



DENTON ECONOMIC DEVELOPMENT PARTNERSHIP

FY 2020-2021
3rd Quarter Report
April - May - June

EconStat

Demographics

Population: 141,522

Median Age: 29.5

Median Household Income: \$66,644

Bachelor's Degree or Higher: 42.7%

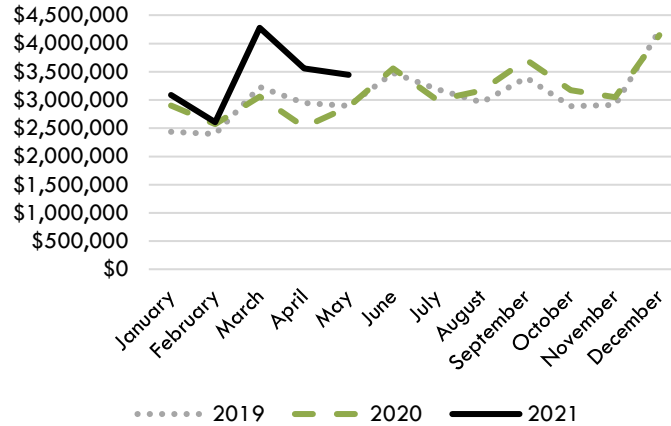
Denton's Top 5 Industries by Jobs

1. Government
2. Health Care & Social Assistance
3. Manufacturing
4. Accommodation & Food Service
5. Retail Trade

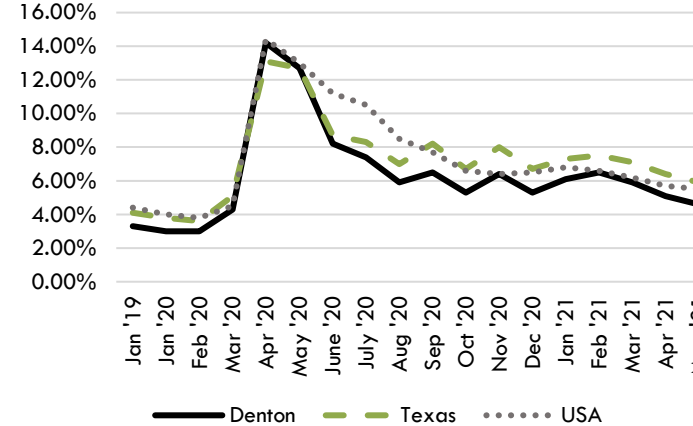
Denton's Fastest Growing Industries

1. Transportation & Warehousing
2. Arts, Entertainment & Recreation
3. Government
4. Management of Companies & Enterprises
5. Information

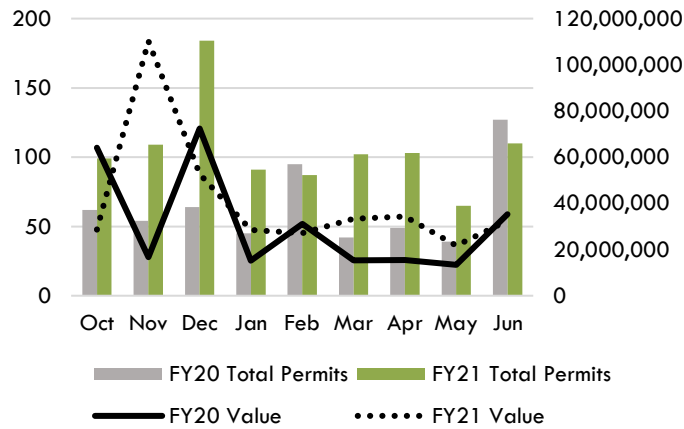
Sales Tax Collections



Unemployment Rate

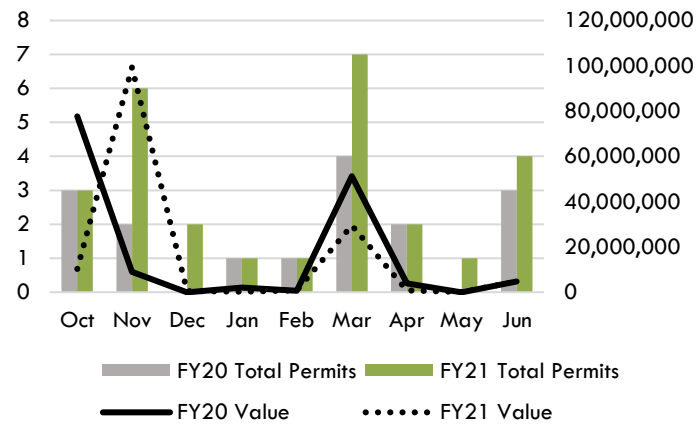


New Residential Permits & Value



*Does not include multifamily or additions and alterations.

New Commercial Permits & Value



*Does not include tax-exempt facilities or additions and alterations.



We're Here For All Businesses!

The Denton Economic Development Partnership can assist your business with:

- Site search & selection
- Expansion or relocation
- Workforce and training programs
- Labor market analyses
- Demographic research
- Incentive applications
- City processes or operations
- Business networking
- Investment opportunities

Denton EDP
City of Denton Econ. Dev.

Business Attraction

This Quarter

5 Site Visits Hosted

17 RFIs Submitted

7 Requests for Incentive Reviews

Year to Date

8 Site Visits Hosted

58 RFIs Submitted

18 Requests for Incentive Reviews

In the News

Cold Storage Facility could bring hundreds of jobs to Denton area
(Denton Record Chronicle)

Cold Creek Solutions to build 375k s.f. speculative cold storage facility at I-35 and Barthold Road. Fifty percent of space leased by Southwest Warehouse Services.



Q3 PROSPECTS IN PROGRESS

G=Governor's Office, D=Dallas Regional Chamber, F=Fort Worth Chamber, DI=Direct, O=Other

Project	Industry	Investment	Jobs	Status	Source
Arc Supply	Metal Fabricating	\$35M	140	Short List	GO
Blue Nose	Armored Vehicle Manufacturing	\$5M	100	Short List	GO
Bropak	Plastics and Paper Food Packaging	\$10M	43	Incentive Analysis	Direct
Carmen SandiTejas	Munitions and Rifle Manufacturing	\$20M	119	Submitted RFI	GO
Chill Cold Storage	Speculative Refrigerated Facility	NP	NP	Short List	Direct
Cold Creek Solutions	Cold Storage	NP	180	Short List	Direct
Darwin	Automotive Manufacturing	\$3.5B	5,200	Submitted RFI	GO
DynaGrid	Construction Support Services	\$7.5M	82	Closed-Won	Direct
Green Ranch	Food Manufacturing and Storage	NP	500	Submitted RFI	Direct
Hotel	Transportation Equipment Manufacturing	\$223M	1,200	Submitted RFI	Direct
Innoverse	Natural Gas Flaring	NP	NP	Prospect Due Diligence	Direct
Jellyfish Sun	Manufacturing and Warehousing	\$2M	90	Submitted RFI	GO
Life Crown	Vaccine Production	\$83M	550	Submitted RFI	GO
Made in America	Electric Vehicle Software Manufacturing	\$20M	110	Submitted RFI	GO
Modular Data Center	Data Center	NP	NP	Prospect Due Diligence	Direct
Otro Auto	Electric Vehicle Battery Manufacturing	\$2B	2,000	Submitted RFI	GO
Perfect Game	Sports Complex	\$35M	20	RFI Received/Evaluating	Direct
Pike	Liquid Bottling and Distribution	\$375M	140	Prospect Due Diligence	Direct
Primoris Engineering	Construction and Civil Engineering	NP	NP	Short List	Direct
Project S	Aerospace Technology Manufacturing	NP	NP	Incentive Analysis	Direct
Schmidt	Retail Distribution	NP	NP	Prospect Due Diligence	Direct
SCS 615	PPE Manufacturing	\$405M	1,256	Working on RFI Response	GO
South	Food Manufacturing	NP	NP	Submitted RFI	GO
Steady Rain	Consumer Goods Manufacturing	NP	1,000	Submitted RFI	DRC
Tana	Gaming Hardware Manufacturing	\$250K	30	Submitted RFI	GO
Tate	Distribution Center	NP	256	Prospect Due Diligence	County
UHT-BM	Ultra-High Temperature Manufacturing	\$50M	40	On-Hold	GO
Value Holdings	Data Center	NP	NP	Submitted RFI	Direct
Ven Afuera	Lithium-Ion Battery Manufacturing Recycling	\$7M	40	Submitted RFI	GO

Business Retention & Expansion

9 Retention Visits Q3 **17** YTD Visits **37** Business Contacts in Winter Storm Uri **3** YTD Expansion Grant Discussions

2021 Visit Goals

- 10-15 Startups (1-4 employees)
- 10-15 Small Biz (5-10 employees)
- 10-15 Medium Biz (11-50 employees)
- 10 Large Biz (50+ employees)
- Additional visits to focus on sectors significantly impacted by COVID-19

AccelerateHER Applications Open

The Center for Women Entrepreneurs and Stoke are once again partnering for AccelerateHER, an incubator program for women-owned startups. The program helps early-stage companies develop and test ideas, with a hands-on focus by the program manager, mentors, and partner networks. Applications for the second cohort are **OPEN NOW** and **DUE Aug. 13 by 5 p.m.**

Apply here: <https://stokedenton.com/accelerateher-incubator-program>

Any business can request a BRE visit by contacting us at economic.development@cityofdenton.com.

Key Takeaways From Q3 BRE Visits

- Most businesses reported a positive business climate, even with the ongoing COVID-19 pandemic.
- Some major employers reported a slow hiring pace which they felt was due to unemployment benefits.
- One small businesses noted plans to expand business and looking at adding more locations in different communities.

TWU Center for Women Entrepreneurs

Entrepreneurship was identified as a key focus area in the Economic Development Strategic Plan, and women entrepreneurs in Denton have a great resource in **TWU's Center for Women Entrepreneurs**. The Center serves as a great partner in our efforts to increase the resources and actions being taken to support business startup, growth, and development by providing tools to help women-owned businesses succeed. Through the Center, women-owned businesses have access to business advising, grants and funding, networking, and training.

Whether you are a current business owner looking to grow your business or are considering starting a business, take time to explore the many ways the Center for Women Entrepreneurs can assist you in achieving success.

Learn more: <https://twu.edu/center-women-entrepreneurs/>

Did you know?

Four of every 10 U.S. businesses are owned by women, and they generate \$3.1 trillion in revenue (Guidant Financial).

Workforce, Education & Training

Denton Community Job Fair

The City of Denton, in partnership with Workforce Solutions of North Central Texas, NCTC, United Way of Denton County, Denton ISD and the Denton Chamber of Commerce, will host the **Denton Community Job Fair on Thursday, Sept. 14, 10 a.m. to 2 p.m., at the Denton Civic Center.** Registration for employers will open July 7 and promotion to the public will begin on August 4. Several of Denton's top employers will be there and will feature a variety of basic, entry-level, student, seasonal, part-time & full-time, internship, and career positions.

This year's event will also include **professional development workshops** on topics such as resume writing, how to effectively use LinkedIn, how to prepare an "elevator pitch," how to dress for success, and more. Additionally, students from DISD's photography program will be in attendance to provide **free headshots for job seekers.**

Interested in participating in the Denton Community Job Fair?

Visit www.dentonjobfair.com.

FY 2020-2021 Goals

- Identify negative impacts and challenges to local small/large businesses, employees, and job seekers due to COVID-19.
- Connect employees and employers with local, state, and federal resources.
- Work with local partners to promote training and education opportunities.
- Use digital resources to assist job seekers and employers connect.

Denton County Works

In June, United Way of Denton County launched the new **Denton County Works** program. This new resource is designed to bridge the gap between job seekers and employers. According to the website, "Denton County Works acts as a resource for job seekers with local job listings within Denton County and the metroplex, plus useful tips for resume writing and interviewing." On the website, you will find information and additional guidance on such topics as how to dress for interviews, honing computer skills, getting a GED, and finding job fairs, transportation, and childcare.

The website also includes links to job postings, sorted into major industry areas to help jobseekers find what they are looking for.

If you're looking for a job, or know someone who is, make sure they check out this great resource!

EL CONDADO DE DENTON TRABAJA
Ayudando la búsqueda entre solicitantes de empleo y empleadores.

Escanea el código QR para encontrar los siguientes servicios:

- Trabajos Locales Disponibles en el Condado de Denton
- Consejos para Mejorar tu Currículo, tus Entrevistas y Vestimenta Adecuada para el éxito
- Recursos de Transportación, Cuidado Infantil, Educación y Entrenamientos

Trabaja **UNIDO | VIVE UNIDO**
UnitedWayDenton.org/DentonCountyWorks

DENTON COUNTY WORKS
Bridging the gap between job seekers & employers.

Scan the QR Code to Find Help with:

- Local Job Listings in Denton County
- Tips to Improve your Resume, Ace your Interview, and Dress for Success
- Resources for Childcare, Transportation, Education, and Training

Work **UNITED | LIVE UNITED**
UnitedWayDenton.org/DentonCountyWorks

www.unitedwaydenton.org/dentoncountyworks

Upcoming Events

North Texas SBDC

- July 14: [How to be a Good Teammate and a Good Person](#)
- July 21: [The Key to Success – Improving Relationships with People, All People](#)
- View future and past virtual workshops [HERE](#).

Denton Chamber of Commerce

- July 21: [HerStories – Tales of Resiliency](#)
- View additional events [HERE](#).

Stoke Denton

- July 13: [Coffee + Convo \(Patrick Peters\)](#)
- July 27: [Coffee + Convo \(Randi Skinner\)](#)
- Aug. 3: [Coffee + Convo \(Ndaba Mdhlongwa\)](#)
- View additional events [HERE](#).

Fort Worth SCORE

- July 27: [Hiring Employees in a Competitive Job Market](#)
- Aug. 3: [Making the Leap to Entrepreneurship – Is the Right Time Now?](#)
- Sept. 16: [NEXT Women's Business Forum](#)
- View additional events [HERE](#).

Other Events & Trainings

- View online SBA webinars and events [HERE](#).
- View TWU Center for Women Entrepreneurs events [HERE](#).

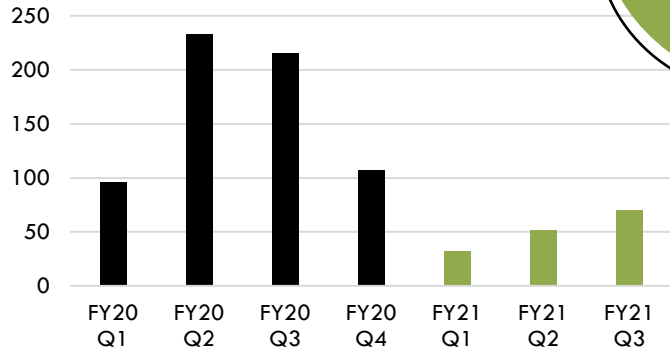
Key Activities

Business Assistance

153
YTD
Requests

70
Q3
Requests

Resolved Requests



Economic Development Catalyst Fund

Economic Development and Finance staff have been working to develop funding options to create and fund the Catalyst Fund proposed in the Economic Development Strategic Plan. Staff provided an update to City Council on June 7 with an additional update planned for July 20.

DynaGrid Construction Group

DynaGrid Construction Group, LLC, an industry leader in civil contracting services to renewable and conventional energy markets, submitted an economic development incentive application in late 2020. DynaGrid proposed to move their corporate headquarters to Denton by investing \$6 million in a new facility, relocating 191 jobs, and adding 82 new jobs. As a targeted sector (renewable energy), a business with high wages (avg. above \$75,000 annually), and significant projected net benefits, this project was a great fit for Denton.

After conducting a thorough analysis and working with the applicant, staff made a recommendation for a stratified, performance, job-based grant as well as nominating DynaGrid to the Texas Enterprise Zone (TEZ) program. After receiving a favorable recommendation by EDPB in May, City Council approved the incentive agreement and TEZ nomination on June 15.

Boards & Committees

Board	YTD Items Presented
City Council	30
EDPB	28
DEDC	8
TIRZ No. 1	18
TIRZ No. 2	3
Total	87

9

Networking
Events

31

Trainings
Attended

YTD

15

Media
Requests

8

Community
Presentations

Congratulations to Business Development Administrator Kay Brown-Patrick for completing the National Forum for Black Public Administrators Mentor Program and to Erica Sullivan on her promotion to Economic Development Program Administrator! Kay and Erica provide great leadership to the team through their commitment to economic development in Denton and exemplify the City's core values.

City Council Priorities

The Denton City Council held their annual retreat on Feb. 12 and adopted their 2021 priorities on Feb. 23., with **implementation of the Economic Development Strategic Plan** at the top of the list. These priorities, in addition to being a key part of staff's work plan, are also being integrated as priorities in the City's upcoming FY 21-22 budget development process.

You can track progress of the City Council priorities at www.cityofdenton.com/councilpriorities.

Partnerships

Stoke Denton

A New Partnership

The end of June marked the end of the management agreement between Hickory & Rail Ventures (HRV) and the City of Denton for Stoke Denton. However, HRV and the City are starting a new era in their partnership. Starting July 1, 2021, HRV will assume full control of Stoke Denton, including taking over the lease of the existing co-working space at the Railyard. To continue working together, the City and HRV established a partnership agreement through which Stoke Denton will continue to provide support and programs to support entrepreneurship, small businesses, and emerging tech-related businesses. We're excited to start this new chapter!

Under Construction

Based on the increasing demand for office space, Stoke is adding 11 new private offices and an awning on the west side of the building. This will help leverage the Stoke space to better serve members.

FlintConf

Stoke hosted the 3rd annual FlintConf from April 29 to May 1. This 3-day virtual conference connected Denton's entrepreneurs, creatives, freelancers, side hustlers, and students and provided them with tools and resources to start and grow their business. The 50 attendees had access to interactive sessions with accomplished entrepreneurs and experts in lean startup, marketing, branding, finance, wellness, and more.

Learn more about Stoke at <https://stokedenton.com/>.

Denton Main Street Association



Photo courtesy of DMSA.

The past quarter has been a busy one for the DSMA. The Board held monthly meetings, which included presentations about Industrial Street Park and the Denton Plan 2040. Planning is under way for the **2021 Arts & Autos Extravaganza, scheduled for Sept. 11, 2021**. DMSA also hosted the Spring 2021 **Twilight Tunes** season, with 500 attendees enjoying various bands on the Courthouse lawn weekly. The annual **Spring Open House Weekend** was held April 10-11, with more than 20 restaurants and stores participating and promoting shopping local. The **Mimosa Hop** was held in June to raise funds for the **Arts Walk of Fame**, with more than 350 attendees sipping and strolling through Downtown Denton. Speaking of the Arts Walk of Fame, Julie Glover, a Denton Original Musician, was inducted to the Walk of Fame on June 21, as part of the **Make Music Day** events (an event that Julie initiated in Denton). Make Music Day also included a special Monday night City/DMSA Twilight Tunes event. On June 29, DMSA held its **first in-person mixer** since the COVID pandemic began, with more than 75 attendees getting a sneak peek at Downtown Denton's newest restaurant, H2Oak. DMSA also awarded the first **Downtown Beautiful Business Award** to the Law Offices of David S. Bouscher, II PC. Last, but definitely not least, Denton received notice that we are once again a **Nationally Accredited Main Street City** through the Main Street America City.

Learn about upcoming events and happenings in Downtown Denton at <https://dentonmainstreet.org/>.

Denton Chamber of Commerce

It has been a busy quarter for the Denton Chamber of Commerce! The Chamber welcomed **60 new members in three months**, and participated in **10 ribbon cutting Ceremonies**. On June 2, the Chamber hosted the **Elected Officials Reception** to bring together over 100 Chamber and Denton Black Chamber of Commerce members to mix and mingle with Representative Lynn Stucky, Senator Drew Springer, Judge Andy Eads, City Council members, Denton ISD School Board members, and many other newly-elected officials. The Chamber also hosted **Small Business Week** events in June, including a mayoral proclamation from Mayor Gerard Hudspeth, ribbon cuttings for three Chamber Members without storefronts, a mixer, **Shop Small Wednesday**, and the **Small Business Awards Luncheon**, where the Chamber, and 250 attendees, honored local businesses for their tremendous impact on the Denton community. The Chamber also partnered with Denton ISD to bring attention to legislative issues impacting schools in Texas. In partnership with **Raise Your Hand Texas**, the Chamber created a social media campaign to bring awareness to local businesses. And finally, the search for a new **Chamber President** concluded with the hiring of chamber veteran, Erin Carter, IOM, who joins the Chamber officially in July.

Learn more about the Denton Chamber and view upcoming events at www.denton-chamber.org.

Culture & Tourism

Television and Film

Denton was named a **Certified Film Friendly Texas Community** in 2018. Since then, Denton has seen numerous movies, documentaries, and television shows filmed around town. A goal of the Economic Development department is to increase our efforts in promoting Denton as a great filming location to independent filmmakers, studios, and location scouts.

A film permit is required to film in Denton, but getting the permit is easy! An online permit form is available on both the City and the Original Denton District websites.

Learn more at www.originaldentondistrict.com/film-friendly.



5 Film Permits in Q3

Music

Denton hosted **Make Music Day** on June 21. Economic Development, Parks & Rec, DMSA, and GDAC coordinated the daylong celebration with **10 events**, including an African drum circle, performance by the Senior Center choir, flower pot drums, musical story time, a Pre-K summer camp PBuzz performance, and a special Twilight Tunes concert. The rain might have moved some of the events indoors, but **more than 500 people** participated in events that day.

Staff also participated in a **music venue virtual forum** hosted by GDAC with a panel of Denton music venue owners to discuss the challenges of operating live music venues and possible ideas for improvements.

Staff has planned the first **Denton Music Round Table on June 21 at 2 p.m.** Venue owners, musicians, writers, and producers have been invited to participate.

Top States for

Visitors

- Texas
- Oklahoma
- Louisiana
- Arkansas
- Florida

Quarterly Discover Denton Stats

Attendees at Denton Convention Center Events	33,632
Hotel Occupancy	73%
Hotel Revenues	\$14.7M
Unique Visitors to Denton	256,088

Discover Denton

Discover Denton was the primary sponsor of the No. 44 Chevrolet Camaro driven by Tommy Joe Martins for Martins Motorsports in the NASCAR Xfinity Series Alcoso Uniforms 250 race at Texas Motor Speedway on June 12. This event also include a **meet and greet with Tommy Joe Martins** on the Downtown Square. Read more at: <https://www.discoverdenton.com/articles/post/discover-denton-sponsors-tommy-joe-martins/>.

This past quarter, there were a total of **33,632 attendees at the Denton Convention Center**. This includes conventions, meetings and social events from state associations, corporate, education, fraternal/sorority, religious, sports, and social groups. **Hotel occupancy hit 73%** last quarter. This is a huge accomplishment as the quarter outperformed Q3 2019, which was 71%. Hotel occupancy and revenues outperformed 2019, so hotels are back to pre-pandemic levels.

According to See Source, our tourism data intelligence platform, in Q3 we had the following: **256,088 unique visitors** with an average length of stay of 2 days. This included **132,619 in-state** and **123,548 out-of-state visitors**.

Learn more and see the events calendar at <https://www.discoverdenton.com/>.

Strategic Plan Implementation

Accelerate Recovery

- Continued meetings of Economic Development Work Group.
- Participated in discussions regarding American Rescue Plan funding.
- Continued implementation of 2021 BRE program through visits, surveys, and calls with a focus on sectors/businesses significantly impacted by COVID-19.
- Conducted regular outreach with regional organizations to learn about and promote recovery efforts and opportunities.
- Served as concierge to assist businesses in connecting with and participating in federal and state programs.
- Participated in DCWSLT with United Way, including working with the community navigator work group.
- Coordinated with representatives from underserved and minority communities to encourage inclusive recovery.

Foster Growth

- Began implementation of new BRE plan with renewed focus on increasing touchpoints, business visitation and data collection and evaluation.
 - Key takeaway: Businesses reporting positive business climate in general.
- Continued build out of new CRM system.
- Continued development of asset and land inventory to market to prospects.
- Improved quality of RFIs and tracking performance.
- Met with several regional and national brokers and developers with interest in Denton.
- Reviewed future development areas and participated in discussions with Denton Plan 2040.
- Continued review of Westpark TIRZ performance and development.
- Initiated creation of development districts manual.
- Continued to work on entrepreneur support plan.

Strengthen Community Inclusion

- Preparing for 2021 job fair with WSNCT, DISD, NCTC, and other partners with promotions to begin in Q4.
- Held regular meetings with Denton Black Chamber of Commerce and drafted MOU to outline responsibilities.
- Working with Procurement to further MWBE purchasing efforts.
- Discussing entrepreneurship curriculum with DISD.
- Continued connecting with Denton ISD and NCTC regarding training programs to focus on growing local talent and meeting needs of employers.

Looking Ahead



The goals over the next quarter include:

- Continue development of programs and policies to implement Strategic Plan.
- Initiate development of work plans for key strategies identify for implementation in Year 1 of Strategic Plan.
- Continue implementation of BRE plan.
- Continue to track COVID-19 recovery efforts.

Implementation Tracking

The Economic Development Team has developed a robust implementation and tracking matrix, with tasks broken down by strategic growth area. Each task has been assigned a project manager. The project managers are working through each task to identify stakeholders, develop work plans, and create timelines and checkpoints.



Team Denton



Cory Lacy

VP of Economic Development | Denton EDP
Office: (940) 382-7151
Email: Cory@dentonedp.com



Erica Sullivan

Economic Development Program Administrator | City of Denton
Office: (940) 349-7776
Email: Erica.Sullivan@cityofdenton.com



Jessica Rogers

Director of Economic Development | City of Denton
Office: (940) 349-7531
Email: Jessica.Rogers@cityofdenton.com



Dan Rosenfield

Economic Development Analyst | City of Denton
Office: (940) 349-7732
Email: Daniel.Rosenfield@cityofdenton.com



Kay Brown-Patrick

Business Development Administrator | City of Denton
Office: (940) 349-7771
Email: Kay.Patrick@cityofdenton.com



Christina Davis

Economic Development Specialist | City of Denton
Office: (940) 349-7730
Email: Christina.Davis@cityofdenton.com

Additional Contacts

Denton Main Street Association

Christine Gossett | Executive Director
(940) 349-8529 or christine@dentonmainstreet.org
<https://dentonmainstreet.org/>

Stoke Denton

Heather Gregory | Executive Director
(940) 349-268-5374 or Heather@stokedenton.com
<https://stokedenton.com/>

Denton Chamber of Commerce

(940) 382-9693
<https://denton-chamber.org/>

Denton Black Chamber of Commerce

info@dentonblackchamberonline.org
<https://www.dentonblackchamberonline.org/>

North Texas SBDC

(940) 498-6470
<http://ntsbdc.org/>

Workforce Solutions of North Central Texas

(940) 382-6712
<https://www.dfwjobs.com/>