

Legislation Text

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Adoption of the City of Mesquite Economic Development Strategic Plan.

Resonance Consultancy has completed the nine-month process to compose a report on the economic conditions and opportunities for economic growth customized for Mesquite, Texas.

The report includes summaries of the research, analysis, and assessment of Mesquite based upon data as well as stakeholder input and market factors. A comprehensive five-year implementation plan is included in the final report which details suggested goals, actions, and metrics which will provide guidance to staff in achieving the City Council goal of a Vibrant Economy.

The implementation strategy outlined below points to the Vision Statement: *“Rooted in tradition, Mesquite is a welcoming city with a Texas heart - charting new paths and embracing fresh ideas to build better lives and grow prosperity for all.”*

Summary of the strategy:

Goal 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.

Action examples:

- Grow Business Retention and Expansion (BRE) programs and increase visitation/convene industry leaders in working groups
- Strengthen information flow and packaging specific to key industries (food processing and manufacturing, furniture, chemical products, distribution and e-commerce, production technology, and creative services) and to geographic areas/purchase lead generation resources and attend industry-specific trade shows
- Provide education, coaching, and resources for small business development
- Engage site selectors and host showcase tours
- Evaluate and formalize marketing materials and incentives specific target industry types
- Provide a formal real estate services guideline

Goal 2 - Born and Raised in Mesquite.

We will grow our diverse small businesses, positioning Mesquite as a premier entrepreneurial community in North Texas.

Action examples:

- Communicate a simplified pathway through City services and processes
- Expand and increase technical training for and collaboration among small businesses
- Inventory and develop adaptable, transformable commercial facilities for pop-ups and small business start-ups
- Promote a measurable City-wide “buy local” campaign

- Create and push success stories across digital platforms

Goal 3 - Upskilling for Tomorrow.

We will build a robust skilled workforce to power Mesquite's future.

Action examples:

- Grow career pathways specific to increasing skills and serving target industries
- Convene network of local mentors and advisors
- Create and promote a Young Professionals initiative
- Invest in coworking spaces to support remote work

Goal 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.

Action examples:

- Attract new entertainment and hospitality offerings/attend trade shows and work with site selectors and investors
- Devise a City-wide placemaking and programming strategy/identify and pilot specific areas and implement wayfinding throughout the City
- Conduct a housing study to address existing and future needs
- Evaluate, package, and promote underserved corridors for development and redevelopment

Goal 5 - Intentional, Authentic Storytelling.

We will promote Mesquite's economic opportunity story.

Action examples:

- Refresh economic development marketing to reach specific and targeted industries/expand mediums used to reach investors and enlist partners to promote
- Enhance and expand campaigns to reach visitors and draw attention to attractions
- Create an annual report to celebrate successes
- Activate a social media ambassadors plan and provide training

The implementation plan addresses each goal with an extensive list of year-over-year actions for years one through five summarized above. Each **goal** includes specifications on recommended partners and stakeholders to engage, as well as metrics to measure success. Each **action item** provides direction on programs, platforms, processes, stakeholders, materials, and spaces needed to achieve each over-arching goal.

Foundational to the overall strategy is communication and engagement of each specific audience by speaking their language, reaching them through preferred mediums, and creating peer networks within target groups. This methodology empowers the City and partners to lead initiatives which collectively advance the economic strength of Mesquite.

Recommended/Desired Action

Staff recommends adoption of the City of Mesquite Economic Development Strategic Plan

Attachment(s)

Economic Development Strategic Plan

Drafter

Kim Buttram

Head of Department

Kim Buttram