



MESQUITE

T E X A S

Real. Texas. Business.

Economic Development Update

Quarter 4 Fiscal Year 2021



571 (983)
New jobs



80 (132 YTD**)
New businesses

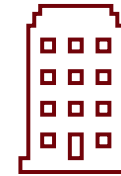


188 (648 YTD) Certificate of
occupancy's finalized
• 1,309,476 SF (8,657,821
YTD)

The Numbers



225 (747 YTD) New primary
building residential permits
• 448,025 SF (1,610,713 YTD)
• \$61,636,884 Est. Value
• (\$183,458,488 YTD)



9 (79 YTD) New primary
building commercial permits
• 1,372,849 SF (4,514,883 YTD)
• \$57,327,266 Est. Value
• (\$148,403,396 YTD)



\$10,002,377
Q3 Sales Tax Collected
(\$8,008,972 Q3 FY20)*



438 (1,567 YTD)
Addition/alteration/remodel
residential permits
• 315,055 SF (1,086,512 YTD)
• \$8,545,257 Est. Value
• (\$20,983,021 YTD)



124 (326 YTD)
Addition/alteration/remodel
commercial permits
• 694,977 SF (4,101,267 YTD)
• \$12,566,517 Est. Value
• (\$33,433,218 YTD)

• Permit Highlights •



• Permit Highlights •



HNRY
LOGISTICS ™

STEVE SILVER
FURNITURE



• Actions at a Glance •



TRADE
SHOWS/CONFERENCES

9 (19 YTD)

Examples

PLASTECH West with
Oncor, TACVB Annual
Conference, TX Travel
Alliance Summit,
Southwest Summit



EXTERNAL MEETINGS
BRE VISITS

67 (305 YTD)

Examples

Steve Silver Co., BRE at
the Rodeo, Chamber
Board Retreat, Ashley
Furniture



SITE TOURS

6 (13 YTD)

Examples

3000 Skyline, Former
Academy, The Luxe in
Cedar Hill, 3 sites for EV
prospect



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

3 (18 YTD)

Examples

Project Stooges,
Copper Tone, and
Battery Blast



RIBBON CUTTINGS
GROUND BREAKINGS
NETWORKING EVENTS

4 (25 YTD)

Examples

Airport Logistics Center,
Vanguard HS Ribbon
Cutting, Chamber
Luncheon

Economic Development



PRESS

- Another New Industrial Park Gets Underway in a City Teeming With Them by BisNow (July)
- Construction Starts for Mesquite Business Park by DMN (July)
- Breaking New Ground (July)
- Dalfen Industrial Breaks Ground on Phase 1 of 2 MSF Project in Mesquite, Texas by REBusiness (July)
- Ground breaks on industrial park by Mesquite News (July)
- Dalfen Industrial Breaks Ground on Initial Phase of 2 MSF Project in Mesquite, Texas by Texas Real Estate Business (July)
- Preparing for Growth by Mesquite News (July)
- Developer Snaps Up More Mesquite Land to Expand New Business Park by Dallas Morning News (Aug.)
- Best Real Estate Deal by Dallas Business Journal (Sept.)
- Mesquite Approves New 235-Home Residential Development on Mesquite Valley Road by DMN (Sept.)
- Automotive Supplier Relocates 315 Jobs to New Headquarters in Mesquite by DMN (Sept.)
- More Jobs, Housing by Mesquite News (Sept.)



BRE

- Business Marketing Panel (July)
- Manufacturing Day Planning (Oct.)
- Mesquite Business News e-newsletter (Sept.)



MARKETING

- NTCAR Expo
- New marketing video
- Aerial map major update
- New one-page marketing fliers on Industrial, Residential, Downtown, Tourism, Gus Thomasson Corridor, & Retail
- Advertisement published in NTX Magazine
- Made In Mesquite filming



MESQUITEECODEV.COM WEBSITE

- 3,493 users (14,524 YTD)
- 8,806 page views (34,417 YTD)
- 668 downloads (1,586 YTD)



DEVELOPMENT AGREEMENTS

- Mesquite 635
- Alcott Logistics Station Master Development Agreement Amendment
- Alcott Tract C
- Vehicle Accessories, Inc.
- AllTrades Industrial Partners
- Valley Brooke homes

Downtown



ORGANIZATION

- Finalist for two Texas Downtown Association awards



PUBLIC REINVESTMENT

- McCullough Plaza overhead lighting installed
- Front Street Station functioning well
- Heritage Plaza rehabilitation underway
- Alejandro's @ Front Street Station "white box" process completed; in tenant finish stage



PRIVATE SECTOR REINVESTMENT

- Carroll Place rehabilitation in process
- Significant property sales
- Ten on-site property rehab consultations with Texas Main Street architect



EVENTS AND PROGRAMMING

- Weekly Farmers Market continues through Nov. 27. Plans in place for Christmas season events.



VISITMESQUITETX.COM

- 181,905 Web site visitors (325,271 YTD)
- 246,317 Pages viewed (660,375 YTD)
- 1:29 Time on site avg
- 595,066 Impressions Google Display Ads (2,005,006 YTD)
- 10,214 Clicks Google Display Ads (33,221 YTD)
- 1,488,918 Impressions Facebook (3,510,052 YTD)
- 11,450 Clicks Facebook Ads (26,875 YTD)



AD CAMPAIGNS

- Fiscal Year End reporting provided in CVB Quarterly Report
- New contract with Certified Folder to distribute the new Mesquite Visitors Guide in Texas, Louisiana and Oklahoma when we print 100,000 in January



Of Special Note

- CVB team joined Travel Texas at both the Albuquerque National Balloon Festival and the Dallas Travel and Adventure show
- CVB team attended the Texas Association of Convention and Visitors Bureaus and the Texas Travel Industry Alliance annual conference to earn continuing education credits toward their Texas Destinations Marketer Certification.



RESTAURANTS

- 289 YTD In-person visits
- 25 YTD Real Texas Flavor Discount offers created & promoted
- 356 YTD Google Reviews and Trip Advisor Reviews
- 1,624 YTD Photos posted to Google Restaurant listings
- 35,671,620 YTD Views of our Google photos and reviews



CONVENTION CENTER AND EXHIBIT HALL

- 101 YTD Leads provided to Hampton Team
- 22 YTD Leads closed together with Hampton Team for a \$2.5 million Economic Impact





Thank You

Kim Buttram, CEcD
Director of Economic Development
City of Mesquite