

CITY OF MESQUITE ECONOMIC DEVELOPMENT QUARTERLY REPORT



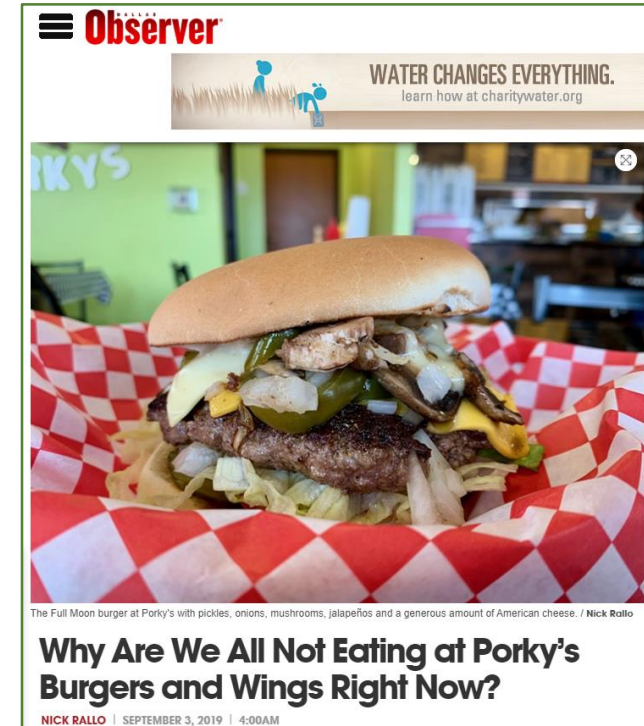
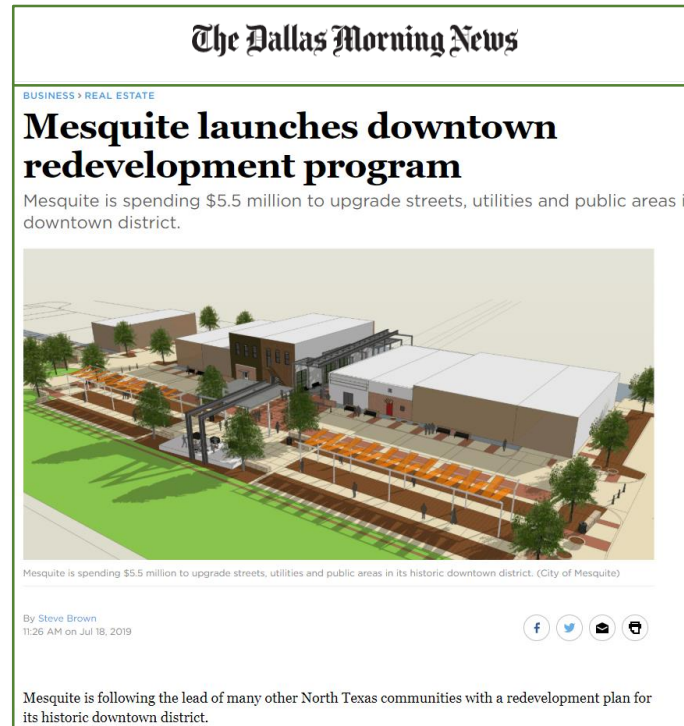
2nd Quarter 2019 stats: April, May, June
Activities and announcements to date
Presented October 7, 2019
Kim Buttram,
Assistant Director of Economic Development

Site work for Project Stallion; five pad sites on Town East Blvd. @ IH-635

Media Highlights



- Bear Cave Coffee, Sean and Hillary Belknap, received big coverage for Mesquite in Daily Coffee News, a national publication for coffee professionals
- New restaurant on Gus Thomasson Rd. in Mesquite receives amazing reviews in Dallas Observer
- Downtown/Front Street Station covered in the Dallas Morning News



Action at a Glance

Trade Shows	Contacts
January – ICSC International Council of Shopping Centers	50
January - NTCAR North Texas Commercial Association of Realtors	25
January – Biznow The Rise of Downtown Dallas	10
May – ICSC RECon real estate convention	30
May – IAMC Industrial Asset Management Council	40
June – Biznow Dallas State of the Market	12
September – NTCAR Annual Expo - Dallas	50

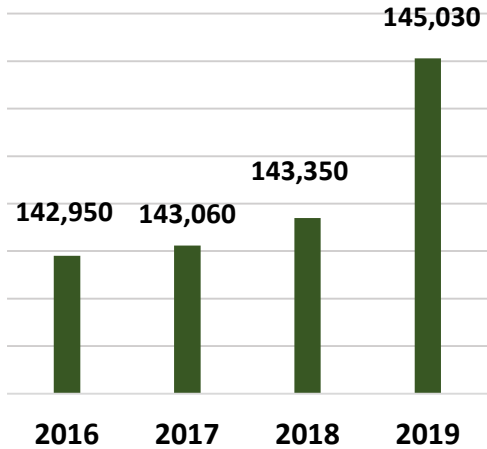
Meetings, Tours, Projects	April - June
Combined Project Meetings	184
Requests for Proposals and Requests for Information Submitted	10
Site and Property Tours	10
Telephone contacts	1,461
New Projects in Discussion	25
Chapter 380 documents in progress	2
Chapter 380 documents executed	1

Business Retention and Expansion Program	Results
May - Realtors Forum	Guest speaker to approximately 100 real estate professionals
May - The Dish Restaurant and Hospitality event with CVB, Texas Restaurant Association and Trip Advisor	63 attendees
May - Strengthen your Workforce Corporate event held at Elements International	40 attendees
June - E-Series-Planning for Success	20 attendees
July - E-Series-Money, Where it is and How to Get it	21 attendees
August - E-Series-Marketing and Sales Strategies	17 attendees

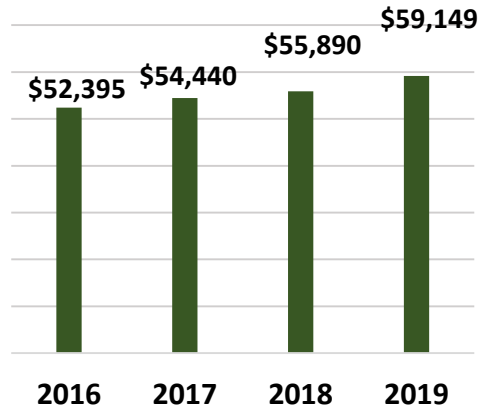
Future Events	Location
October 3-4 – Manufacturing Day Day one: Mini-conference for manufacturers and two company tours Day two: Three company tours	Eastfield College – mini-conference Tours: MISD students to tour Mesquite and Sunnyvale manufacturing companies
October 8 – The Dish Restaurant and Hospitality event with CVB, BRE and Bill J. Priest Business Institute consultant	Hosted by Red Lobster
October 15 - E-Series-Budgeting for Goals	City Hall Training Rooms A & B
November 12 – Entrepreneurs Day	Mesquite Arts Center

City of Mesquite Economic Data

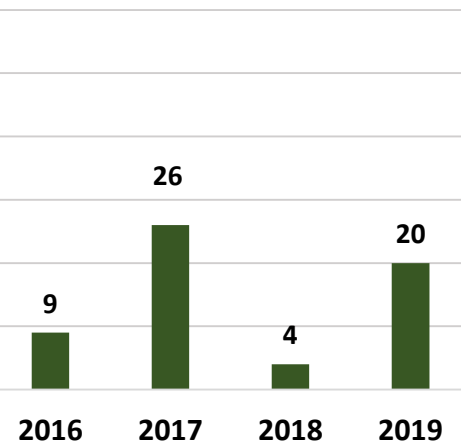
MESQUITE POPULATION TRENDS



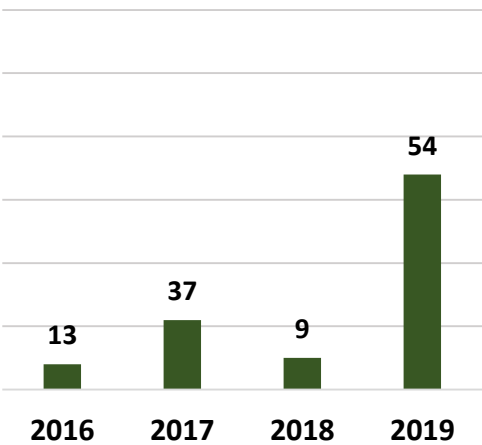
MEDIAN INCOME MEDIAN AGE: 32



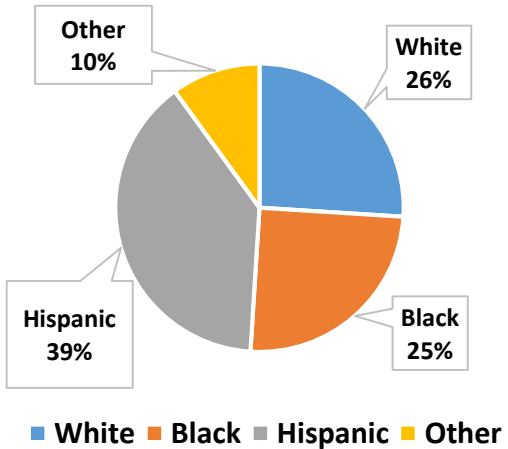
RESIDENTIAL PERMITS 2Q



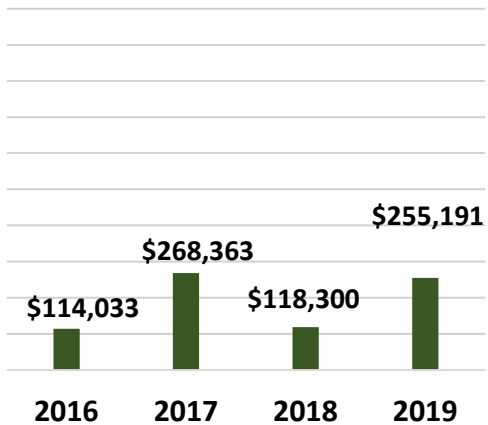
RESIDENTIAL PERMITS YTD



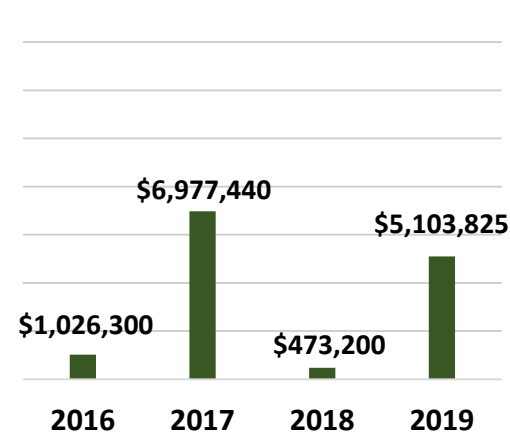
POPULATION DISTRIBUTION 2019



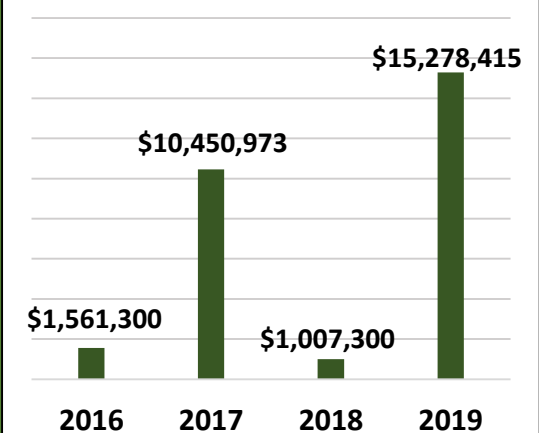
NEW HOME PERMIT VALUES 2Q



TOTAL RESIDENTIAL PERMIT VALUATION 2Q

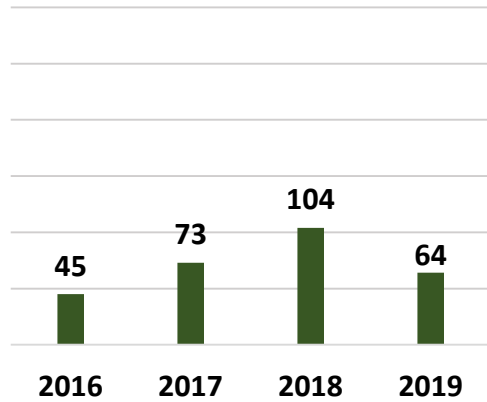


TOTAL RESIDENTIAL PERMIT VALUATION YTD

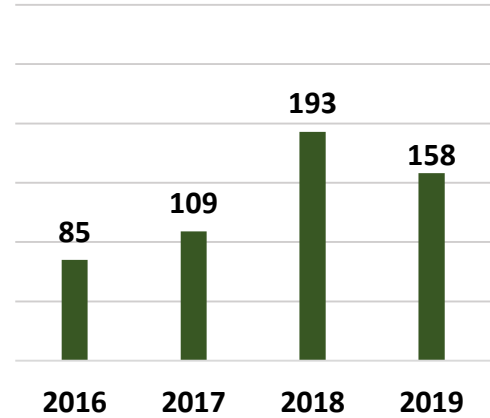


City of Mesquite Economic Data

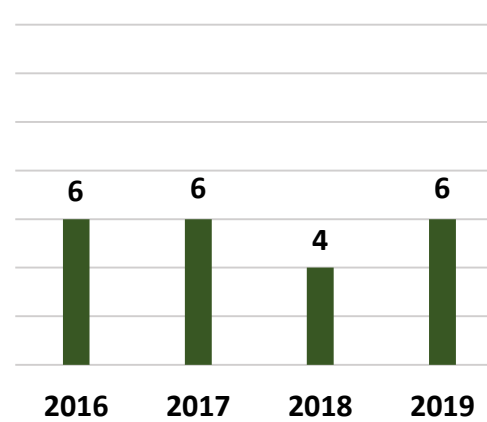
**COMMERCIAL REMODEL
PERMITS 2Q**



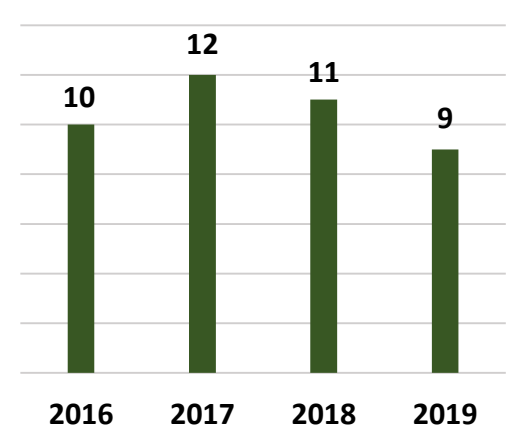
**COMMERCIAL REMODEL
PERMITS YTD**



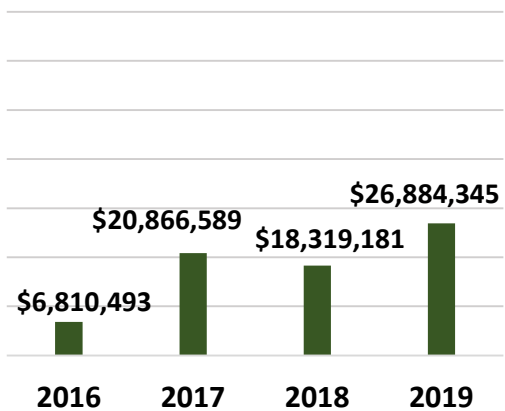
**COMMERCIAL NEW
CONSTRUCTION PERMITS
2Q**



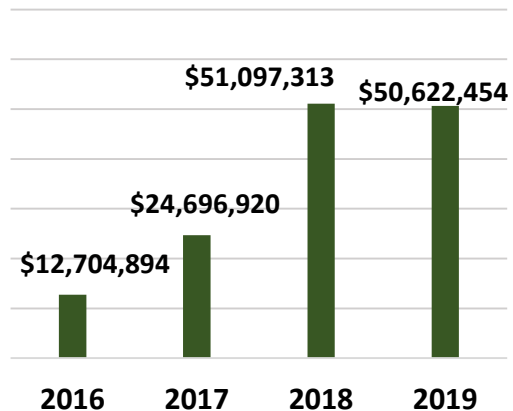
**COMMERCIAL NEW
CONSTRUCTION PERMITS
YTD**



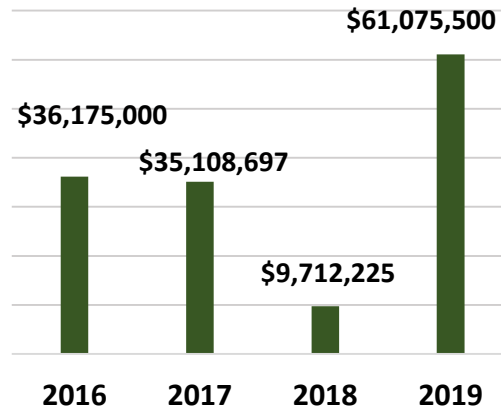
**COMMERCIAL REMODEL
PERMIT VALUATION 2Q**



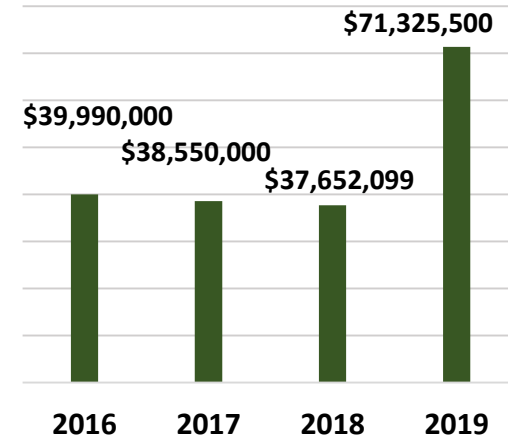
**COMMERCIAL REMODEL
PERMIT VALUATION YTD**



**COMMERCIAL NEW
PERMIT VALUATION 2Q**

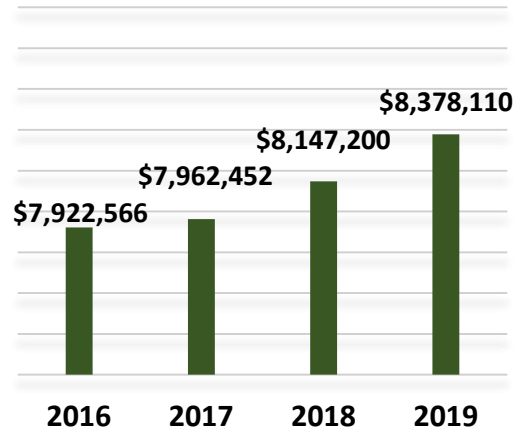


**COMMERCIAL NEW
PERMIT VALUATION YTD**

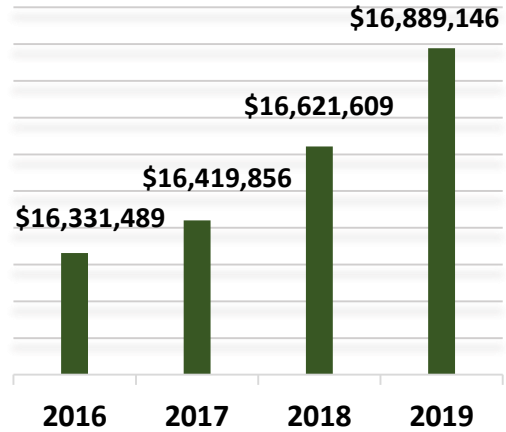


City of Mesquite Economic Data

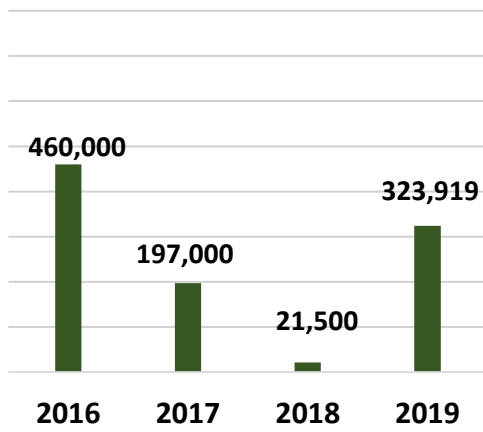
LOCAL SALES TAX
COLLECTED 2Q



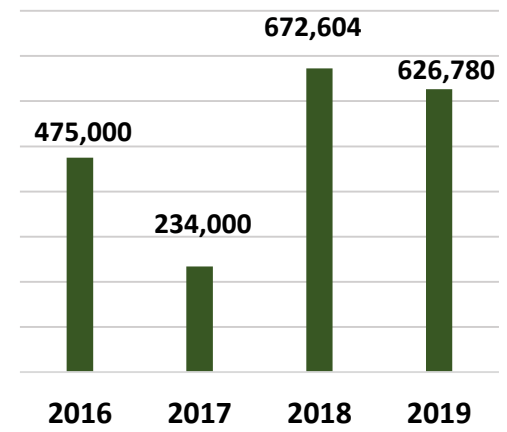
LOCAL SALES TAX
COLLECTED YTD



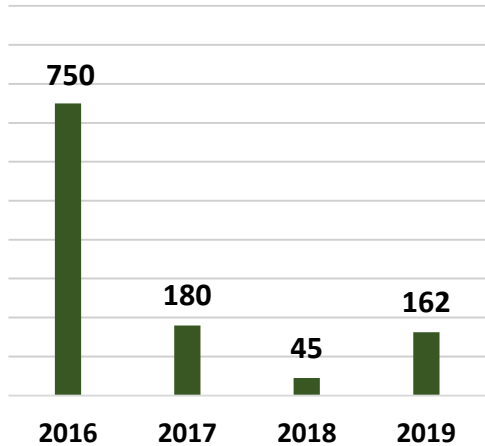
ESTIMATED SQUARE
FOOTAGE 2Q



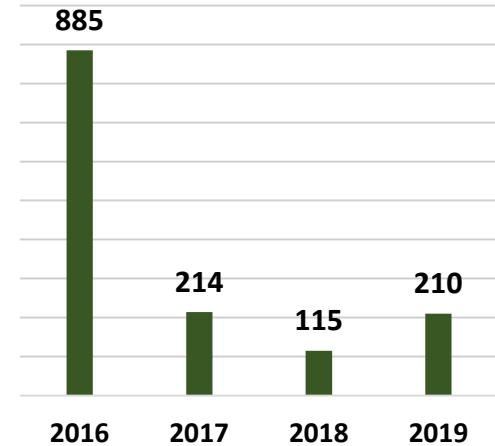
ESTIMATED SQUARE
FOOTAGE YTD



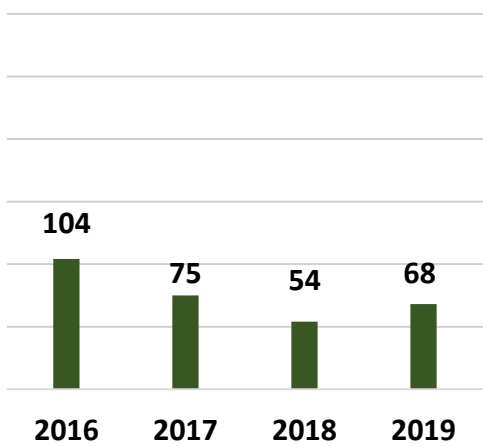
ESTIMATED NEW JOBS 2Q



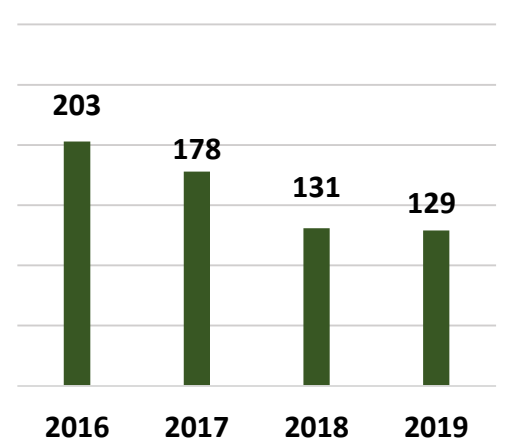
ESTIMATED NEW JOBS
YTD



CERTIFICATES OF
OCCUPANCY ISSUED 2Q



CERTIFICATES OF
OCCUPANCY ISSUED YTD



Promote investment in new and existing businesses



E-Series takes place at City Hall



Sergio Bento, SBDC presenter



E-Series participants



E-Series session in City Hall Training Rooms

Small Business E-Series

Entrepreneurship to the Fourth Power

Four sessions: Planning, Funding, Marketing and Budgeting

June-July-August-October 2019

Celebrating completion at November 12, 2019

Entrepreneurs Day mini-conference

Partners

Small Business Development Center (SBDC) and Small Business Administration (SBA) along with entire Business Retention and Expansion (BRE) team

Audience

New and existing business owners and dreamers

Attendance

17 to 21 per session for a total of 43 individual attendees from across the eastern DFW metroplex



Promote investment in new and existing businesses, cont. and revitalization of targeted retail and business centers

Remodels/Renovation

Downtown

Market East Shopping Center – Academy Sports

Independence Plaza – Sprouts Farmers Market

Town East Crossing Shopping Center – Sanitas USA

Expansions

Ashley Furniture +414,000 SF

G-Man Properties +33,000 SF

GPS Inventory Solutions +50,000 SF

Attraction

33,000 SF leased (TBA) G-Man

120,000 +/- pre-leased (TBA) in Prologis

Repurpose/Reuse

Parking lot outparcel @ US Hwy. 80 transitioned
to Starbucks and Chipotle



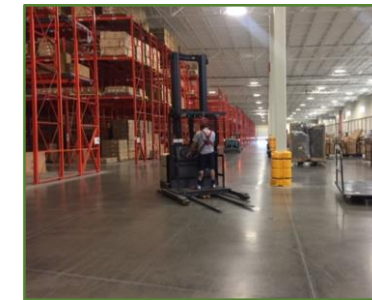
Downtown back "Front St." door



Academy Sports (Market East Shopping Center)



Sprouts (Independence Plaza) Mesquite location



Ashley Furniture expansion



Starbucks and Chipotle @ US Hwy. 80



Prologis spec building at US Hwy. 80

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

Long term economic and land use plan for Town East area

Catalyst Development

Southwest corner of IH-635 @
Town East Blvd. - five pad sites include
Raising Cane's



Repurpose

Gander Mountain becomes Urban Air,
experiential retail opening October

Land use

Redevelop/develop targeted areas,
Market East expansion in process

Town East Mall

96.7% leased (97% last quarter)
Payless Shoes to become Shoe Show
Recent vacancies in lease negotiations



Site plan of new development on Town East Blvd.



Experiential retail backfills traditional retail



Academy Sports and Outdoors anchors new 125,000 square feet



Robust pool of skilled workers and stakeholder partnerships



Leaders tour Elements International Group



PepsiCo celebrates 50 years in Mesquite 2019



H&K International 30-year employees



MISD students to tour local manufacturing companies

Tours

May – Elements International Group
by area companies, leaders and BRE team
110 employees
Headquarters; locations globally

June – H&K International
by City and Eastfield College
200 employees
10% of employees 30+ years
Based in Dublin, Ireland

July – PepsiCo
by City staff and leadership
50th Anniversary 2019
650 employees
Largest North American bottling plant

Coming Soon

October 3 - 4, Manufacturing
Day planning includes five
tours for Mesquite ISD students:
PepsiCo, Orora Visual,
Vince Hagan Co. and two TBA





Emphasis on Downtown Revitalization



Groundbreaking August 8, 2019

Celebrated beginning of Front Street Station construction

Business Development

Eight prospects evaluating real estate options
Connected six prospects with SBDC counseling

Renovation

Packaged and promoted Façade Grant Program with six properties in various stages of design/application

Promotion

Hosted six North Texas travel bloggers with CVB fam tour
Expanded holiday season plans
Facebook likes hit 1,000 in less than one year

Coming Soon

Interactive public art projects



Business Communications

BRE Survey

Sent May 1, 2019

157 contacts - 47 respondents

30% response rate

Rated **BRE partner services** = *fair to good*

Rated **city-wide business factors** = *good*

Rated **city services** = *good to excellent*

-Primary need is employee recruitment

-Identified expansion opportunities

HOW CAN WE SERVE YOU BETTER?

“Highlighting events where we can network our business.”

“Hiring qualified workers is our biggest challenge. Is there a way to provide HR data for Mesquite employers?”

“Just please keep putting the information out.”

WHAT ARE YOUR FAVORITE ATTRIBUTES ABOUT MESQUITE?

“Feels like a community.”

“Location.” “Growing City.”

“The equal opportunity of the City.”



New Website Announcement

Sent May 15, 2019

607 contacts

37.7% open rate

34.2% click through rate



Website announcement graphic

BRE Newsletter

Sent July 22, 2019

664 contacts

30.6% open rate

19.5% click through rate



Sample images of new BRE newsletter

Expanded Marketing Reach



Staff working North Texas Commercial Association of Realtors (NTCAR) show



- Local, regional and global coverage
- Dallas/Fort Worth Real Estate Review
- NTX North Texas Commission
- American Way in-flight magazine

PAID ADVERTISEMENT

MESQUITE – REAL. TEXAS. FLAVOR.



POPULATION
144,118

LOCATION
12 MILES TO DOWNTOWN DALLAS

DAILY 30-MINUTE COMMUTE WORKFORCE
680,000

ANNUAL RETAIL SHOPPING VISITORS
18 MILLION

CONTACT
CITY OF MESQUITE
OFFICE OF ECONOMIC DEVELOPMENT
1515 N. GALLOWAY AVE.
MESQUITE, TX 75149
972-216-6340
DAVID WITCHER
DIRECTOR OF ECONOMIC DEVELOPMENT
DWITCHER@CITYOFMESQUITE.COM

RealTexas.Flavor. isn't just a tagline; it's a sense of community spirit Mesquite has earned. We're a real blend of pioneering, friendly people paired with innovative and progressive attitudes. Not to mention we are just minutes from the center of Dallas. Yet Mesquite can hold its own with dynamic attractions such as the Mesquite Rodeo, Mesquite Arts Center, more than 74 beautiful parks, trails, a world class regional shopping hub and employment opportunities within our many diverse companies.

Business. Mesquite is home to more than 12 million square feet of global manufacturing leaders with more coming soon. Recent announcements include the \$71 million Urban Parc 30. Major employers include PepsiCo, Ashley Furniture Industries Inc., Oroara Visual, Fritz Industries, and Iris USA. Products invented by our local entrepreneurs are found throughout the world, and specialty goods are refined and tested within several research and development labs. Small businesses often gain regional accolades for being the "best of" in Dallas publications.

Skills. Mesquite has access to 680,000 skilled workers within a 30-minute commute time and growing. New areas of Mesquite are in Kaufman County – the fourth fastest growing county in the nation. This influx of new talent is willing and ready to work in nearby in Mesquite firms. Mesquite is home to Eastfield College, and a new \$70 million Career Technical Education High School is currently under construction.

Spirit. With a heritage of trail-blazers, Mesquite is a place of many firsts and innovative Texas-sized projects. Back in 1949 the Mesquite Rodeo began, and today Mesquite is designated the

"Rodeo Capital of Texas," hosting specialty rodeos, concerts and is home to the Mesquite Outlaws, a professional indoor soccer team. Town East Mall continues to be a major attraction in North Texas. Today, Mesquite has 1.18 billion in residential development on the horizon and has experienced 1.04 billion in recent commercial and public sector investment.

Networks. Anchored by the IH-635 loop, IH-20, IH-30 and US Hwy 80, Mesquite provides connectivity with less congestion than many other parts of the metroplex. Down the road, Mesquite will be connected to the President George Bush Turnpike, SH 190. Mesquite is just minutes from Dallas Love Field and has its own Mesquite Metro Airport, named one of the nation's top-25 busiest general aviation airports. Mesquite is also home to Union Pacific Railroad's 4th largest intermodal in the United States.

Living. Mesquite is an accessible and enjoyable place to live with homes ranging from the quaint fixer-upper to brand new planned communities with homes ranging from the 250s - 400s. Residents and millions of visitors take advantage of destination places like Town East Mall, the Mesquite Golf Club, and the emerging resurgence of Downtown Mesquite.

Culture. This established first-ring suburb of Dallas has become its own urban-meets-cowboy destination. Mesquite is robust in its diverse cultural mix; the school district has 60+ languages spoken by students.

With so many opportunities and assets, Mesquite is truly a dynamic and diverse city that adds flavor to the DFW metro mix. See us at MesquiteEcoDev.com.

80 / DALLAS - FORT WORTH REAL ESTATE REVIEW SPECIAL ADVERTISING SECTION SUMMER 2019

Article appeared in DFW Real Estate Review



Questions?

