

# CITY OF MESQUITE ECONOMIC DEVELOPMENT QUARTERLY REPORT



New Starbucks with a drive-thru at 223 U.S. Hwy. 80 near Belt Line Rd.

3rd Quarter 2019 stats: July, August, September  
Activities and announcements to date  
Presented December 16, 2019  
Kim Buttram,  
Assistant Director of Economic Development

# Media Highlights

- Urban District 30 and Spradley Farms make the Dallas Business Journal, Texas Real Estate Business News, Dallas Morning News and more
- Downtown Mesquite wins two statewide awards from the Texas Downtown Association
- Local business, Mesquite BBQ, featured in Texas Monthly

## TexasMonthly

News & Politics The Culture Being Texan Style & Des

BBQ

### Mesquite BBQ Celebrates Sixty Years of Brisket Chop Chop Sandwiches

The longtime family business will offer special prices and giveaways at a party this weekend.

BY DANIEL VAUGHN

DATE SEP 18, 2019



Hickory smoked brisket on Texas toast with plenty of sauce at Mesquite BBQ  
Photograph by Daniel Vaughn

DALLAS  
BUSINESS JOURNAL

CRANE WATCH  
See the largest construction projects in DFW >

INDUSTRIES & TOPICS
NEWS
LISTS & LEADS
PEOPLE & COMPANIES
EVENTS
LEADERSHIP TRUST

Commercial Real Estate

## Massive mixed-use project and industrial park coming to Mesquite

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A major mixed-use development and a new 80-acre industrial park are both a step closer to becoming a reality.

JAKE DEAN

By Ryan Saloher - Staff Writer, Dallas Business Journal  
Nov 6, 2019, 1:52am EST

## The Dallas Morning News

Newsletter published by France Media Inc.

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**MESQUITE**  
T E X A S  
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# Media Highlights


- Iron Horse Village groundbreaking makes headlines
- Bear Cave Coffee makes Dallas Observer social media
- Sprouts Farmers Market announced in the media
- Two local panaderias make top 10 list in Eater Dallas

**EATER DALLAS** TWITTER FACEBOOK

## 7. Panadería El Regio

1821 Crestridge Dr  
Mesquite, TX 75149

Located just off of Galloway, El Regio is an easy find with outstanding rewards. Make sure to try the rebanada, which is an enormous slice of bread with the taste and texture of angel food cake that's slathered with butter and sugar.



Panaderia El Regio/facebook

**Dallas Observer** is at Bear Cave Coffee.  
July 5 · Mesquite ·

The North Texas skyline might look as flat as a leveling tool, but that didn't stop Bear Cave Coffee in Mesquite from bringing some Wyoming mountain flavor our way.




DALLASOBSERVER.COM  
**Bear Cave Coffee Brings an Indie Coffee Shop to Downtown Mesquite's Corner Theatre**

## 8. Abuelito #2

710 W Scyene Rd  
Mesquite, TX 75061

Arrive at Abuelito #2 with enough time to salivate over the superabundance of pan dulces and agonize over the impossibility of trying them all. From among the brightly colored cuernos (horn-shaped pastry filled with sweet cream) and conchas, grab the dark brown, unassuming empanada de calabaza. The pumpkin filling, spiked with plenty of cinnamon and cloves, is sweet and perfectly spiced.



**Mesquite News**  
10 mins ·

Sprouts Farmers Market today announced it will soon finish construction on its new store in Mesquite to expand local access to affordable, healthy choices.




STARLOCALMEDIA.COM  
**Sprouts Mesquite store to open March 4**  
Sprouts Farmers Market today announced it will soon finish constructi...

BUSINESS > REAL ESTATE

## Construction kicks off on Mesquite mixed-use project at rodeo

Iron Horse Village will have homes, townhomes and retail space.



Mesquite's new Iron Horse Village will have 366 homes. (Centurion American)

By Steve Brown  
2:41 PM on Sep 30, 2019

Developers in Mesquite have broken ground on a mixed-use project that will join the city's landmark rodeo arena.

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# Action at a Glance

Trade Shows	Contacts
September – <b>NTCAR</b> Annual Expo - Dallas	50
Business Development	Participants
Business Bootcamp – Schallert Workshop	5
Recognition	Awards
Texas Downtown Association awards	2

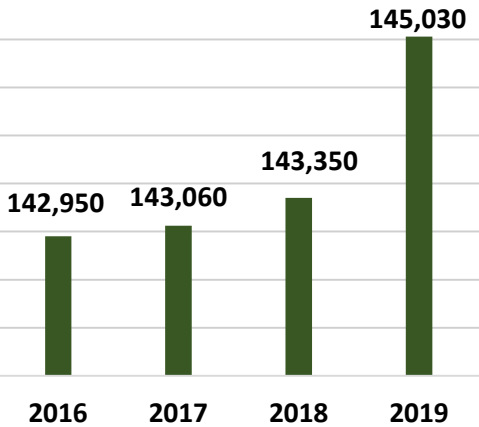
Meetings, Tours, Projects	April - June
Combined Project Meetings	217
Requests for Proposals and Requests for Information Submitted	15
Site and Property Tours	12
Telephone contacts	1,504
New Projects in Discussion	15
Chapter 380 documents in progress	2
Chapter 380 documents executed	5

Business Retention and Expansion Program	Results
July - <b>E-Series-Money, Where it is and How to Get it</b>	21 attendees
August - <b>E-Series-Marketing and Sales Strategies</b>	17 attendees
October 3-4 – <b>Manufacturing Day</b> Day one: Mini-conference for manufacturers and two company tours Day two: Three company tours	Mini-conference - 25 attendees Tours - 40 students Hosted by Eastfield College
October 8 – <b>The Dish</b> Restaurant and Hospitality event with CVB, BRE and Bill J. Priest Business Institute consultant	40 attendees Hosted by Red Lobster
October 15 - <b>E-Series-Budgeting for Goals</b>	13 attendees
November 12 – <b>Entrepreneurs Day</b>	45 attendees + 28 panelists/experts

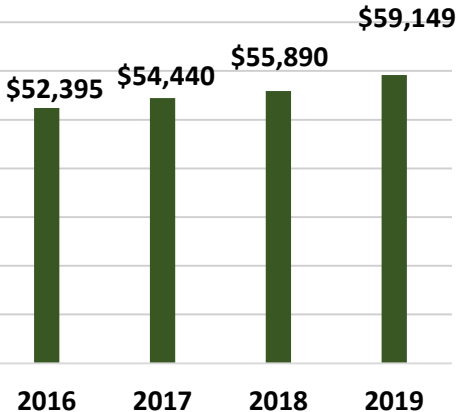


# City of Mesquite Economic Data

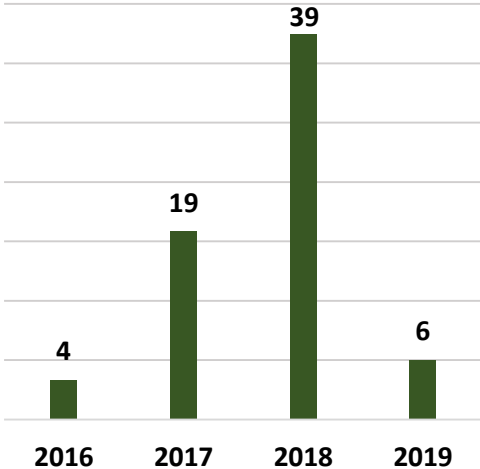
MESQUITE POPULATION TRENDS



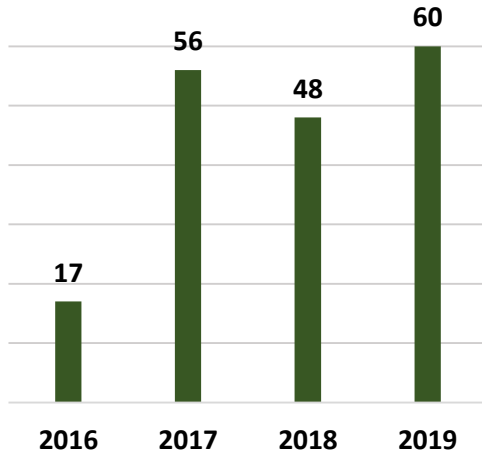
MEDIAN INCOME  
MEDIAN AGE: 32



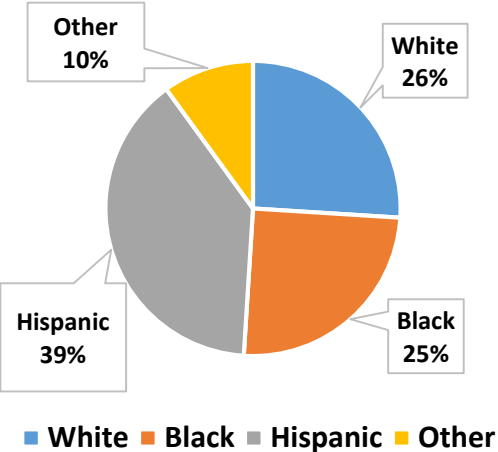
RESIDENTIAL PERMITS 3Q



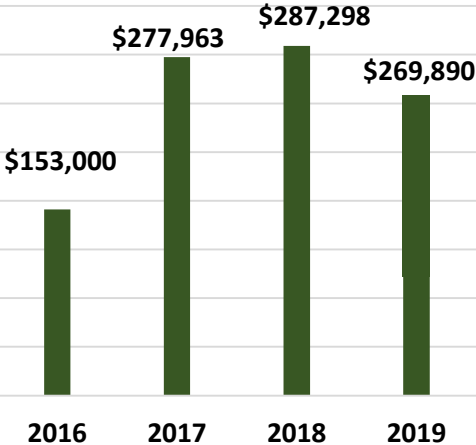
RESIDENTIAL PERMITS YTD



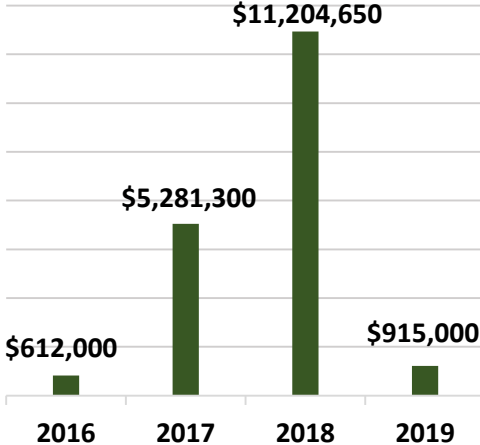
POPULATION DISTRIBUTION  
2019



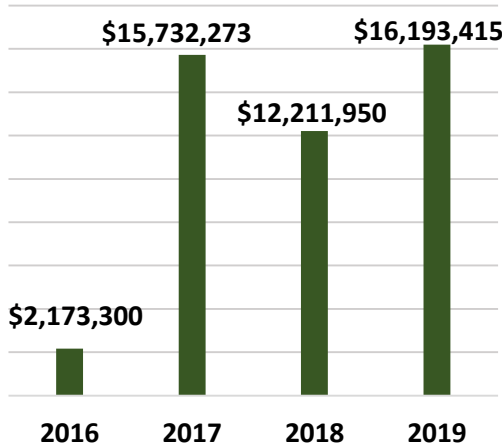
New Home Permit Values  
YTD



TOTAL RESIDENTIAL PERMIT  
VALUATION 3Q

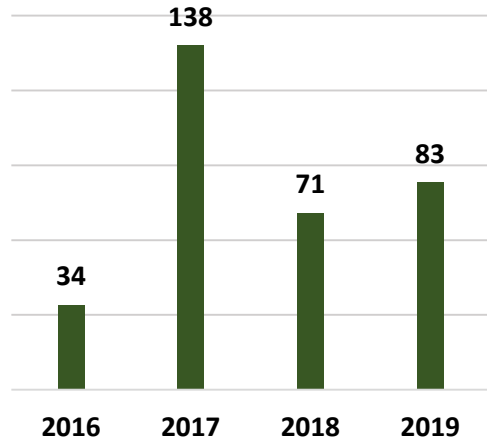


TOTAL RESIDENTIAL PERMIT  
VALUATION YTD

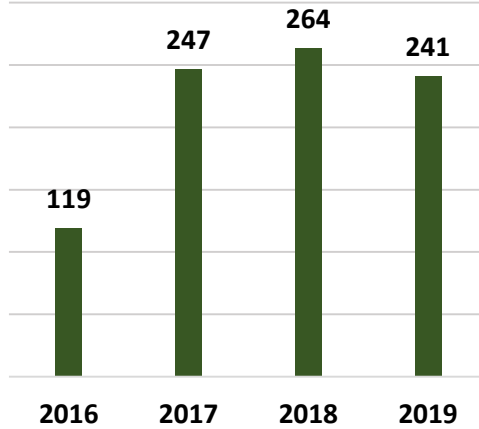


# City of Mesquite Economic Data

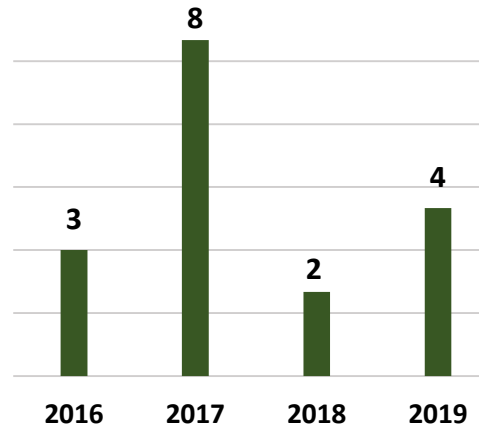
**COMMERCIAL REMODEL  
PERMITS 3Q**



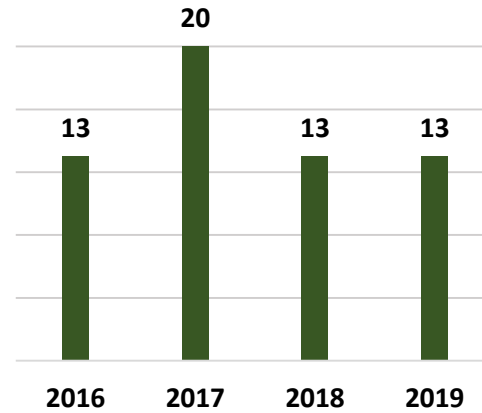
**COMMERCIAL REMODEL  
PERMITS YTD**



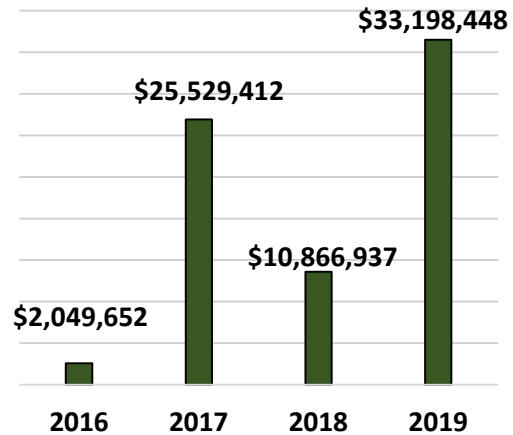
**COMMERCIAL NEW  
CONSTRUCTION PERMITS 3Q**



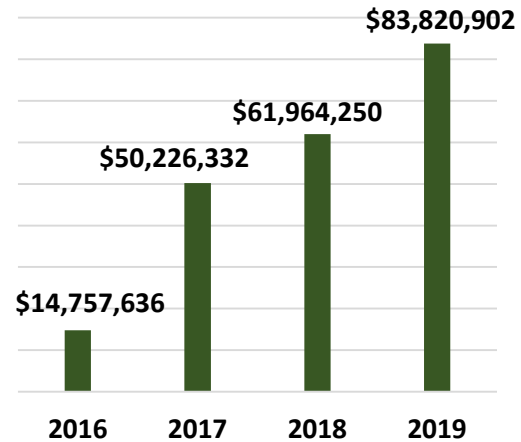
**COMMERCIAL NEW  
CONSTRUCTION PERMITS YTD**



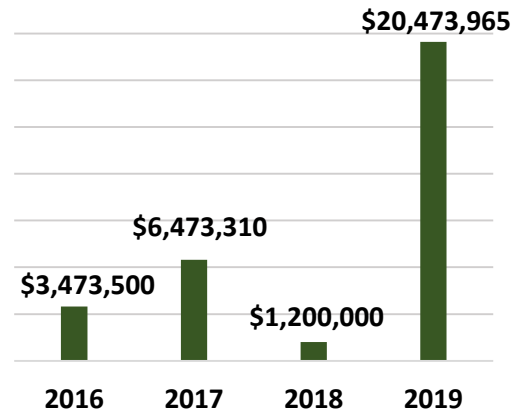
**COMMERCIAL REMODEL  
PERMIT VALUATION 3Q**



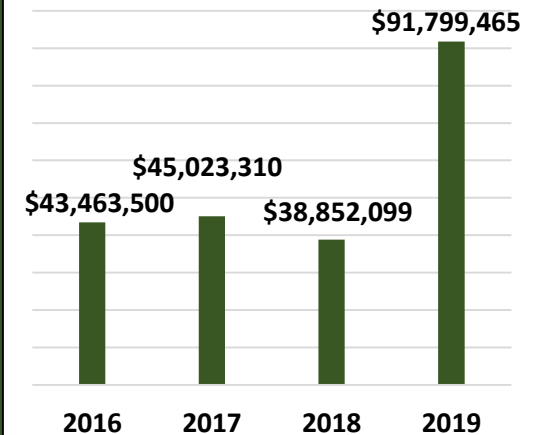
**COMMERCIAL REMODEL  
PERMIT VALUATION YTD**



**COMMERCIAL NEW PERMIT  
VALUATION 3Q**

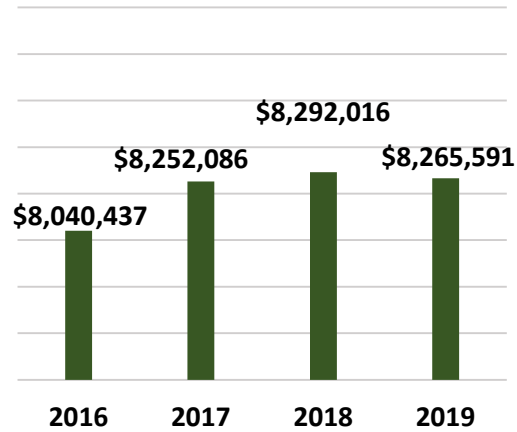


**COMMERCIAL NEW PERMIT  
VALUATION YTD**

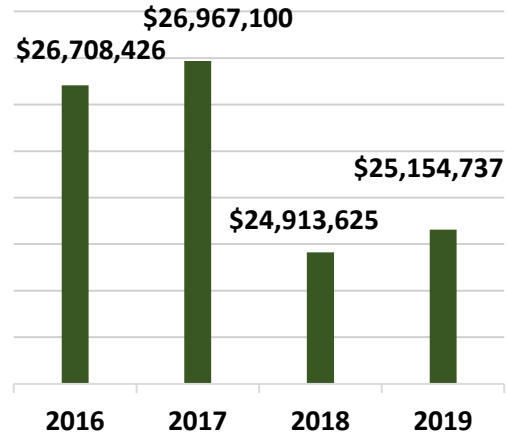


# City of Mesquite Economic Data

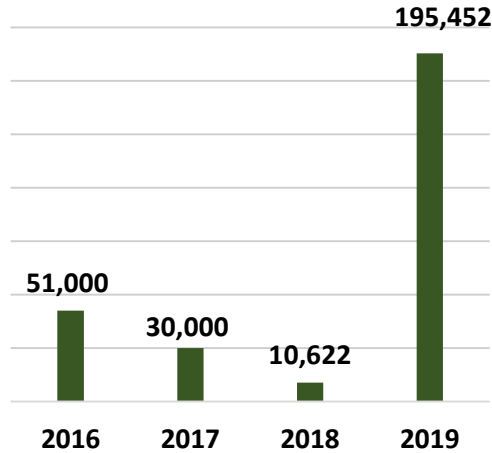
LOCAL SALES TAX  
COLLECTED 3Q



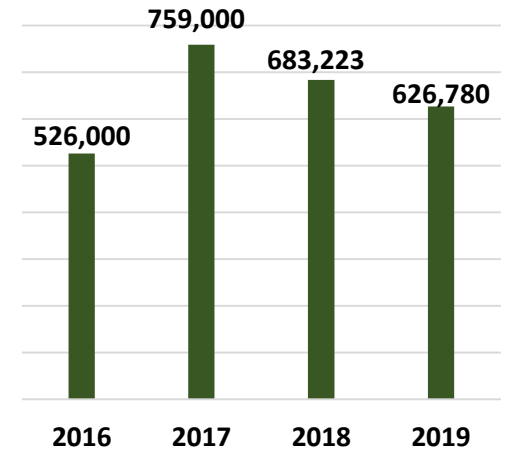
LOCAL SALES TAX  
COLLECTED YTD



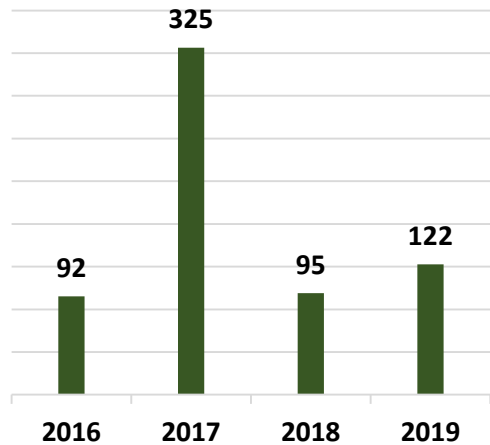
ESTIMATED SQUARE  
FOOTAGE 3Q



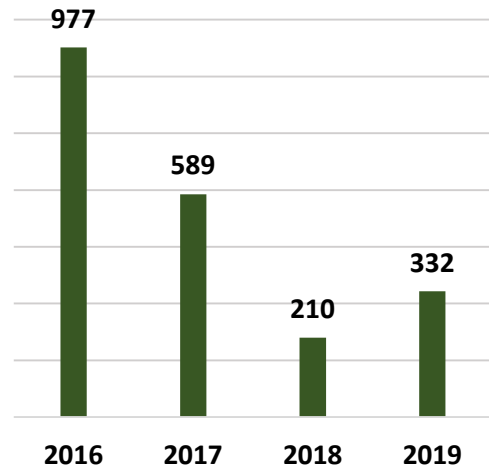
ESTIMATED SQUARE  
FOOTAGE YTD



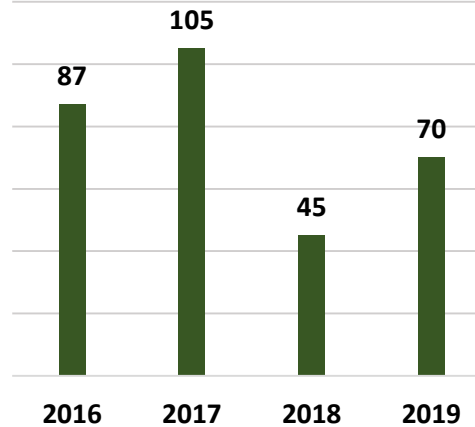
ESTIMATED NEW JOBS 3Q



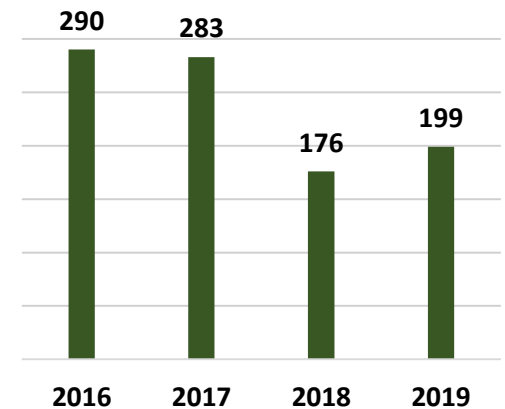
ESTIMATED NEW JOBS YTD



CERTIFICATES OF  
OCCUPANCY ISSUED 3Q



CERTIFICATES OF  
OCCUPANCY ISSUED YTD





# Promote investment in new and existing businesses



Starbucks ribbon cutting

## Ribbon Cuttings

- Hancock Whitney Bank
- Starbucks
- Big Lots remodel
- Cheyenne Medical Lodge
- Urban Air Adventure Park
- American National Bank remodel
- Jay Knight Photography
- Agape Day Center for Adults
- McDonald's



Hancock Whitney bank ribbon cutting



# Promote investment in new and existing businesses



Entrepreneurs Day (E-Day) participants and volunteers



E-Day Marketing roundtable



E-Day Managing your business table



E-Day City services representatives

## Small Business E-Series

- Entrepreneurship to the Fourth Power
- Four sessions: Planning, Funding, Marketing and Budgeting
- June-July-August-October 2019
- 43 total individual attendees

## Entrepreneurs Day

- November 12, 2019
- Mesquite Arts Center
- 65 in attendance

## Audience

- New and existing business owners and dreamers

## Sponsors

- Small Business Development Center (SBDC) Small Business Administration (SBA)
- Business Retention and Expansion (BRE) team: City of Mesquite, Mesquite Chamber of Commerce, Mesquite ISD, Workforce Solutions Greater Dallas and Eastfield College



Small Business Video

Bear Cave Coffee

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

## Remodels/Renovation

- Albertson's - 2828 Motley Dr.

## Expansions

- Tubelite – 5181 Samuell Blvd.
- Sanitas - 2021 N. Town East Blvd. Suite 500

## Attraction

- Future Telecom – 3325 Innovative Way



Company expansion, Tubelite, moves into 126,000 square feet of the Prologis building



Sanitas expands into Mesquite at Town East Crossing Shopping Center



Albertson's at Motley gets a modernized look



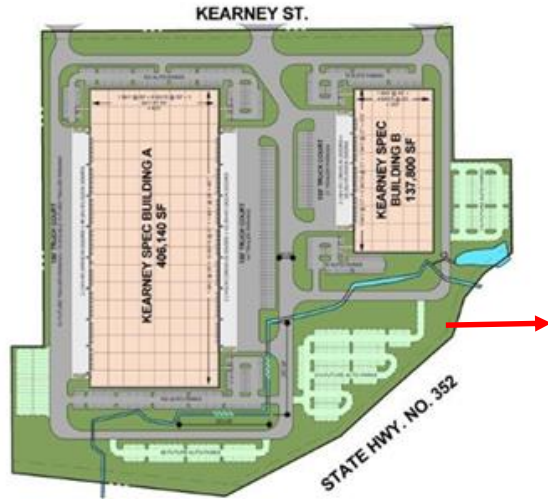
# Promote investment in new and existing businesses, and revitalization of targeted retail and business centers

## Attraction

1.8 million square feet  
speculative industrial space

- Conor Commercial
- Urban District 30
- Prologis
- Dalfen Industrial

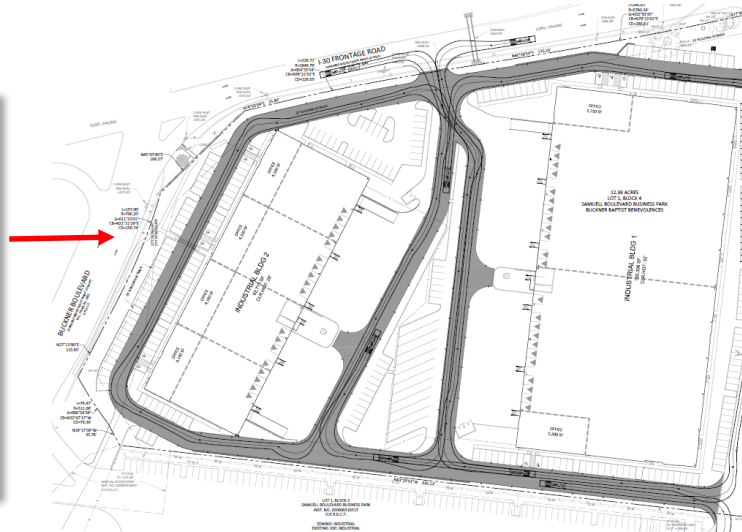
Anticipated job creation  
1,000 – 1,800



Dalfen Industrial on Kearney and SH 352



Conor Commercial at Buckner and IH-30



Urban District 30 at IH-30 and Republic Pkwy.



# Long term economic and land use plan for Town East area

## Repurpose

- Urban Air Grand Opening
- Sanitas
- Canales Furniture expansion

## Opportunities

- Academy – Emporium building
- Office Depot – rightsizing

## Land use

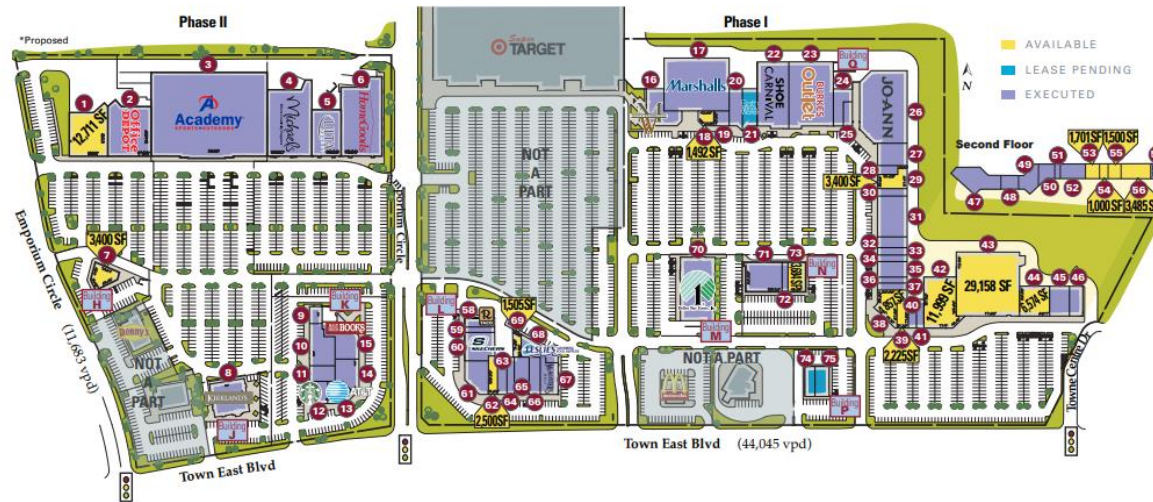
- Market East expansion in process
- Continued discussion for land use of Town East Mall excess parking areas

## Town East Mall

- 96.7% leased (same as last quarter)
- New shops Miss A and Shoe Mega replace Gymboree and Payless Shoes will increase occupancy rate soon
- Sales are up over \$500 per square foot, a 3.6% increase over last year



Urban Air Grand Opening crowd wraps the building



Market East site plan shows available space and relocations



# Robust pool of skilled workers and stakeholder partnerships



MISD students touring Morrison Products



MISD students touring Vince Hagan Company



MISD students touring Orora Visual



Leadership Mesquite touring Elements International

## Tours

Manufacturing Day:

- Mini-conference attendance 25  
40 students toured three companies
  - Morrison Products
  - Orora Visual
  - Vince Hagan Company
- Elements International hosted Leadership Mesquite

## BRE Partner progress

- Eastfield gained new Skills Development Fund applicant
- Workforce gained three new clients
- MISD gained two new clients for internship program
- Chamber gained new memberships, including PepsiCo
- SBDC gained seven new clients with one business plan submitted to our office



# Robust pool of skilled workers and stakeholder partnerships



Hospitality industry professionals learn about resources

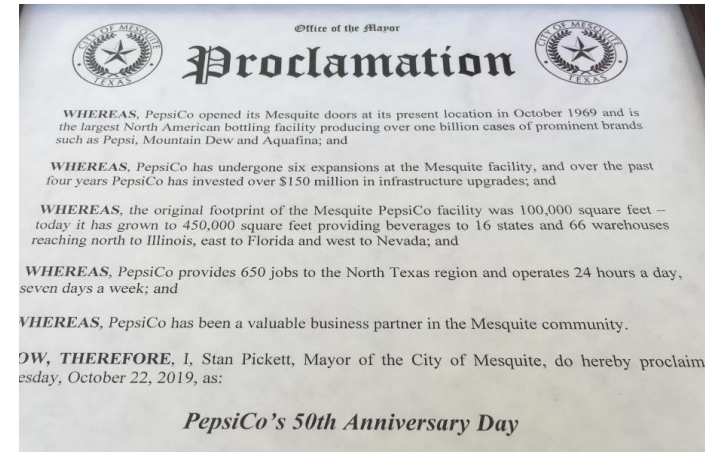


## Events

- Hospitality Brunch
- Human Resources Professionals Appreciation Luncheon
- Manufacturing Day
- PepsiCo 50<sup>th</sup> Anniversary celebration and proclamation 800+ employees and growing



Human Resource professionals hear about Mesquite ISD's employee retention plan



PepsiCo received a Proclamation for 50-years in Mesquite





# Emphasis on Downtown Revitalization



Front Street construction underway



First Façade Grant recipient, Metzger Awards, begins work



Corner Theater receives award



Participants in Downtown art project



Celebrating milestones – 60 years

## Front Street Construction

Underground utility work is in progress and on track

## Business Development

Negotiations are in process with awardee of the Downtown RFQ for development of 117 W. Main St.

## Renovation

Two Façade Grants awarded for a total of \$9,866; \$19,732 total investment. Six more in various stages of design/application

## Promotion

Robust Hometown Holidays season of events: Christmas on the Square; Carols and Cocoa; Window Wonderland and new Elfie Selfie Stations

## Business Support

60<sup>th</sup> Anniversary celebration, technical assistance, continued business counseling with potential expansions



# Business Communications



Sean and Hillary Belknap, owners of Bear Cave Coffee, pose with son Bear outside of their location in Downtown Mesquite. They will be part of a case study presented during the upcoming Second Annual Entrepreneurs Day set for Nov. 12. See story, "Dream of Growing Your Own Business," below for details. Photo courtesy Bear Cave Coffee

## Mesquite Business News

November 2019 | Second Edition



### Dirt is Moving at Ironhorse Village Development

Information source: Steve Brown, Dallas Morning News  
Direct: Sep 30



### Welcome New Companies and Expansions

- Agape Adult Day Care
- Casa Belen Bakery
- Country Burger House
- Dallas Calibration Services
- Dhaliwal Pharmaceutical Labs
- Florencias Bridal
- Gardner Telecommunications Expansion
- GPS Inventory Solutions Expansion
- In the Ivy Boutique
- Innovative Parking Management, Inc.
- Integrus Fabrication
- Laura Adams Interiors
- Murco Wall Products
- Quality Intermodal Delivery Services

For a complete list of new Certificates of Occupancy including addresses, [click here](#)

### TELL ME MORE ABOUT BRE



### Human Resources Pros Gain Tips at Appreciation Luncheon

Dallas Regional Medical Center, in partnership with City of Mesquite, welcomed more than 50 attendees who networked and discussed emerging trends in Human Resources Management. To view a video of the event, [click here](#).

WATCH VIDEO

### Mid-size Commercial Property Now on the Market

FOR SALE - 30,030 SF  
324 S TOWN EAST BLVD, MESQUITE, TX 75149

LEE & ASSOCIATES  
COMMERCIAL REAL ESTATE

### Made the News!

Mesquite's very own Porky's was covered in the September 2019 Edition of the Dallas Observer. [Read about their local success story!](#)



### Winner, Winner Chicken Dinner!

The site for Raising Cane's is under construction at the southwest corner of IH-635 and Town East Boulevard near North Mesquite High School.

For Mesquite Demographics, Market and Economic Data, [click here](#).

COMMERCIAL  
PROPERTY  
SEARCH

### New Soccer Franchise Comes to Mesquite Arena

The inaugural Mesquite Outlaws Futbol Fan Fiesta will take place at the Mesquite Arena on **Saturday, Nov. 16 at 7 p.m. Doors open at 6 p.m.**

The Mesquite Outlaws team is excited about its opportunity to meet the public and invite them to see the transformation of the Mesquite Arena from a rodeo to a soccer arena.

Fans will be able to select their seats and reserve season tickets – including tickets to the historic home opener – at the Fan Fiesta. Mesquite Outlaws merchandise will also be for sale. After the scrimmage, fans can take to the field to get autographs and take pictures with players and coaches. The event is free and open to the public. For more details, [click here](#).



Sample images of fall BRE newsletter

## BRE Newsletter

Sent November 6, 2019

574 contacts

33.6% open rate

15.5% click through rate

## Website

3<sup>rd</sup> quarter visits 609

3,900 page views

Top pages: Home, How We Help Business, Events, Newsroom and Property Search

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# Expanded Marketing Reach

## Local and regional coverage

- Dallas/Fort Worth Real Estate Review
- Dallas/Fort Worth Newcomers and Relocation Guide
- Texas Real Estate Business News



**We have a fire in our belly for advanced manufacturing.**

We are a young, motivated, and skilled workforce of more than 680,000 people within a 30 minute commute to Mesquite's industrial center. We are developing the next generation of high-demand talent through leading-edge, career tech education programs and accredited partnerships with colleges and universities. Plus, we have more than 2 million square feet of new state-of-the-art manufacturing and distribution facilities opening this year with more on the drawing board. Things are heating up in Mesquite.

**MESQUITE**  
T E X A S  
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[www.mesquiteecodev.com](http://www.mesquiteecodev.com)



**You have a burning desire for a bright workforce.**

We are young, motivated, and skilled with a workforce of more than 680,000 people within a 30-minute commute of Mesquite's industrial center. We are developing the next generation of high-demand talent through leading-edge, career tech education programs and accredited partnerships with colleges and universities. It's no wonder that more and more high tech/ manufacturing companies and corporate headquarters, like Elements International, Orora Visual, Strukmyer Medical and Iris USA are choosing to locate and grow in Mesquite. We have the kind of workforce that today's companies demand. Business is heating up in Mesquite.

**MESQUITE**  
T E X A S  
Real. Texas. Business.

[MesquiteEcoDev.com](http://MesquiteEcoDev.com)



**We have a burning desire for small business.**

From boot makers to boutique retailers, small businesses are warming up to the opportunities in Mesquite. Here you can find everything from mom-and-pop shops to eateries that have been proclaimed "the best of" in the Dallas area. We're investing heavily in Downtown Mesquite revitalization and have been nationally recognized for our small business support. Together with chefs, artisans, entrepreneurs and service industry professionals, we are reshaping our community. Small business is heating up in Mesquite.

See us at Booth 230, ICSC Red River

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T E X A S  
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[www.mesquiteecodev.com](http://www.mesquiteecodev.com)



Series of ads depicts diverse workforce skills and business types



# Expanded Marketing Reach

## No cost media coverage – Dallas Business Journal

### Top relocations and expansions:

- Ashley Furniture #4
- Elements International #12

**THE LIST**

**CORPORATE RELOCATIONS AND EXPANSIONS**  
RANKED BY NUMBER OF ESTIMATED JOBS

Transaction Rank	Company	City	# Jobs, Estimated	Description	Capital Investment Value	Square Feet of Project
1	Samsung Electronics America	Plano	1,100	Relocation	n/a	216,000
2	McLane Foods	Fort Worth	550	Relocation	\$18 million	650,000
3	Raider Express	Fort Worth	440	Expansion	\$11 million	61,000
4	Ashley Furniture Industries Inc.	Mesquite	250	Relocation	\$45 million	670,000
5	Steward Health Care	Richardson	300	Relocation	\$20 million	39,000
6	Credit Union of Texas	Allen	200	Relocation	\$4.6 million	n/a
7	General Dynamics Mission Systems	Plano	200	Relocation	n/a	n/a
8	Texoma Medical Center	Denton	200	Expansion	\$50 million	n/a
9	Goodyear Tire and Rubber	Forney	160	Relocation	\$50 million	n/a
10	Sabert Corporation	Greenville	125	Relocation	\$100 million	n/a
11	HeyDay Entertainment	Denton	120	Relocation	n/a	n/a
12	Elements International	Mesquite	110	Relocation	\$42 million	n/a
13			100	Expansion	n/a	n/a

### Top Economic Development Agencies in 2018:

- Mesquite #8 with \$162 million

**THE LIST**

**ECONOMIC DEVELOPMENT AGENCIES**  
RANKED BY VALUE OF DEALS IN 2018

Agency/Website/Prior	Contact	Value of Deals 2018	# of Deals
1 Garland Economic Development garlandfocus.org	203 N. 5th St. #100 Garland, TX 75040 972-205-3800	\$500.8 million	1
2 Irving Economic Development Partnership irvingchamber.com	5201 N. O'Connor Blvd. #100 Irving, TX 75039 214-217-8484	\$423.4 million	1
3 City of Grand Prairie Economic Development gpcity.org	300 W. Main St. Grand Prairie, TX 75050 972-237-8000	\$350.52 million	1
4 Richardson Economic Development Partnership telecomcorridor.com	411 Belle Grove Dr. Richardson, TX 75080 972-792-2800	\$233.52 million	1
5 City of Fort Worth Economic Development Department fortworthtexas.gov	1150 S. Fwy. Fort Worth, TX 76104 817-392-6021	\$212.5 million	1
6 Allen Economic Development Corp. allenedc.com	900 W. Bethany Dr. #280 Allen, TX 75013 972-727-0250	\$222.3 million	1
7 City of Lewisville ecodevlewisville.com	151 W. Church St. Lewisville, TX 75057 972-219-3455	\$166.52 million	1
8 City of Mesquite mesquiteecodev.com	P.O. Box 850137 1515 N. Galloway Dr. Mesquite, TX 75149 972-216-6446	\$162 million	1
9 The Colony Economic Development Corp. thecolonyedc.org	6800 Main St. The Colony, TX 75056 972-624-3127	\$143.72 million	1
10 City of Rowlett Economic Development Dept. rowlettenthemove.com	5702 Rowlett Rd. Rowlett, TX 75088 972-412-6121	\$124.48 million	1
11 Greenville Economic Development greenvilletedc.com	2500 Stonewall St. 8th Fl. Greenville, TX 75403 903-455-1197	\$100 million	1
12 Arlington Office of Economic Development arlingtontx.gov/ecodev	101 W. Abram St. City Hall, 3F Arlington, TX 76004 817-459-6115	\$89.72 million	1

### Highlight of best corporate sites in DFW:

**Where are some sites suitable for corporate development?**

Each year, the Dallas Business Journal asks economic development agencies which large sites they are actively marketing for development. This year, the Business Journal surveyed more than 100 agencies across North Texas. Below are the sites the agencies submitted as their biggest best sites. Descriptions have been edited for length and clarity.

Name of site	Street	City	Zip code	Maximum square footage of planned office space	Describe the site in one to two sentences.
March City	State Highway 121 & N. Central Expy.	Allen	75013	8,000,000 SF	This 270-acre, mixed-use project is being designed as a live, work, and play area. With office space, multifamily, retail, and community development, the site is designed as a live, work, and play area.
Bethany at Watters Creek	900 W. Bethany Dr.	Allen	75013	1,000,000 SF	This newly-formed district has a total of roughly 17 acres of office space, multifamily, retail, and community development. It includes a 17-acre, mixed-use development in One Bethany at Watters Creek, the Marriott Creek Convention Center. An existing amenity is already in Watters Creek.
NEC of State Highway 5 & Collin County Outer Loop		Anna	75409	Up to 1,000,000 SF	Anna Business Park is a prime 85-acre site and owned by the Anna EDC. The site offers a mix of office space, multifamily, retail, and community development.
1000 Ballpark Way		Arlington	76011	8,000,000 SF	Developmental land at the heart of Arlington, within walking distance to Texas Live, and a mix of office space, multifamily, retail, and community development.

	Name of site	Street	City	Zip code	Maximum square footage of planned office space
5	360 & Lonestar	Texas 360 Toll & Lone Star Rd.	Mansfield	76063	N/A
6	I-30 Business Park	1650 Republic Hwy.	Mesquite	75150	1,000,000 SF
7	I-20 Business Park	4800 Lasater Rd.	Mesquite	75181	3,000,000 SF
17	The Crossing Corporate Center	8851 Bud Jensen Dr.	North Richland Hills	76180	300,000 SF
18	Smithfield	6701 Davis Blvd.	North Richland Hills	76180	300,000 SF
			Richardson	75082	2,000,000 SF



# Questions?

