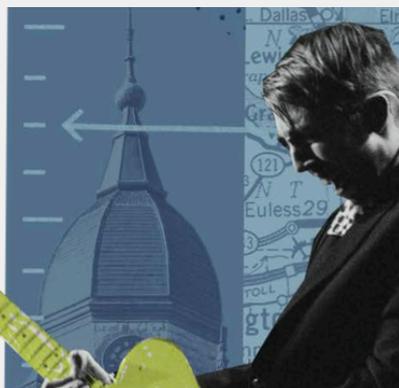


# ANNUAL REPORT

# 20 25

City of Denton  
Office of Economic Development



# Economic Development Advisory Boards

The City of Denton Office of Economic Development manages four advisory boards. These boards play a vital role in providing the department feedback and direction on various incentivized projects.

## **ECONOMIC DEVELOPMENT PARTNERSHIP BOARD TAX INCREMENT REINVESTMENT ZONE NUMBER TWO (Westpark)**

Brian Danhof, Peterbilt Motors - Chair  
Jeremy Fykes, Guaranty Bank and Trust -  
Vice Chair  
Kerry Goree, Denton Black Chamber  
Lee Ramsey, Orison Holdings  
Aimee Bissett, McAdams Engineering  
Jason Tomlinson, Texas Woman's University  
Aaron Roberts, University of North Texas  
Rick Woolfolk, Raymond James

Jill Jester, Denton City Council  
Vicki Byrd, Denton City Council  
Ron Crockett, WinCo Foods  
Erin Carney, Denton Chamber \*  
Sara Hensley, City Manager \*  
Susannah O'Bara, DISD Superintendent \*  
Selwyn Rayzor, Westray Development\*\*  
John Withers, Stag Commercial Real  
Estate\*\*

\* = Ex Officio

\*\* = Only TIRZ 2

## **TAX INCREMENT REINVESTMENT ZONE NUMBER ONE (Downtown)**

Suzanne Johnson, The Chestnut Tree -  
Chair  
Daniel Abasolo, KoonsFuller - Vice Chair  
Vicki Byrd, Denton City Council  
Brian Beck, Denton City Council

Taylor Brakefield, Pros PM  
Marybeth Reinke Doyle, NVM Properties  
Tim Stoltzfus, More Fun Toys & Comics

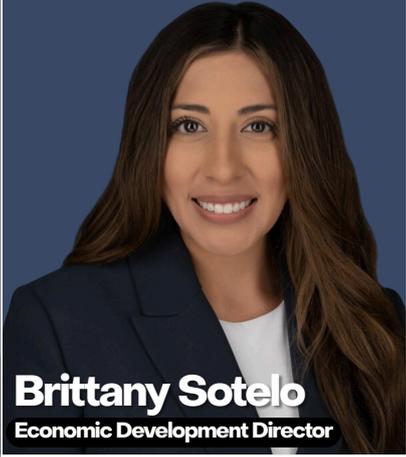
## **DOWNTOWN ECONOMIC DEVELOPMENT COMMITTEE**

Rick Woolfolk, Raymond James - Chair  
Kristen Kendrick-Bigley, UNT CoLab - Vice  
Chair  
Brock McKnight, First United Bank  
Jason Bodor, Vibe Digital Marketing  
Bob Moses, Beth Marie's Old Fashioned Ice  
Cream

Hank Dickenson, Denton Chamber  
Rina Maloney, Denton County  
Krissi Oden, Greater Denton Arts Council  
Melissa Lenaburg, Den10 One  
Nick Miller, The Martino Group



# STAFF



**Brittany Sotelo**  
Economic Development Director



**Erica Sullivan**  
Economic Development Program  
Administrator



**Christina Davis**  
Business Development Administrator



**Kristen Pulido**  
Main Street Program Manager



**Matilda Weeden**  
Economic Development Specialist



**Clay Parker**  
Business Recruitment Specialist



# DOWNTOWN DENTON

## '25 NEW BUSINESS OPENINGS

- Denton Yarn Works
- Cheech and Chong's Apothecaria
- Mexican Oak
- Siri Baker's Eatery
- Market Behind the Square
- The Plot Twist\*
- Bindaas
- Eagle Cawfee
- Hemlock Fox
- La Mexicana

\*Downtown Reinvestment Grant recipient

132

NEW JOBS  
DOWNTOWN 

 GRANT  
FUNDS  
DISBURSED

\$27K

9

GRANT  
APPLICATIONS  
RECIEVED 

 BUSINESS  
RETENTION &  
EXPANSION VISITS

30

# RECRUITMENT & EXPANSION STATS

The City of Denton had a record year of announcements including two new HEB grocery stores and Hillwood's Landmark development.

## INCENTIVIZED PROJECTS



NOVARTIS

**150**  
New Jobs

**\$280M**  
Capital  
Investment



UNITED STATES  
COLD STORAGE

**172**  
New Jobs

**\$35M**  
Capital  
Investment



**MAYDAY**  
MANUFACTURING

**50**  
New Jobs

**\$14.5M**  
Capital  
Investment



**PANEL REY**

**20**  
New Jobs

**\$15M**  
Capital  
Investment

**392**  
TOTAL JOBS  
CREATED

**\$344.5M**  
TOTAL CAPITAL  
INVESTMENT



# REQUEST FOR INFORMATION PROJECTS

The City of Denton actively pursues prospective businesses through direct RFIs from the Dallas Regional Chamber and TX Economic Development Office, cold calls, emails, and word-of-mouth referrals. When these leads align with the city's property availability and workforce needs, the city responds with comprehensive information about Denton.

118



RFIs RECEIVED

64



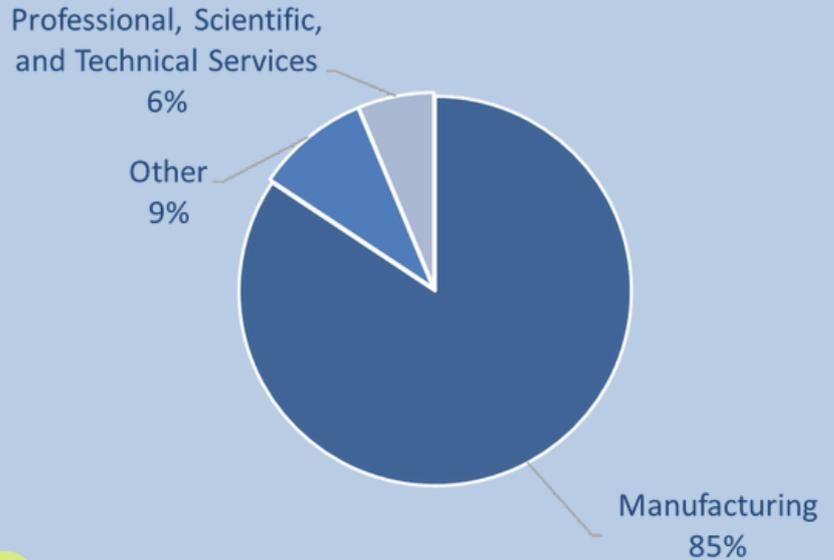
RFIs SUBMITTED

9



RFIs CONVERTED TO LEAD

## 2025 SUBMITTED RFIs BY INDUSTRY



# PROJECT LEADS

61



ANNUAL LEADS

14



LEADS LOST

15



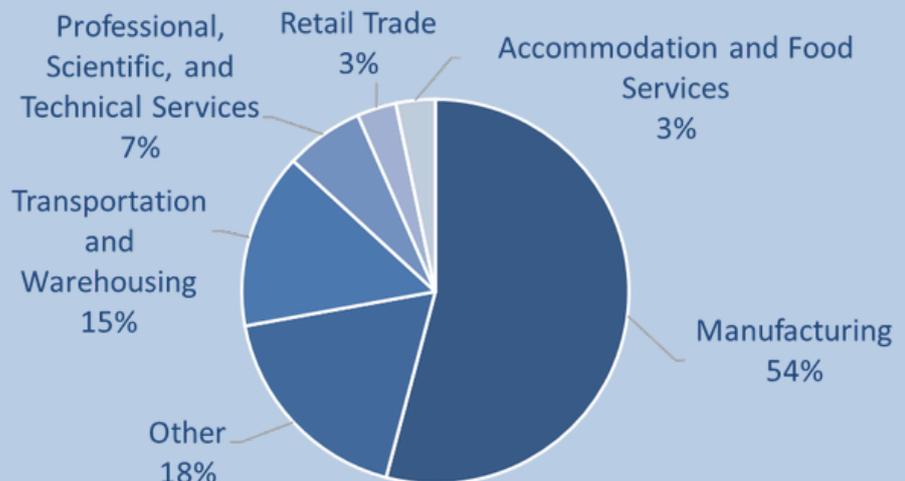
RECRUITMENT VISITS

12



INCENTIVE APPLICATIONS

## 2025 PROJECT LEADS BY INDUSTRY



# TRADESHOWS & CONFERENCES



ic3 Bio Summit



Flint Conf.



LogX Conf.



Earth X



TX Main Street Summit



Verticon



Cyber, Land, Air, Sea, & Space Summit



Biotech Boston

# EVENTS HOSTED



Downtown Reinvestment Grant/Historic Tax Credit Workshop

MEET YOUR PANELISTS Lunchbreak with an Expert

APRIL STOKES  
CERTIFIED PUBLIC ACCOUNTANT  
MERKI & ASSOCIATES

WILLIAM SCAZERO  
SENIOR COUNSEL  
HAYES, BERRY, WHITE & VANZANT LLP

RODNEY NIEMUTH  
COMMERCIAL LENDER  
FROST BANK DENTON

GOVERNOR'S SMALL BUSINESS SUMMIT



Fire Suppression Workshop



Fundamentals of Economic Development Workshop



Retail Roundtable



Denton Job Fair Spring & Fall

# ACHIEVEMENTS



Denton Recognized by Dallas Business Journal

- Top economic development agencies in North Texas ranked by value of deals in 2024.



Best Promotion Award

- Texas Downtown Association Best Promotion Award for 31 Days of Halloween.



Texas Transparency Six-Star Trailblazer

- Texas Comptroller of Public Accounts' highest recognition for local financial reporting.



National Main Street Accreditation Achieved



# EVENTS YEAR IN REVIEW

in 2025, Economic Development Staff represented the City of Denton at the following events:

- **ICSC @ Red River**
- **Texas Downtown's Corsicana Roundtable: Partnerships in Art**
- **Texas Downtown Association Conference**
- **Texas Main Street Reinvestment Numbers Workshop**
- **Developer Town Hall**
- **Governor's Cup with Stulz**
- **North Texas Music Friendly Workshop**
- **Denton Film Meetup**
- **Downtown Safety Meeting**
- **Denton County Economic Developers Meetup**
- **Southeast Denton Block Party**
- **UNT Media Arts Career Kickstarter**
- **DFW Women in Economic Development Meetup**
- **Grow America Finance Course**
- **TWU CWE's 10 Year Anniversary**
- **DFW Infrastructure Summit**
- **Denton Blocktober**
- **P3 Timber Talks**
- **Stoke Expansion Ribbon Cutting**
- **Lotte Logistics x iHerb Grand Opening**
- **Board Member Proclamation**
- **Halloween Town Hall**
- **Hosted Garland for Downtown Tour**



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Economic.Development@cityofdenton.com