



# City of Denton

City Hall  
215 E. McKinney St.  
Denton, Texas 76201  
[www.cityofdenton.com](http://www.cityofdenton.com)

## Meeting Agenda

### Economic Development Partnership Board

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Wednesday, August 13, 2025

11:00 AM

Development Service Center

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After determining that a quorum is present, the Economic Development Partnership Board of the City of Denton, Texas, will convene in a Regular Meeting on Wednesday, August 13, 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. [EDP25-021](#) Consider approval of the Special Called Meeting minutes for June 25, 2025.

Attachments: [June 25, 2025 EDPB Meeting Minutes](#)

#### 3. WORK SESSION

- A. [EDP25-014](#) Receive a report and hold a discussion regarding the Request for Information (RFI) process and receive feedback from the board.

Attachments: [Exhibit 1 - Agenda Information Sheet](#)  
[Exhibit 2 - Presentation](#)

- B. [EDP25-022](#) Staff Reports:
1. Director's Report - Brittany Sotelo
  2. Economic Development Partnership Report - Jamie Adams
  3. Quarterly Main Street Program Update - Kristen Pulido
  4. Economic Trends Report - Matilda Weeden
  5. Future Agenda Items - Brittany Sotelo

Attachments: [Exhibit 1 - Agenda Information Sheet](#)  
[Exhibit 2 - Director's Report Presentation](#)  
[Exhibit 3 - Economic Development Partnership Presentation](#)  
[Exhibit 4 - Quarterly Main Street Presentation](#)  
[Exhibit 5 - Economic Trends Report Presentation](#)  
[Exhibit 6 - 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 August 8, 2025, in advance of the 72-hour posting deadline, as applicable, and in accordance with Chapter 551 of the Texas Government Code.

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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.



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## Legislation Text

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**File #:** EDP25-021, **Version:** 1

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### **AGENDA CAPTION**

Consider approval of the Special Called Meeting minutes for June 25, 2025.

**MINUTES  
CITY OF DENTON  
ECONOMIC DEVELOPMENT PARTNERSHIP BOARD  
SPECIAL CALLED MEETING  
June 25, 2025**

After determining that a quorum was present, the Economic Development Partnership Board convened in a Special Called Meeting on Wednesday, June 25, 2025, at 11:06 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:** Erin Carney (previously Erin Carter/ex-officio), Brian Danhof, Jeremy Fykes, Kerry Goree, Gerard Hudspeth, Leo Morales, Lee Ramsey, Aaron Roberts, Susannah O'Bara (ex-officio), Jason Tomlinson, and Clyde Rick Woolfolk

**ABSENT:** Aimee Bissett, Ron Crockett, and Sara Hensley (ex-officio)

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

The meeting was started by Vice-Chair Fykes.

**1. PRESENTATIONS FROM MEMBERS OF THE PUBLIC**

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No presentations from members of the public.

**2. ITEMS FOR CONSIDERATION**

**A. EDP25-016 Consider approval of the meeting minutes for May 14, 2025.**

Danhof arrived at 11:07 a.m.

Woolfolk made a motion to approve the minutes of May 14, 2025, as presented. Tomlinson seconded the motion. Motion carried (8-0).

AYES (8):	Danhof, Fykes, Goree, Morales, Ramsey, Roberts, Tomlinson, and Woolfolk
NAYS (0):	None
ABSENT (1):	Hudspeth

- 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.**

Hudspeth arrived at 11:13 a.m. Brittany Sotelo and Christina Davis presented the item. Discussion followed.

Ramsey made a motion to approve recommendation to City Council for approval of 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. Morales seconded the motion. Motion carried (9-0).

AYES (9):           Danhof, Fykes, Goree, Hudspeth, Morales, Ramsey, Roberts,  
                              Tomlinson, and Woolfolk  
NAYS (0):           None

### **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**

Staff presented the items and discussion followed. Kyle Pedigo presented the Water Infrastructure Report. Brittany Sotelo presented the Future Agenda Items.

### **4. CONCLUDING ITEMS**

With no further business, the meeting adjourned at 12:15 p.m.

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**Brian Danhof, Chair**  
Economic Development Partnership Board

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**Vanessa Esparza**  
Administrative Assistant

Minutes Approved On: \_\_\_\_\_



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## Legislation Text

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**File #:** EDP25-014, **Version:** 1

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### **AGENDA CAPTION**

Receive a report and hold a discussion regarding the Request for Information (RFI) process and receive feedback from the board.



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## AGENDA INFORMATION SHEET

**DEPARTMENT:** Economic Development

**ACM:** Christine Taylor

**DATE:** August 13, 2025

### **SUBJECT**

Receive a report and hold a discussion regarding the Request for Information (RFI) process and receive feedback from the board.

### **BACKGROUND**

As of January 2024, the Office of Economic Development (OED) assumed the role of managing recruitment efforts. Recruitment includes responding to Requests for Information from the Office of the Governor Economic Development and Tourism (TXOED) and the Dallas Regional Chamber (DRC) who work with companies looking to expand or relocate in Texas.

Since taking on recruitment, OED has created new marketing material and response packages for the RFI process to improve efficiency and provide a consistent brand and message. Additionally, the Economic Development sites database was created as an online resource for available land and buildings in Denton. OED also coordinated with other departments and entities, such as Development Services, Denton Municipal Electric, Denton Chamber of Commerce, Texas Workforce Commission, and site representatives to provide an enhanced company site visit experience. Every site visit now includes staff and key stakeholders, making Denton stand out to prospects from other community site visits.

From January 1 through July 30, 2025 (six-month period), OED has received 80 project inquiries and responded to 41, resulting in six conversions to active leads and one project won. Those formal submissions represent possible investment in Denton that averages \$480.8 million in investment and 617 new jobs. In 2024 (12-month period), OED received 75 RFI requests and responded to 44, which resulted in two conversions to leads.

The implementation of a lead tracking system in January 2025, has improved and streamlined process for tracking recruitment efforts. RFI data has provided insights on instances where Denton did not meet the minimum criteria and obstacles that prevented responding. Obstacles included limited lot size availability, undesirable industry types, shortage of heavy- industrial zoned land, and utility infrastructure constraints. Common concerns that affected project viability involved environmental permitting requirements, high utility consumption demands, low capital investment relative to land needs, and federal trade restrictions with certain countries.

### **DISCUSSION:**

Staff is seeking Board input on RFI response challenges for several key areas. These decisions will shape future RFI evaluation and determine which opportunities align with economic development goals while maintaining community standards.

**EXHIBITS**

Exhibit 1 – Agenda Information Sheet

Exhibit 2 – Presentation

Respectfully submitted:

Brittany Sotelo

Economic Development Director

Prepared by:

Christina Davis

Business Development Administrator



**August 13, 2025**

# **Request for Information (RFI)**

## **Overview**

**OFFICE OF ECONOMIC DEVELOPMENT**

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

**Christina Davis**  
**Business Development**  
**Administrator**

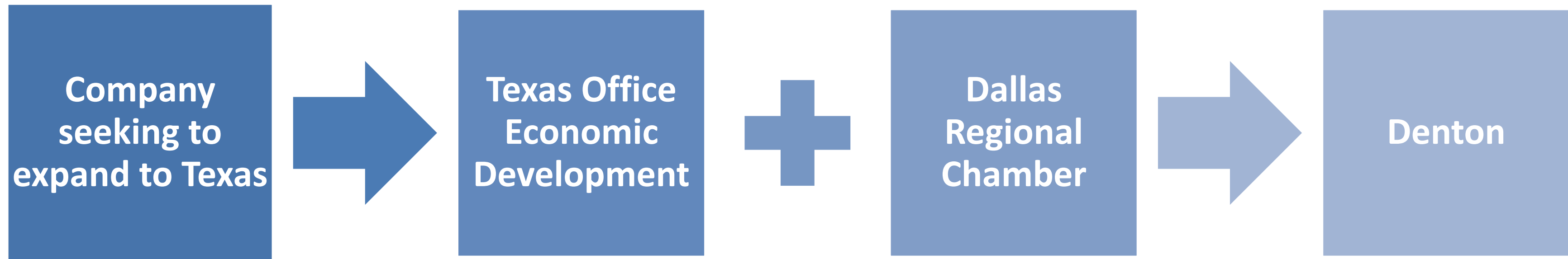
# PURPOSE

Staff is seeking Board input on RFI response challenges for several key areas. These decisions will shape future RFI evaluation and determine which opportunities align with economic development goals while maintaining community standards.

# PROGRAM BACKGROUND

- January 2024: Assumed responsibility for recruitment
- Incremental improvements to marketing materials
- Built a formal site database
- January 2025: Initiated RFI tracking via CRM/database
- Streamlined response process
- Enhanced site visit coordination

# TXOED and DRC LEAD GENERATION PROCESS



Responding to Request for Information (RFI) from the Office of the Governor Economic Development and Tourism (TXOED) or the Dallas Regional Chamber (DRC), is one part of our recruitment plan.

# RFI PROCESS OVERVIEW

1. Receive RFI from TXOED or DRC and enter in database.
2. Identify top criteria and match with City assets to determine eligibility to respond.
3. Coordinate with City departments as needed to verify ability to provide utility service or allowed use in specific zoning.
4. Communication with landowners or brokers as needed to verify availability of property.
5. Package customized response to address RFI criteria, complete additional documents, and return to TXOED/DRC to meet their deadlines.

# 2024 RFI STATS

- **Total RFI received: 75**
- **Proposals submitted: 44**
- **RFI conversions: 2**
  - ✓ Data collected: Jan. 1 to Dec. 31, 2024
  - ✓ Analysis on RFIs not performed in 2024
  - ✓ RFI conversion to Site Visit: Project Volt Verse and Saturn Rings

# 2025 RFI STATS

- **Total RFI received: 80**
  - **Proposals submitted: 41**
  - **Average investment: \$480,820,819**
  - **Average number of jobs: 617**
  - **RFI conversions to site visits: 6**
- 
- ✓ Data collected: Jan. 1 to July 30, 2025
  - ✓ RFI conversions to site visits for Projects: Pumpkin Pie, Verdant, Got Milk, Opus, and Green Cove.
  - ✓ RFI conversions to Project Won: Jupiter Compound – Panel Rey

# TOP SITE LIMITATIONS IN 2025

Analysis of RFI data revealed the following challenges that decrease our ability to respond:

- Undesirable Industry
- Limited lot size availability
- Shortage of Heavy-Industrial zoned land
- Utility infrastructure constraints related to electricity demand greater than 5 MW or water and wastewater capacity



# COMMON RFI CONCERNS

- Environmental Concerns
  - TCEQ permit
  - Permit by Rule (lesser impact)
- High Utility Usage
  - Water consumption
  - Wastewater impacts
  - Electricity usage
- Low capital investment or low paying jobs
- Questionable Industries
  - Battery manufacturers
  - Chemical manufacturers
- Country, State, and Federal Legislation limitation with certain foreign countries

# LIVE SURVEY

**Please scan the QR Code to participate in the Slido interactive feedback.**

# LIVE FEEDBACK

Please rate your level of agreement with not pursuing projects that have the following characteristics using a scale from 1 to 5 — where 1 means 'Strongly Agree' and 5 means 'Strongly Disagree'.

- Requires minor environmental permitting – TCEQ Permit by Rule.
- Requires major environmental permitting – TCEQ Standard Permit.

Open question:

- What additional feedback would you like to provide regarding the RFI process?

# QUESTIONS?



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## Legislation Text

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**File #:** EDP25-022, **Version:** 1

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### AGENDA CAPTION

#### Staff Reports:

1. Director's Report - Brittany Sotelo
2. Economic Development Partnership Report - Jamie Adams
3. Quarterly Main Street Program Update - Kristen Pulido
4. Economic Trends Report - Matilda Weeden
5. Future Agenda Items - Brittany Sotelo



## AGENDA INFORMATION SHEET

**DEPARTMENT:** Economic Development

**ACM:** Christine Taylor

**DATE:** August 13, 2025

### **SUBJECT**

Staff Reports:

1. Director's Report – Brittany Sotelo
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### **BACKGROUND**

#### **Director's Report:**

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

#### **Main Street Program Update:**

Receive a report, hold a discussion regarding a recap of Denton Main Streets Quarter three activities.

#### **Economic Development Partnership Report:**

Receive a report and hold a discussion regarding a recap of recent and upcoming happenings within the Economic Development Partnership (EDP). Overview of key focus areas, EDP investor highlights, and meetings with key stakeholders in Denton.

#### **Economic Trends Report:**

Receive a report regarding an overview of recent economic trends for Denton.

#### **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 – Director's Report Presentation
- Exhibit 3 – Economic Development Partnership Presentation
- Exhibit 4 – Quarterly Main Street Presentation
- Exhibit 5 – Economic Trends Report Presentation
- Exhibit 6 – Future Agenda Items

Respectfully Submitted:  
Matilda Weeden  
Economic Development Specialist

**August 13, 2025**

# **DIRECTOR'S REPORT - June & July**

**OFFICE OF ECONOMIC DEVELOPMENT**

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



# IN THE NEWS



📌 We're proud to announce "hundreds of jobs" and square footage coming to Denton with three new business expansion announcements!

- Mayday Manufacturing Co
- United States Cold Storage, Inc.
- Grupo PROMAX

Denton City Council approved incentives for the companies in June and July, and are set to create a combined 242 new jobs. Their investment reinforces Denton's reputation as a magnet for visionary businesses and resilient industries.

<https://lnkd.in/gd3FGe3a>

LOCATION: 3100 Jim Christal Road



Hundreds of jobs pledged in Denton by food storage, aerospace, construction materials companies - Dallas...  
bizjournals.com



City of Denton, TX - City Hall

July 29 at 8:13 PM · 🌐

"We are delighted to share that H-E-B, a truly valued partner in our community, will be opening a second location in Denton," says Denton Mayor Gerard Hudspeth. "This is a significant investment in our economy and clearly demonstrates how our continued growth is spurring new development opportunities, particularly with the ongoing transformation of Rayzor Ranch. The announcement is welcomed news for our residents, bringing more convenience and choice."

Construction is set be... [See more](#)



DENTONRC.COM

H-E-B plans second Denton grocery at University and Bonnie Brae, on land it bought a decade ago



# MAIN STREET ACCREDITATION



- Denton Main Street has been awarded Accredited status by Main Street America, the organization's highest recognition.
- This honor places Denton among the top downtown programs in the country, with only 872 of the nation's 1,172 designated Main Street programs reaching this level of achievement.

# PARTNER VISITS/COLLABORATION

**ATTENTION**  
**North Texas Business Leaders!**

**We need your help to shape the future of Aerial Transportation in North Texas!**

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The City of Denton and the University of North Texas (UNT) are conducting an **innovative study** to explore the future of unmanned aerial systems (UAS), particularly their economic impact, in our city and surrounding region.

The **perspectives of business leaders are vital** to shaping the outcome of the study.

Thank you again for helping the City of Denton and UNT. Your voice is instrumental in this project.



Survey link: <https://tinyurl.com/mjn3tjz3>



- NCTCOG UAS Mobility Committee Meeting with Regional Partners at NASA Ft. Worth
- BioTech Conference– Boston
- Hillwood/Denton Business Leaders Meeting
- BIO Texas Meeting
- UNT COSMOS Program (Coordinating Strategic Metropolitan Operations and Stakeholders)
- Basic Economic Dev. Course – Bee Cave
- Tax Trends by Baker and Tilly Webinar
- Reviewing the Texas State Legislative Session & Bills Impacting Local Governments Webinar
- Convention, Sports & Entertainment Facilities Conf. – Arlington



# JUNE/JULY RECRUITMENT STATS

25

## ACTIVE PROJECTS

- 3,412 Potential Jobs
- \$6.3 Billion Cap. Invest.

## NEW LEADS

Lead Sources:

- Direct- 4
- Broker -2
- Dallas Regional Chamber - 3
- Other - 3

## INCENTIVE APPLICATIONS

- Recruitment
- Business Support

Active Projects Stage	Count
Lead (5%)	20
Awaiting App. (10%)	3
Qualification (15%)	1
Incentive Neg. (50%)	1
Total	25

3

## RECRUITMENT VISITS

2

## LEADS LOST

- Did not qualify for incentives
- No buildings fit criteria

170

## RECRUITMENT OUTREACH

# JUNE/JULY DOWNTOWN STATS

7

**BRE VISITS**

2

**LEADS LOST**

- Projects didn't qualify for incentives

10

**DOWNTOWN  
GRANT LEADS**

13

**RECRUITMENT  
OUTREACH**

# JUNE/JULY RFI STATS

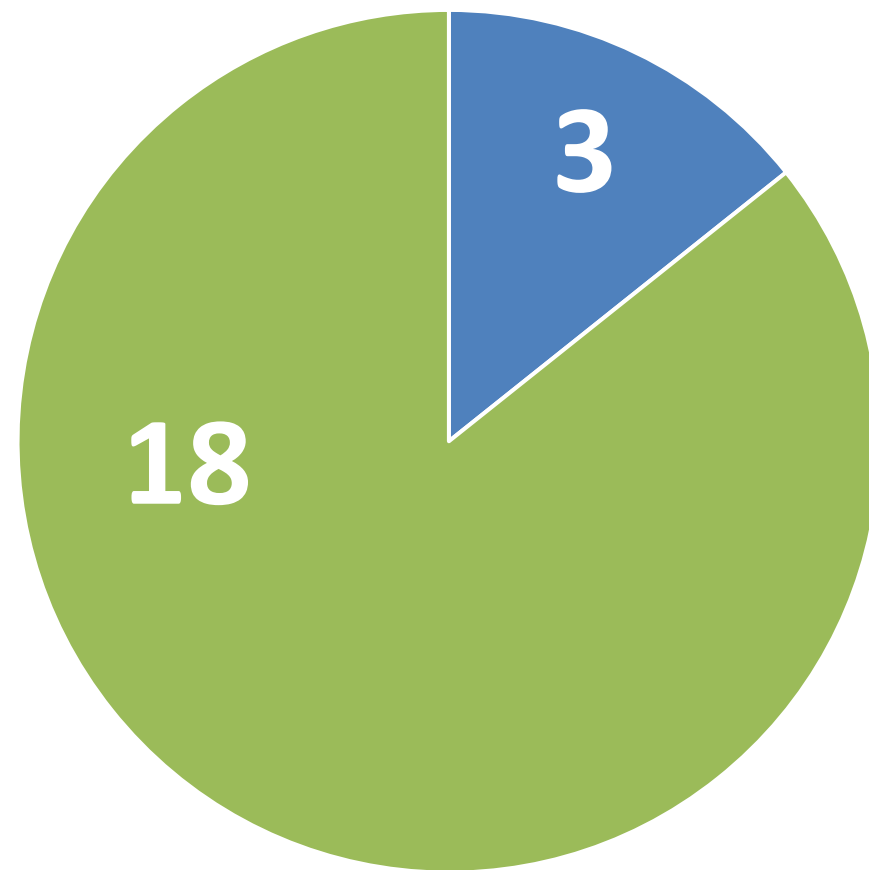
RFI's  
RECEIVED  
21

SUBMITTED  
6

NO SUBMITTAL  
12

LEAD  
CONVERSION  
1

## RFI LEAD SOURCE



Potential  
Capital  
Investment

\$3.5B

Potential  
Jobs

3,532

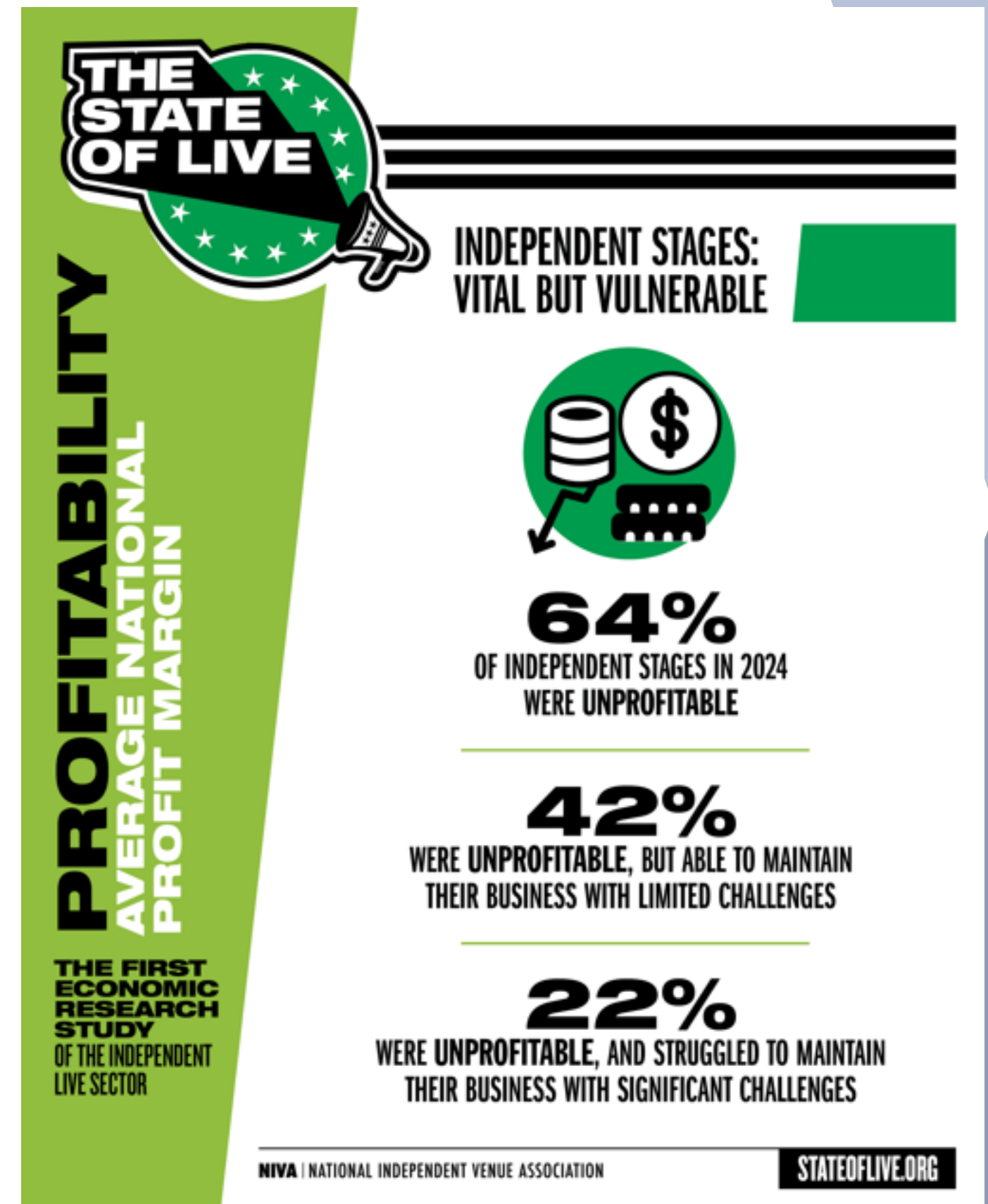
41

ANNUAL RFI'S  
SUBMITTED

■ Dallas Regional Chamber ■ Governor's Office

# MUSIC & FILM

- 7 Film permits issued in June & July
- National Independent Venue Association (NIVA) published first Economic Research Study of the Independent Live Sector.
  - \$12B paid in federal taxes in 2024
  - \$51.7B wages and benefits paid in 2024
  - 908,000 jobs supported in 2024
- Texas Music Incubator Rebate program approved for another two-year term.
- Alcohol sales tax rebate for Texas music venues.



# PAST/UPCOMING EVENTS

- 7/22: Retail Roundtable
- 8/6 Infrastructure Summit
- 8/6: Data Center Investment Conference & Expo (DICE): South
- 8/14: Taiwan Expo USA 2025
- 8/26: Fire Suppression workshop
- 9/13: National Security Cyber, Land, Air, Sea and Space Summit
- 9/16: iC3 Life Science & Healthcare Innovation Summit.
- 9/24: Denton Job Fair





# THANK YOU

# AUGUST 2025 EDPB REPORT

## BUSINESS RETENTION AND EXPANSION UPDATE



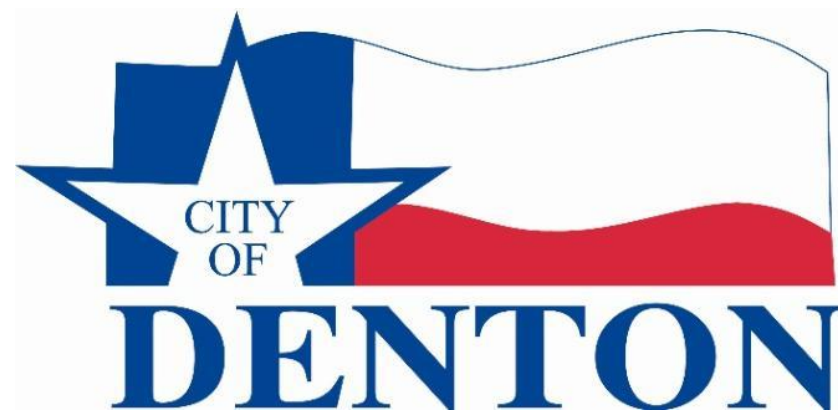
**DENTON, TEXAS**

**PARTNERSHIP**

**JAMIE ADAMS**

Director of Strategic Partnerships  
Denton Economic Development  
Partnership

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.





## FOCUS AREA

# BUSINESS RETENTION & EXPANSION

SITE VISITS, TOURS,  
MEETINGS WITH BUSINESS LEADERS

## **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***

TASKED FOR 2025



BRE VISITS

4-5 Visits per month is the goal

VISITED IN 2025\*  
as of August 1st



NAICS CODES

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

Agriculture	1
Construction	2
Manufacturing	10
Transportation and Warehouses	6
Finance and Insurance	2
Real Estate Rental and leasing	5
Professional, Scientifical and Technical Services	2
Educational Services	3
Health Care and Local Assistance	1



Businesses  
Indicated raising  
rent concerns



Expressed concern  
over road work  
interruptions



Expressed  
concern over  
workforce  
development



## ADDITIONAL FEEDBACK:

### Employee Satisfaction

- Lunch in timely manner

### Market Competition

- Similar companies that compete for workforce

### Infrastructure Limitations

- Lack of Shovel Ready Sites for expansion

### Access to resources

- Financial Incentives

### Networking events for peer-to-peer groups.

- Meeting of specific industries, not all industries in a room



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## Facilitated Requested Connections



## TOP QUESTION ASKED AND FEEDBACK IN 2025

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

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

1. Pallet Company
2. Steel Manufacturer
3. Medical Manufacturing
4. Precision components manufacturing





1

## **ADDRESSING WORKFORCE DEVELOPMENT CONCERNS**



# BRE RESPONSES TO TOP 3 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.**





2

## **ADDRESSING TRANSPORTATION CONCERNS**

## ROAD WORK INTERRUPTIONS

Documents have been shared the following ways to keep information in front of businesses affected:

- Email Distribution
- Hand Delivery
- Distribution of information at EDP Events.





3

## **ADDRESSING RENT CONCERNS**



## RENT INCREASES

Sharing information of what the current trends are in the following areas:

- Denton
- DFW
- TEXAS



**RENTAL RATES FOR INDUSTRIAL IN DENTON**



**MARKET ASKING RENT DENTON**

- \$9.93 in 2024
- 3.7% increase

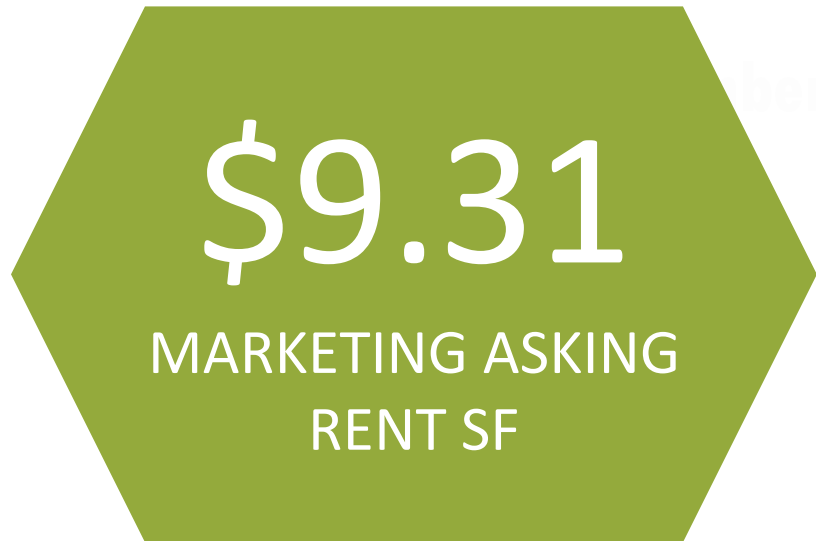
**MARKET ASKING RENT FOR DFW**

- \$8.96 in 2024
- 4% increase

**MARKET ASKING RENT FOR TEXAS**

- \$9.13 in 2024
- 1.8% increase

**RENTAL RATES DFW**



**RENTAL RATES TEXAS**



**AVAILABLE INDUSTRIAL INVENTORY IN DENTON**



**AVAILABLE INVENTORY  
FOR DFW**



**AVAILABLE INVENTORY  
TEXAS**



**DIRECT VACANCY FOR DENTON**

- 16.6 % as of July 2025
- 18.6 % as of May 2025
- 18 % in December 2024

**DIRECT VACANCY FOR DFW –  
(1 Billion sq FT)**

- 9.1 % in May 2025
  - Down from 9.2% in Jan. 2025

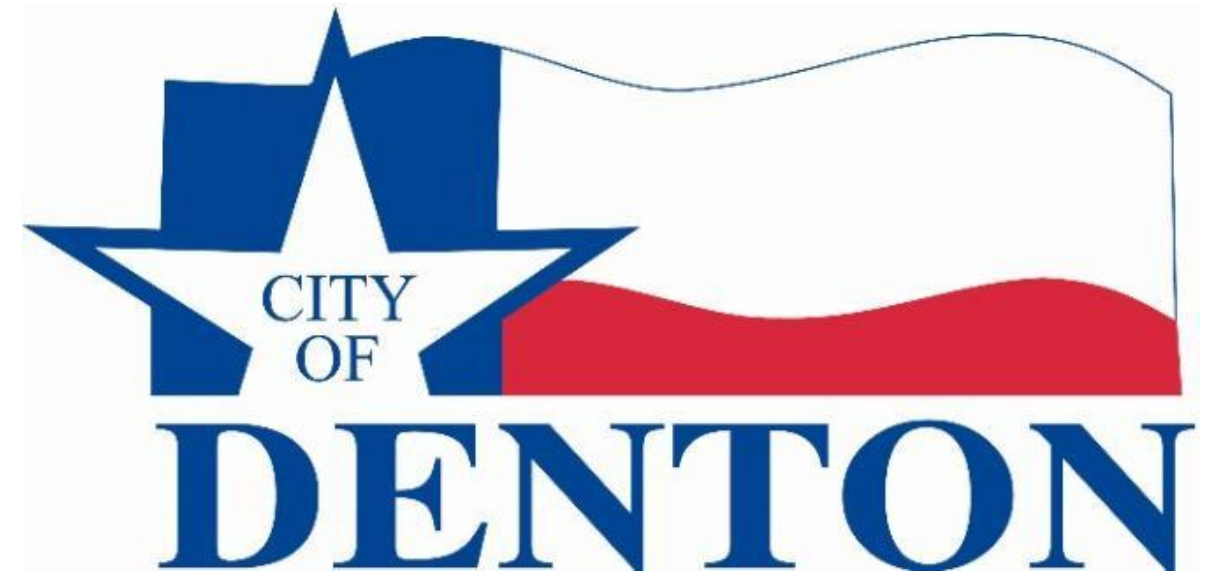
**DIRECT VACANCY FOR TEXAS –  
(2.7 Billion sq FT)**

- 8.6% is state average





**DENTON, TEXAS**







# Main Street Quarterly Report

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Kristen Pulido  
Office of Economic Development  
Main Street Program Manager

# Downtown Reinvestment Grant

## April 15 – Downtown Masterclass

- Educate businesses within the new TIRZ 1 boundary on the Downtown Reinvestment Grant and Historic Tax Credits

Downtown Reinvestment Grant Pipeline Stage	
5% - Lead	2
10% - Awaiting Application	15
100% - Under Construction	2
TOTAL	19

FY 24/25 Tax Increment Reinvestment Zone Number One (Downtown) Grants								
Owner/Business	Address	Type	Amount	DEDC	TIRZ	Council	Construction	Reimbursement
Green Eggs and Ham LLC	116 W. Oak	Fire Suppression	\$50,000.00	X	X	X	X	
The Plot Twist	227 W. Oak	Sign/Interior Improvements	\$35,000.00	X	X	X	X	X
380 Incentive Grant								
Axis Realty/Fine Arts Theater	113 N. Elm	380 Incentive Grant	\$1,076,366.00	X	X	X	X	
Axis Realty/Fine Arts Theater	113 N. Elm	380 Incentive Grant	\$544,503	X	X	X	X	
		TOTAL	\$1,705,869.00					

# Downtown Opening & Closings

Business Name	Business Start	Business Closure	Jobs (gained)	Jobs (lost)
April-June				
Vinyl Lounge		X		7
Ironwood Axe Throwing		X		4
Mellow Mushroom		X		20
La Mexicana *Reopen	X		7	
Susie's Snack Shop		X		3
Denton Yarn Works	X		3	
Blind Fox Food Truck (DCBC)		X		2
Cheech and Chongs Apothecaria	X		5	
Horse's Axe		X		7
<b>TOTAL</b>	<b>3</b>	<b>6</b>	<b>15</b>	<b>43</b>

# Q3 Business Retention, Expansion & Recruitment

11

Business  
Retention &  
Expansion Visits

3

Developer/New  
Business Visits

5

Business Closure  
Outreach

5

\*New weekly  
goal for  
Recruitment

5

Active Business  
Support  
Requests

Support Downtown small businesses by increasing knowledge of available grant programs:

- National Trust for Historic Preservation: Backing Historic Small Restaurants
- Performing Arts Funding Grant
- Farmers Market Promotional Grant
- Texas Art Plan Grant

Top Reasons for Closures:

1. Personal/Family Matters
2. Location
3. Zoning

# Downtown Engagement

## April 17 – Downtown Safety Meeting

- Partnered with Community Services, DPD, and the Downtown Ambassadors to review the needs of the community

## April 29 – Public Improvement District (PID) Feedback Meeting

- 2<sup>nd</sup> meeting with Downtown Property owners to discuss the potential creation of a Downtown Public Improvement District
- Based on their feedback, we will not pursue the creation of a PID at this time

## May 16 – Downtown Halloween Town Hall

- Invited Downtown property and business owners, along with Parks and Rec, and the City of Denton's Marketing team, to explore how businesses can participate in the City's 31 Days of Halloween



# Training & Highlights

April 25 – Texas Downtown Associations Downtown Roundtable, Corsicana, TX

- Focus: Partnerships in Art

June 9-12 – Texas Main Street Retreat

Downtown Lowdown Launch

- Downtown Newsletter featuring business anniversaries, available properties, Downtown businesses in the news

Nationally Accredited Main Street Program

- Recipients must demonstrate excellence in leadership, strategic programming, preservation based economic development, and measurable community impact.



DOWNTOWN LOWDOWN



SCAN

# Questions?

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# Economic Trends Report

April, May, June 2025

**Matilda Weeden**  
**Economic Development Specialist**



# TOTAL RESIDENTIAL PERMIT VALUES

Q2 2025

\$64,207,064

Q2 2024

\$167,174,532

YTD

\$256,954,062

# TOTAL COMMERCIAL PERMIT VALUES

**Q2 2025**

**\$127,474,344**

**Q2 2024**

**\$45,038,941**

**YTD**

**\$200,717,060**

# SALES TAX COLLECTION

**\*In FY Oct-Sep**

**Q3 2025**

**\$9,179,427**

(June not included, not  
yet published)

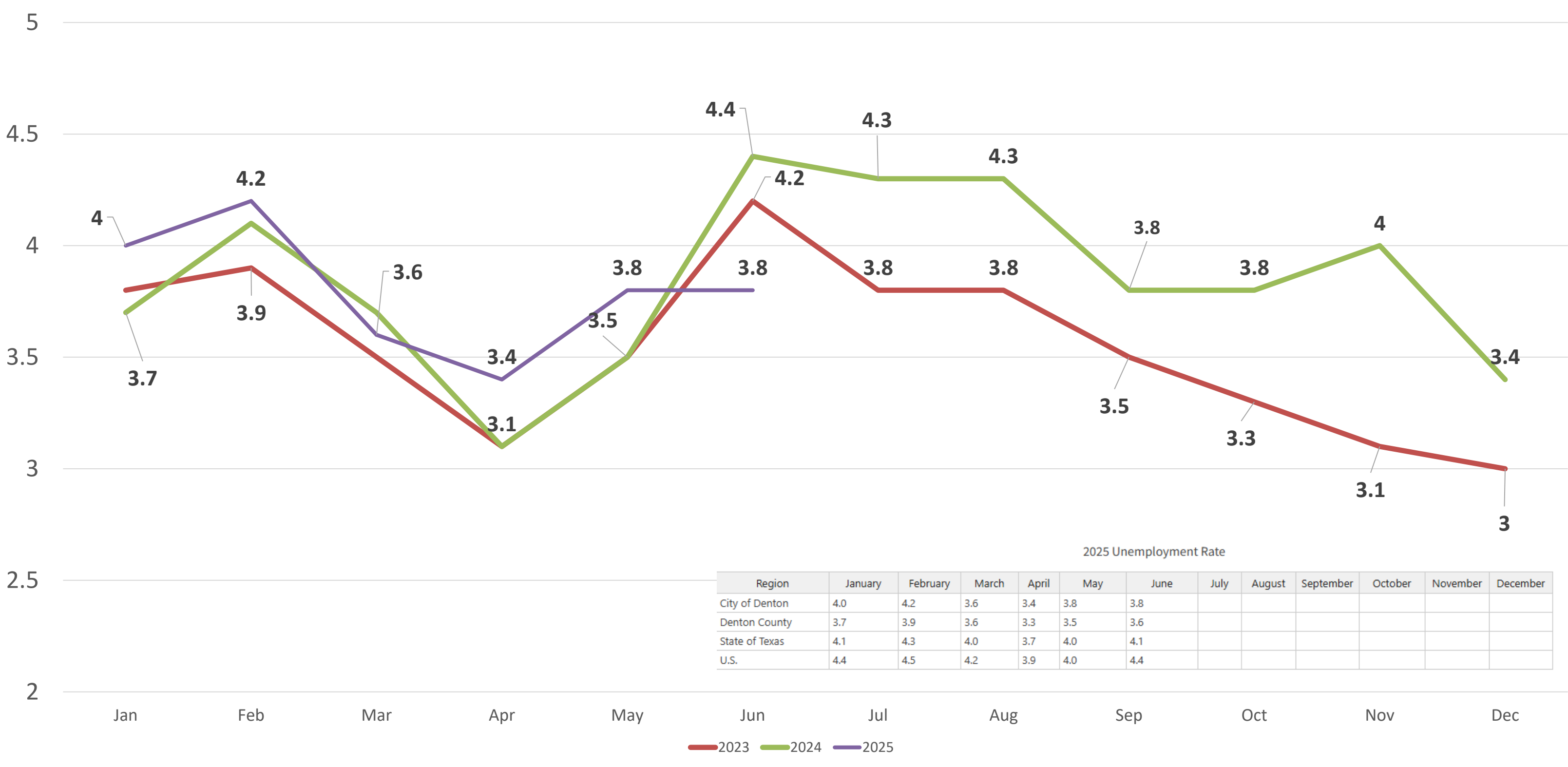
**Q3 2024**

**\$14,003,077**

**YTD**

**\$38,386,761**

# UNEMPLOYMENT RATE, 3 YR COMP





# 2025 Q1 COST OF LIVING INDEX, TEXAS

\*This information is from Jan., Feb., March of 2025.

	100%	14.67%	27.97%	8.75%	10.75%	4.59%	33.27%
	COMPOSITE	GROCERY			TRANS-		MISC. GOODS
URBAN AREA AND STATE	INDEX	ITEMS	HOUSING	UTILITIES	PORTATION	HEALTH CARE	AND SERVICES
McAllen TX	82.5	93.1	592.0	119.1	85.8	76.7	88.1
Harlingen TX	79.2	92.7	60.5	123.9	84.3	80.6	76.3
Amarillo TX	82.1	94.9	58.6	89.7	85.2	82.1	93.1
El Paso TX	88.0	98.2	65.8	92.8	100.5	100.7	95.6
Corpus Christi TX	89.5	93.4	77.9	99.5	96.8	100.6	91.5
Nacogdoches TX	90.3	95.8	77.5	106.9	95.0	98.5	92.1
Abilene TX	89.2	95.8	64.7	125.5	93.0	96.4	95.7
San Antonio TX	91.8	93.7	76.8	81.3	93.6	132.6	99.8
Waco TX	91.1	93.0	78.1	105.6	90.8	107.8	95.2
Odessa TX	93.2	95.3	80.1	99.3	87.8	99.6	102.1
Tyler TX	92.1	95.8	81.9	104.9	98.9	98.7	93.2
Houston TX	93.7	97.9	81.3	93.6	93.8	101.2	101.0
Arlington TX	96.9	98.4	89.5	113.3	95.8	88.6	99.7
Fort Worth TX	97.3	98.8	90.4	113.3	92.2	101.7	99.2
Austin TX	95.7	95.2	99.6	99.1	93.1	91.3	93.1
Denton TX	97.7	97.8	93.4	103.7	97.4	88.7	101.1
Dallas TX	98.6	98.4	90.0	113.6	90.3	99.8	104.1
Plano TX	110.0	98.1	111.1	113.6	102.2	127.2	113.1

RED	HIGHEST
GREEN	LOWEST
YELLOW	DENTON

# Q2 COST OF LIVING INDEX, US

\*This information is from Jan., Feb., March of 2025.

	100%	14.67%	27.97%	8.75%	10.75%	4.59%	33.27%
	COMPOSITE	GROCERY			TRANS-		MISC. GOODS
URBAN AREA AND STATE	INDEX	ITEMS	HOUSING	UTILITIES	PORTATION	HEALTH CARE	AND SERVICES
Harlingen TX	79.2	92.7	60.5	123.9	84.3	80.6	76.3
Decatur IL	80.0	96.1	50.5	106.1	94.4	79.4	87.3
Ponca City OK	82.4	95.0	66.5	94.0	89.0	89.1	84.6
Kalamazoo MI	85.1	97.9	61.7	96.2	96.9	85.7	93.0
Knoxville TN	85.9	97.6	75.8	86.0	88.1	77.9	89.5
Waco TX	91.1	93.0	78.1	105.6	90.8	107.8	95.2
Austin TX	95.7	95.2	99.6	99.1	93.1	91.3	93.1
Arlington TX	96.9	98.4	89.5	113.3	95.8	88.6	99.7
Nashville-Murfreesboro	97.0	99.8	99.3	94.5	91.9	88.4	96.9
Denton TX	97.7	97.8	93.4	103.7	97.4	88.7	101.1
Dallas TX	98.6	98.4	99.0	113.6	90.3	99.8	104.1
Asheville NC	107.4	97.4	117.8	95.6	93.7	111.5	109.0
Plano TX	110.0	98.1	111.1	113.6	102.2	127.2	113.1
San Jose CA	181.2	110.4	326.6	146.0	135.7	106.2	123.3
Honolulu HI	182.3	134.6	292.1	207.0	143.1	125.9	124.7
New York (Manhattan) N	232.6	116.9	504.6	116.8	118.4	141.5	129.9

RED	HIGHEST
GREEN	LOWEST
YELLOW	DENTON



# THANK YOU

## Economic Development Partnership Board

Meeting Date	Item Description	Presented By
<b>Wednesday, August 13, 2025</b>		
Item for Consideration	Minutes	Chair
Work Session	RFI Overview	Christina/Brittany
Work Session - Staff Report	Director's Report	Brittany Sotelo
Work Session - Staff Report	EDP Report	Jamie Adams
Work Session - Staff Report	Quarterly Main Street Program update	Kristen Pulido
Work Session - Staff Report	Economic Trends Report	Matilda Weeden
Work Session - Staff Report	Future Agenda Items	Brittany Sotelo
<b>Wednesday, September 10, 2025</b>		
Item for Consideration	Minutes	Chair
Work Session	Commercial Utility Deposits - Denton Municipal Electric	Christa Foster
Work Session - Staff Report	Director's Report	Brittany Sotelo
Work Session - Staff Report	Future Agenda Items	Brittany Sotelo
<b>Wednesday, October 8, 2025</b>		
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
<b>Wednesday, November 12, 2025</b>		
Item for Consideration	Minutes	Chair
Work Session - Staff Report	Director's Report	Brittany Sotelo

## Economic Development Partnership Board

Work Session - Staff Report	Future Agenda Items	Staff
<b>Wednesday, December 10, 2025</b>		
Item for Consideration	Minutes	Chair
Items for Consideration	Project Big Print	
Items for Consideration	Project Recharge	
Work Session - Staff Report	Director's Report	Brittany Sotelo
Work Session - Staff Report	Future Agenda Items	Staff
<b>TBD:</b>		
Work Session	DME Infrastructure/Capital Program Overview	
Work Session	Dev Serv Business Updates	Charlie Rosendhal