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

Economic Development Update Quarter 2 Fiscal Year 2021

The Numbers

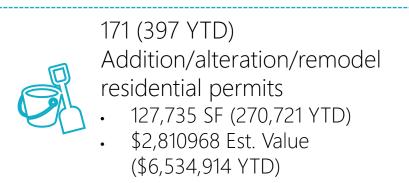


\$9,291,155 Q1* Sales Tax Collected (\$7,900,593 Q1 FY20)



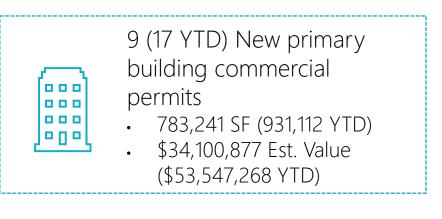
24 (70 YTD**) New primary building residential permits

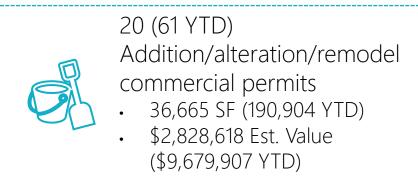
- 69,655 SF (191,010 YTD)
- \$7,413,300 Est. Value
 (\$20,110,105 YTD)





67 (171 YTD) Certificate of occupancy's finaled
1,300,261 SF (1,875,234 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.



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



ADVERTISMENTS

- 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



tesquite, Texas has more than 13 million square feet of industrial square footage with an additional ear-million under construction. The City has a prime age labor force of 47,692 and over a million of the ame within a 30-minute commute. With our local education partners, we are developing a pipeline of gigh-demand talent through leading edge career tech education and training programs. With its corporate municipal airport, 39 miles to Dallas Fort Worth International Airport, file major highway systems, Kesquite effers excellent access to the larger region ind vice versa. Things are hot in Mesquite-find out more at MesquiteEcoDev.com. **MESQUITE**



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



#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



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.



Convention & Visitors Bureau •



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



- Arts Center (MAC): Posts and paid promotion for plays, concerts and art exhibits
- <u>Historic Mesquite Inc (HMI):</u> 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
- <u>Downtown</u>
 - Engaged Daytripper for Downtown, Farmers Market and
 Front Street video promotion
 - Attended Downtown Board meetings
 - Reposted Downtown posts
- Parks & Rec (PARD)
 - Mesquite Golf Course ads
 - Ads included in PARD email newsletter for extended reach

Thank You

Kim Buttram, CEcD Director of Economic Development City of Mesquite