



MESQUITE

T E X A S

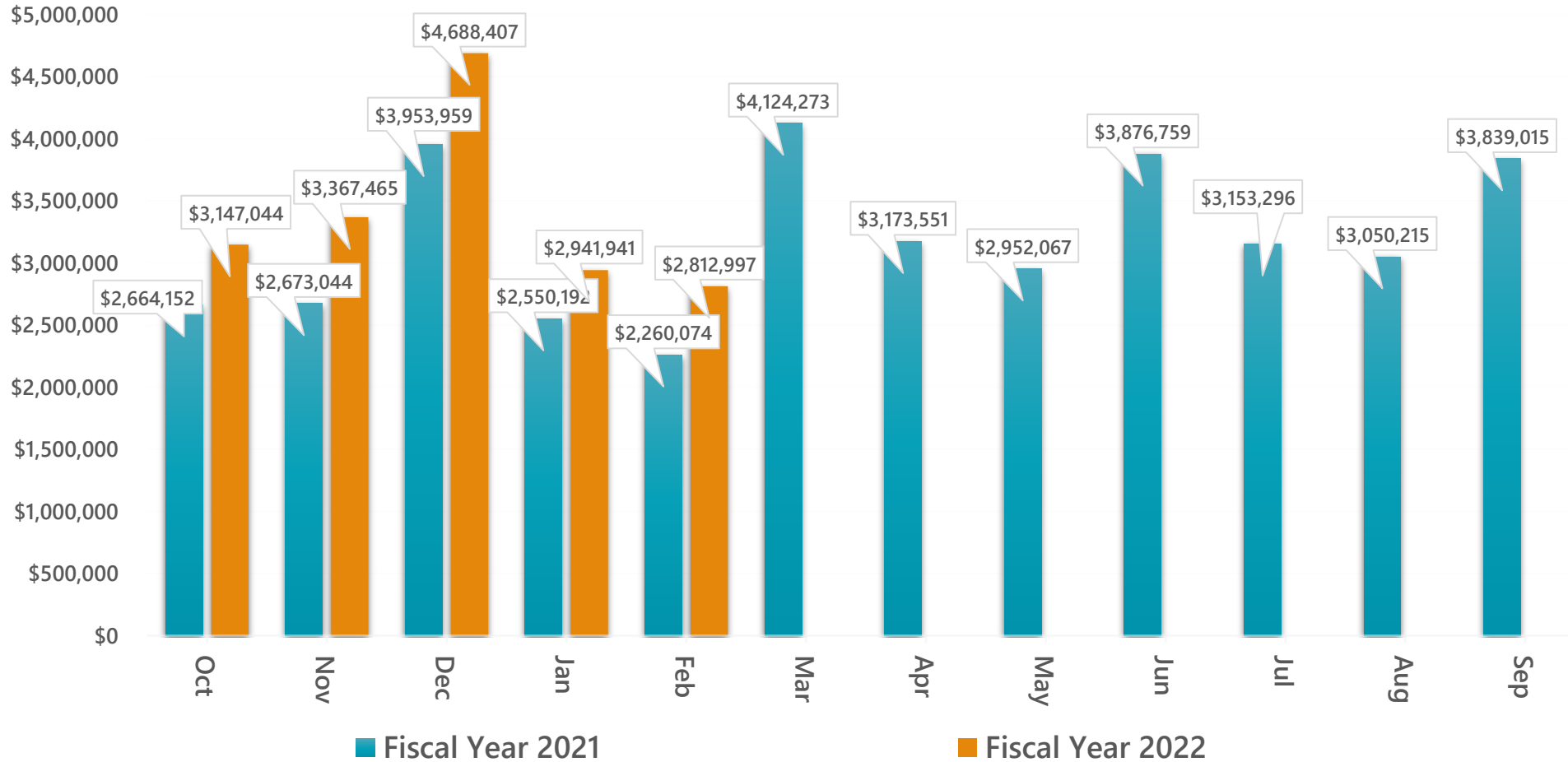
Real. Texas. Business.

Economic Development Update

Quarter 2 Fiscal Year 2022

The Numbers

Sales Tax Collection Year-to-Year Comparison

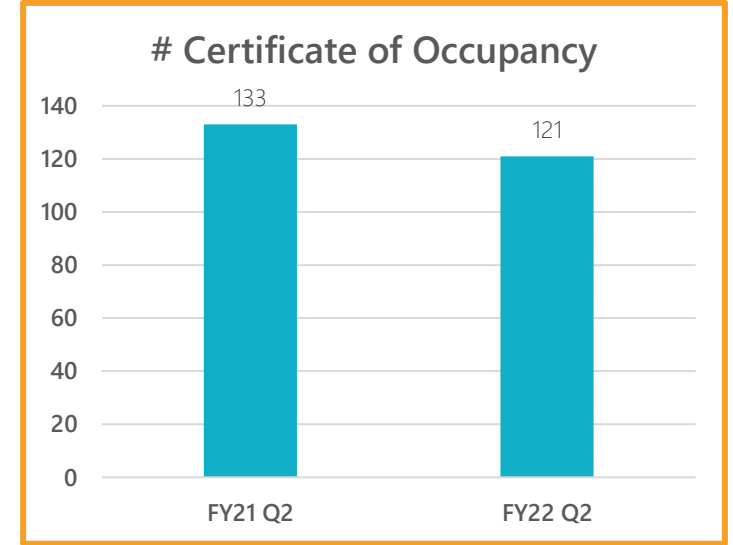
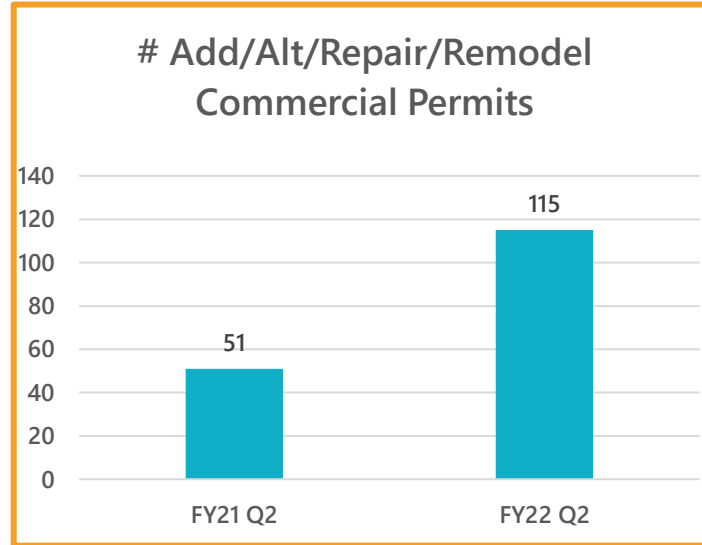
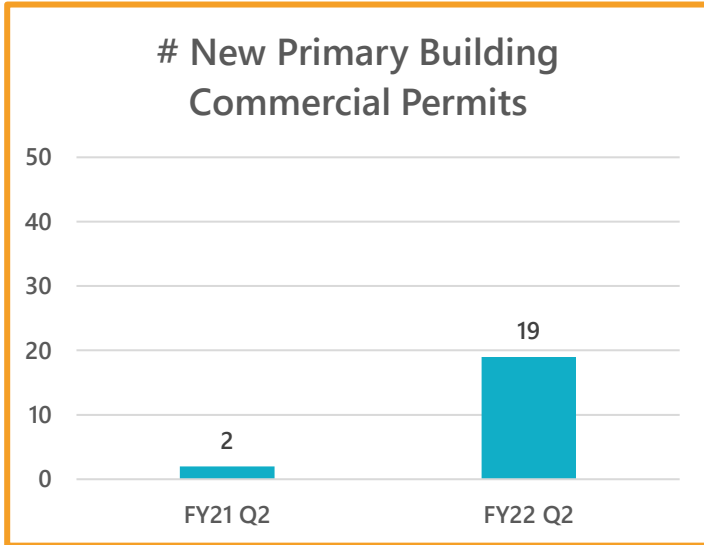


56 New
Businesses



604
New Jobs

Commercial

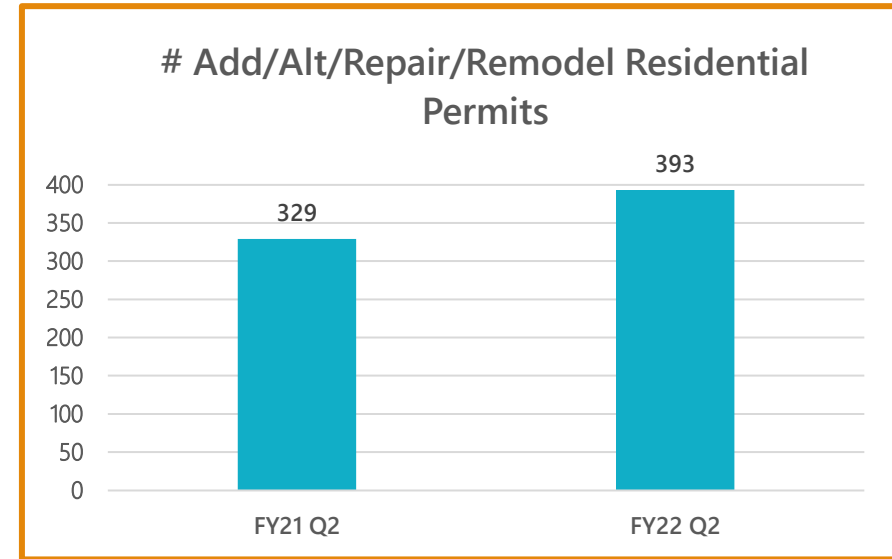
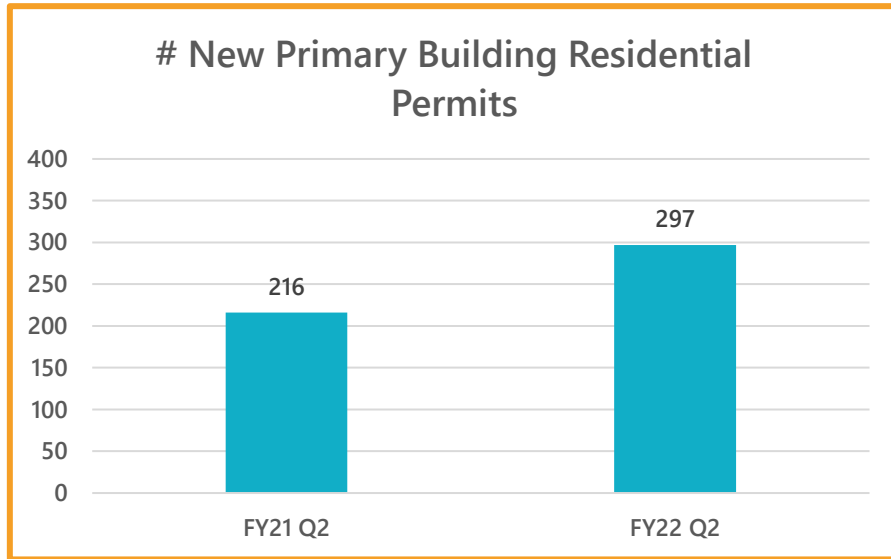


	FY21 Q2	FY22 Q2
↑ # Square Feet	16,159	3,876,404
↑ \$ Valuation	\$1,500,000	\$194,872,415

	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



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.



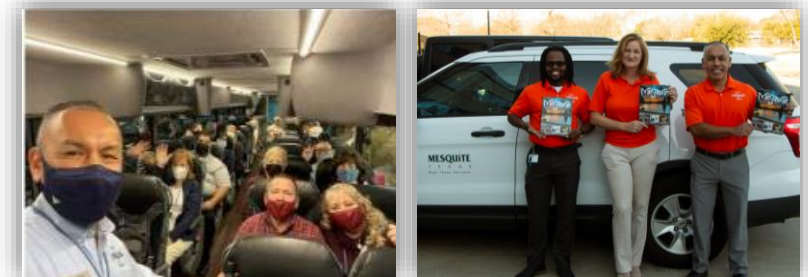
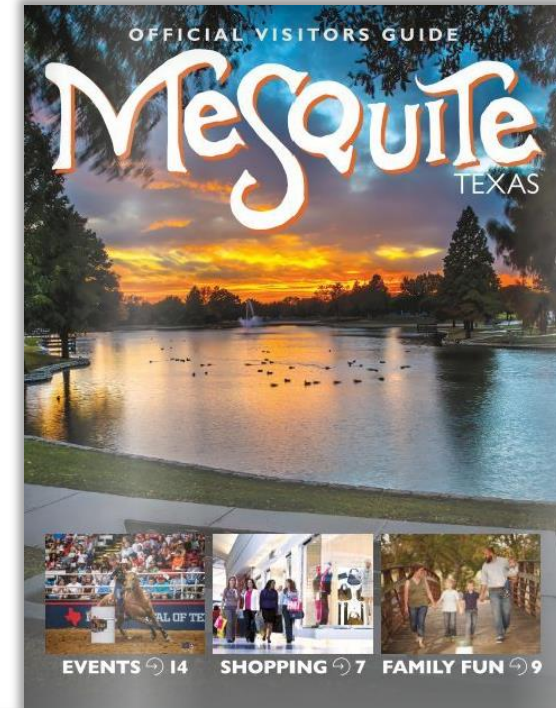
MARKETING

- 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