

**February 12, 2025**

# **DIRECTOR'S REPORT**

**OFFICE OF ECONOMIC DEVELOPMENT**

**Brittany Sotelo**  
**Economic Development Director**

# JANUARY UPDATES

- Coordinating Business workshops in progress for residents.
- Held Public Improvement District (PID) information session.

## Events & Trainings

- Dallas Regional Chamber Annual Meeting
- ICSC Red River retail trade show in Dallas
- Stoke Denton AccelerateHER Cohort Event
- ICMA Economic Mobility Cohort
- Texas Main Street Design Retreat
- Economic Priorities Webinar from Sizeup
- NTX UAS Safety & Integration Taskforce Quarterly Mtg.

# Marketing

- Wrapping up comprehensive marketing overhaul.
- Community profile
- Presentation template
- Social media templates
- RFI response templates




# Best Place for Working Parents

- City of Denton awarded a Best Place for Working Parents Certification as an organization and as a regional entity
- Denton businesses can apply for the certification as well.
- “The business self-assessment allows businesses of all sizes to tout innovative practices that are helping today’s working parents provide for their families. ”

EDP25-003, 02-12-2025



THE BEST PLACE FOR  
WORKING PARENTS®






**Family Friendly Wins**  
**Be recognized as a Best Place for Working Parents®**  
Gain a competitive advantage with the new businesses designation through a 3-minute, online self-assessment!

**About the self-assessment**  
With our short, confidential online self-assessment businesses can see if they qualify for a **Best Place for Working Parents®** designation and view how their company compares to other companies of like size and industry.

**EARN YOUR DESIGNATION**

- ✓ 3 Minutes
- ✓ Confidential
- ✓ Instant Results

**Family-friendly is business friendly**  
The assessment highlights ONLY the family-friendly policies that also have research-proven benefit to businesses' bottom line. Each question ties to policies that positively impact employee attraction, retention, satisfaction and productivity.

-  Only 27% of families have the father as the sole breadwinner.
-  83% of millennials will leave one job for another with stronger family policies.
-  Replacing an employee costs a business 6-9 months of that employee's salary.

**BUSINESS.BESTPLACE4WORKINGPARENTS.COM**

# RECRUITMENT

**10**

**LEADS**

**25**

**ACTIVE  
PROJECTS**

**6**

**DOWNTOWN BRE**

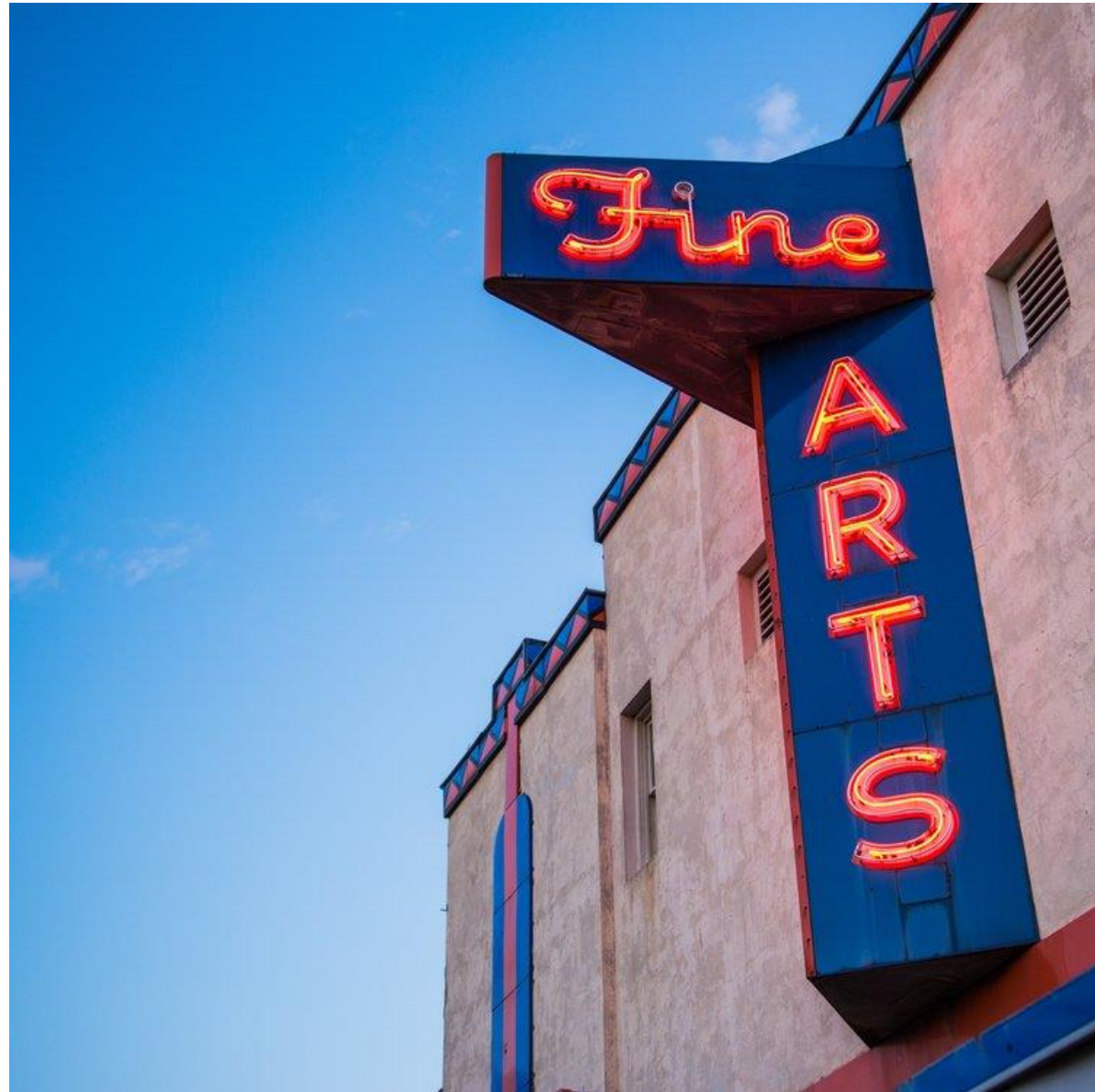
- 4 Retail/Service
- 1 Real Estate
- 1 Educational Institution



# RECRUITMENT RFI'S

Name	Project Type	Est. Jobs Created	Cap X	Lead Sources
Charge Pack	31-33: Manufacturing	366	418,300,000	Governor's Office
Crockett Launch	92: Public Administration(Defense MFG)	40	25,000,000	Governor's Office
Green Potion	31-33: Manufacturing	30	12,000,000	Governor's Office
Orange Venus	31-33: Manufacturing	450	166,000	Governor's Office
Pluto Purple	31-33: Manufacturing	130	25,000,000	Governor's Office
Saturn Rings	31-33: Manufacturing	500	50,000,000	Governor's Office
6		1,516	\$ 530,466,000	

# FINE ARTS THEATER UPDATE



- In progress.
- [TexasFineArtsTheatre.com](https://TexasFineArtsTheatre.com)

# THANK YOU

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