



**MESQUITE**

T E X A S

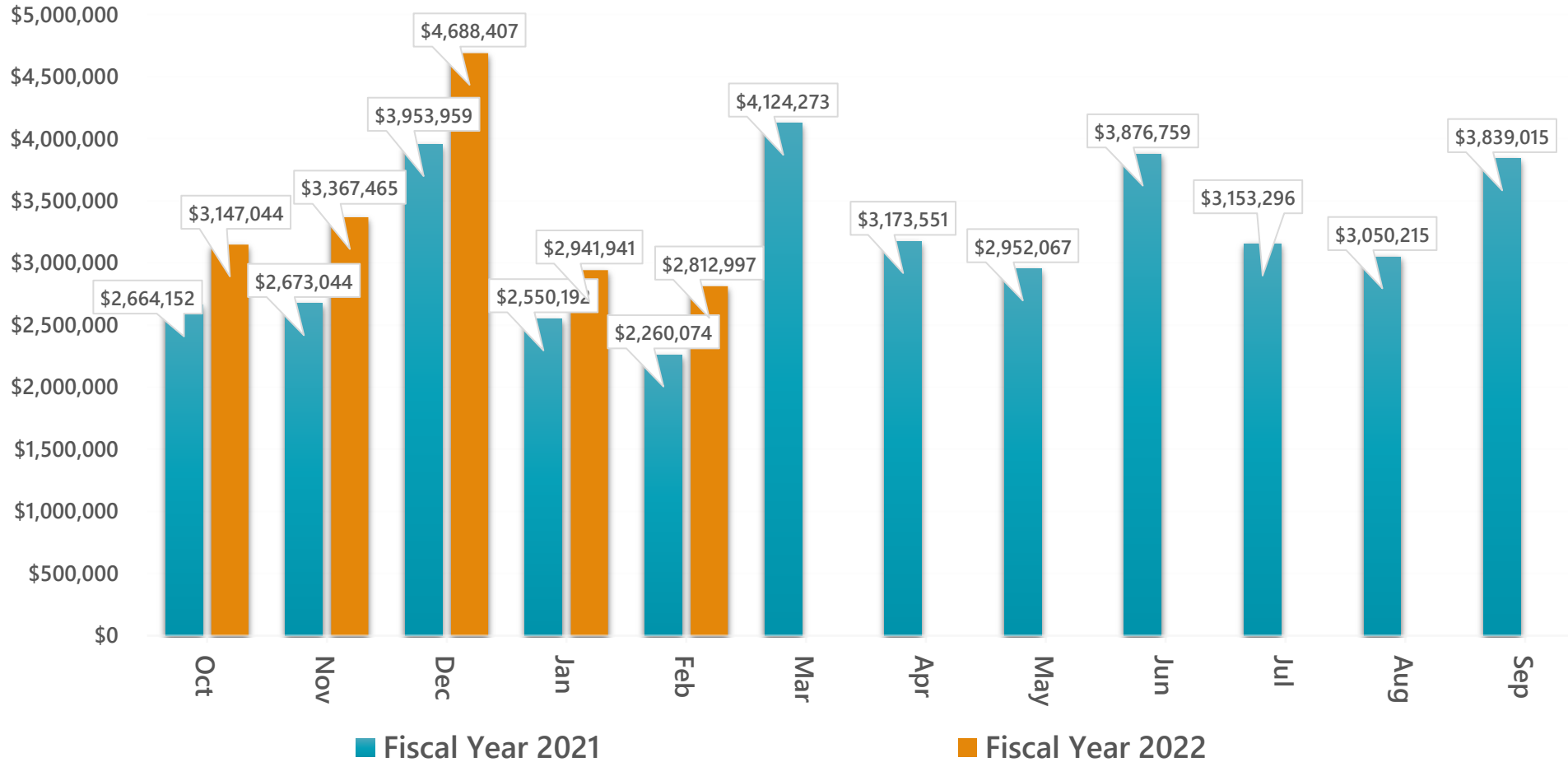
Real. Texas. Business.

# Economic Development Update

## Quarter 2 Fiscal Year 2022

## • The Numbers •

### Sales Tax Collection Year-to-Year Comparison



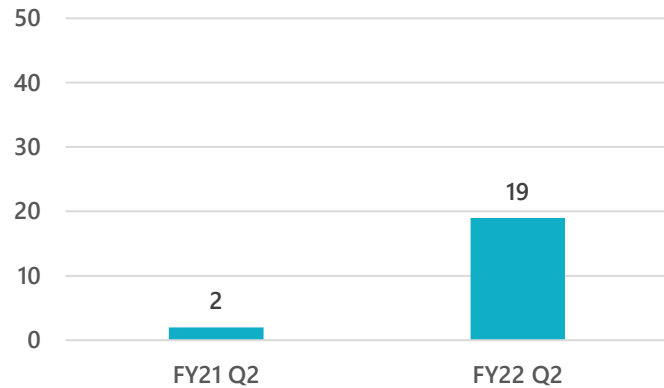
56 New  
Businesses



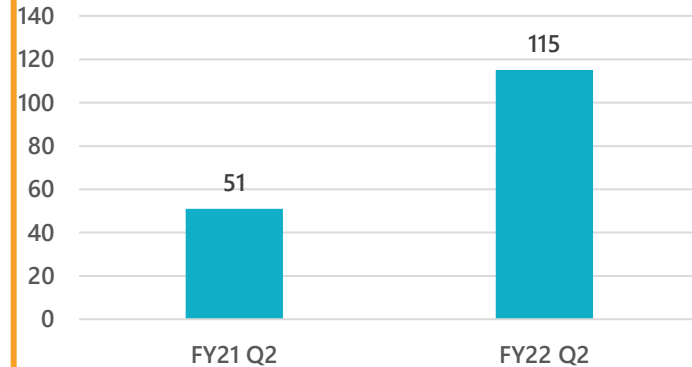
604  
New Jobs

# Commercial

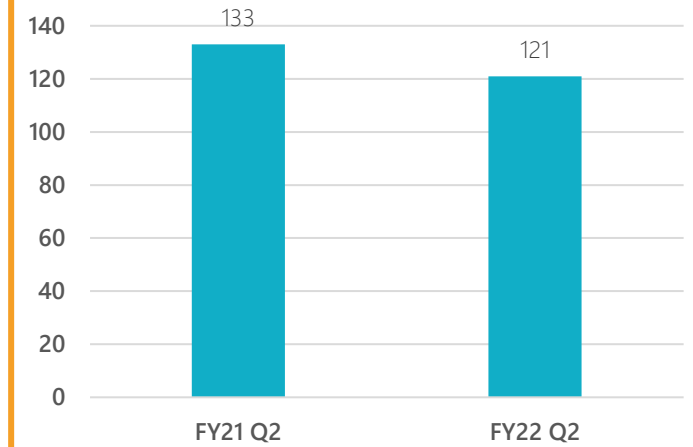
# New Primary Building Commercial Permits



# Add/Alt/Repair/Remodel Commercial Permits



# Certificate of Occupancy

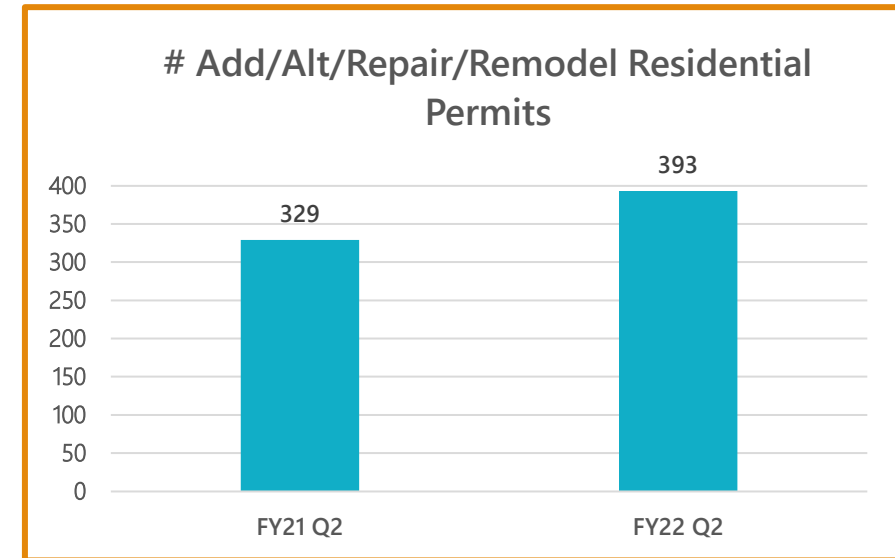
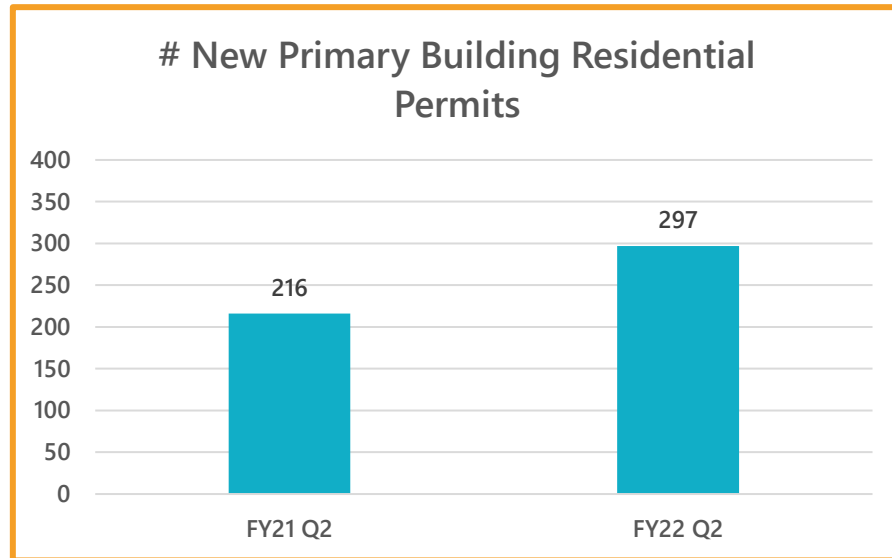


	FY21 Q2	FY22 Q2
↑ # Square Feet	16,159	3,876,404
↑ \$ Valuation	\$1,500,000	\$194,872,415

	FY21 Q2	FY22 Q2
↓ # Square Feet	1,364,323	982,379
↑ \$ Valuation	\$9,622,840	\$18,134,863

	FY21 Q2	FY22 Q2
↓ # Square Feet	3,660,865	1,027,692

# • Residential •



	FY21 Q2	FY22 Q2
↑ # Square Feet	520,745	757,093
↑ \$ Valuation	\$50,903,101	\$96,213,054

	FY21 Q2	FY22 Q2
↓ # Square Feet	509,301	431,007
↑ \$ Valuation	\$7,491,920	\$8,279,556

## • Permit Highlights •



Opening of Crumbl Cookies



Opening of  
Zara Furniture



Boot Barn exterior improvements

## • Permit Highlights •



New businesses  
on Gus Thomasson Road  
and North Mesquite Drive



Locke Supply Opening

# • Economic Development •



## MARKETING

- Made In Mesquite filming and publication
- Launch of LinkedIn campaign
- Five major prospect tours and submissions
- Represented Mesquite at Innovating Commerce Serving Communities (ICSC) retail trade show in Dallas



## RIBBON CUTTINGS & GROUND BREAKINGS

- Zara Furniture
- Kearney Park Pharmacy
- Vehicle Accessories Group, Inc.
- Kayz Cookies
- Crumbl Cookies



## PRESS & AWARDS

- *Empty Sears at Mesquite's Town East Mall could get a major makeover*, Dallas Morning News
- *New Mesquite business park will add to warehouse market east of Dallas*, Dallas Morning News (Mesquite 635)
- TEDC Economic Excellence Award for sixth year in a row



## AGREEMENTS

- Ashley Furniture expansion – 700,000 SF
- Dalfen Airport Logistics Center – Phase 2 – 1.3 million SF



## BRE

- J&R Manufacturing plant tour with Dallas College – Vanguard connection
- Plant tour at Revolution
- Human Resources Day March 11

# Downtown



## PRIVATE SECTOR REINVESTMENT

- Carroll Place rehabilitation near completion
- Private reinvestment for the quarter: \$350,000+
- Provided technical design services at numerous sites
- Alejandro's @ Front Street Station tenant finish continues



## PUBLIC REINVESTMENT

- Heritage Plaza rehabilitation progressing; at 78% completion
- Bids received for Heritage Plaza alleyway project and first public art installations



## ORGANIZATION

- Completed training and two-year strategy for volunteers
- Completed annual state/national Main Street program evaluations; on board for third-year National Accreditation
- Manager Beverly Abell honored with the Texas Historical Commission Anice B. Read Award for Community Heritage Development



## EVENTS AND PROGRAMMING

- Farmers Market partnerships with Parks and Recreation: food truck rodeo and upcoming Cinco de Mayo
- Farmers Market continuing through November
- Volunteers from Downtown Mesquite, Keep Mesquite Beautiful build first stage of Outdoor Room

# • Convention & Visitors Bureau •



## SALES AND BRAND AWARENESS

- Pitched Mesquite and shared convention resources with event planners at Southwest Showcase, Texas Society of Association and Event Planners.
- Jessica McClellan facilitated the 3-day marketing track at the Texas Association of Convention and Visitors Bureau annual conference.
- Hosted 40 people from 32 members of the American Bus Association on a tour which included Mesquite Arena, the Mesquite Arts Center, and the Opal Lawrence Park.



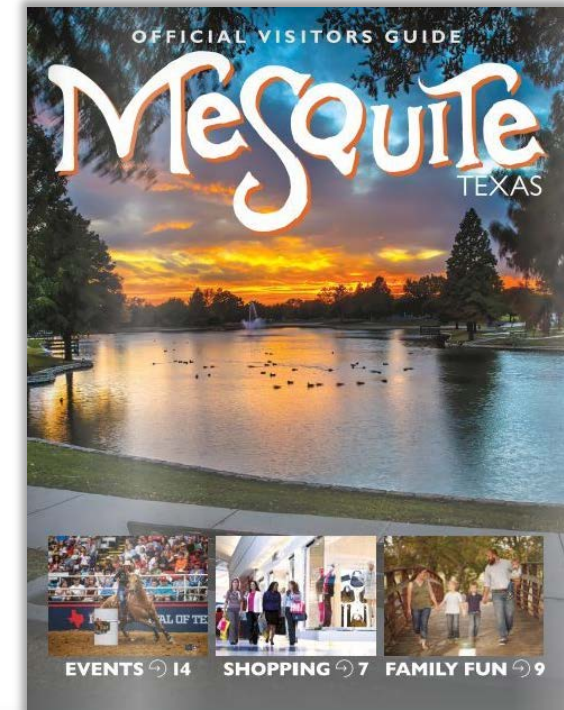
## MARKETING

- Led a strategic marketing campaign for the Rodeo Parade / Food Truck Rodeo resulting in 12 million+ ad views that linked to the Parks and Recreation website.



## VISITOR GUIDE DISTRIBUTION

- New Visitor Guide Brochures were placed in 170+ hotels in TX, OK and LA. Staff personally delivered a case of Visitor Guide Magazines to all 27 advertisers, plus area attractions and city facilities.





# Thank You

Kim Buttram, CEcD  
Director of Economic Development  
City of Mesquite