



DENTON ECONOMIC DEVELOPMENT PARTNERSHIP

FY 2020-2021
4th Quarter Report
July – Aug – Sept

EconStat

Demographics

Population: 141,522

Median Age: 29.5

Median Household Income: \$66,644

Bachelor's Degree or Higher: 42.7%

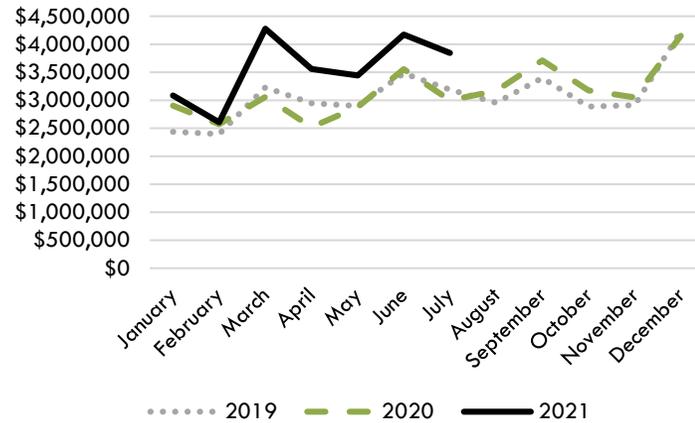
Denton's Top 5 Industries by Jobs

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

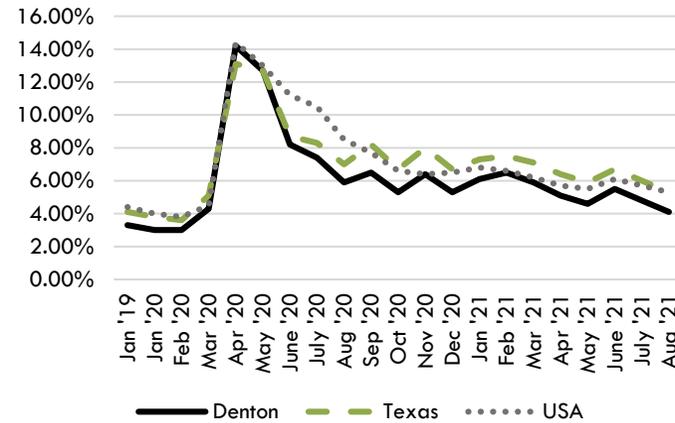
Denton's Fastest Growing Industries

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

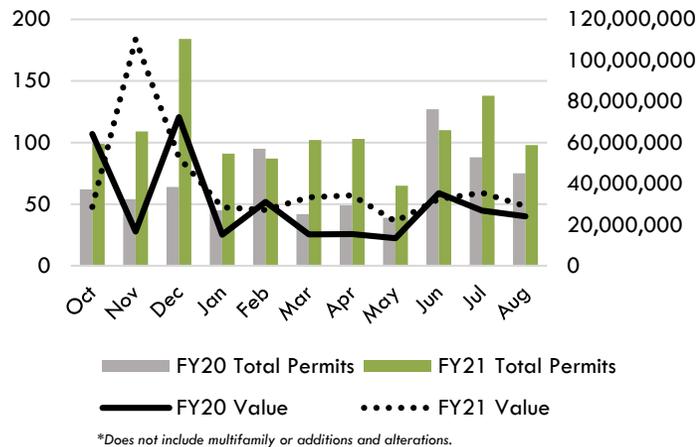
Sales Tax Collections



Unemployment Rate

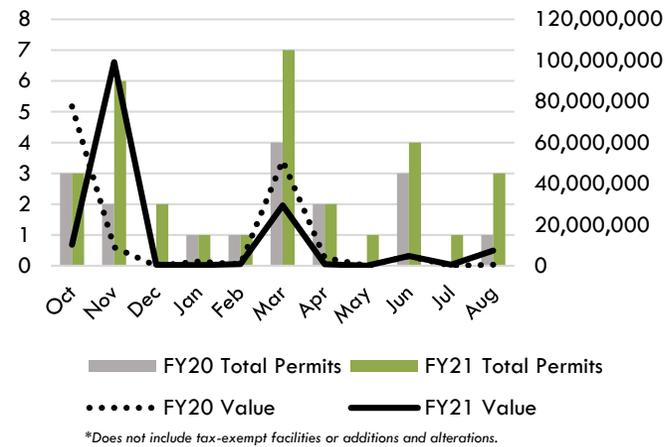


New Residential Permits & Value



*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

2 Site Visits Hosted

21 RFIs Submitted

2 Requests for Incentive Reviews

Year to Date

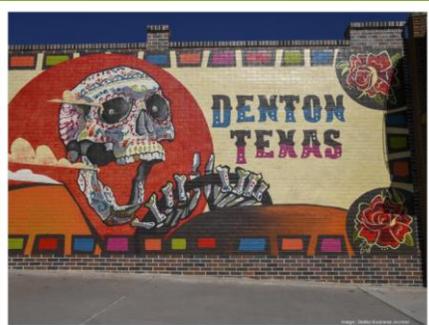
10 Site Visits Hosted

79 RFIs Submitted

20 Requests for Incentive Reviews

In the News

Medical device startup quietly moved its executive offices to Denton
([NTX Inno](#))



ManaMed's Denton location also serves as a distribution hub for its Central and East Coast customers.
Lisa Orban

Q4 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
ABB Testing	Window Testing Laboratory	NP	NP	Prospect Due Diligence	Direct
Access Hollywood	Jewelry Manufacturing	\$1.5M	20	Submitted RFI	GO
Amino	Pharmaceutical Manufacturing	\$100M	140	Working on RFI Response	DRC
Arc Supply	Metal Fabrication	\$35M	140	Short List	GO
Bread	NP	NP	NP	Submitted RFI	FW Chamber
Bropak	Plastics and Paper Packaging	\$10M	43	Closed/Lost	Direct
Carmen SandiTejas	Munitions and Rifle Manufacturing	\$20M	119	Closed/Lost	GO
Copper Tone	Solar Panel Assembly/Distribution	\$50M	500	Submitted RFI	GO
E Boost	Lithium Battery Manufacturing	\$400M	300	Submitted RFI	GO
Ebby Halliday Warehouse	ATV Manufacturing	NP	NP	Submitted RFI	Broker
Green Assembly	Green Technology	\$50M	500	Submitted RFI	GO
Howmet Aerospace/Alcoa Wheels	Tire Subassembly	NP	NP	Submitted RFI	Direct
Intersect Tex	Manufacturing	\$1B	800	Submitted RFI	GO
Juxtapose	Manufacturing	\$2M	45	Submitted RFI	County
Kal Freight	Trucking	NP	NP	Submitted RFI	Broker
KBC Distribution	Distribution Center	\$50M	NP	RFI Received/Evaluating	County
Lance	Electric Vehicle Manufacturing	NP	500	Submitted RFI	Broker
ManaMed	Medical Equipment Manufacturing	NP	40	Closed/Won	Direct
Nebula Nexus	Semiconductor Manufacturing	NP	2,000	Submitted RFI	GO
Newmark Manufacturing	Manufacturing	NP	NP	Submitted RFI	Broker
Otro Auto	Electric Vehicle Battery Manufacturing	\$2B	2,000	Prospect Due Diligence	GO
Otro Ves	Electric Vehicle Battery Manufacturing	\$2B	2,000	Short List	GO
Paladin	Light Manufacturing & Assembly	NP	500	Working on RFI Response	Direct
Pike	Beverage Bottling	\$375M	140	Prospect Due Diligence	Broker
Pillar	Advanced Textiles Manufacturing	\$35M	60	Submitted RFI	DRC
Pratt Industries	Corrugated Box Manufacturing	\$100M	NP	Submitted RFI	Broker
Safran	Aerospace Equipment Manufacturing	\$1.8M	157	Closed/Won	Direct
Schemmer Engineering	Architectural Firm	NP	NP	Submitted RFI	Direct
SCS 615	PPE Manufacturing	\$405M	1,256	Submitted RFI	GO

Business Retention & Expansion

13 Retention Visits Q4 **30** 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 Update

In July Stoke and TWU CWE launched the applications for the second round of the incubator program, AccelerateHER. In August we vetted the 35 applications and interviewed 10 candidates. In early September we announced the acceptance of the 7 women entrepreneurs that were accepted into the second cohort of the program which will kick off the 5 months of content in October. More on the 2021 cohort here <https://stokedenton.com/accelerate-her-2021>.

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

Key Takeaways From Q4 BRE Visits

- Businesses expressed concerns of another shutdown due to the pandemic but feel better prepared.
- One business was looking to partner with the UNT landscape architect program to provide internships and serve as advisors for UNT program staff.

BRE Visit Highlight: Worlds of Wow

Staff recently had the privilege to visit and tour the facilities of Denton business Worlds of Wow (WOW), located at 800 Shady Oaks Drive. WOW is a design firm that creates indoor playful spaces for kids of all abilities. They are a team of artists, problem solvers, and makers committed to the idea that intentionally designed spaces have the power to build community, connect families, and create opportunities for kids of all abilities to play together. WOW recently rebranded to emphasize inclusivity and their stance on building spaces for communities that include everyone no matter the ability or need.

Responsible for creating unique spaces like LEGOLAND Discovery Center at Grapevine Mills, WOW is a company committed to building stronger communities by advancing play and recreation for all and always incorporating inclusive design into each design. The research into providing playful worlds for all, regardless of ability, gives them the knowledge and insight to create spaces that remove barriers to play. Their research shows that out of 1,000 children between the ages of 3 and 21, approximately 85 will have physical disabilities, sensory differences, chronic health conditions, social or emotional needs, communication disabilities, or cognitive differences. All WOW interior designs take childhood development factors into consideration to create a space unlike any other. The inclusive designs provide richer experiences for everyone, making for a unique space in which they can learn life lessons of patience, understanding and acceptance. Inclusive design gives parents the comfort of knowing their kids are in a space that addresses their needs. Visit <https://www.worldsofwow.com/> to learn more!



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, hosted the annual Denton Community Job Fair on Thursday, Sept. 14, at the Denton Civic Center. There were over 50 participating area employers including NTTA, Fisher 59, Mayday Manufacturing, Tetra Pak, U.S. Cold Storage, Denton ISD, and several more. There were a total of 127 job seekers that completed the digital check-in. Denton ISD students provided 41 job seekers with free headshots and our local colleges were on site to provide resume review and mock interviews. The feedback from surveys completed by job seekers and employers offered some positive insight on the event and compliments to our partners and volunteers. The team has started planning for a Spring job fair.

Interested in participating in the Denton Community Job Fair?

Contact Kay at Kay.Patrick@cityofdenton.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.



Upcoming Events

North Central Texas SBDC

- Oct. 13: [Developing Your Presentation](#)
- Oct. 19: [How to Attract Online Shoppers during the Holiday Season](#)
- View future and past virtual workshops [HERE](#).

Denton Chamber of Commerce

- Oct. 14: [October Membership Mixer](#)
- Oct. 27: [Government Relations Update](#)
- View additional events [HERE](#).

Stoke Denton

- Oct. 12: [Coffee + Convo \(Austin Shockley\)](#)
- Oct. 19: [Coffee + Convo \(Juli James\)](#)
- Oct. 26: [Coffee + Convo \(Ndaba Mdhlongwa\)](#)
- View additional events [HERE](#).

Fort Worth SCORE

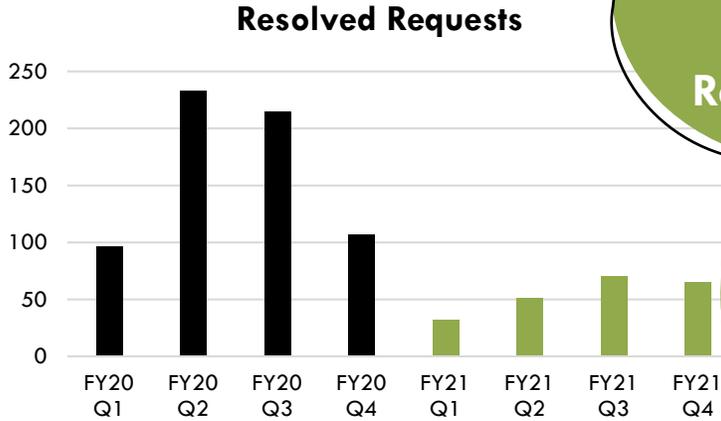
- Oct. 18: [Business Basics for Business Owners](#)
- Oct. 27: [Financial Statement Analysis: A Banker's Perspective](#)
- View additional events [HERE](#).

Other Events & Trainings

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

Key Activities

Business Assistance



218
YTD
Requests

65
Q4
Requests

TWU Center for Women Entrepreneurs StartHER Program

The application for the 2021 StartHER Grant Program is open! **Twenty-five grants, each worth \$5,000**, will be awarded to women-owned businesses—current or aspiring—to undertake new and innovative projects.

Grant funding may be used for the purchase of machinery, equipment or technology; acquisition of new inventory or raw materials; purchase and installation of fixtures or display units; property improvements; marketing; or other business-related activity that is aligned with the purpose of the program. Wages, salaries, and sales tax are ineligible for funding.

Awardees must meet with a small business advisor, submit a business plan and complete a virtual small business training series hosted by the CWE to receive the second half of grant funding. The small business training series will cover topics such as business plan development, marketing, legal, accounting, and financing.

Grant application closes on Friday, October 22, 2021, @ 5:00 PM. For more information visit <https://twu.edu/center-women-entrepreneurs/starther>.

Boards & Committees

Board	YTD Items Presented
City Council	44
EDPB	39
DEDC	16
TIRZ No. 1	31
TIRZ No. 2	3
Total	133



New City of Denton Website

The City of Denton is working to launch a new website. As part of that effort, the Economic Development team is reviewing and updating all content and pages. Staff have also attended training to learn how to make updates to and add additional information. Look for our new webpages soon!



Partnerships

Stoke Denton

Construction Completed

Stoke completed construction of the 12 new private offices and exterior awning to expand their capacity for membership and work space. Construction was completed during the month of August – all but one of the offices were rented by the end of September. Stoke also hired a local art group, Artlab3000, to paint a mural in the new coworking space, adding a huge creative impact to the space.

Five Years of Stoke

In August, Stoke celebrated its five-year anniversary.

An official Chamber ribbon cutting ceremony with remarks from the Mayor celebrated this milestone and the completion of new offices. They also celebrated the anniversary month with some member only events including offering free headshots for members. Stoke was featured on the Denton Main Street blog for its anniversary - <https://dentonmainstreet.org/blogs/dmsa-blog/5-year-anniversary-of-stoke-denton>



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

Denton Main Street Association

This quarter, DMSA held the 22nd Annual Arts & Autos Extravaganza on Sept. 11 with more than 5,500 festival attendees, 201 vehicles in the car show, 38 vendors, 3 bands playing live music, and more than 70 chalk artists. DMSA partnered with the Greater Denton Arts Council to hold the Chalk Fest around the square area during the festival. The Silent Auction raised \$3,100 for the Denton Main Street Foundation. Also, the DMSA Marketing and Promotions Committees planned upcoming events and campaigns for Margarita Mosey, Denton ISD Back-Pack Donation Drive, DISD New Employee Welcome. DMSA posted new blogs this quarter focused on business anniversaries, promotion campaigns, upcoming festivals, and activities downtown in the Fall. A new event, the Margarita Mosey, was held on July 21 with more than 250 tasters coming downtown to visit up to 10 businesses. 15 businesses participated and the promotion raised more than \$3,000 for the Denton Main Street Foundation. DMSA promoted downtown Denton to more than 500 Denton ISD employees at the New Employee Welcome Event and welcomed all the new DISD employees to the community, while Downtown businesses collected more than 500 backpacks for Denton ISD to go to middle and high school students in need throughout the district. DMSA also hosted a Downtown Safety Meeting with Denton PD for downtown businesses and residents to receive updates and discuss issues affecting downtown Denton. We've started the final planning for the Texas Downtown Association conference in conjunction with the City and Discover Denton staff along with volunteers, including helping to coordinate field sessions in Downtown Denton. And, finally, DMSA awarded Faded Blue the Downtown Beautiful Business Award for July and Salon NV in August. Nominations are accepted online and can be submitted by the 20th of each month. Learn about upcoming events and happenings in Downtown Denton at <https://dentonmainstreet.org/>.

Denton Chamber of Commerce

This quarter, the Chamber welcomed 52 new members in three months, participated in 15 Ribbon Cutting Ceremonies, and hosted several major events. You can find us every first Wednesday of the month at Denton County Brewing Company for our open network development event – it's one of the best ways to quickly learn about the businesses on the ground making Denton grow and thrive. In September, the Chamber partnered with the City of Denton to support a Community Job Fair which helps us focus on ensuring businesses in Denton have access to talent. The Chamber also hosted our Annual Awards Celebration on the last day of September, signaling the end of our fiscal year. We were thrilled to recognize Denton Police Chief Frank Dixon with the Advocate Award, Denton County Public Health Director Dr. Matt Richardson with the Educate Award, and Peterbilt Motors Company with the Collaborate Award. Long-time roper and rider Glenn Carlton took home the most prestigious award of the evening, the Otis L. Fowler Award. Recognizing the contributions individuals and businesses make daily to our community is one of the greatest ways to continue to celebrate business and promote how strong of a business climate Denton supports. With over 260 attendees, this event was a tremendous success, and we were thrilled to see so many gathered together to honor hard work and resiliency. With the start of our new fiscal year, we welcomed our new Chairman of the Board of Directors, Gary Henderson, CEO, United Way of Denton County. Jeff Reecer, CEO Texas Presbyterian Hospital Denton will move to the role of Past Chair after serving in the Chair capacity for the past 12 months. Having dedicated volunteer leadership from a variety of industries represented throughout our community ensures our organization is able to serve as the unified voice of business for Denton.

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.



7 Film Permits in Q4

Chalk Art

The annual Chalk Fest event was held at the Arts & Autos Extravaganza, bringing some additional creativity and color to the Downtown Square!



Photos courtesy of DMSA

Top States for Visitors

- Texas
- Oklahoma
- Louisiana
- Arkansas
- Florida



Top Cities for Visitors

- Fort Worth
- Dallas
- Oklahoma City
- Houston
- Austin



Photo courtesy of DMSA

Discover Denton Stats

	July	August
Hotel Occupancy	75.3%	74.3%
Hotel Revenues	\$5.2M	\$5.0M
In-State Visitors	342,584	372,876
Out-of-State Visitors	39,457	34,244

Strategic Plan Implementation

Accelerate Recovery

- Hosted Denton Community Job Fair.
- Continued meetings of Economic Development Work Group.
- Participated in discussions regarding American Rescue Plan funding and began reviewing grant programs.
- 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

- Held 2021 job fair with WSNCT, DISD, NCTC, and other partners and planning for Spring 2022 Job Fair.
- Received approval for MOU with Denton Black Chamber of Commerce to outline responsibilities.
- Working with Procurement to further MWBE purchasing efforts.
- Discussing entrepreneurship curriculum with DISD and helping coordinate recruitment of mentors.
- 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



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Stoke Denton

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Denton Chamber of Commerce

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<https://denton-chamber.org/>

Denton Black Chamber of Commerce

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North Texas SBDC

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

Workforce Solutions of North Central Texas

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