



MESQUITE

T E X A S

Real. Texas. Business.

Economic Development Update

Quarter 3 Fiscal Year 2021

The Numbers



\$8,934,539.00 Q2 Sales Tax Collected (\$7,900,593.00 Q2 FY20)*



164 (460 YTD) Certificate of occupancy's finalized
• 1,731,493.6 SF (7,348,344.6 YTD)



127 (522 YTD**) New primary building residential permits
• 313,636.52 SF (1,162,687.52 YTD)
• \$36,599,376 Est. Value
• (\$121,821,604 YTD)



10 (70 YTD) New primary building commercial permits
• 1,734,109 SF (3,142,034 YTD)
• \$71,430,780 Est. Value
• (\$91,076,130 YTD)



425 (1,129 YTD) Addition/alteration/remodel residential permits
• 316,243.16 SF (771,457.9 YTD)
• \$6,326,622.03 Est. Value
• (\$12,473,763.87 YTD)



97 (202 YTD) Addition/alteration/remodel commercial permits
• 1,231,483 SF (3,406,289.76 YTD)
• \$12,787,283.57 Est. Value
• (\$20,866,700.61 YTD)

*1 Quarter lag on sales tax reporting, includes sales tax revenue for General Fund **YTD = Year to Date

• Actions at a Glance •



TRADE
SHOWS/CONFERENCES

5 (10 YTD)

Example

TX Economic Development
Council Mid-Year, Main
Street Now, RECon Digital



EXTERNAL MEETINGS, BRE
VISITS

36 (161 YTD)

SITE TOURS 3 (5 YTD)

Example

Tiaga Coolers, Skyline
Logistics Ctr., UD-30,
former Academy



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

6 (15 YTD)

Example

Project Otro Vez, Lloyd
Aqua, Life Crown, Freedom
Pipeline, EV Pack, Beverage
Company



RIBBON CUTTINGS,
GROUND BREAKINGS,
NETWORKING
EVENTS

11 (21 YTD)

Example

Chamber events, Blaze
Pizza, Front Street Station
Grand Opening, Farmers
Market

Economic Development



MARKETING

- New video being developed
- Updating aerial map
- Updating and creating new one-page marketing fliers on Industrial, Residential, Downtown, Tourism, Gus Thomasson Corridor, & Retail
- New trade show/event banners/backdrops
- Advertisements published in Dallas Regional Chamber Real Estate Review and Go Big Texas



MESQUITEECODEV.COM WEBSITE

- 10,776 page views (14,835 YTD)
- Top pages - Homepage, Events, Our Staff, Gus Thomasson Corridor (new)
- Automatic demographic synching/updating for core data points
- Continually adding and updating content



E-NEWSLETTERS

- Quarter 3 2021 BRE
- Gus Thomasson Corridor (sent May 17)
- Various for BRE Event Invites
- Business Survey Invite



BRE

- Local Market Data & Trends virtual event
- Hosted first Mesquite Job Fair
- 2021 Business Survey executed



TIRZ

- #12 Airport Area Expansion
- #14 Alcott Logistics Station



DEVELOPMENT AGREEMENTS

- Alcott Logistics Station



ANNOUNCEMENTS

- Northridge Shopping Center
- Mesquite 635

Downtown



FRONT STREET STATION

- Grand Opening held May 22
- Farmers Market opened June 12



ORGANIZATION

- Program achieves second National Accreditation
- 240 hours of volunteer time this quarter; cumulative time value exceeds \$44,000 since 2019



PROPERTY REHABILITATION PROJECTS

- Alejandro's @ Front Street Station construction
- Heritage Plaza rehabilitation
- Bink Suites façade rehabilitation completed
- Numerous consultations with state architect
- Private reinvestment tops \$1M mark*



PROGRESS CONTINUES

- Carroll Place project to begin soon
- Alejandro's completion in fall
- Public space improvements
- More design, business services
- Holiday season planning



*Figure reflects property purchases and improvements.



VISITMESQUITETX.COM

- 152,641 Web site visitors
- 246,317 Pages viewed
- 1:46 Time on site
- 235,060 Impressions for Google Display Ads
- 9,374 Clicks on Google Display Ads
- 1,153,136 Impressions for Facebook/ Insta Ads
- 9,299 Clicks on Facebook/ Insta Ads



AD CAMPAIGNS

- New Visitors Guide Agreement
- New Travel Texas State Office Co-op Campaign
- New AJR Annual Media Buy
- New Daytripper Agreement



Of Special Note

- Downtown Farmers Market CVB hosted a Make-and-Take Stick Horse Activity to 100 visitors on July 17th.
- CVB Creates new testimonial videos for convention sales efforts



RESTAURANTS

- 147 In-person visits
- 4 Real Texas Flavor Discount offers created & promoted
- 204 Google Reviews and Trip Advisor Reviews
- 659 Photos posted to Google Restaurant listings
- 29,199,488 FYTD views of our Google photos and reviews



CONVENTION CENTER AND EXHIBIT HALL

- 32 Leads provided to Hampton Team for Economic Impact of over \$3 million
- 8 Leads closed together with Hampton Team for a \$1.5 million Economic Impact





Thank You

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City of Mesquite