

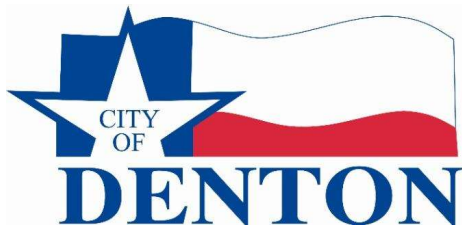


DENTON ECONOMIC DEVELOPMENT PARTNERSHIP

# ANNUAL REPORT

The mission of the Denton Economic Development Partnership is to expand the City's tax base and support the creation of jobs through targeted marketing, strategic partnerships and stakeholder education.

In 1986 the *City of Denton* and *Denton Chamber of Commerce* entered into a formal agreement to establish a joint economic development program. The EDP continues to partner with our business community to support and grow our tax base.



# DENTON EDP INVESTOR SERVICES

The Denton Economic Development Partnership (EDP) plays 6 key roles in facilitating the region's continued prosperity.



**Market Denton's  
assets**



**Public- Private  
Connector**



**Business Retention  
and Expansion**



**Building  
Relationships**



**Convene industry  
players**



**Support  
small business**



## FOCUS AREA

**RELATIONSHIP BUILDING  
WITH DEVELOPERS,  
BROKERS, LOCAL  
INDUSTRY AND BUSINESS**

# STRATEGY – ATTRACT NEW INVESTMENT / RELATIONSHIP BUILDING

## Quarterly Forums

Educate regional leaders and major employers on the value of investing in Denton.

Facilitate dialogue between public and private leaders.

4 Forums held with over 550 attendees.

### Topics:

- Transportation Updates
- World Cup and Economic Impact
- Data and Dynamics: Unpacking Commercial Real Estate in Denton
- Enhanced Premium Tax Credits



**ECONOMIC DEVELOPMENT INVESTOR FORUM**  
Data and Dynamics: Unpacking Commercial Real Estate Trends  
CoStar™  
Wednesday, January 21  
7:30 AM - 9:00 AM  
Hosted at UNT DATCU Stadium Hub Club  
1251 S. Bonnie Brae, Denton, TX  
COFFEE AND LIGHT BREAKFAST WILL BE PROVIDED



# STRATEGY – ATTRACT NEW INVESTMENT / RELATIONSHIP BUILDING

## Plant Manager Roundtables

2 Plant Manager roundtables, convening leaders of 3000+ Denton employees

Addressed critical topics of workforce development, warehouse automation, and employee transportation.

## Manufacturers Forum

2 Manufacturers forums with over 250+ attendees, collaborated with UNT Career Center, Denton ISD Lagrone Academy, and North Texas Society for Human Resource Management.

## Community Engagement Talks

Presented to 9 community organizations about the value of public-private partnerships and economic development.



**BUSINESS ROUNDTABLE**

### Insurance Changes Ahead? How Expiring Healthcare Tax Credits Could Impact Denton Businesses

July 17, 2025 | 7:30 - 9:00 AM

Monroe Pearson  
421 E. Oak Street, Denton, TX 76209

Join fellow business, health, and community leaders to learn how you can protect access to affordable healthcare coverage for your organization through the federal Enhanced Premium Tax Credits. Enjoy breakfast while you learn what is at stake if they expire this year, who will be affected, and how our community can respond.

DENTON CHAMBER of COMMERCE

ECONOMIC DEVELOPMENT PARTNERSHIP DENTON, TEXAS

# STRATEGY – PROMOTING DENTON’S CREATIVE BRAND

## Social Media

Created and shared 12 Denton business success stories on EDP social media and website ([www.DentonEDP.com](http://www.DentonEDP.com))

## Website

2023 – average of 3,200 users/month

2024 – average of 5,863 users/83% increase YOY

2025 – average of 7,549 users / 77% increase YOY

## Email

Engagement metrics

- 40 emails to 10,000+ addresses
- 56% open rate (2x industry avg.)
- 8% click-through rate (4x industry avg.)

## NCTSBDC CONNECTS SMALL BUSINESSES WITH FUNDING, GROWTH RESOURCES

August 1, 2025

The North Central Texas Small Business Development Center is guiding Denton entrepreneurs to new heights with support services designed to address gaps in small business development and scaling resources. In 2024, the SBDC helped 67 new local businesses launch. These small companies created 254 jobs and infused \$10,945,086 into the economy. The NCTSBDC also served 642 clients and businesses over the same period.

Building on these successes in 2025, new enterprises in Denton and the surrounding communities can use the NCTSBDC to draft and meet short-term priorities and long-term goals. From business plans to market research, small business development centers are a valuable, no-cost, and confidential resource.



## Social Media Statistics

### 2024

- Facebook - 2.1 K Followers
- Twitter - 1,565 Followers
- LinkedIn - 1,110 Followers

### 2025

- Facebook - 2.7 K Followers
- Twitter - 1,560 Followers
- LinkedIn - 1,231 Followers



# STRATEGY – PROFESSIONAL OFFICE SPACE

## Engage property managers to address vacancy concerns

The Denton office market has a vacancy rate of 6.6% as of the first quarter of 2026.

### VACANCY STATS

9.3% in Q1 of 2024

7.0% at the end of Q1 of 2025

6.6% as of Q1 of 2026

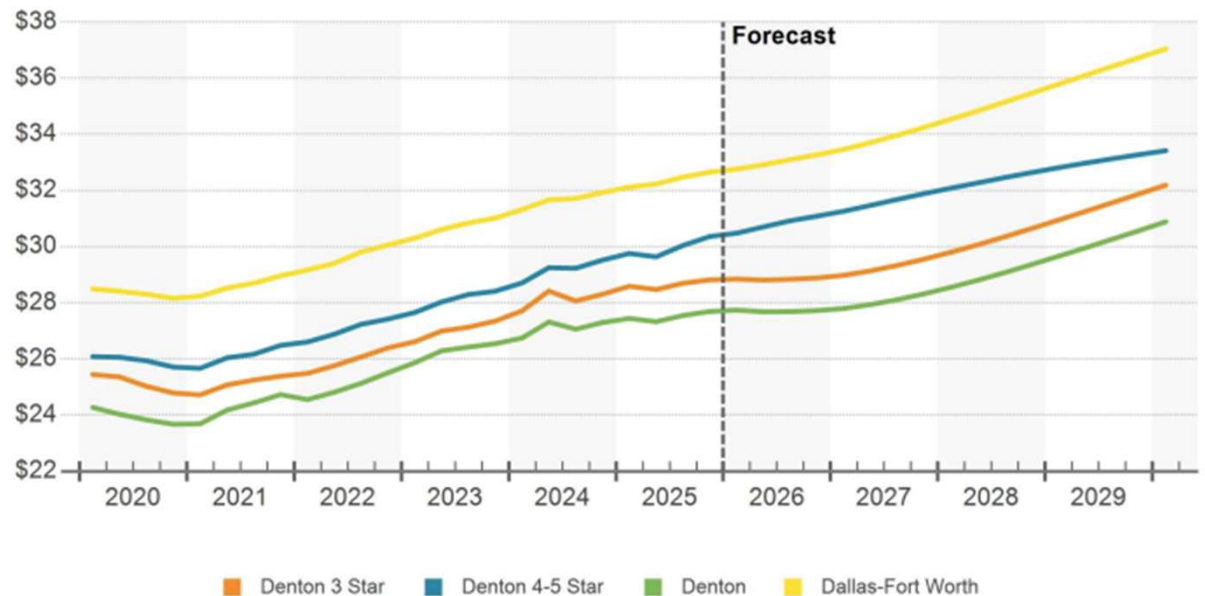
Five-year average of 7.9%

10-year average of 7.8%.

**Denton Average Rents - \$28 SF**

**DFW Market Average - \$33 SF**

MARKET ASKING RENT PER SQUARE FEET



## STRATEGY – INDUSTRIAL SPACE

### Engage industrial property managers over vacancy concerns

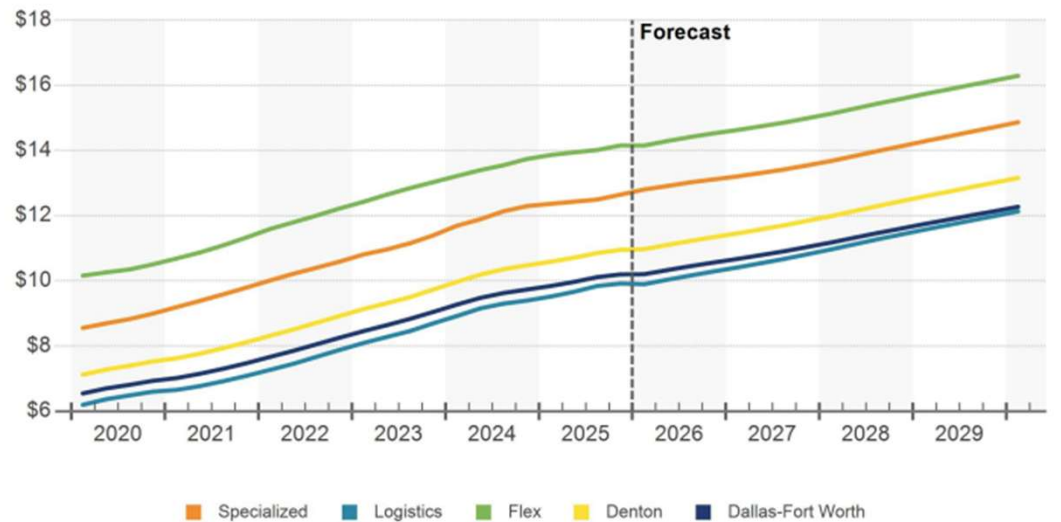
Meet with 7 industrial managers to discuss vacancy concerns.

#### DIRECT VACANCY FOR DENTON

- 18% in December 2024
- 16.6 % as of July 2025
- 20.3% Q1 2026

- Rents in Denton \$10.90/SF.
- DFW average is \$10.10/SF

MARKET ASKING RENT PER SQUARE FEET





## FOCUS AREA

# BUSINESS RETENTION & EXPANSION

SITE VISITS, TOURS,  
MEETINGS WITH BUSINESS LEADERS

## BUSINESS RETENTION AND EXPANSION

### **Business Retention and Expansion**

(BRE) is an economic development strategy of proactively connecting with existing businesses to understand and respond to their needs.

The **EDP** actively engages already established businesses within the community to identify their needs and provide support to help them grow and remain in the area, aiming to retain existing businesses and encourage their expansion.

**80% of a region's growth comes from expansion of existing businesses - IEDC**

# 2025 BUSINESS RETENTION AND EXPANSION UPDATE

TASKED FOR 2025

VISITED IN 2025



## BRE VISITS

4-5 Visits per month is the goal

## NAICS CODES

*Industry Classification Systems.  
Classifies businesses by their primary activity.*

Agriculture	2
Construction	3
Manufacturing	15
Transportation and Warehouses	6
Finance and Insurance	12
Real Estate Rental and leasing	10
Professional, Scientific and Technical Services	5
Educational Services	4
Health Care and Local Assistance	3



Businesses  
Indicated raising  
rent concerns



Expressed concern  
over road work  
interruptions



Expressed  
concern over  
workforce  
development

# 2025 BUSINESS RETENTION AND EXPANSION UPDATE

## Effective Strategies:

Collaboration and connections with LaGrone Academy, NCTC, UNT, and TWU.

- 27 connections made

Utilizing job fairs by Workforce Solutions and university partners.

- Shared info of all upcoming job fairs to industry leaders.

Sharing importance of employee satisfaction and providing ideas.

- Introduction to UNT Athletics ticketing staff, setting up employee experiences at home football and basketball games.

The number 1 question that is asked on a BRE Visit is:

**“What companies can we recruit to Denton to help support your business”.**

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## Facilitated Requested Connections



# BRE RESPONSES TO TOP CHALLENGES

## MANUFACTURERS SUMMIT ON WORKFORCE DEVELOPMENT

Hosted June 2025

In response to 2024/25 BRE feedback on companies indicating that a need is workforce development and lacking insight into what the educational partners offer.

Forum focused on workforce updates from educational partners. Participants included Denton ISD, TWU, NCTC, and UNT.



**15 of the top 20 largest employers (Public / Private) were in attendance.**



**FOCUS AREA**

**BUSINESS TO  
BUSINESS  
NETWORKING**

# STRATEGY – CHAMPION AND CONVENE

## Promoting industry specific networking events to business community

Connected new businesses with critical resources.

- Hosted Business-to-Business happy hours.
- Hosted luncheons among businesses looking to connect or expand in Denton.
- Hosted leaders at workforce conferences.
- Assisted in organization of Denton job fairs

## DEVELOPMENT OF INDUSTRY-SPECIFIC CONTACT DATABASE SHARED WITH PARTNERS

Partnered with City to feature in Certificate of Occupancy emails, enhancing accessibility for new businesses.



**NEW BUSINESS LIST  
JANUARY 2026**



**CLICK HERE!**

# STRATEGY – CHAMPION AND CONVENE

## The EDP helps Denton businesses thrive amidst challenges, fueling continued growth

### Challenge



New businesses want to engage in the community



Competition for top talent is high



Small businesses need targeted resources and assistance

### EDP Efforts

EDP **connects new businesses** to career networks, government resources, and industry

EDP has **developed talent pipelines** from local universities and assists hiring efforts

EDP **provides funding** to Denton's Small Business Development Center

### Result

Companies source services locally and invest in City initiatives

Talent stays in Denton

Small businesses have access to free advice and expertise





## FOCUS AREA

**BUSINESS TRAINING /  
EDUCATION, PRIVATE  
INVESTOR RELATIONS,  
AND SBDC**

# STRATEGY – BUSINESS TRAINING / EDUCATION

## MANUFACTURING DAY – OCTOBER 2025

In a partnership with Denton ISD and LaGrone Academy, the Denton EDP hosted an event to help inspire the next generation of leaders in Denton.

Manufacturing Day, organized nationally by the Manufacturing Institute, is manufacturing’s biggest annual opportunity to inspire the next generation, positively shift perceptions about our industry, and build the foundation for the manufacturing workforce of the future.

Over the next decade, 3.8 million new manufacturing workers will need to be hired in the US.

**12 Companies Participated**  
**Over 700 Students took part in 2025**



## STRATEGY – WORKFORCE COLLABORATION

### SMALL BUSINESS DEVELOPMENT CENTER FUNDING

- NEW BUSINESS STARTS: **65**
- JOBS SUPPORTED: **327**
- UNIQUE CLIENTS SERVED: **883**
- UNDERSERVED COMMUNITIES / CLIENTS SERVED: **742**
- CAPITAL INFUSION: **\$12,550,485**



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### RELATIONSHIP BUILDING WITH UNT, TWU, NCTC CAREER CENTERS, STOKE AND LAGRONE ACADEMY

- Meetings and collaborations with Stoke Leadership, Career Centers, campus visits, and business tours.





## OUR INVESTORS

The Chamber of Commerce is contractually obligated to raise \$125,000 from the community.

Funds do not come from general Chamber memberships. Support is raised specifically for economic development efforts.

Companies in all the City's Strategic Growth Areas are represented.



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