



The City of Mesquite adopted its first Economic Development Strategic Plan in 2023 with input from its citizens and stakeholders. Mesquite thrives due to collaboration!

Under the umbrella of the five Economic Development **Strategic Plan Goals**, we are thrilled to share economic development successes as well as outlook for the future.

1. **Quality Jobs for the Future:** *We will attract and retain quality jobs and investment to grow Mesquite's economy and to foster shared prosperity.*

Over the past five years, Mesquite has experienced significant industrial growth, with the projected addition of 18 million square feet between 2020 to 2030. This growth means Mesquite is not only a place to live, but to work or have a career close to home! Industrial developments such as Skyline Logistics District, Urban District 30, Mesquite Airport Logistics Center, Alcott Logistics Station, Mesquite 635, and more have contributed to this explosive growth. Mesquite's strongest industry clusters are Food Processing and Manufacturing, Furniture, Chemical Products, Distribution and E-Commerce, Production Technology and Creative Services. These developments are home to companies such as General Dynamics, UPS, Canadian Solar, Pepsico, Ashley Furniture, FedEx, Coleman Powersports, and Orora Visual. From large employers that anchor the economy to many small businesses that enliven the community, Mesquite offers diversity of jobs across the income and education spectrum.

2. **Born & Raised in Mesquite:** *We will grow our diverse small businesses, positioning Mesquite as a premier entrepreneurial community in North Texas.*

Mesquite has a history of entrepreneurship – many of the City's largest companies began as small businesses, some attaining a global reach! The City of Mesquite, Mesquite Chamber of Commerce, and partners support entrepreneurship and small business success by facilitating technical training and events such as Entrepreneurs Day. Market driven developments such as AllTrades flex office warehouse concept provide appropriately sized operational spaces for startup companies like candle maker Luz y Tierra who has reached national attention. A new Small Business Success Committee is open to local business owners to help guide programs and future initiatives, fostering an environment that encourages entrepreneurs to establish their businesses and for small businesses to grow in Mesquite.

3. **Upskilling for Tomorrow:** *We will build a robust skilled workforce to power Mesquite's future.*

A deep well of highly skilled workers creates continuous cycles of new business formation and attraction, which in turn brings new talented workers and provides opportunities for our residents. As companies adapt to the rapidly changing environment, their workers and the local labor force must also adapt. Both Mesquite ISD and Forney ISD offer career and technical

education high schools, producing a new generation of specially equipped graduates who enter the workforce with industry certificates and experience. Government, workforce development, and education partners work together on skilling and [upskilling Mesquite's workforce](#) through the [Mesquite Regional Business Retention and Expansion Task Force](#). This task force has fostered connections that have gained momentum in recent years - such as industry tours and internships - broadening both the minds of youth and businesses to prepare them for the future.

4. **A Unique North Texas Destination:** *We will transform Mesquite into a destination that attracts diverse families, talented young professionals, and visitors of all walks of life.*

New developments such as the mixed-use entertainment district Iron Horse Village and the pending redevelopment of the previous location of Sears at Town East Mall will aid this transformation. In addition to being a [fun place to visit](#), [residential developments](#) like the master planned community Solterra and Cloverleaf Crossing townhomes reimagine what it means to live in Mesquite. Designated the Rodeo Capital of Texas by state legislature, Mesquite Rodeo gross ticket sales doubled in the past year due to the appeal of family entertainment and new Mesquite Arena ownership. Another factor leading to success in this category is placemaking efforts in [Downtown Mesquite](#). The award-winning Front Street Station infrastructure project has created an incredible space downtown, supporting a thriving Farmers Market and other events for the past several years. In 2022, Heritage Plaza opened as the doorstep to Downtown Mesquite, Visit Mesquite, and the Mesquite Chamber of Commerce. Visit Mesquite has attracted large-scale events like the Eritrean Festival, Texas Fly Fishing Festival, and World Miniature Bull riding Competition, each bringing thousands of visitors annually as well as providing fun activities for our residents.

5. **Intentional, Authentic Storytelling:** *We will promote Mesquite's economic opportunity story.*

Citizens and businesses tell the real, Texas story of Mesquite. The City of Mesquite supports this by promoting local businesses and attractions, showcased in more than 210 million digital photo views since the Summer of 2020. Continuous marketing efforts on [Facebook](#) and Google, along with an active presence on Instagram, Twitter, YouTube, and [LinkedIn](#), contribute to raising awareness of Mesquite's transformation. Citizens are invited to participate in different strategic plan focus groups and follow us on social media to be part of the journey. They can learn more or get involved at [MesquiteEcoDev.com](#).

We are excited about the opportunities and growth that Mesquite offers, and we encourage newcomers to explore the possibilities our vibrant city presents. If you have any further questions or require additional information, please don't hesitate to reach out. Thank you for your interest in Mesquite's economic development.