



# DENTON ECONOMIC DEVELOPMENT PARTNERSHIP

FY 2021-2022

1st Quarter Report

Oct – Nov – Dec

# EconStat

## Demographics

Population: 141,522

Median Age: 29.5

Median Household Income: \$66,644

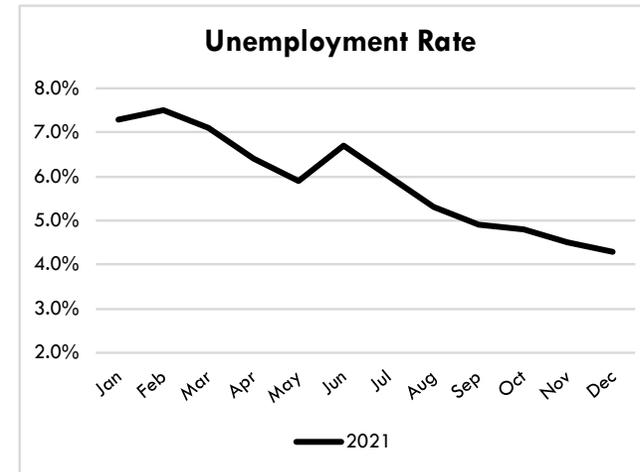
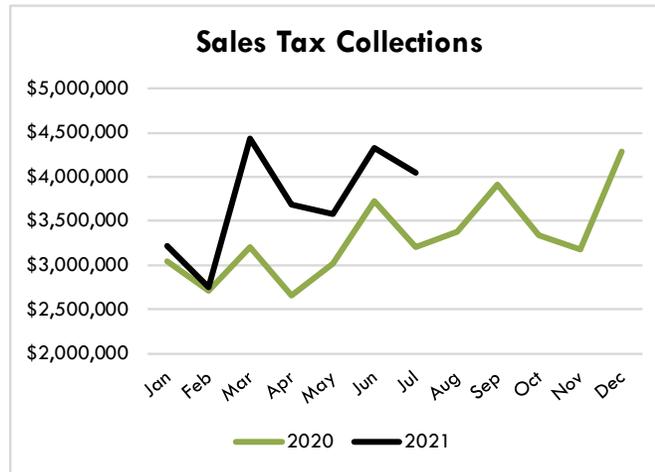
Bachelor's Degree or Higher: 42.7%

## 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



\*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	Year to Date
<b>32</b> RFIs Received	<b>158</b> RFIs Received
<b>21</b> RFIs Submitted	<b>84</b> RFIs Submitted
<b>1</b> Incentive Reviews	<b>17</b> Incentive Reviews

## In the News

Denton Business Park will include four buildings on historic site  
(The Dallas Morning News)



GO=Governor's Office  
DRC=Dallas Regional Chamber  
F=Fort Worth Chamber

Q1 Prospects in Progress					
Project Name	Industry	Investment	Job	Last Action	Source
Chill Cold Storage	Cold Storage	NP	NP	Closed/Won	Broker
Cold Creek Solutions	Cold Storage	\$70M	180	Closed/Won	Direct
Modular Data Center	Data Center	NP	33	Closed/Won	Direct
Primoris Engineering	Engineering	NP	NP	Closed/Won	Direct
Safran	Aerospace Equipment Manufacturing	\$1.8M	157	Closed/Won	Direct
Urban 35	Distribution	NP	NP	Closed/Won	Direct
Butter Green	Vertical Farming	\$18M	15	Short List	F
Madem-Moorecraft	Wooden Reel Manufacturing	NP	70	Site Visit	Direct
Battery Blast	Lithium Ion Battery Manufacturing	\$100M	269	Prospect Due Diligence	GO
Grow Glide	Vertical Farming	NP	NP	Prospect Due Diligence	Direct
Indian Glass	Glass Manufacturing	NP	NP	Prospect Due Diligence	Direct
Mohr Partners	Distribution Center	NP	NP	Prospect Due Diligence	Broker
Amino	Pharmaceutical Manufacturing	\$100M	140	Submitted RFI	DRC
Binswanger Manufacturing	Manufacturing	NP	NP	Submitted RFI	Broker
Clear Water	Food Manufacturing	\$30M	200	Submitted RFI	F
Electric Foil	Battery Manufacturing	\$300M	600	Submitted RFI	F
Golden Trail	Transportation & Warehousing	NP	NP	Submitted RFI	F
Hangar FBO	Private Aircraft	\$25M	NP	Submitted RFI	Direct
LIV 2 022	Heavy Manufacturing	\$800M	450	Submitted RFI	F
Omni Rail	Welding	NP	NP	Submitted RFI	Broker
Schemmer Engineering	Architectural Firm	NP	NP	Submitted RFI	Direct
SCS 615	PPE Manufacturing	\$405M	1,256	Submitted RFI	GO
SPAN	Public Transportation	\$1.5M	NP	Submitted RFI	Direct
Vanguard Cold	Cold Storage	NP	NP	Submitted RFI	Broker
Wheat Bread	Semiconductor Manufacturing	\$40M	250	Submitted RFI	GO
Zanzibar Island	Data Center	\$300B	50	Submitted RFI	F
Zoom Lotus	Motor Vehicle Engine Manufacturing	\$15M	100	Submitted RFI	GO
Bit Brother	Crypto Mining	NP	NP	Working on RFI Response	Direct
KBC Distribution	Logistics Center	\$50M	NP	Working on RFI Response	County
LNJ Capital	Crypto Mining	NP	NP	Working on RFI Response	Direct
Power Clean	R&D/Cooling Solution Assembly	\$750K	55	Working on RFI Response	F
Q Cells North America	Battery Storage	NP	NP	Working on RFI Response	Direct
Wildmor Manufacturing	Manufacturing	NP	NP	Working on RFI Response	Broker

# Business Attraction, Cont.

Q1 Prospects in Progress					
Project Name	Industry	Investment	Job	Last Action	Source
ABB Testing	Window Testing Laboratory	NP	NP	Closed/Lost	Direct
Apollo	Life Sciences	\$157M	340	Closed/Lost	F
Fire	Rocket Engine Design & Manufacturing	\$2.5M	59	Closed/Lost	F
Pillar	Advanced Manufacturing	\$35M	60	Closed/Lost	DRC
Pratt Industries	Corrugated Box Manufacturing	\$100M	NP	Closed/Lost	Broker
Solar	Solar Module Manufacturing	\$500M	3,000	Closed/Lost	F
Steady Rain	Consumer Goods Manufacturing	NP	1,000	Closed/Lost	DRC
Vidar	Biomaterials	\$25M	159	Closed/Lost	DRC
BKV Group	NP	NP	NP	Dead/Archived	Direct
Black Mamba	NP	NP	17	Dead/Archived	DRC
Distribution	Retail Distribution	NP	NP	Dead/Archived	Direct
Eagle Agula	NP	NP	NP	Dead/Archived	GO
Emerald 2020	Headquarters	NP	168	Dead/Archived	DRC
Hirschbach/Henry S Miller	Trucking	NP	NP	Dead/Archived	Broker
Nebula Nexus	Semiconductor Manufacturing	NP	2,000	Dead/Archived	GO
Roboworm	NP	NP	NP	Dead/Archived	Direct
Schmidt	Retail Distribution	NP	NP	Dead/Archived	Direct
Shine & Buff	NP	NP	NP	Dead/Archived	Direct
176	Food Production	\$2B	2,000	No Fit	F
Bison South	Turf Maintenance Equipment Manufacturing	\$100M	740	No Fit	F
Earth Fire	Lithium Battery Manufacturing	\$410M	500	No Fit	F
Eclipse	Solar Panel Manufacturing	\$1.8B	4,000	No Fit	F
Global Charger	Battery Manufacturing	\$800M	550	No Fit	F
Lens	Solar Panel Manufacturing	\$230M	3,000	No Fit	F
Metashock	Midstream Battery Materials Processing	\$325M	200	No Fit	F
Salk Trail	Pharmaceutical Manufacturing	\$660M	1,300	No Fit	GO
SEA Lion	Copper Foil Manufacturing	\$800M	400	No Fit	GO
Singularity One	Precision Machining	\$7M	225	No Fit	GO
Southern Express	Manufacturing	\$400M	100	No Fit	F
Steel Ark	Steel Mill	\$180M	250	No Fit	Broker
Sunny	LED Manufacturing	NP	NP	No Fit	F
Vestal Plant	Concrete Batch Plant	NP	NP	No Fit	Broker
Walleye Silver	Data Center	\$3B	160	No Fit	GO
Howmet Aerospace/Alcoa Wheels	Tire Subassembly	NP	NP	On Hold	Direct
Omni-Channel	Retail Fulfillment	\$100M	1,200	On Hold	F
Smith Transport	Transportation & Logistics	NP	NP	On Hold	Direct
Value Holdings	Data Center	NP	NP	On Hold	Direct

GO=Governor's Office  
DRC=Dallas Regional Chamber  
F=Fort Worth Chamber

# Business Retention & Expansion

**2021 Summary:** **47** Total Visits **15** Downtown Visits **6** Known Expansions

## 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 October, Stoke and TWU Center for Women Entrepreneurs kicked off our second cohort of AccelerateHER, an incubator program for women-owned businesses. We accepted 7 entrepreneurs into the cohort and kicked off our weekly cohort calls, workshops, and mentor sessions on October 4th. Workshop leaders have included Will Akins from North Texas Angel Network, Cathy Trinh from Tech Fort Worth, and Pushkala Ramen from TWU. Mentors in the program include Aaron Powell from Bunch Bikes and Emily Roden from Ready Rosie. The program will run through February 2022 and conclude with a pitch event. <https://stokedenton.com/accelerate-her-2021>.

Any business can request a BRE visit by contacting us at [economic.development@cityofdenton.com](mailto:economic.development@cityofdenton.com).

## Key Takeaways From BRE Visits

- Workforce availability was the most frequently reported concern from businesses. 71% reported recruiting challenges.
- 56% of businesses reported some level of disruption to supply chain due to COVID-19.

## BRE Visit Highlight: EXPANSIONS

- Bunch Bikes
- Safran
- Fastenal
- Les Muses Vintage
- Lowe's Distribution Center
- EMLS



Bunch Bikes expansion/relocation doubled their space

# Key Activities

## Business Awards Presentations

During the week of Nov 1 staff, along with Mayor Hudspeth and EDPB Chair presented awards to businesses selected by the board for small, large, and minority/woman/veteran owned business of the year. In addition to the EDPB selected businesses, staff awarded other local businesses that were nominated by City departments and organizations.

Recipients of this years Mayor-Council Business Awards are:

**Fisher59 (EDPB)**

**Bunch Bikes (EDPB)**

**Lash Up Brow Down (EDPB)**

North Central Texas College

Denton County Brewing Company

Applejacks Liquor

Flowers Bakery Company

Fresenius Kidney Care South Denton

Contract Equipment and Services

Kwik Kar Lube & Tune

The Chestnut Tree Bistro

Freedom Commercial Services

First State Bank



2021 Mayor & City Council Annual Business Award Winner  
**Bunch Bikes**  
Denton Small Business Leader of the Year



2021 Mayor & City Council Annual Business Award Winner  
**Fisher59**  
Denton Large Business of the Year



2021 Mayor & City Council Annual Business Award Winner  
**LashUp BrowDown**  
Minority/ Woman/ Veteran Owned Business of the Year

# Partnerships

## Stoke Denton

### Global Entrepreneurship Week

In November, Stoke coordinated events to celebrate Global Entrepreneurship Week here in Denton. These included a virtual Ideation Session on the topic of Education Technology which was hosted in partnership with Denton ISD and local Ed Tech company, Playable Media. We also coordinated a Creative Startup Crawl that highlighted a dozen creative organizations and businesses plus another 20+ artists, makers, and musicians that showcased their work at the stops on the crawl. Over 150 people participated in the events that happened throughout the week. Learn more about Stoke at <https://stokedenton.com/>.

## Denton Main Street Association

This quarter DMSA was very active! Oct. held **Trick-or-Treat in downtown** was held among the businesses during the County's "Night at the Museum" event. DMSA staff assisted city and county staff with coordination of some event logistics and business participation. DMSA held a **Downtown Safety Meeting** with the Denton PD to discuss department staff and shift changes for downtown officers. Denton PD also listened to concerns from business owners and residents regarding safety downtown. Nov. – DMSA, the City of Denton and Discover Denton hosted the **Texas Downtown Association Annual Conference** at the Embassy Suites with an opening night at Sunago Bell. The conference also featured study tours of downtown Denton, including transit-oriented development, housing, retail cooperatives, co-working spaces and more. More than 220 people attended the 3-day conference. More than 20 DMSA member businesses hosted **Holiday Open House Weekend** to kick-off holiday shopping, dining and entertaining in downtown. DMSA promoted and advertised retail tourism and experiences to encourage coming to downtown Denton. **Shop Small Saturday** promotions and special giveaways were held in more than 25 downtown businesses to celebrate this national day to support small business owners. DMSA promoted and advertised the website and social media pages listing all participating businesses. Dec. - **DMSA member businesses hosted Wassail Weekend during Denton Holiday Lighting Festival and the following day.** Santa pictures and live music were on the lawn and strolling around downtown during the Saturday Wassail tastings. DMSA staff serves on the board for Denton Holiday Lighting and assisted in the logistics planning of the new event footprint, as well as information and promotion of the weekend. Following the annual meeting, DMSA participated in a media event held by **WFAA on the courthouse lawn featuring local downtown and Denton vendors and makers.** DMSA staff worked with Discover Denton staff to coordinate the media event vendors and audience. **The Downtown Beautiful Business Awards** winners were: First United Methodist Church, Kirkpatrick Architecture, and The Brownlow House.

## Denton Chamber of Commerce

The Chamber rounded out the year with a bang! This quarter, we welcomed 38 new members, participated in 11 Ribbon Cutting Ceremonies, and hosted several major events. Women in Commerce (WINC), a program of the Chamber that provides access to resources, professional and personal development, and networking opportunities for Denton-area businesswomen, held a mixer at Miss Angeline's and a networking breakfast with motivational speaker, Sara Schroeder Coaching. Another program of the Chamber, Leadership Denton, kicked off their first in-person sessions with Youth & Education, Servant Leadership and City Government days, where the class developed an understanding of the unique opportunities and challenges facing Denton in each sector. We closed out Q4 with the December Membership Luncheon, sponsored by Hayes, Berry, White & Vanzant. Over 200 members attended the event to hear Chamber updates and a panel about workforce development and the current job market in Denton. With the new quarter on the horizon, we have opened submissions for the 2022 Small Business Awards for National Small Business Week. Nominate your favorite businesses for these 6 prestigious awards: <https://bit.ly/smallbiznominations>

# 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](http://www.originaldentondistrict.com/film-friendly).



# 10 Film Permits in Q1

## Downtown Events

The annual Holiday Lighting and Wassail Fest events were back this year and the Downtown Square did not disappoint.



Photos courtesy of DMSA & DHLF



Photo courtesy of DMSA & DHLF

## Top States for Visitors

- Texas
- Oklahoma
- Louisiana
- California
- Florida
- New York



## Top Cities for Visitors

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

## Discover Denton Stats

	Oct.	Nov.	Dec.
Hotel Occupancy	78.8%	73.9%	69.0%
Hotel Revenues	\$5.9M	\$5.2M	\$4.7M
Visitor Center Count	3,853	3,301	3,112
Website Sessions	34,025	28,319	25,633

# Strategic Plan Implementation

## Accelerate Recovery

- Continued meetings of Economic Development Work Group.
- Participated in discussions regarding American Rescue Plan funding and began reviewing grant programs.
- Conducted analysis on BRE visit program and compiling results into report for City Council.
- Served as concierge to assist businesses in connecting with and participating in federal and state programs.
- Coordinated with representatives from underserved and minority communities to encourage inclusive recovery.

## Foster Growth

- Staff met with newly-formed EdTech Alliance to discuss programmatic and organizational goals.
- Built land asset tracking sheet for industrial properties.
- City staff is finalizing updated Chapter 380 and tax abatement policies.
- 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.

## Strengthen Community Inclusion

- An entrepreneur expo and pitch competition is being planned and scheduled for May 2022.
- 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:

- Develop a marketing audit of brokers, site selectors, and EDP stakeholders.
- Draft marketing plan to attract companies within Strategic Growth Areas.
- Finalize Chapter 380 and tax abatement policy updates.

## Implementation Tracking

Efforts of the City's Economic Development Department and Economic Development Partnership has propelled the Economic Development Strategic Plan forward. As of this quarter, the team has accomplished **20%** of the action items set out by the plan.



# Team Denton



## Erin Carter

President | Denton Chamber of Commerce  
Office: (940) 382-9693  
Email: [Erin@denton-chamber.org](mailto:Erin@denton-chamber.org)



## Erica Sullivan

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



## Christina Davis

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



## Dan Rosenfield

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



## Kay Brown-Patrick

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

## Additional Contacts

### Denton Main Street Association

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

### Stoke Denton

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