dwight Yoakum Concerts
 - Rodeo launched Saffire website and ticketing platform linked to VisitMesquiteTX.com with shared tracking
- Downtown
 - Engaged Daytripper for Downtown, Farmers Market and Front Street video promotion
 - Attended Downtown Board meetings
 - Reposted Downtown posts
- Parks & Rec (PARC)
 - Mesquite Golf Course ads
 - Ads included in PARC email newsletter for extended reach



Thank You

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City of Mesquite