



City of Denton

City Hall
215 E. McKinney St.
Denton, Texas 76201
www.cityofdenton.com

Meeting Agenda

Economic Development Partnership Board

Wednesday, June 25, 2025

11:00 AM

Development Service Center

SPECIAL CALLED

After determining that a quorum is present, the Economic Development Partnership Board of the City of Denton, Texas, will convene in a Special Called Meeting on Wednesday, June 25, 2025, at 11:00 a.m. in the Development Service Center Training Rooms 3, 4, and 5 at 401 N. Elm Street, Denton, Texas at which the following items will be considered:

1. PRESENTATIONS FROM MEMBERS OF THE PUBLIC

Citizens may complete one Request to Speak "Public Comment" card per night for the "Presentations from Members of the Public" portion of the meeting and submit it to City Staff. Presentations from Members of the Public time is reserved for citizen comments regarding item not listed on the agenda. No official action can be taken on these items. Presentation from Members of the Public is limited to five speakers per meeting with each speaker allowed a maximum of three (3) minutes.

2. ITEMS FOR CONSIDERATION

- A. [EDP25-016](#) Consider approval of the meeting minutes for May 14, 2025.

Attachments: [May 14, 2025 EDPB Meeting Minutes - DRAFT](#)

- B. [EDP25-018](#) Receive a report, hold a discussion, and consider recommending approval to City Council regarding an incentive agreement for Panel Rey, a subsidiary of Grupo Promax, for an Ad Valorem rebate over five years on real property up to \$47,419 and business personal property up to \$122,938, a job based grant of \$16,500 on qualified jobs, and a relocation grant of \$50,000, under Chapter 380 of the Local Government Code, for an amount not to exceed \$236,857.

Attachments: [Exhibit 1 - Agenda Information Sheet](#)
[Exhibit 2 - Incentive Evaluation Matrix](#)
[Exhibit 3 - Economic Impact Summary](#)
[Exhibit 4 - Presentation](#)

3. WORK SESSION

- A. [EDP25-020](#) Staff Reports:
1. Water Infrastructure Report - Stephen Gay
 2. Director's Report - Brittany Sotelo
 3. Future Agenda Items - Christine Taylor

Attachments: [Exhibit 1 - Agenda Information Sheet](#)
 [Exhibit 2 - Water Infrastructure Report Presentation](#)
 [Exhibit 3 - Director's Report Presentation](#)
 [Exhibit 4 - Future Agenda Items](#)

4. CONCLUDING ITEMS

A. Under Section 551.042 of the Texas Open Meetings Act, respond to inquiries from the Economic Development Partnership Board or the public with specific factual information or recitation of policy, or accept a proposal to place the matter on the agenda for an upcoming meeting AND Under Section 551.0415 of the Texas Open Meetings Act, provide reports about items of community interest regarding which no action will be taken, to include: expressions of thanks, congratulations, or condolence; information regarding holiday schedules; an honorary or salutary recognition of a public official, public employee, or other citizen; a reminder about an upcoming event organized or sponsored by the governing body; information regarding a social, ceremonial, or community event organized or sponsored by an entity other than the governing body that was attended or is scheduled to be attended by a member of the governing body or an official or employee of the municipality; or an announcement involving an imminent threat to the public health and safety of people in the municipality that has arisen after the posting of the agenda.

NOTE: The Economic Development Partnership Board reserves the right to adjourn into a Closed Meeting on any item on its open meeting agenda consistent with Chapter 551 of the Texas Government Code, as amended, or as otherwise allowed by law.

CERTIFICATE

I certify that the above notice of meeting was posted on the official website (<https://tx-denton.civicplus.com/242/Public-Meetings-Agendas>) and bulletin board at City Hall, 215 E. McKinney Street, Denton, Texas, on June 18, 2025, in advance of the 72-hour posting deadline, as applicable, and in accordance with Chapter 551 of the Texas Government Code.

OFFICE OF THE CITY SECRETARY

NOTE: THE CITY OF DENTON'S DESIGNATED PUBLIC MEETING FACILITIES ARE ACCESSIBLE IN ACCORDANCE WITH THE AMERICANS WITH DISABILITIES ACT. THE CITY WILL PROVIDE ACCOMMODATION, SUCH AS SIGN LANGUAGE INTERPRETERS FOR THE HEARING IMPAIRED, IF REQUESTED AT LEAST 48 HOURS IN ADVANCE OF THE SCHEDULED MEETING. PLEASE CALL THE CITY SECRETARY'S OFFICE AT 940-349-8309 OR USE TELECOMMUNICATIONS DEVICES FOR THE DEAF (TDD) BY CALLING 1-800-RELAY-TX SO THAT REASONABLE ACCOMMODATION CAN BE ARRANGED.



City of Denton

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215 E. McKinney St.
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Legislation Text

File #: EDP25-016, **Version:** 1

AGENDA CAPTION

Consider approval of the meeting minutes for May 14, 2025.

**MINUTES
CITY OF DENTON
ECONOMIC DEVELOPMENT PARTNERSHIP BOARD
May 14, 2025**

After determining that a quorum was present, the Economic Development Partnership Board convened in a Regular Meeting on Wednesday, May 14, 2025, at 11:02 a.m. in Training Rooms 3, 4, and 5 at the City of Denton Development Services Center, 401 N Elm St, Denton, Texas, 76201 at which the following items were considered:

PRESENT: Aimee Bissett, Erin Carney (previously Erin Carter/ex-officio), Ron Crockett, Brian Danhof, Jeremy Fykes, Kerry Goree, Gerard Hudspeth, Paul Meltzer, Leo Morales, Lee Ramsey, Aaron Roberts, Jason Tomlinson, and Clyde Rick Woolfolk

ABSENT: Sara Hensley (ex-officio) and Susannah O'Bara (ex-officio)

STAFF: Jamie Adams, Scott Bray, Christina Davis, Vanessa Esparza, Clay Parker, Kristen Pulido, Brittany Sotelo, Erica Sullivan, Christine Taylor, and Matilda Weeden

1. PRESENTATIONS FROM MEMBERS OF THE PUBLIC

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No presentations from members of the public.

2. ITEMS FOR CONSIDERATION

A. EDP25-009 Receive nominations and elect a Chair to the Economic Development Partnership Board.

Bissett made a motion to nominate and elect Danhof as Chair of the Economic Development Partnership Board. Woolfolk seconded the motion. Motion carried (11-1).

AYES (11): Bissett, Crockett, Danhof, Fykes, Goree, Meltzer, Morales, Ramsey, Roberts, Tomlinson, and Woolfolk

NAYS (0): None

ABSENT (1): Hudspeth

ABSTAIN (0): None

B. EDP25-010 Receive nominations and elect a Vice-Chair to the Economic Development Partnership Board.

Bissett made a motion to nominate and elect Fykes as Vice-Chair of the Economic Development Partnership Board. Ramsey seconded the motion. Motion carried (11-1).

AYES (11): Bissett, Crockett, Danhof, Fykes, Goree, Meltzer, Morales, Ramsey, Roberts, Tomlinson, and Woolfolk
NAYS (0): None
ABSENT (1): Hudspeth
ABSTAIN (0): None

C. EDP25-011 Consider approval of the meeting minutes for April 9, 2025.

Woolfolk made a motion to approve the minutes of April 9, 2025, as is. Meltzer seconded the motion. Motion carried (11-1).

AYES (11): Bissett, Crockett, Danhof, Fykes, Goree, Meltzer, Morales, Ramsey, Roberts, Tomlinson, and Woolfolk
NAYS (0): None
ABSENT (1): Hudspeth
ABSTAIN (0): None

Hudspeth arrived at 11:20 a.m.

D. EDP25-012 Consider making a recommendation to City Council for approval of an incentive agreement for US Cold Storage, LP for a 60% property tax rebate for eight years and 75% sales tax rebate for the construction and equipping of the expanded facility under Chapter 380 of the Local Government Code; for an amount not to exceed \$1,067,871.

Ramsey made a motion to approve recommendation to City Council for approval of an incentive agreement for US Cold Storage, LP for a 60% property tax rebate for eight years and 75% sales tax rebate for the construction and equipping of the expanded facility under Chapter 380 of the Local Government Code; for an amount not to exceed \$1,067,871. Fykes seconded the motion. Motion carried (11-0-1).

AYES (11): Bissett, Crockett, Danhof, Fykes, Goree, Hudspeth, Morales, Ramsey, Roberts, Tomlinson, and Woolfolk
NAYS (0): None
ABSENT (0): None
ABSTAIN (1): Meltzer

E. EDP25-013 Consider making a recommendation to City Council for approval of an incentive agreement for Mayday Manufacturing Co. for a 60% property tax rebate

for ten years and an expansion grant under Chapter 380 of the Local Government Code; for an amount not to exceed \$577,944.

Goree made a motion to approve recommendation to City Council for approval of an incentive agreement for Mayday Manufacturing Co. for a 60% property tax rebate for ten years and an expansion grant under Chapter 380 of the Local Government Code; for an amount not to exceed \$577,944. Tomlinson seconded the motion. Motion carried (11-0-1).

AYES (11): Bissett, Crockett, Danhof, Fykes, Goree, Hudspeth, Morales, Ramsey, Roberts, Tomlinson, and Woolfolk

NAYS (0): None

ABSENT (0): None

ABSTAIN (1): Meltzer

3. WORK SESSION

A. EDP25-015 Staff Reports:

- 1. Stoke Update – Heather Gregory**
- 2. DEDC Update – Rick Woolfolk**
- 3. Director Report – Brittany Sotelo**
- 4. Economic Trends Report – Matilda Weeden**
- 5. Future Agenda Items – Brittany Sotelo**

Staff presented each item and discussion followed. Christine Taylor presented the Future Agenda Items staff report.

4. CONCLUDING ITEMS

With no further business, the meeting adjourned at 12:25 p.m.

Brian Danhof, Chair
Economic Development Partnership Board

Vanessa Esparza
Administrative Assistant

Minutes Approved On: _____



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Legislation Text

File #: EDP25-018, **Version:** 1

AGENDA CAPTION

Receive a report, hold a discussion, and consider recommending approval to City Council regarding an incentive agreement for Panel Rey, a subsidiary of Grupo Promax, for an Ad Valorem rebate over five years on real property up to \$47,419 and business personal property up to \$122,938, a job based grant of \$16,500 on qualified jobs, and a relocation grant of \$50,000, under Chapter 380 of the Local Government Code, for an amount not to exceed \$236,857.



AGENDA INFORMATION SHEET

DEPARTMENT: Economic Development

ACM: Christine Taylor, Assistant City Manager

DATE: June 25, 2025

SUBJECT

Receive a report, hold a discussion, and consider recommending approval to City Council regarding an incentive agreement for Panel Rey, a subsidiary of Grupo Promax, for an Ad Valorem rebate over five years on real property up to \$47,419 and business personal property up to \$122,938, a job based grant of \$16,500 on qualified jobs, and a relocation grant of \$50,000, under Chapter 380 of the Local Government Code, for an amount not to exceed \$236,857.

BACKGROUND

Panel Rey is the first manufacturing expansion in the United States for a company that produces joint compound used in the construction of residential and commercial projects. The company is the largest producer of gypsum drywall and joint compound in Latin America. Grupo Promax is a family-owned Mexican business conglomerate with over 100 years of market presence, operating 17 manufacturing facilities across five countries and serving customers in more than 40 countries worldwide. The company began working with Texas Governor's Office of Economic Development and Tourism and a site selector in January 2025 to identify suitable locations within Texas. Staff responded to the State's Request for Information with Denton sites that met their criteria in February 2025 which resulted in a site tour in April 2025 and an incentive application submitting in late April 2025.

Project

Panel Rey is considering the purchase an existing 60,000 square foot building at 3651 Shelby Lane in Denton as Phase I of their U.S. expansion. The facility will be enhanced with a 34,000 square foot "patio cover" to protect the loading area on the east side of the building, along with the addition of two silos on the north end and upgraded electrical infrastructure to support new machinery. This strategic location was shortlisted due to Denton's proximity to the growing North Texas market, particularly the Dallas-Fort Worth area, allowing Panel Rey to better serve both new and existing customers in the region.

If Panel Rey moves forward with this project, they estimate that the investment in the building, machinery, and equipment will be about a \$15 million investment. The project involves plans to create 20 jobs with a weighted salary of \$72,733.

STRATEGIC AND POLICY ALIGNMENT

City of Denton Strategic Plan

- Key Focus Area #3: Foster Economic Opportunity and Affordability

Economic Development Strategic Plan

- Goal 2: Foster Growth
 - Energy Efficiency and Conservation
 - Attract New Investment

Policy Considerations

The project NAICS falls under the Connected Strategic Growth Areas (SGAs) industry targets and addressed the following SGA considerations detailed in the Incentive Evaluation Matrix (Exhibit 2):

- Engages in sustainable practices: Project has adopted sustainable or green business practices (e.g. LEED certification, renewable energy commitment or use, energy efficient construction);
- Pays a living wage for all new employees in accordance with the current “Living Wage” from the MIT Living Wage Calculator for Denton County;
- Expands the tax base through property, sales, Hotel Occupancy Tax (HOT), or other taxes to the City, County, DISD, and DCTA through the development of property, facility or by making improvements to an existing property or facility, through the development of a new business or expansion of an existing business, through the development of a new multi-tenant complex where businesses can locate, or through the addition or increase in jobs available in the City;
- Provides benefits to employees that may include: on-site childcare services; adult care; vouchers or other financial assistance for child or adult care; backup or temporary childcare services; flexible hours or remote work accommodations; and flexible spending accounts; 401(k) matching/pension; tuition reimbursement; or other benefits.

Project Benefits

Staff conducted analysis on the information provided by the company to ensure stated policy criteria were met and determine both qualitative and quantitative public benefits. Staff also used an economic impact analysis model to quantify the economic impact and rate of return. Total Impact, by Austin-based Impact DataSource, is a customized economic development modeling tool that performs economic and fiscal impact analysis and incentive analysis. The economic impact is based on a Regional Input-Output Modeling System (RIMS II) created by the U.S. Department of Commerce, Bureau of Economic Analysis, which is widely used to estimate the direct and secondary impacts of an event on the regional economy using input and output methods.

Quantitative Benefits and Economic Impact for the Community

- Capital Investment: \$15 million
- Total Jobs:
 - Direct Jobs: 20
 - Spin Off: 14.3
- 10-year net benefits estimated at \$617,617
- Rate of Return: 38.5%
- Payback period: 2.0 years

Qualitative Benefits and Community Impact

- Business retention and expansion
 - 20 new jobs created to help support the local economy
- Supply chain
 - Manufacturing company that is essential to the construction industry
- Engaging in sustainable practices and activities
 - Corporate carbon footprint reduction policies

STAFF RECOMMENDATION AND DIRECTION

Chapter 380 Grant: total not to exceed \$236,857

- Performance-based ad valorem tax rebate of 60% for five years on improvements (value: \$47,419)
- Performance-based ad valorem business personal property taxes (value: \$122,938)
- Jobs-Based grant on qualified jobs up to \$16,500 over four years
- One-Time Relocation Grant: \$50,000

Next Steps

If recommended for an incentive, the next steps include:

- Final City Council individual consideration – TBD
- Execution of agreement

EXHIBITS

Exhibit 1 – Agenda Information Sheet

Exhibit 2 – Incentive Evaluation Matrix

Exhibit 3 – Economic Impact Summary

Exhibit 4 – Presentation

Respectfully submitted:
Brittany Sotelo
Director of Economic Development

Prepared By:
Christina Davis
Business Development Administrator

Evaluation Matrix

(125 points) + (30 “Other” bonus points) = 155 total points

SGA Targets by NAICS	Target: 10 points (Total 15 Points)	Points
	NAICS: 327420 Gypsum Product Manufacturing	
	Connected	
	Creative	
	Sustainable	
	Competitive	
	Other Target Areas (Max 5 points): Supports construction industry. 13 suppliers in DFW with 2 located in Denton	5
	SGA Targets Subtotal	5
Economic and Fiscal Impacts	Economic and Fiscal Impacts (50 points)	Points
	Expand The Tax Base (Max Points 10) Project provides new property, sales, HOT, or other taxes to the City, County, DISD, and DCTA through the development of property or facility or by making improvements to an existing property or facility, a new business or expansion, a new multi-tenant complex, or increase in jobs	5
	Public-Private Partnership (Max Points 10) Project includes development of public infrastructure or amenities deemed beneficial, or developer assumes responsibility for development of infrastructure or public facilities beyond what is required. Project will involve a significant relationship with DISD or institution of higher education	7
	Increases High Wage Jobs (Max Points10) Project includes new jobs with an average or has a significant percentage of jobs that earn an annual base salary of \$65,000 or more	5
	Encourage Knowledge Base Jobs (Max Points 5) Project includes new jobs or has a significant percentage of jobs that require specialized and theoretical knowledge, usually acquired through experience or a college education, or other training which provides comparable knowledge; requires some research, analysis, or requires special licensing, certification	4
	Pays a living wage for all new employees (Max 10 points) From the most current MIT Living Wage Calculator for Denton County	8
	Other (Max 5 points): Adding equipment and 20 new jobs	2
	Economic and Fiscal Impacts Subtotal	31
Connective	Connective (15 points)	Points
	Generates New Utility Customers (Max Points 10) Project is a customer of City utilities focusing on electric. Higher points awarded for larger customers.	7
	Other Target Areas (Max 5 points):	
	Connective Subtotal	7
Creative	Creative (30 points)	Points
	Community Investment (Max Points 5) Project, company, or developer demonstrates a commitment to community support or involvement through monetary or in-kind support of local nonprofits, public institutions, or community organizations	4
	Encourages New Business Markets/Suppliers And Entrepreneurship (Max Points 10) Project is from an industry not significantly represented in local economy or company is a new business startup or entrepreneurial endeavor	7
	Benefits Package (Max Points 10) Provides on-site child care; adult care; vouchers or other financial assistance; backup services; flexible or remote work accommodations; flexible spending accounts; 401K matching/pension; tuition reimbursement; or other benefits	5
	Other Considerations (Max 5 points):	
	Creative Subtotal	16
Sustainable	Sustainable (25 Points)	Points
	Engages in Sustainable Practices (Max Points 10) Project has adopted sustainable or green business practices (e.g. LEED certification, renewable energy commitment or use, energy efficient construction)	10
	Spur Infill Development Or Redevelopment (Max Points 10) Project is to develop/redevelop a property or facility in a manner that reduces urban sprawl and or increases density in a desirable area; project includes use of existing facility that has been vacant for at least 2 years	10
	Other Considerations (Max 5 points):	
	Sustainable Subtotal	20
Competitive	Competitive(20 Points)	Points
	Headquarters (Max Points 10) The project is an international or national headquarters facility	
	Use of Local Contractors/Construction Vendors (Max Points 5) Project agrees to use vendors that have their principal place of business within the Denton City Limits	5
	Other Factors (Max 5 points): First MFG facility in US serving multiple states.	5
	Competitive Subtotal	10
Total by Category	Total by Category	Score
	Total	89
	Poor (0-44 points)	
	Acceptable (45-84 points)	
	Excellent (85-155 points)	X



IMPACT REPORT

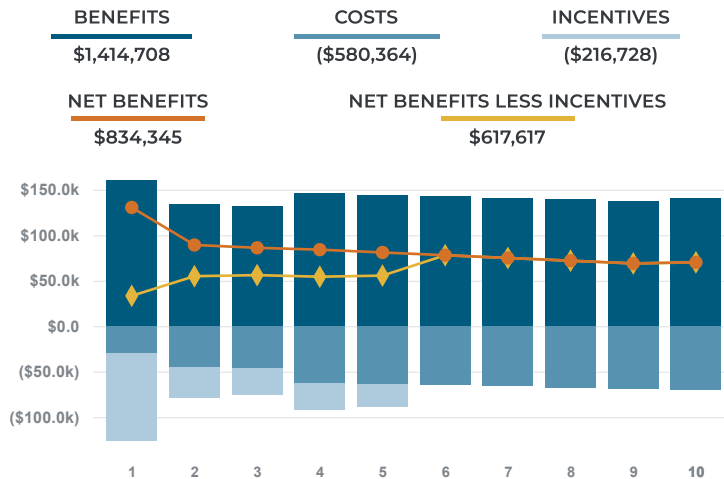
JUPITER COMPOUND

Scenario 3

Recruitment

31-33 - Manufacturing

City of Denton



NET BENEFITS LESS INCENTIVES \$617,617

Present Value \$465,448

NET BENEFITS \$834,345

Present Value \$659,484

BENEFITS

Sales Taxes	\$65,314
Real Property Taxes	\$521,575
FF&E Property Taxes	\$233,405
Inventory Property Taxes	\$0
New Residential Property Taxes	\$7,425
Hotel Occupancy Taxes	\$0
Building Permits and Fees	\$0
Utility Revenue	\$528,631
Utility Franchise Fees	\$3,425
Miscellaneous Taxes and User Fees	\$54,934

Benefits Subtotal \$1,414,708

COSTS

Cost of Government Services	(\$62,834)
Cost of Utility Services	(\$517,529)

Costs Subtotal (\$580,364)

INCENTIVES

Property Tax Abatement	(\$150,228)
Non-Tax Incentive	(\$66,500)

Incentives Subtotal (\$216,728)

JOB



34.3 Total

20.0 Direct

14.3 Spin-off

SALARIES



\$68,478 Avg

\$72,733 Direct

\$62,509 Spin-off

CAPITAL INVEST.



\$9.7M

Buildings + FF&E

RESIDENTIAL DEV.



0.4 Homes

2.6 Relocations

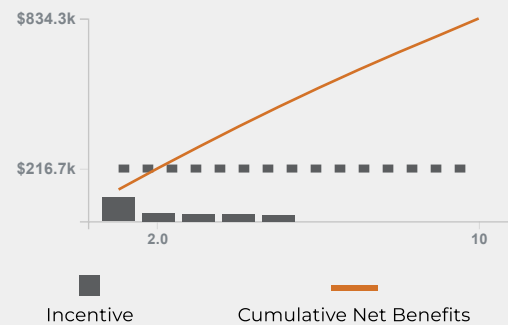
INCENTIVE ANALYSIS

\$216,728
Total Incentive

\$10,836
Per Job

38.5%
Rate of Return

2.0 Yrs
Payback Period



NET BENEFITS LESS INCENTIVES OVER 10 YEARS

CITY \$617,617

COUNTY \$241,412

SCHOOL DISTRICT \$612,679

TRANSIT DISTRICT \$23,828



June 25, 2025

Panel Rey

ECONOMIC DEVELOPMENT INCENTIVE APPLICATION

Presented By:
Brittany Sotelo
Economic Development Director



COMPANY BACKGROUND

- **Project Jupiter Compound** began working with the State ED team and a site selector in January 2025 to find sites in Texas.
- **Panel Rey** is a subsidiary of Grupo Promax and is the largest producer of gypsum drywall in Latin America.
- **Family Owned:** Grupo Promax a family-owned Mexican business conglomerate with more than 100 years in the market.
- **Grupo Promax:** Grupo Promax has 17 manufacturing facilities across five countries with a customer base in 40+ countries.

PROJECT OVERVIEW

In April 2025, Staff received an incentive application from Panel Rey.

- Seeking to open a gypsum joint compound manufacturing facility in Denton to serve the DFW market.
- This will be Panel Rey's first manufacturing facility in the US.
- Attracted to Denton by strategic location and growth in North Texas.
- Seeking to purchase an existing 60,000 SF building on their short-list for Phase I of their expansion into the US.

LOCATION: 3651 SHELBY LANE



LOCATION: 3651 SHELBY LANE



60,000 SF building. A 34,000 SF “patio cover” will be constructed to protect loading area on east side of building (red outline). Two silos will be added on the north end of the building.



BENEFITS

Business Recruitment

Creates industry and manufacturing jobs.

Supply Chain

Panel Rey fulfills an integral role within the construction supply chain and has major contracts with large homebuilders.

Workforce

Will create 20 new jobs, with a weighted average salary greater than the City's average.

Scoring Matrix: 89

Excellent (85–155 points)

INCENTIVE APPLICATION

**TOTAL CAPITAL
INVESTMENT**

\$15

Million

IMPROVEMENTS

\$2.7

Million

**BUS. PERSONAL
PROPERTY**

\$7

Million

NEW JOBS

20

Weighted average wage of \$72,733 of all positions. Wages include benefits.

INCENTIVE PROPOSAL

Incentive Terms:

Incentive	Estimated Value
60% Real Property Rebate on Improvements for 5-years	\$ 47,419
60% Business Personal Property Rebate, for 5-years	\$ 122,938
Jobs Based Grant on 11 qualified jobs estimated for 4-years	\$ 16,500
Relocation Grant - One-time payment	\$ 50,000
Total	\$ 236,857

Summary Table: Investment and City Revenue

Evaluated Property Type	Current Valuation	Estimated Increase in Valuation	Estimated Total Valuation	Current City Revenue	Estimated Increase in Revenue	Total Revenue
Land	\$4,791,707	\$0	\$ 4,791,707	\$28,052	\$0	\$ 28,052
Improvements	\$0	\$2,700,000	\$ 2,700,000	\$0	\$15,806	\$ 15,806
BPP	\$0	\$7,000,000	\$ 7,000,000	\$0	\$40,979	\$ 40,979
Total	\$4,791,707	\$9,700,000	\$ 14,491,707	\$28,052	\$56,786	\$ 84,837

JOB/WAGE INFORMATION

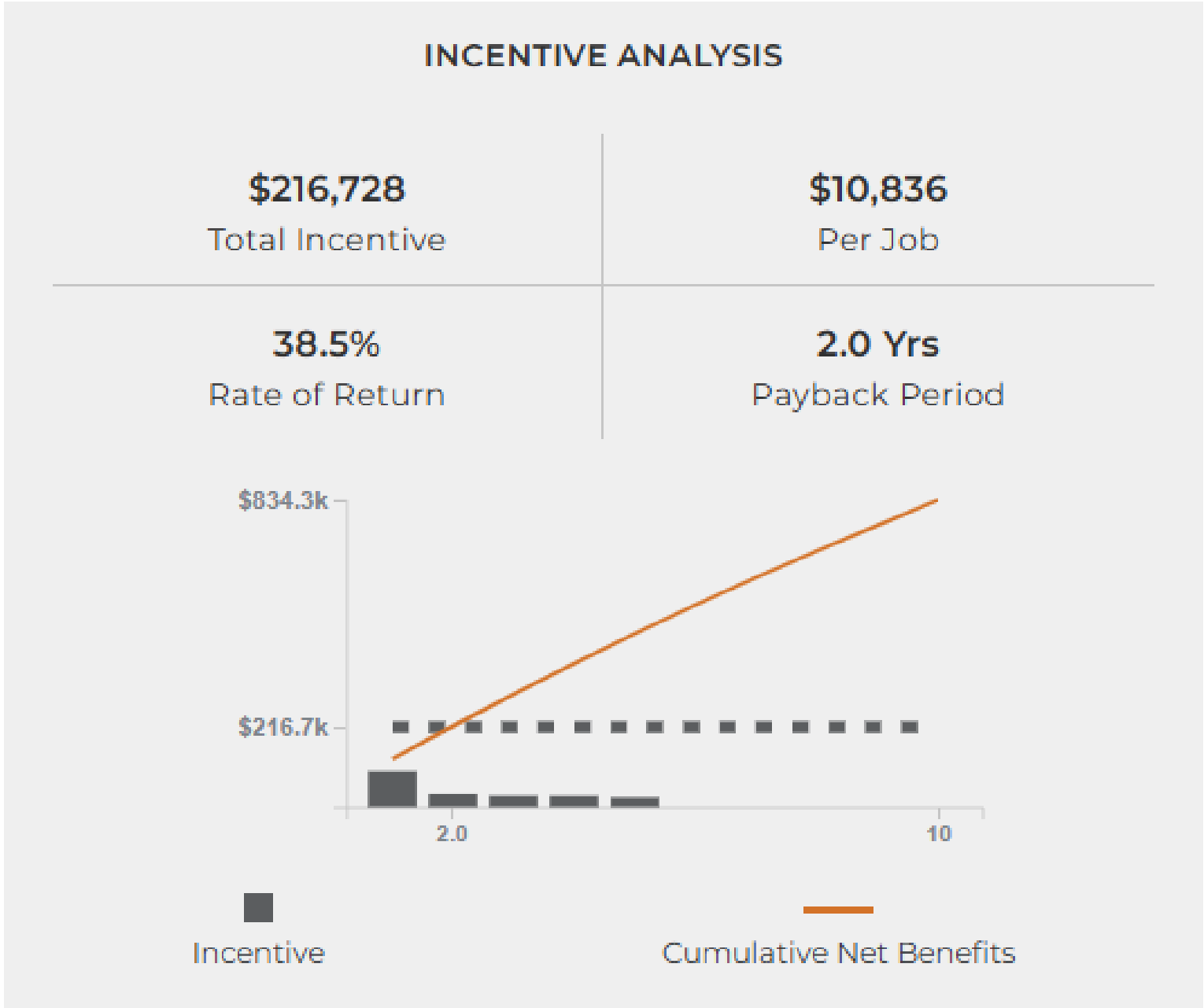
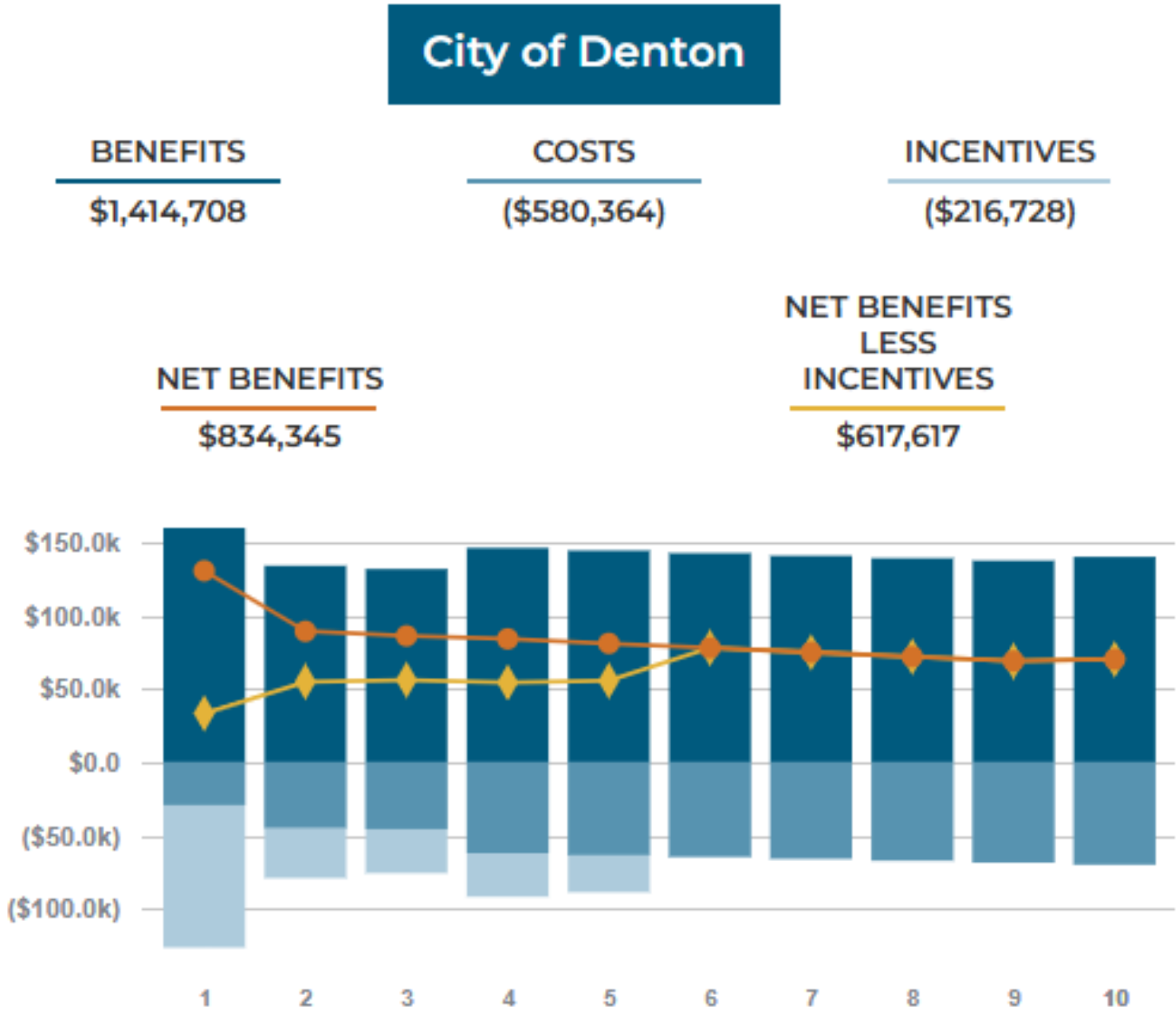
- Expansion creates 20 new jobs
 - Weighted annual salary of \$72,733
 - Annual payroll of \$1,454,660
 - Salaries ranging from \$55,789 to \$175,929 (includes benefits)

Job Type	Year 1	Year 2	Year 3	Year 4	Total Nbr.	Hourly Wage	Annual Salary Per Position
Plant Manager	1				1	\$84.58	\$175,929
Production Supervisor	1				1	\$48.71	\$101,326
Office Administrator	1				1	\$41.55	\$86,425
Hourly Lead/Maintenance	1	1		1	3	\$38.74	\$80,584
Mixer operator	1	2		2	5	\$32.78	\$68,186
Forklift operator	1				1	\$29.80	\$61,988
Line operator	2	2		2	6	\$26.82	\$55,789
Warehouse/Utility	1				1	\$26.82	\$55,789
Shipping loader	1				1	\$26.82	\$55,789

Salary	Grant per New Eligible Job	Eligible Jobs	Grant amount
Jobs equal to or > than \$100,000	\$ 5,000	2	\$ 10,000
Jobs equal to \$90,000-\$99,999	\$ 2,500	0	\$ -
Jobs equal to \$75,000-\$89,999	\$ 1,000	4	\$ 4,000
Jobs equal to \$65,000-\$74,999	\$ 500	5	\$ 2,500
TOTAL		11	\$ 16,500

ECONOMIC IMPACT REPORT FOR PROJECT

Recruitment 31-33 - Manufacturing



NET BENEFITS LESS INCENTIVES OVER 10 YEARS

CITY	\$617,617
COUNTY	\$241,412
SCHOOL DISTRICT	\$612,679
TRANSIT DISTRICT	\$23,828

JOBS

34.3 Total
20.0 Direct
14.3 Spin-off

SALARIES

\$68,478 Avg
\$72,733 Direct
\$62,509 Spin-off

CAPITAL INVEST.

\$9.7M
Buildings + FF&E

RESIDENTIAL DEV.

0.4 Homes
2.6 Relocations

Staff Recommendation

- 60% rebate on new business personal and real property taxes for five years up to \$170,357. Jobs Based grant up to \$16,500. Expansion grant of \$50,000 for a total amount not to exceed \$236,857.

NEXT STEPS:

- City Council Individual Consideration – July 15, 2025

QUESTIONS?



City of Denton

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Legislation Text

File #: EDP25-020, **Version:** 1

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Staff Reports:

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2. Director's Report - Brittany Sotelo
3. Future Agenda Items - Christine Taylor



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AGENDA INFORMATION SHEET

DEPARTMENT: Economic Development

ACM: Christine Taylor, Assistant City Manager

DATE: June 25, 2025

SUBJECT

Staff Reports:

1. Water Infrastructure Report – Stephen Gay
2. Director’s Report – Brittany Sotelo
3. Future Agenda Items – Brittany Sotelo

BACKGROUND

Water Infrastructure Report:

Receive a report and hold a discussion regarding recent water infrastructure in the City of Denton.

Director’s Report:

Receive a report and hold a discussion regarding recent Office of Economic Development activities.

Future Agenda Items:

Receive a report and hold a discussion regarding an overview of current items in the Agenda Queue and discussion of possible future agenda items.

EXHIBITS

- Exhibit 1 – Agenda Information Sheet
- Exhibit 2 – Water Infrastructure Report Presentation
- Exhibit 3 – Director’s Report Presentation
- Exhibit 4 – Future Agenda Items

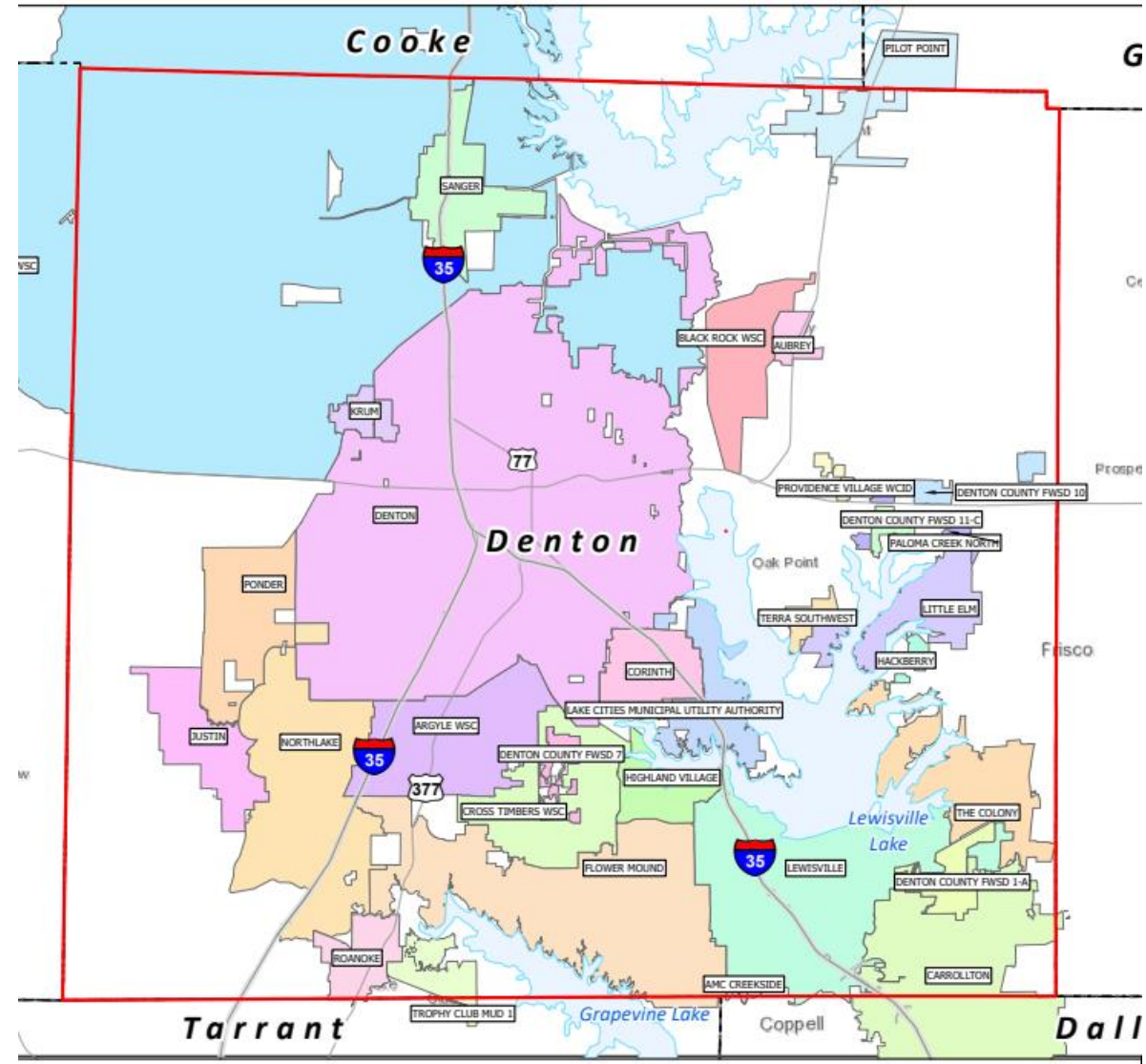
Respectfully Submitted:
Matilda Weeden
Economic Development Specialist

Denton Water Utilities Overview

- Denton is part of the Region C Water Planning Group (RCWPG) of the Texas Water Development Board (TWDB)
- Denton is a full-service water utility with water rights in both Lake Lewisville and Lake Ray Roberts
- Statistics:
 - Population: 171,017
 - Service Connections: 45,106
 - Current Usage: 18 – 42 MGD

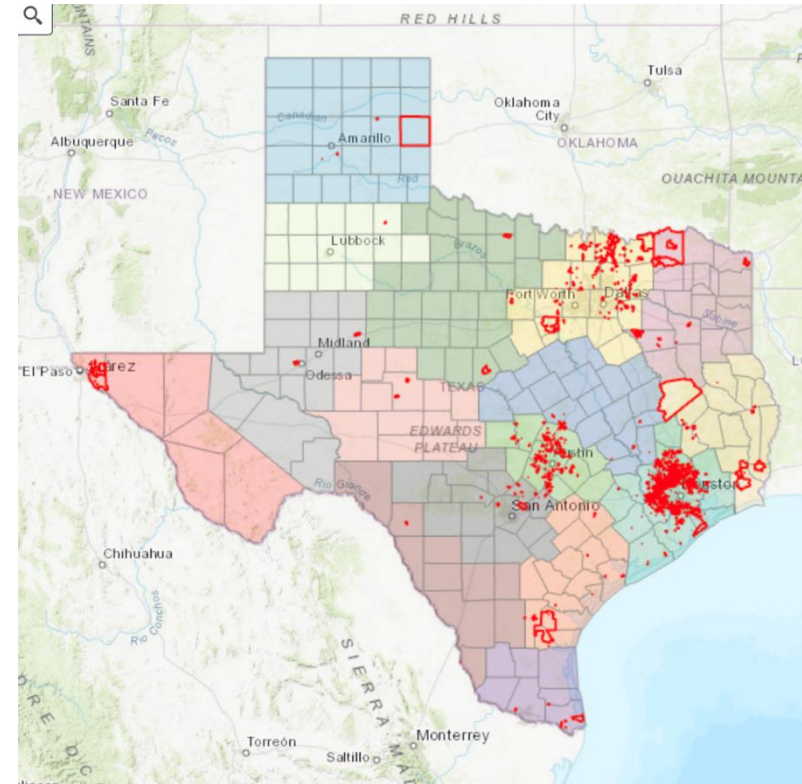


EDP25-020; June 25, 2025



Background – What is a MUD?

- Municipal Utility District (MUD) – special-purpose district created to provide infrastructure to a development area.
- A MUD is created in one of two ways:
 - Legislature; or
 - Texas Commission on Environmental Quality (TCEQ) following a petition and consent process through the City.
- MUDs can annex into the City following repayment of bond funding.



Denton's MUDs

Consent provided for all or a portion of the following MUDs

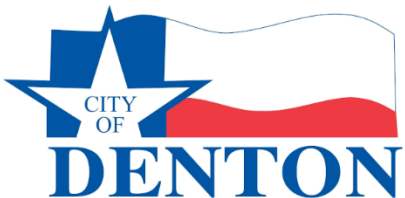
- **Legends (2022)**
- La La Ranch (2020)¹
- **Meadows (2020)**
- Rocky Top (2022)¹
- Rosebrook/Astra (2020)
- Stonehill Ranch (2021)
- Tabor Ranch (2023)²

The City is aware of the following additional MUDs

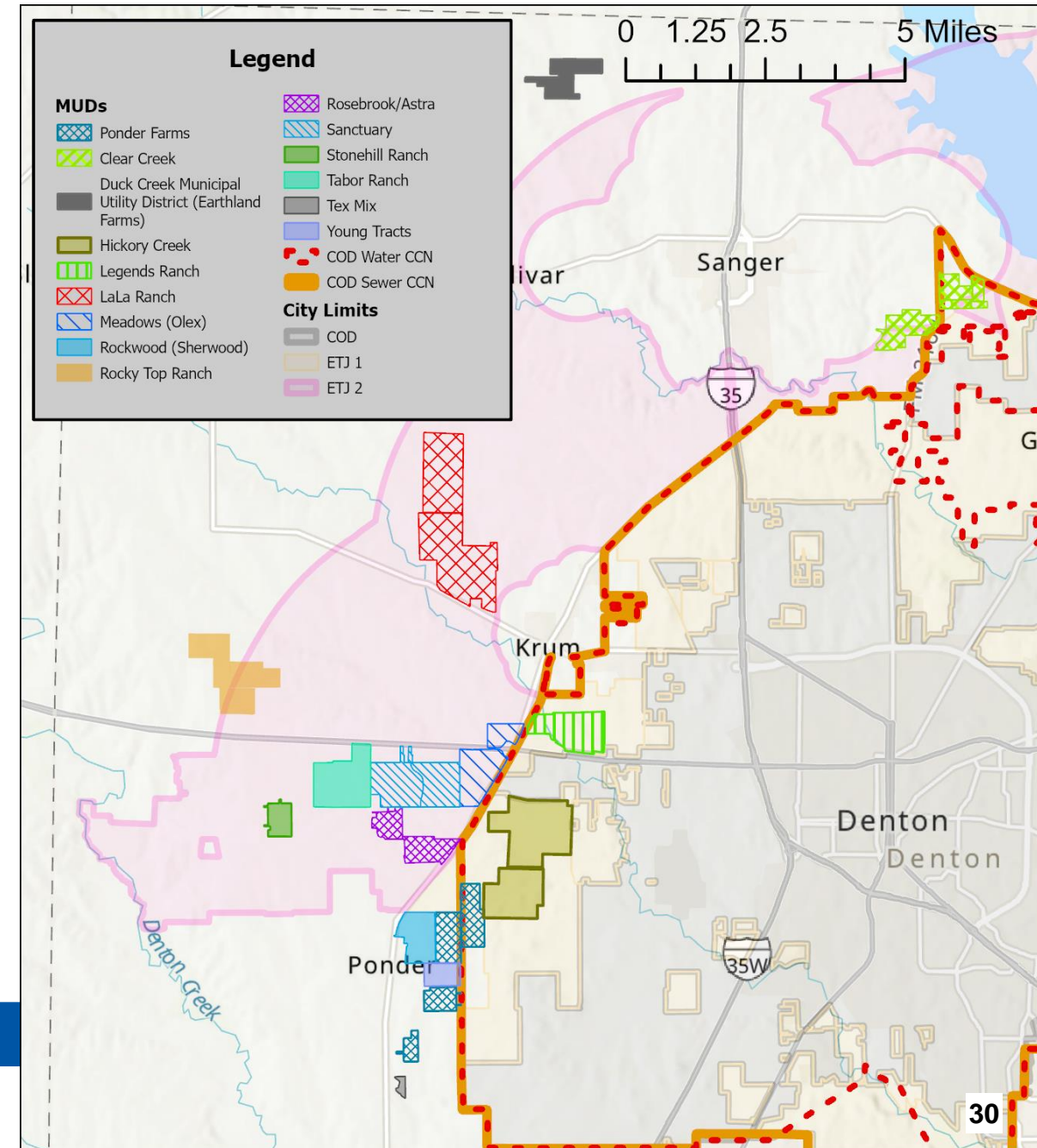
- Clear Creek
- Hickory Creek²
- Ponder Farms²
- Sanctuary²
- Young Tracts
- Earthland Farms
- Rockwood
- Tex Mix
- Denton84

¹ MUD was created by the legislature.

² City staff in discussions with developers regarding potential agreements.



EDP25-020; June 25, 2025

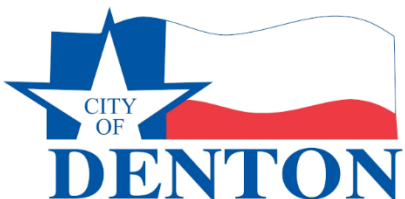


What's it mean for Denton?

MUD Name	Acres	Units	Population
Clear Creek	542	1,900	6,080
Hickory Creek	1,411	5,644	18,061
Legends Ranch	496	1,551	4,963
La La Ranch	1,675	6,656	21,299
Meadows (Olex)	553	1,600	5,120
Ponder Farms	779	3,114	9,965
Rocky Top Ranch	753	3,008	9,626
Rosebrook/Astra	406	1,621	5,187
Sanctuary	810	2,515	8,048
Stonehill Ranch	162	646	2,067
Tabor Ranch	599	2,216	7,091
Young Tracts	169	634	2,029
Earthland Farms	320	1,282	4,102
Rockwood (Sherwood)	347	1,386	4,435
Tex Mix	32	126	403
Denton84	85	333	1,066
Total	9,139	34,232	109,543

MUD Impacts

- Utilities
 - Water
 - Wastewater
 - Solid Waste
 - Electricity
- Transportation
 - Traffic
 - Roadways
- Public Safety

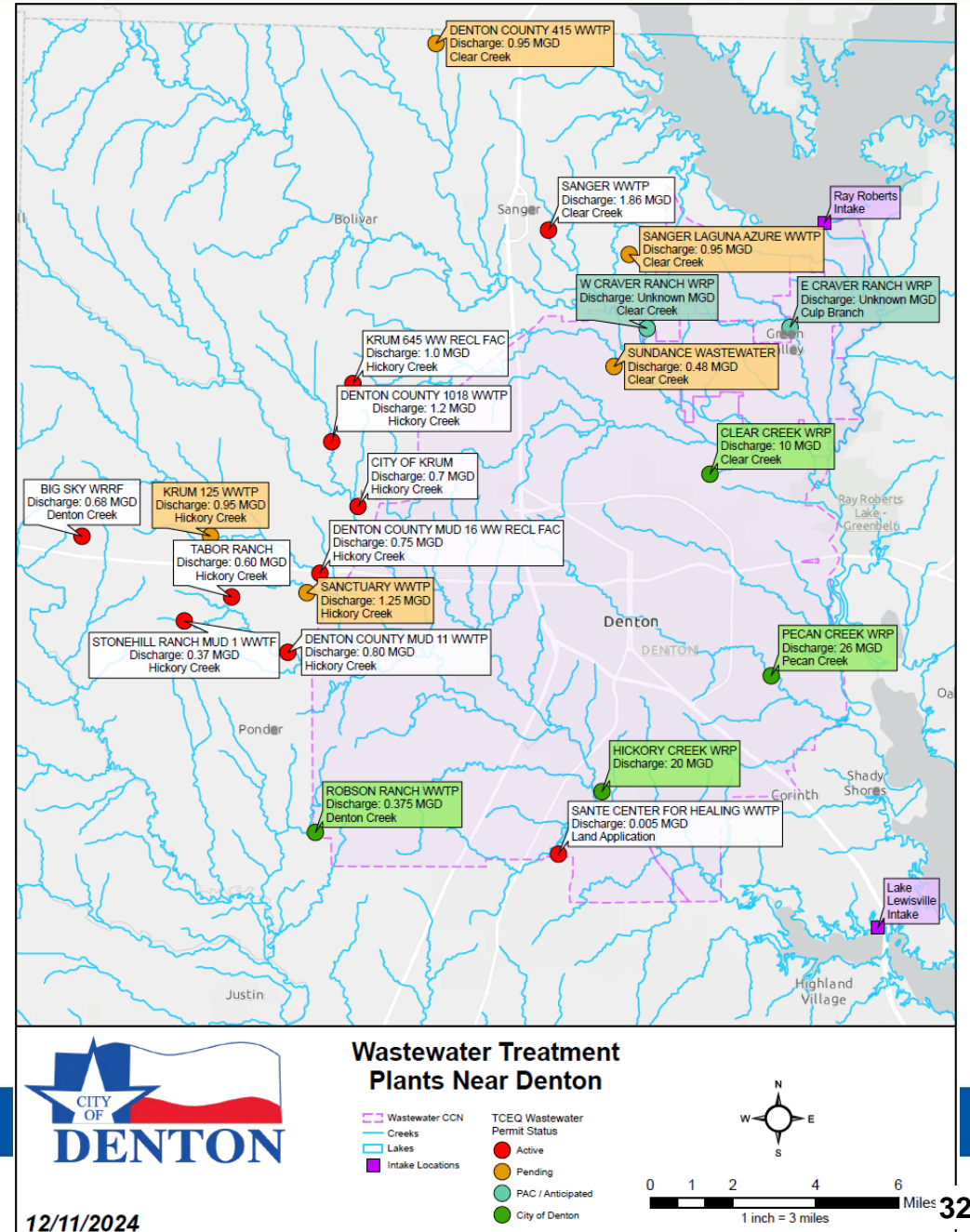


Widespread Impact of Localization

- GREEN – Denton Regional WRP
- WHITE – Existing Local WRP
- YELLOW/BLUE – Proposed Local WRP
- PURPLE – Denton Water Supply Intake
- Local WRPs spread effluent discharge over a widespread area of creeks and rivers
- Concerns:
 - Increased flow in creeks far upstream of lakes limits stormwater carrying capacity. WRP under 1 MGD discharge are not responsible for mitigation
 - Potentially lower-quality effluent causes bacterial concerns in local creeks which flow toward Denton Water Supply Intakes
 - No opportunity for Beneficial Reuse



EDP25-020; June 25, 2025



12/11/2024

Impact Summary of Regional vs. Local WRPs

Category	Regional	Local	Notes
Maintenance and Operation of Facility	Denton	MUD	Denton has no control over local facilities permitted through TPDES and operated by MUD or other entity.
Discharge Points for Effluent	Localized	Widespread	Local facilities spread effluent discharges over a larger area, affecting more of the watershed.
Effluent Quality	High	Unknown	Denton Water Utilities is pursuing MBR technology. This isn't a requirement for other systems.
Potential for Beneficial Reuse	Yes	No	With regional facilities, Denton controls the effluent and can steer beneficial reuse.
Potential to Negatively Impact Denton Regional Solutions	-	High	Clear Creek is on the 303d list as concerned for bacteria. Local facilities and development may add to that bacteria level which would impact the proposed Clear Creek Water Reclamation Facility.
Stormwater Mitigation	Denton	Denton	Denton is the primary Municipal Storm Sewer System (MS4) Permit in the area. Local facilities under 1 MGD discharge are exempt from stormwater management requirements, therefore the City may need to mitigate the impact of effluent on storm drainage.



How is Denton addressing it?

MUD Policy (2022)

- Goals, considerations, and conditions for the creation and operation of MUDs.
- Framework for development agreements.
- Preferences regarding utility services, emergency services, open spaces, financial stability of the MUD, and future annexations.

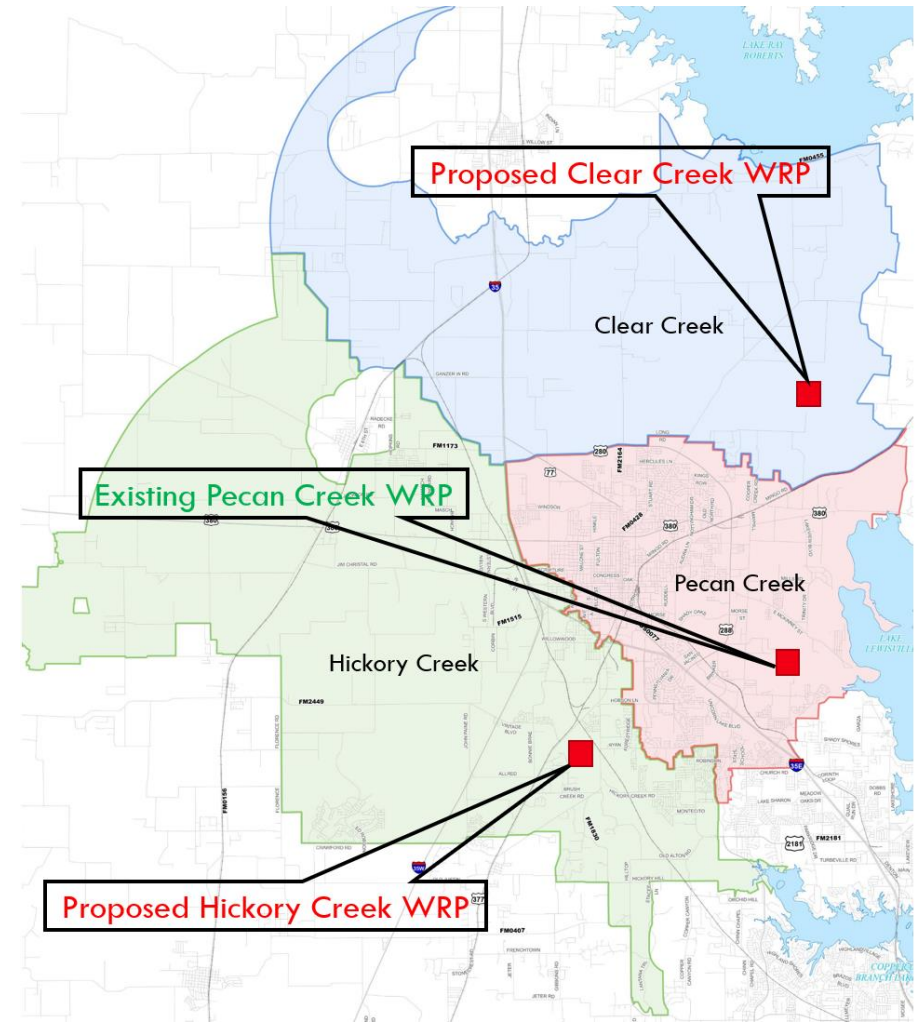
Benefits to the City

- Full-Service City
 - Marketability leading to Influence
 - Development of future infrastructure
- Development Agreements
 - Building to City standards
 - Future annexation

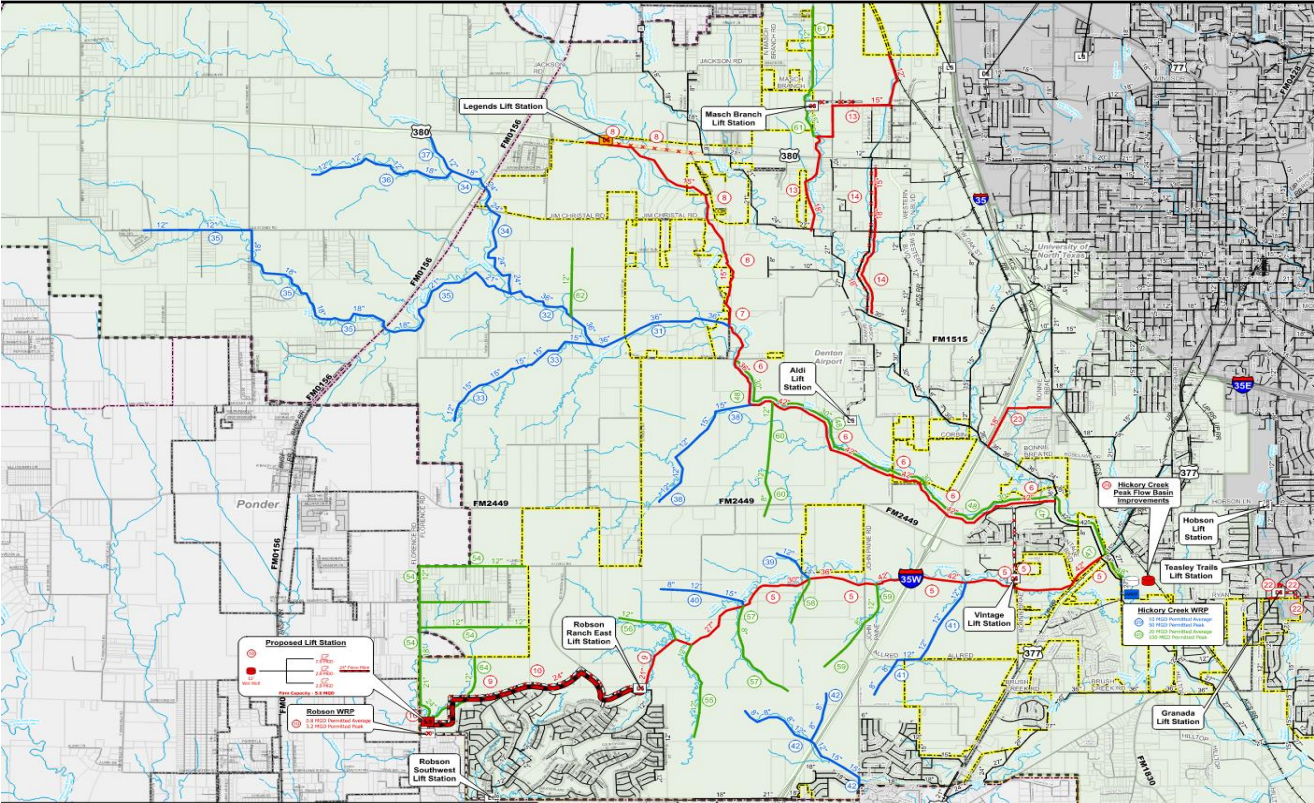


Denton's Plans for Regionalization of Water Reclamation

- 2023 Wastewater Master Plan (WWMP) adopted by City Council in May of 2024
- WWMP envisions 3 City of Denton Water Reclamation Plants (WRP) corresponding with the 3 drainage basins (Pecan, Clear, and Hickory Creeks)
- All facilities will utilize Membrane Bioreactor (MBR) technology to create high quality effluent prior to discharge



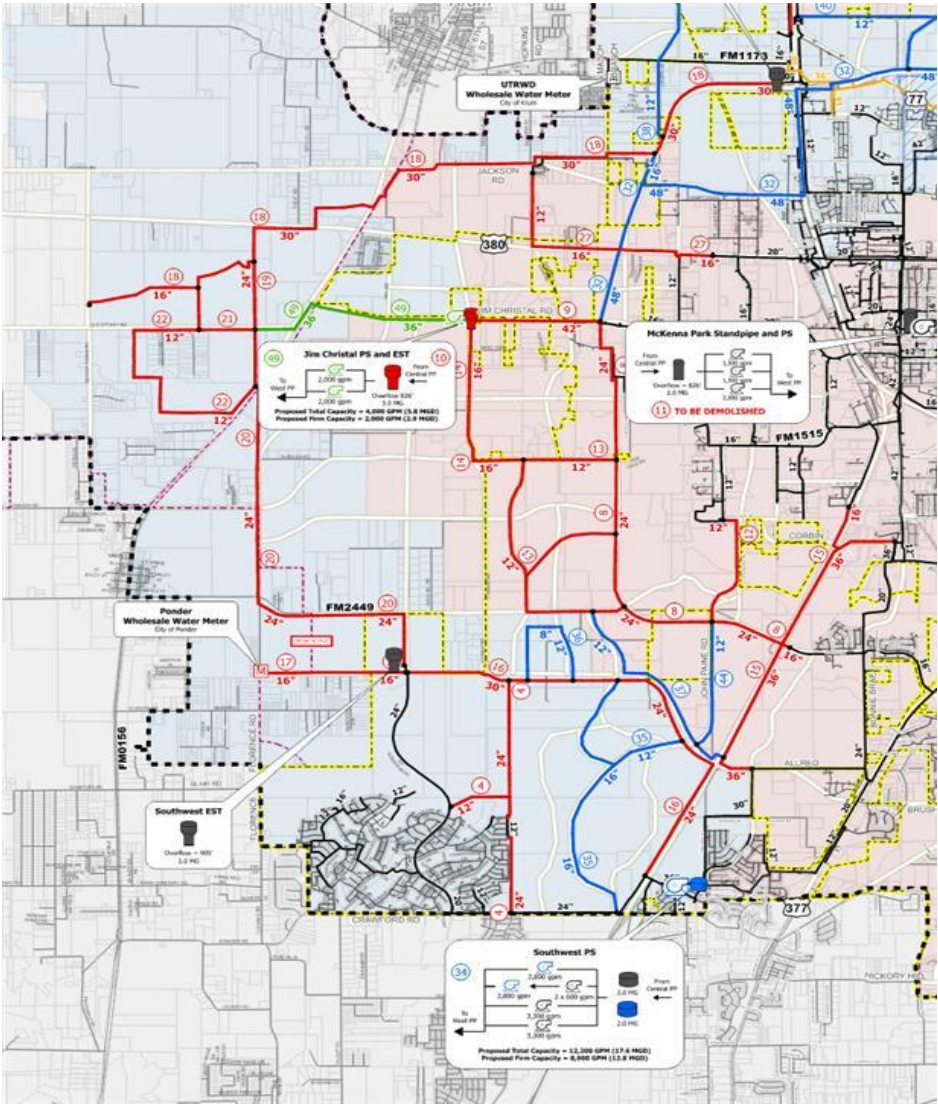
Infrastructure Plans for West Denton



- Capital Improvement Project Maps (CIP) provided from 2023 Wastewater Master Plan and 2024 Water Master Plan



EDP25-020; June 25, 2025



JUNE 25, 2025

DIRECTOR'S REPORT - MAY

OFFICE OF ECONOMIC DEVELOPMENT

Brittany Sotelo
Economic Development Director

NEW “DOWNTOWN LOWDOWN” NEWSLETTER



DOWNTOWN LOWDOWN



IMPORTANT UPDATES



The Twilight Tunes season continues! The final shows will be June 5 and June 12 at 6:30PM on the Courthouse Lawn!

[READ MORE](#)



Denton Juneteenth is almost here! City offices will be closed on Thursday June 19. Denton Juneteenth kicks off on Monday, June 16th, and ends with the annual Parade and Heroes Reception on Saturday, June 21st.

PARTNER VISITS/COLLABORATION

- Stoke's Flint Conference
- EDP Quarterly Forum
- UNT Jim McNatt Institute for Logistics Research Presentation with Transportation Dept.
- Halloween Business Town Hall
- Denton Public Library's Reference Solutions Training



MAY RECRUITMENT STATS

27

ACTIVE PROJECTS

- 3,802 Potential Jobs
- 4.5 Billion Cap. Invest.

2

NEW LEADS

Lead Sources:

- 1 Broker
- Direct

1

INCENTIVE APPLICATIONS

- Recruitment

Active Projects Stage	Count
5% - Lead	16
10% - Awaiting Application	5
15% - Qualification	1
50% - Incentive Negotiation	2
70% - Incentive Proposal Sent	0
90% - Board Approval	3
Total	27

0

RECRUITMENT VISITS

2

LEADS LOST

- Did not meet incentive qualifications
- Chose another location

MAY DOWNTOWN STATS

BRE VISITS

4

DOWNTOWN GRANT LEADS

6

DOWNTOWN ACTIVITY

- TIRZ 1 MEETING
 - Approved TIRZ 1 annual report
- PID Informal Staff Report Released

MAY RFI STATS

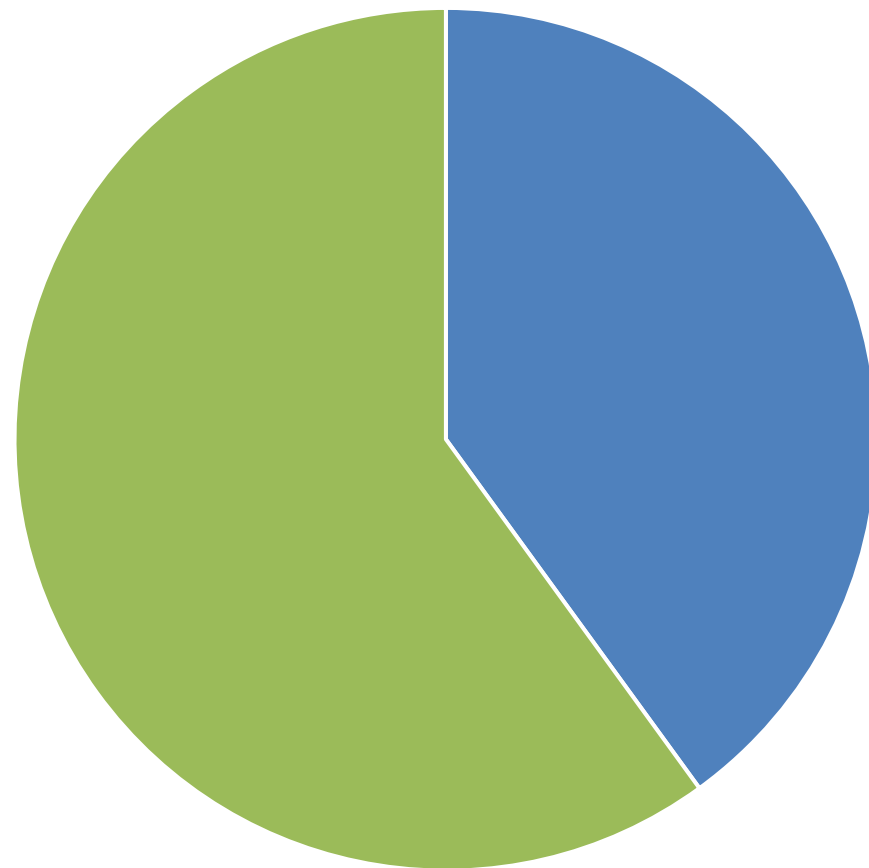
RFI's
RECEIVED
5

SUBMITTED
7

NO SUBMITTAL
1

LEAD
CONVERSION
0

RFI LEAD SOURCE



■ Dallas Regional Chamber ■ Governor's Office

Avg. Capital
Investment

\$47.5 M

Avg. Jobs

270

35

ANNUAL RFI'S
SUBMITTED

MUSIC & FILM

- 2 Film permits issued in April
- Film location marketing
- State incentive passed in Legislature on to Governor's desk.
- American Idol Parade & Concert
- Music Venue Tour – Harvest House



MOVIES

'Love to the Max,' short film about a Denton family, is nominated for documentary Emmy

A short documentary about a Denton family is among the nominees for the 2025 News & Documentary Emmy Awards.



ENTERTAINMENT

Denton council member's documentary premieres at Thin Line

Before taking a seat on the Denton City Council, Paul Meltzer wanted to know if working professional actors ever got the big break that many s...



ENTERTAINMENT

Denton singer Breanna Nix doesn't win 'American Idol,' but keeps hometown support

After making it all the way to the top 3, Denton's Breanna Nix was eliminated from Season 23 of American Idol on Sunday night, ultimately taki...

SITES

We'd love to be your personal tour guides of North Texas, helping you uncover the perfect locations to bring your vision to life.

Browse more locations by scanning the QR code below, or contact us at 940-349-7732 economic.developmentcityofdenton.com

CITY OF DENTON OFFICE OF ECONOMIC DEVELOPMENT
(940) 349-7732 | economic.developmentcityofdenton.com

TEXAS LEGISLATURE 2025

Texas to increase funding to state film incentive program by \$300 million

The Senate accepted amendments to a bill that initially sought \$500 million over the next two years into projects filmed in Texas.

BY STEPHEN SIMPSON MAY 25, 2025 UPDATED: 12 HOURS AGO

SHARE REPUBLISH



Charles Steen demonstrates film equipment during a film production showcase at the Texas Capitol grounds on March 12, 2025. Ricardo B. Brazzelli/Austin American-Statesman/USA TODAY Network via REUTERS

June 17, 2025 COUNCIL UPDATES

Mayoral Proclamation for Steve Edgar

Mayday Manufacturing Incentive passed

- City Council voted to approve the allocation of expiring incentives to the Catalyst Fund.

Catalyst Fund Item passed

- City Council voted to approve the allocation of expiring incentives to the Catalyst Fund.

EVENTS

Foreign Trade Zone Webinar

June 24, 2025

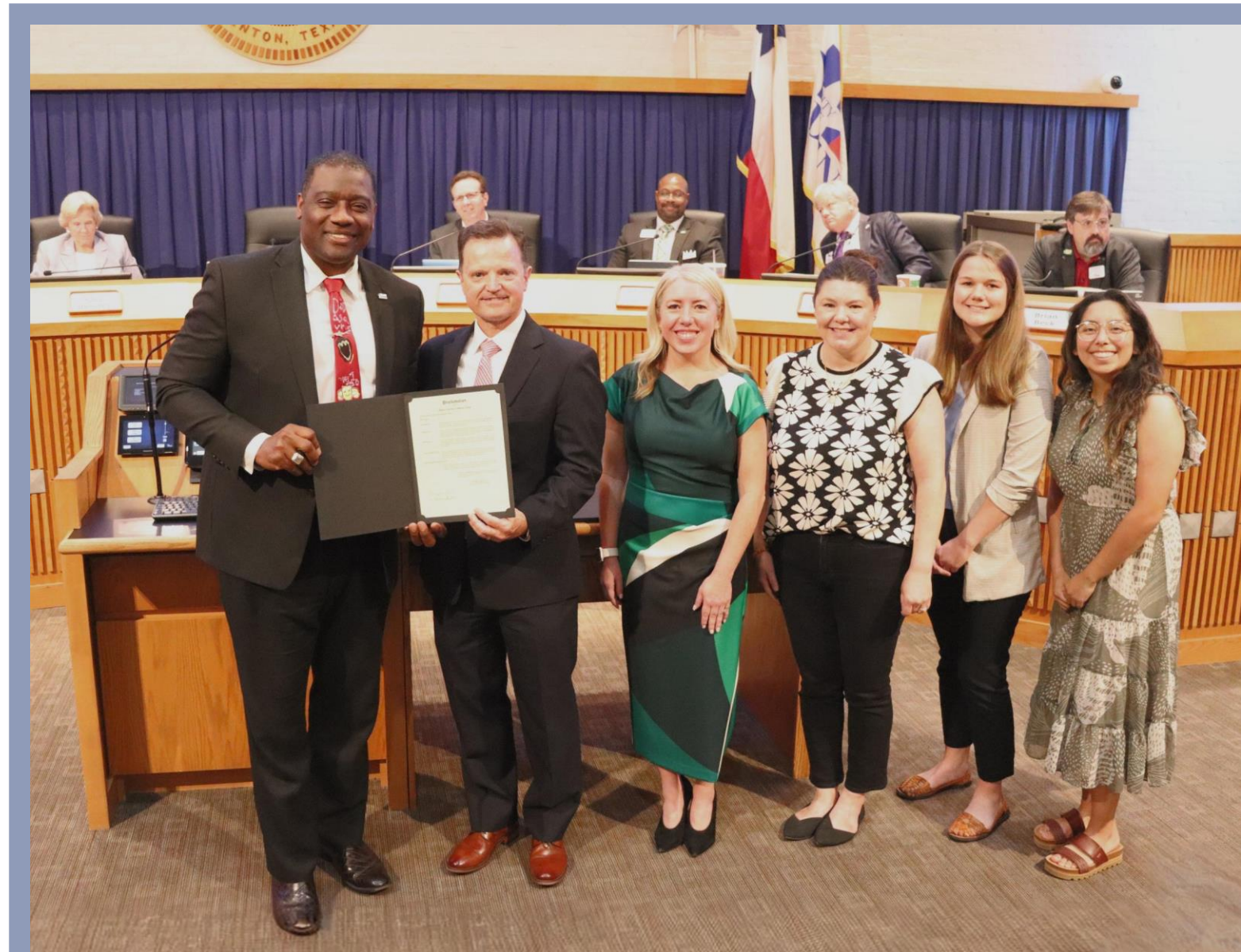
BIO International Conference

June 16–19, 2025



Proclamation for Steve Edgar

City Council – June 17, 2025



THANK YOU

Economic Development Partnership Board

Meeting Date	Item Description	Presented By
Wednesday, August 13, 2025	will have new board member	
Item for Consideration	Minutes	Chair
Items for Consideration	Project Loom	
Items for Consideration	Project Big Print	
Items for Consideration	Project Recharge	
Work Session	RFI Overview	Christina/Brittany
Work Session - Staff Report	Director's Report	Brittany Sotelo
Work Session - Staff Report	Quarterly Main Street Program update	Kristen Pulido
Work Session - Staff Report	Future Agenda Items	Staff
Wednesday, September 10, 2025		
Item for Consideration	Minutes	Chair
Work Session - Staff Report	Director's Report	Brittany Sotelo
Work Session - Staff Report	Future Agenda Items	Staff
Wednesday, October 8, 2025		
Item for Consideration	Minutes	Chair
Work Session - Staff Report	Director's Report	Brittany Sotelo
Work Session - Staff Report	Quarterly Main Street Program update (Annual Report)	Kristen Pulido
Work Session - Staff Report	Future Agenda Items	Staff
Wednesday, November 12, 2025		
Item for Consideration	Minutes	Chair
Work Session - Staff Report	Director's Report	Brittany Sotelo
Work Session - Staff Report	Future Agenda Items	Staff
Wednesday, December 10, 2025		
Item for Consideration	Minutes	Chair

Economic Development Partnership Board

Work Session - Staff Report	Director's Report	Brittany Sotelo
Work Session - Staff Report	Future Agenda Items	Staff
TBD:		
Work Session	Commercial Utility Deposits - Denton Municipal Electric	
Work Session	DME Infrastructure/Capital Program Overview	
Work Session	Dev Serv Business Updates	Charlie Rosendhal