



Elements International, LLC new corporate offices

# CITY OF MESQUITE ECONOMIC DEVELOPMENT QUARTERLY REPORT

4<sup>th</sup> Quarter 2018 stats: October, November, December

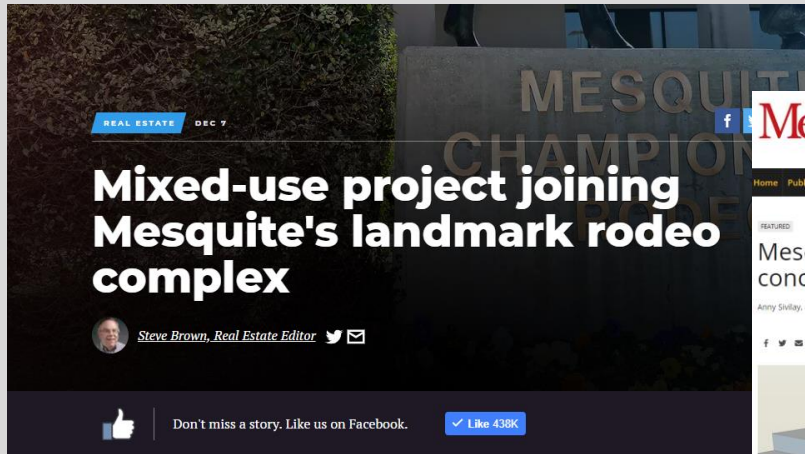
Activities and announcements to date

Presented March 18, 2019

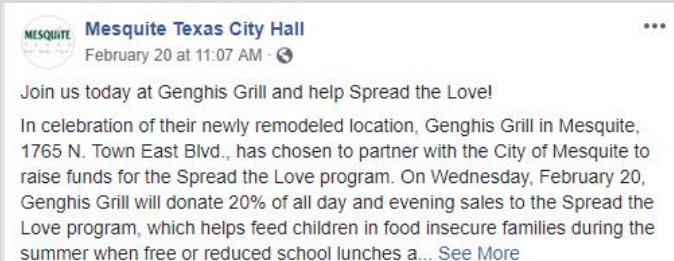
Kim Buttram, Assistant Director of Economic Development



# Media Highlights



Developers are moving ahead with a major mixed-use project next door to the historic Mesquite Rodeo.



- The Dallas Morning News announced the Iron Horse mixed-use development in December
- The Mesquite News released stories on the economic impact of the Mesquite Metro Airport and announced the Front Street Station project in Downtown Mesquite
- Genghis Grill received social media coverage for hosting a fundraiser for the Spread the Love campaign

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# Action at a Glance

## Trade Shows

November - Fab Tech: **31 prospects visited**

January – ICSC International Council of Shopping Centers Red River States: **50 prospects visited**

January - NTCAR North Texas Commercial Association of Realtors: **25 prospects visited – event sponsor and hosted a table**

January – Biznow The Rise of Downtown Dallas: **10 prospects visited**

## Meetings, Tours, Projects

Combined Project Meetings	153
Requests for Proposals and Requests for Information Submitted	11
Site and Property Tours	10
Telephone contacts	1,219
New Projects in Discussion	14
Chapter 380 documents in progress	4
Chapter 380 documents executed	1

## Business Retention and Expansion Program

Entrepreneurs Day Event

**63 attendees  
30 panelists**

Business Visits/Tours

**35 on-site visits**

Community Partnerships:  
Eastfield – contract training for GTI and Morrison Products; introduction to Strukmyer Workforce Solutions – working with Strukmyer

**4 new results**

Chamber featured speaker

**1 annual update to the membership**

Rotary

**2 guest speakers on BRE and downtown programs**



# Council's Economic Development Priorities

## JOB CREATION

- Kids Empire
  - 3636 Gus Thomasson Rd. Suite 125
  - 20 full-time equivalent new jobs
  - 15,000 square feet opened December 2018
  - Best Grand Opening weekend in U.S.
- GTI and The Pickle Juice Company expansions
  - 3325 Innovative Way
  - 100 new jobs
  - 67,000 square feet opening Spring 2019
  - 33,000 square feet additional new space for lease to create more new jobs



Kids Empire in Town Crossing Shopping Center



GMAN Properties' new facilities for GTI and The Pickle Juice Company

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# Council's Economic Development Priorities

## RETAIL VITALITY



Starbucks and Chipotle on Belt Line Rd. near US Hwy. 80



New retail and office facility in Market East Shopping Center

### Retail market data update:

- Development of major retail space vacancies:
  - *Town East/Market East area:*
    - *former Babies 'R' Us has a tenant pending*
    - *former Gander Mountain will become Urban Air*
- Total of 9.9 million retail and hospitality square footage within 487 properties in the City of Mesquite
- 93% city-wide retail occupancy rate (*94.5% DFW overall*)
- Lease rates in Town East area \$22-\$30 per square foot (Firewheel ranging \$22-\$32)
- *Average lease rate city-wide \$15 per square foot (\$19.50 DFW)*
- *Average sales price \$242 per square foot (\$246 DFW)*
- Town East Mall reports
  - *97% occupancy rate (98% last quarter)*
  - 60-minute eastern drive-time, one million population market area has \$71,544 average income

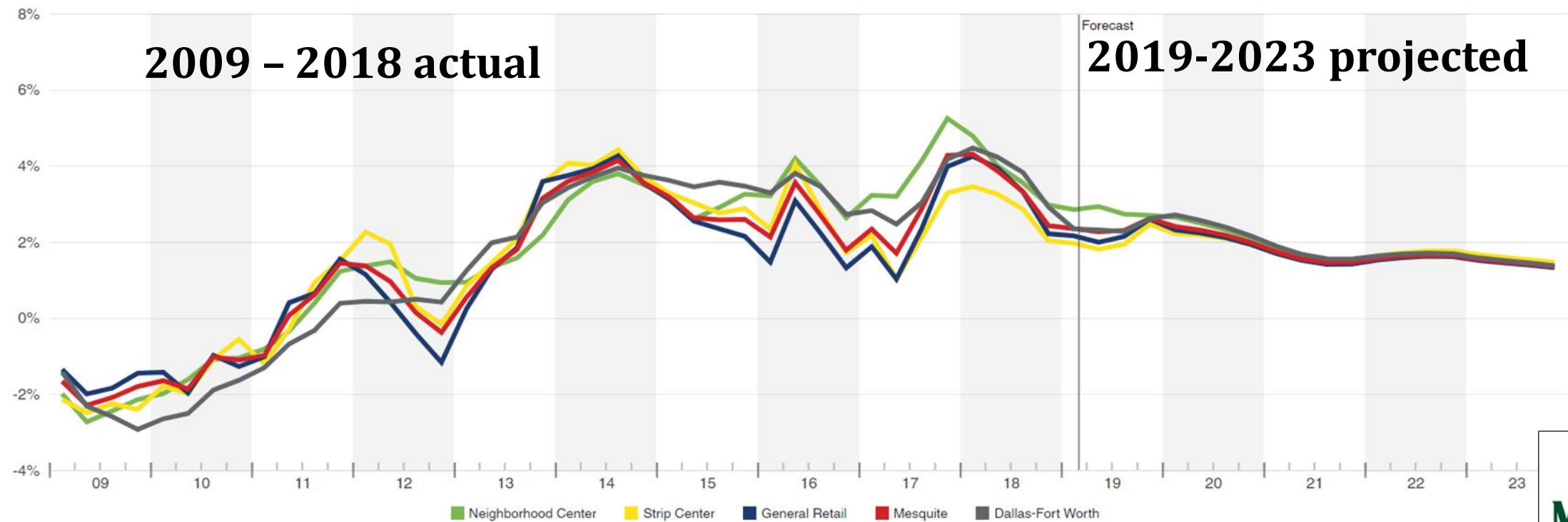




# Council's Economic Development Priorities

## RETAIL VITALITY

### Market Rent Growth\*



\*CoStar 2018



# Council's Economic Development Priorities

## Inaugural Entrepreneurs Day 11/13/18

- 63 small business owners/dreamers
- 30 panelists/facilitators/experts
- Collaboration with the Small Business Administration (SBA), Small Business Development Center (SBDC), innovation specialists, real estate professionals, marketing consultants, the BRE team and more
- Held in Downtown Mesquite, including tours of available space

### Sessions based on SBA guidelines:

(In-depth Small Business Series in 2019):

- Planning your business
- Starting your business
- Managing your business
- Growing your business

*Hosted and sponsored by the SBA and SBDC*



Bear Cave Coffee opened November 24, 2018

## 2018 Results:

- One new business opened as a result of Entrepreneurs Day – completed a series of Eastfield College small business classes
- Three businesses are in the planning phase with SBDC
- Business shepherding = success and longevity

# SMALL BUSINESS DEVELOPMENT

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# Council's Economic Development Priorities

## SHOPPING CENTER REVITALIZATION

- Shopping center inventory
  - 26 centers identified with preliminary ranking*
- Meetings with Developers
  - Four ICSC meetings resulted in two scheduled 1Q tours*



Northridge Center



LBJ Oates Summit Shopping Center

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# Council's Economic Development Priorities

## IH-20 CORRIDOR

- Retail inquiries at FM 741 and IH-20
- 2,000 new home lots
  - previous report 1,500
  - Trailwind - 450
    - Plus 25-acre Heartland Towne Center commercial area
  - Polo Ridge PID/TIRZ – 1,012
  - Skymark – 540



TRINITY  
POINTE  
MESQUITE

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# Council's Economic Development Priorities



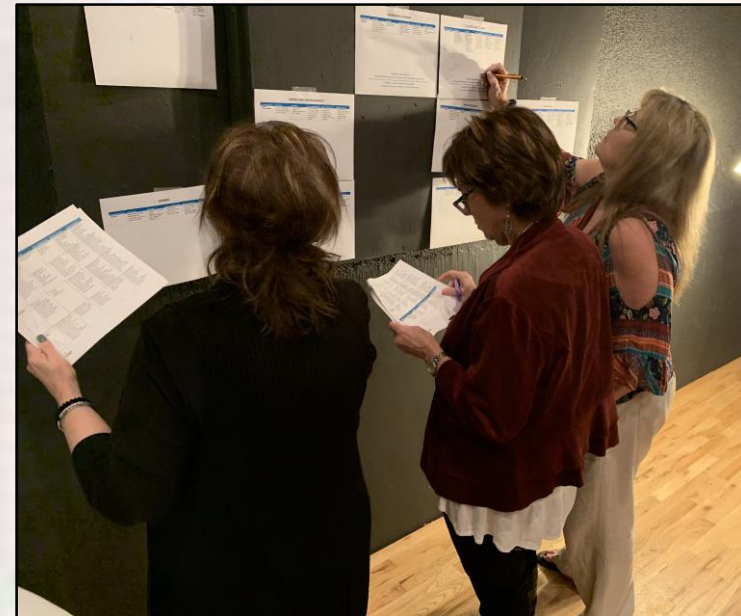
## DOWNTOWN REDEVELOPMENT

### 4Q activity:

- Small Business Saturday resulted in 75+ participants in a Downtown business shopping event
- Economic transformation strategies selected
  - *Dining and Entertainment, Arts, Food*
- First store-front façade renovation designs created
- Front Street Station infrastructure design plan completed
- Pop-up coffee shop begun
- Heightened interest from developers and prospects

### Upcoming activity:

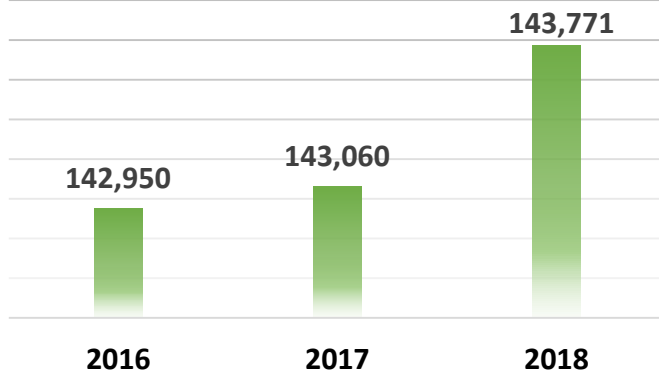
- Texas Main Street strategy and training in Mesquite set for early May
- First Lady Abbott to visit Downtown in May to welcome Mesquite to the Main Street Program



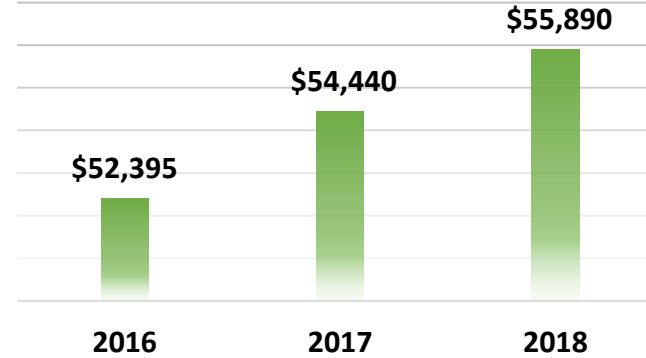


# City of Mesquite Economic Data

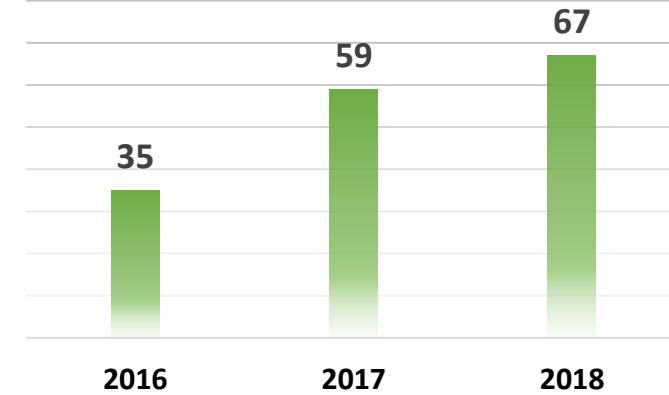
## MESQUITE POPULATION TRENDS



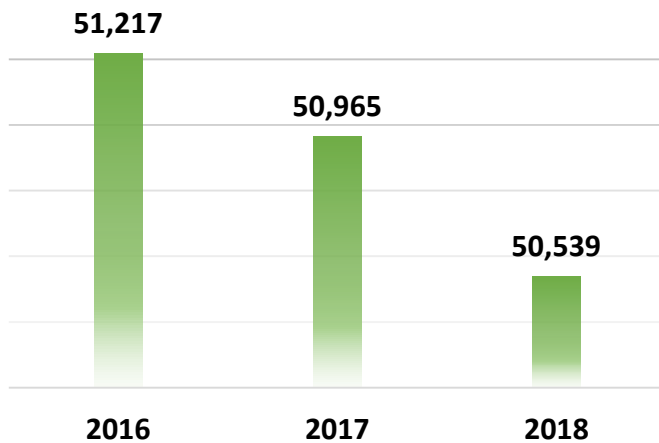
## MEDIAN INCOME MEDIAN AGE: 32



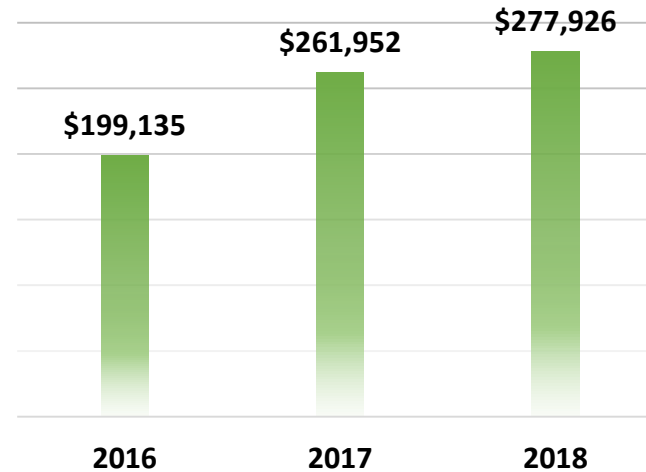
## RESIDENTIAL PERMITS



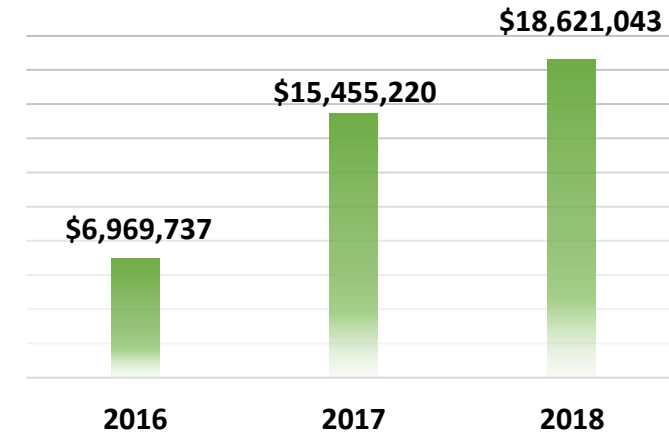
## NUMBER OF HOUSEHOLDS



## NEW HOME PERMIT VALUES

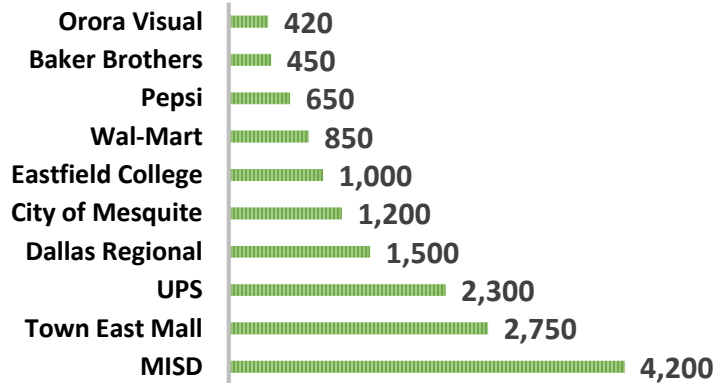


## RESIDENTIAL PERMIT VALUATION

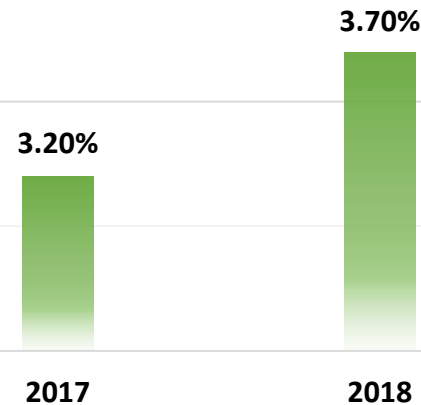


# City of Mesquite Economic Data\*

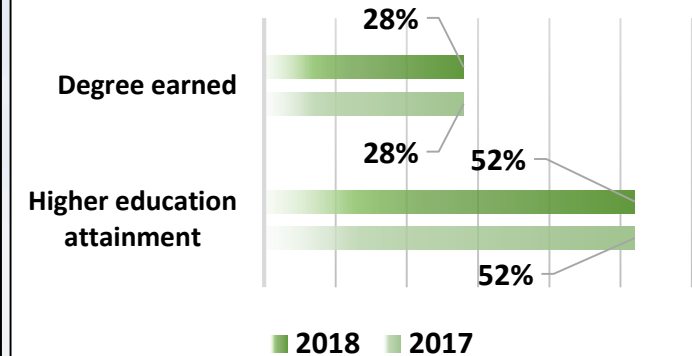
## MAJOR EMPLOYERS



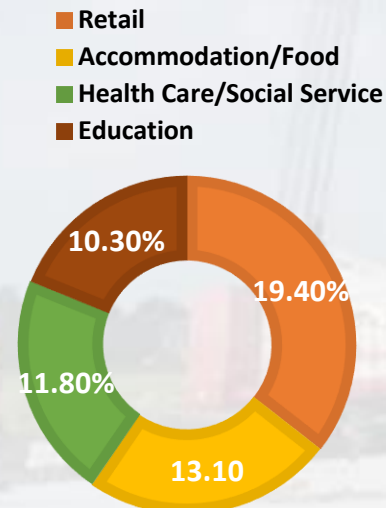
## UNEMPLOYMENT RATE



## HIGHER EDUCATION ATTAINMENT



## TOP INDUSTRIES BY JOB TYPE



## OCCUPATION SNAPSHOT

High location quotients: (>1)\*\*

- Healthcare 1.05
- Healthcare support 1.55
- Transportation and Material Moving 1.54
- Education and Training 1.40

## INDUSTRY SNAPSHOT

High location quotients: (>1.25)\*\*

- Transportation and Warehousing 2.31
- Retail Trade 1.48
- Educational Services 1.47

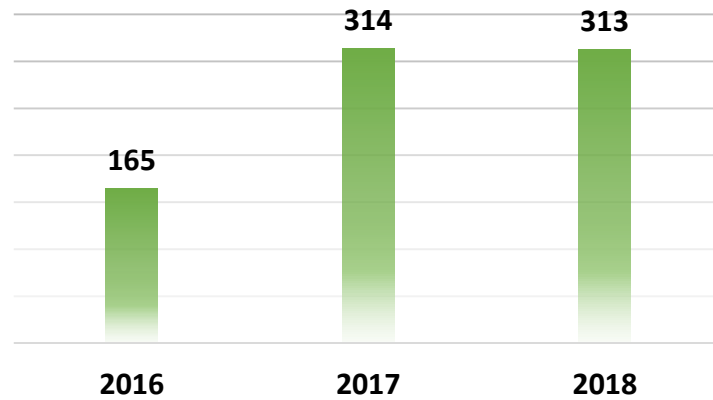
*Highest growth rates in Healthcare 3.5%; Professional/Technical Services 1.9%*

\*Chmura 2018 data/\*\*Quotient above the National Average as defined

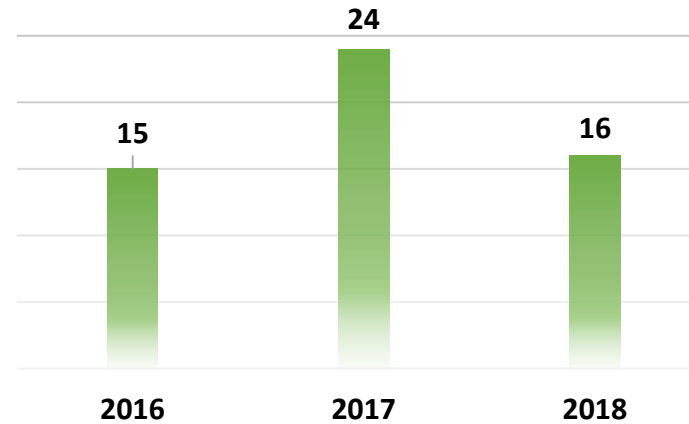


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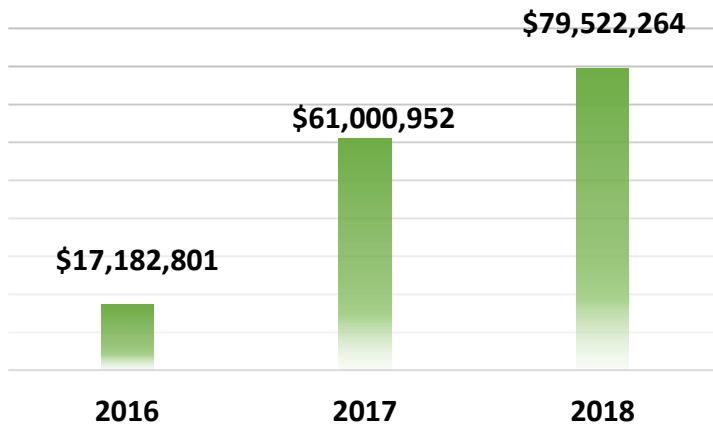
## COMMERCIAL REMODEL PERMITS



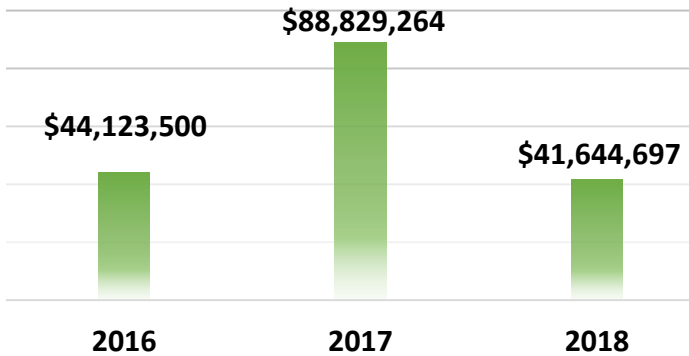
## COMMERCIAL NEW CONSTRUCTION PERMITS



## COMMERCIAL REMODEL PERMIT VALUATION



## COMMERCIAL NEW CONSTRUCTION PERMIT VALUATION



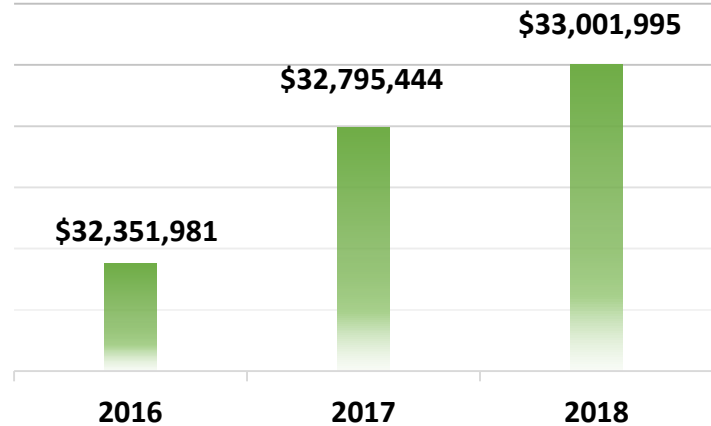
## Featured New CO's:

- Dia De Los Tacos
- Elevate Healthcare
- GMan Properties
- Imani Boutique
- Kid's Empire

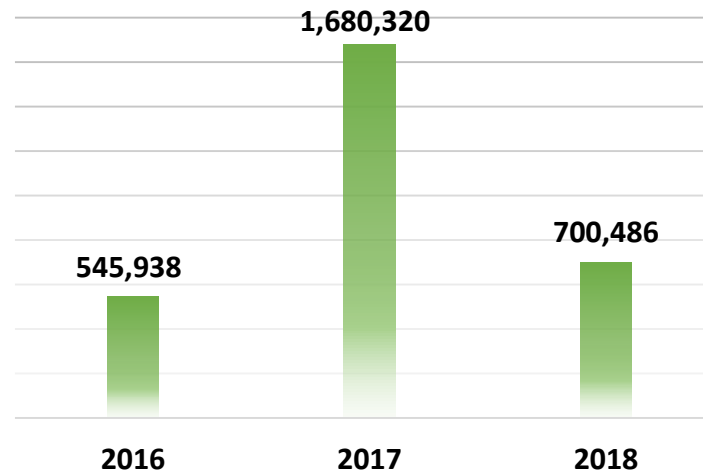


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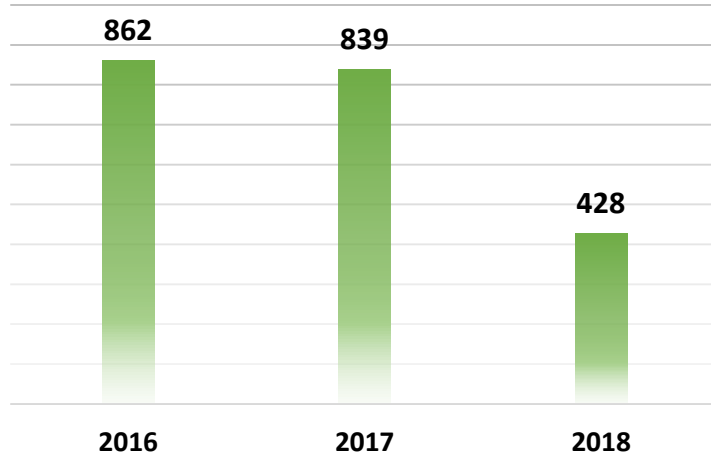
## LOCAL SALES TAX COLLECTED



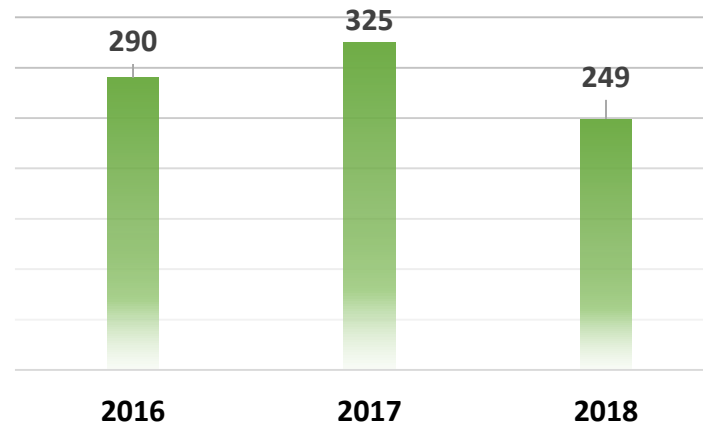
## ESTIMATED NEW SQUARE FOOTAGE



## ESTIMATED NEW JOBS



## CERTIFICATES OF OCCUPANCY ISSUED



## Featured New Permits:

- Ashley Furniture Industries racking \$12 million
- Jack in the Box \$400,000
- Market East Parcel B \$750,000
- Texas Road House \$500,000



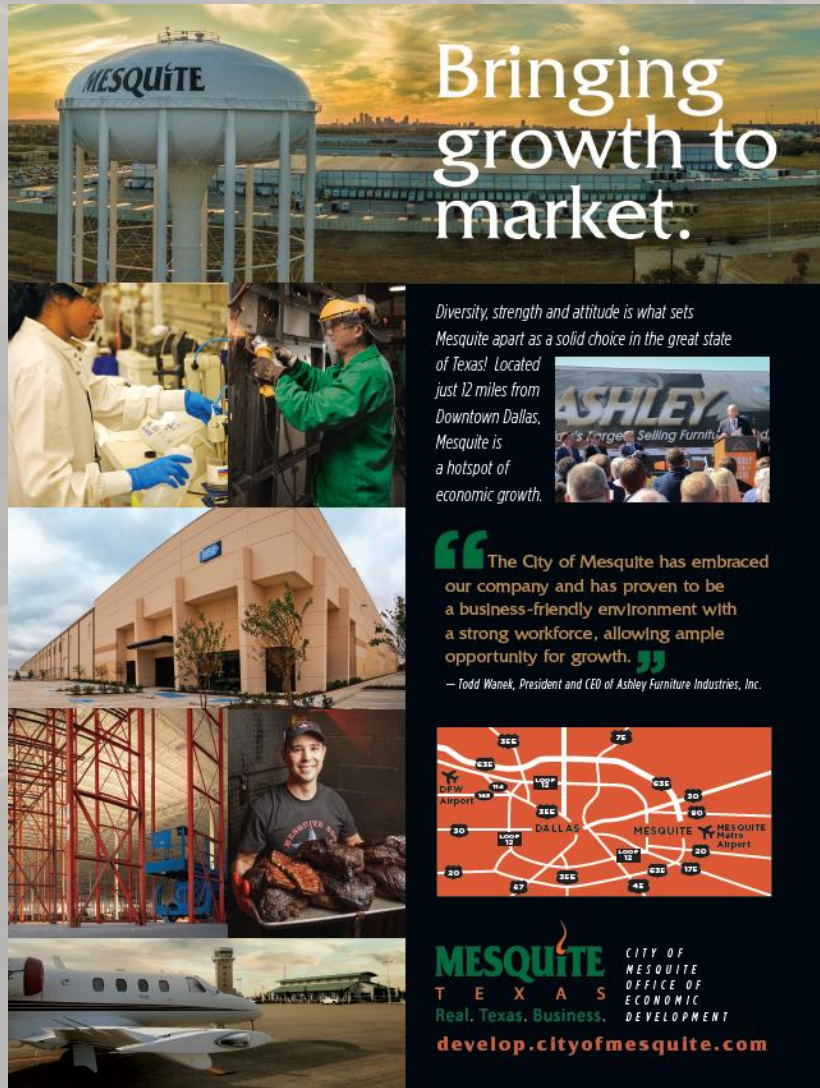


# Marketing

## Economic Development marketing implementation

*Consistent message and authentic imagery*

Site Selection Magazine Governor's Cup winner is Texas for 7<sup>th</sup> year - full page ad publishes this month



**Bringing growth to market.**

Diversity, strength and altitude is what sets Mesquite apart as a solid choice in the great state of Texas! Located just 12 miles from Downtown Dallas, Mesquite is a hotspot of economic growth.

**ASHLEY**  
Dallas's Largest Selling Furniture and Mattress Retailer

“The City of Mesquite has embraced our company and has proven to be a business-friendly environment with a strong workforce, allowing ample opportunity for growth.”  
— Todd Wanek, President and CEO of Ashley Furniture Industries, Inc.

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CITY OF MESQUITE OFFICE OF ECONOMIC DEVELOPMENT  
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[develop.cityofmesquite.com](http://develop.cityofmesquite.com)



**Bringing growth to market.**

Located just 12 miles from Downtown Dallas, Mesquite is a hotspot of economic growth in North Texas.

Mesquite boasts a diverse and growing community of businesses, from manufacturing and logistics, to retail and small business. And it's all supported by a talented, solid workforce that continues to grow alongside the dynamic DFW region.

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CITY OF MESQUITE OFFICE OF ECONOMIC DEVELOPMENT  
[develop.cityofmesquite.com](http://develop.cityofmesquite.com)  
972-216-6340

Dallas Regional Chamber Economic Development Guide - full page ad published this month





# Marketing

New Economic Development marketing website

[www.mesquiteecodev.com](http://www.mesquiteecodev.com)

