



City of Denton

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

Meeting Agenda

Economic Development Partnership Board

Wednesday, September 11, 2024

11:00 AM

Development Service Center

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, September 11, 2024, 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. ITEMS FOR CONSIDERATION

- A. [EDP24-068](#) Consider approval of the meeting minutes for August 14, 2024.

Attachments: [Exhibit 1 - August 14, 2024 EDPB Meeting Minutes - DRAFT](#)

- B. [EDP24-070](#) Receive a report, hold a discussion, and make a recommendation to City Council to renew the contract between the City of Denton and Hickory and Rail Ventures, LLC in the not to exceed amount of \$158,172.

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

[Exhibit 2 - Presentation](#)

2. WORK SESSION

- B. [EDP24-072](#) Receive a report and hold a discussion regarding Denton Halloween.

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

[Exhibit 2 - Denton Halloween Presentation](#)

- C. [EDP24-073](#) Staff Reports:

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

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

[Exhibit 2 - Director's Report Presentation](#)

[Exhibit 3 - EDP Partnership Update Presentation](#)

[Exhibit 4 - Quarterly Main Street Program Update Presentation](#)

[Exhibit 5 - Economic Trends Report](#)

[Exhibit 6 - Queue of Future Agenda Items](#)

3. 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 September 6, 2024, 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

City Hall
215 E. McKinney St.
Denton, Texas 76201
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Legislation Text

File #: EDP24-068, **Version:** 1

AGENDA CAPTION

Consider approval of the meeting minutes for August 14, 2024.

MINUTES
CITY OF DENTON
ECONOMIC DEVELOPMENT PARTNERSHIP BOARD
August 14, 2024

After determining that a quorum was present, the Economic Development Partnership Board convened in a Regular Meeting on Wednesday, August 14, 2024, 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: Steven Edgar (Chair), Tony Clark (Vice-Chair), Erin Carter (ex-officio), Brian Danhof, Jeremy Fykes, Kerry Goree, Gerard Hudspeth, Paul Meltzer, Susannah O’Bara (ex-officio), Lee Ramsey, Aaron Roberts, Jason Tomlinson, and Clyde Rick Woolfolk

ABSENT: Kerry Goree, Sara Hensley (ex-officio), Jimmy Mejia

STAFF: Ryan Adams, Julissa Amador, Katherine Barnett, Aaron Bennion, Karen Boerner, Scott Bray, Doug Breon, Jacob Crocker, Christina Davis, Courtney Douangdara, Vanessa Esparza, Jerry Fielder, Sean Jacobson, Randy Key, Scott McDonald, Kristen Pulido, Cameron Robertson, Charlie Rosendahl, Dani Shaw, Brittany Sotelo, Erica Sullivan, Christine Taylor, Matilda Weeden, and Mark Zimmerer

1. ITEMS FOR CONSIDERATION

A. EDP24-059 Consider approval of the minutes for June 12, 2024.

Woolfolk made a motion to approve the minutes of June 12, 2024. Danhof seconded the motion. Motion carried (8- 0).

AYES (8): Clark, Danhof, Fykes, Hudspeth, Ramsey, Roberts, Tomlinson, Woolfolk

NAYS (0): None

ABSENT (2): Edgar and Meltzer

2. WORK SESSION

A. EDP24-055 Receive a report, hold a discussion, and give staff direction regarding an update on the Airport Master Plan.

Meltzer arrived at 11:11 a.m. Edgar arrived at 11:13 a.m.

Ryan Adams presented the item and discussion followed.

B. EDP24-060 Receive a report, hold a discussion regarding Rayzor Ranch Build-Out & Public Improvement District.

Christine Taylor presented the item and discussion followed.

C. EDP24-063 Receive a report and hold a discussion regarding Denton Municipal Electric.

Jerry Fielder, Denton Municipal Electric’s Engineering Manager and Staff presented the item and discussion followed.

D. EDP24-061 Receive a report and hold a discussion regarding the Design Downtown Denton Master Plan.

Zakcq Lockrem, from Mend Collaborative, presented the item and discussion followed.

E. EDP24-062 Staff Reports:

- 1. Director’s Report - Brittany Sotelo**
- 2. Downtown Economic Development Committee Update - Jeremy Fykes**

Fykes left at 12:44 p.m.

- 3. EDPB Partnership Update - Jamie Adams**
- 4. Sustainability Update - Michael Gange and Katherine Barnett**
- 5. Homeless Response Update - Dani Shaw**
- 6. Future Agenda Items - Christine Taylor**

Staff presented each item and discussion followed.

3. CONCLUDING ITEMS

With no further business, the meeting adjourned at 1:04 p.m.

Steven Edgar, Chair
Economic Development Partnership Board

Vanessa Esparza
Administrative Assistant

Minutes Approved On: _____



City of Denton

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Legislation Text

File #: EDP24-070, **Version:** 1

AGENDA CAPTION

Receive a report, hold a discussion, and make a recommendation to City Council to renew the contract between the City of Denton and Hickory and Rail Ventures, LLC in the not to exceed amount of \$158,172.



City of Denton

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

AGENDA INFORMATION SHEET

DEPARTMENT: Economic Development

ACM: Christine Taylor

DATE: September 11, 2024

SUBJECT

Receive a report, hold a discussion, and make a recommendation to the City Council to renew the contract between the City of Denton and Hickory and Rail Ventures, LLC in the not to exceed amount of \$158,172.

BACKGROUND

Since December 2017, Stoke Denton has been managed and operated by Hickory and Rail Ventures LLC (HRV), with the company responsible for all operations, programs, member management, marketing, events, and staffing. The City of Denton provided the rented space, furniture, fixtures, and equipment until the lease ended on June 30, 2021. City staff engaged in discussions with HRV representatives about the long-term future of Stoke Denton, leading HRV to submit a proposal for continued support through a program agreement in late 2020.

The proposed agreement includes a one-year term to continue the partnership with HRV to provide support to the entrepreneurs, startups, and freelancers in the community. The partnership provides a solid platform for the city to support entrepreneurs, remote workers, small businesses, and startup companies while helping to build businesses, create jobs, and strengthen the culture and economy of the City of Denton.

RECOMMENDATION

Staff recommends approval.

PRIOR ACTION/REVIEW (Council, Boards, Commissions)

October 13, 2020 – Staff presented the program proposal to the City Council and received direction to move forward with drafting a program agreement.

November 11, 2021 – Economic Development Partnership Board (EDPB), staff presented the program proposal to the EDPB and received direction to move forward with drafting a program agreement.

April 20, 2021 – The City Council approved adoption of an ordinance approving an agreement between the City of Denton and Hickory & Rail Ventures, LLC, regarding an economic development program for Stoke Denton, providing an effective date.

April 13, 2022 – The Economic Development Partnership Board (EDPB), staff presented the program proposal and updated agreement and the EDPB recommended the City Council approve the one-year renewal

of the contract between the City of Denton and Hickory and Rail Ventures, LLC.

May 3, 2022 - The City Council approved adoption of an ordinance approving an agreement between the City of Denton and Hickory & Rail Ventures, LLC, regarding an economic development program for Stoke Denton, providing an effective date.

June 16, 2023 - Economic Development Partnership Board (EDPB), staff presented the program proposal and updated agreement, the EDPB recommended the City Council approve the 15-month renewal of the contract between the City of Denton and Hickory and Rail Ventures, LLC. This agreement was a 15-month contract to align with the City’s fiscal year.

June 27, 2023 – The City Council approved the adoption of an ordinance approving an agreement between the City of Denton and Hickory & Rail Ventures, LLC regarding an economic development program for Stoke Denton, providing an effective date.

EXHIBITS

Exhibit 1 – Agenda Information Sheet

Exhibit 2 – Presentation

Respectfully Submitted,
Brittany Sotelo
Director of Economic Development



Stoke Partnership

Economic Development Partnership Board

September 11, 2024





Cultivating Community +
Empowering Entrepreneurs

PRESENTED BY :
HEATHER GREGORY

PRESENTED TO :
Economic Development
Partnership Board

www.stokedenton.com

HISTORY OF STOKE

July 2016

- City of Denton 5 year lease at 608 E Hickory St Suite 128 begins.

November 2017

- Hickory & Rail Ventures, LLC and City of Denton enter into public private partnership to operate Stoke. City pays rent and handles maintenance and repairs.

June 2021

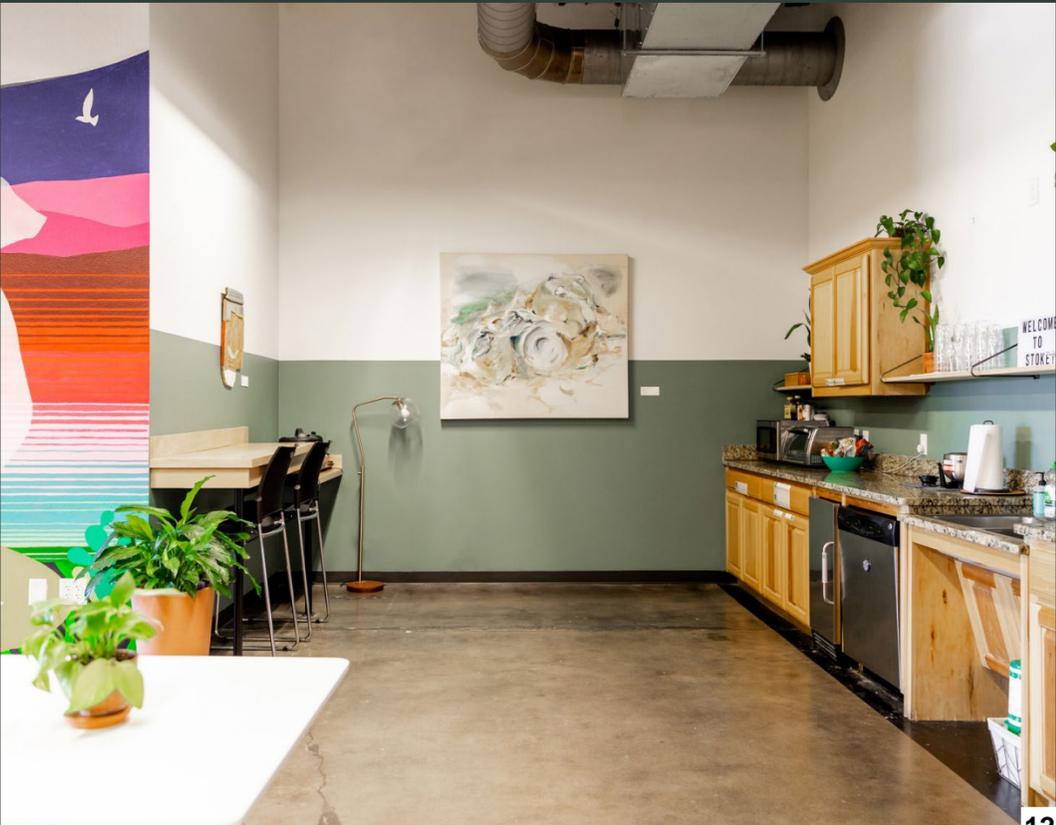
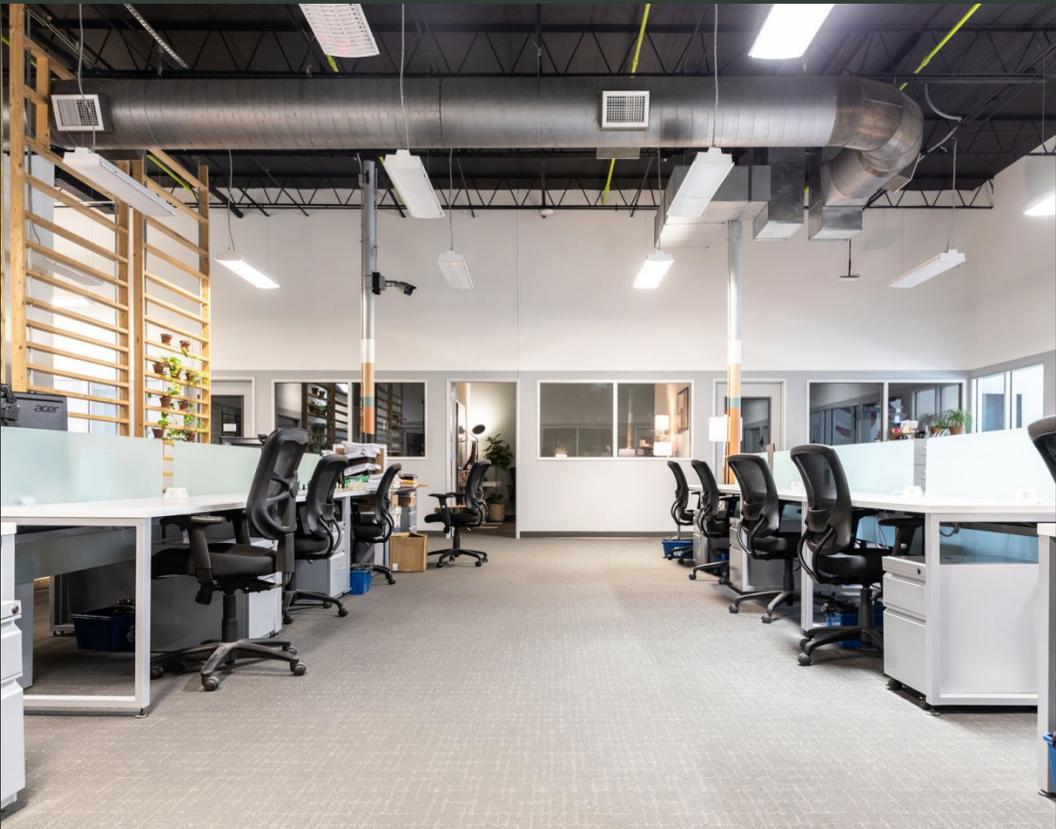
- City's lease at 608 E Hickory St Suite 128 expires.

July 2021

- H&RV signs lease with Martino Group, as a part of this 12 new private offices are built out to meet the needs of the coworking space.
- City/H&RV partnership shifts to focus on entrepreneurship program support.

2021, 2022, 2023

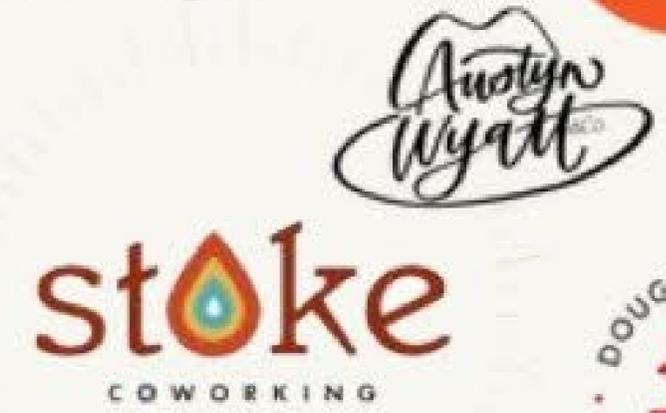
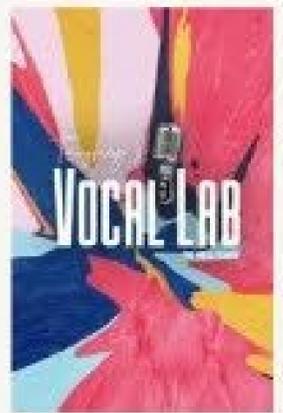
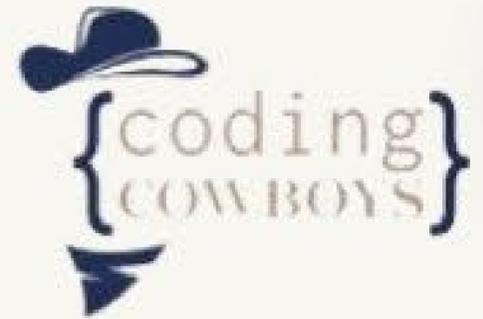
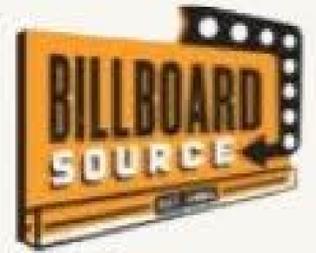
- Unanimously approved by EDPB and City Council to continue support entrepreneurship program via H&RV and City of Denton partnership.







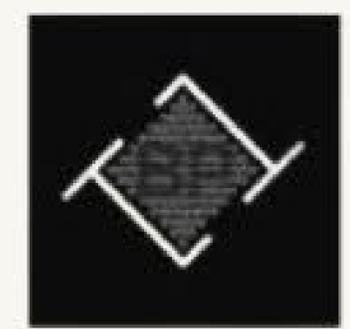
ALLATA



IndexingPros



Precious CarGo™



TeamOfDefenders™



MEMBERSHIPS

COMMUNITY MEMBERSHIP \$75 / MONTH

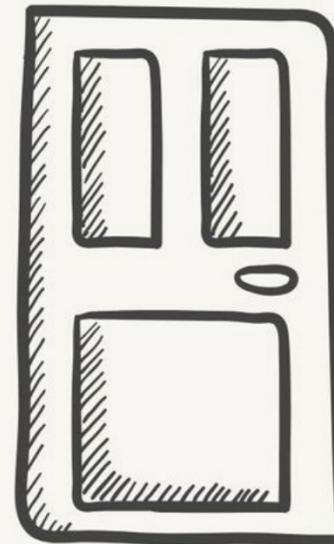
FOR WHEN COMMUNITY MATTERS.
GETTING STARTED, GETTING OUT OF THE
HOUSE, AND GETTING INSPIRED WITHOUT
ALL THE EXTRA BITS.



CHOSEN BY:
FREELANCERS
SIDE HUSTLERS
EARLY STAGE ENTREPRENEURS

PRIVATE OFFICES PRICE VARIES

A DOOR TO CLOSE BUT YOU'RE STILL
INVITED TO JOIN IN ON THE HAPPENINGS
OUT IN THE SPACE.



CHOSEN BY:
REMOTE TEAMS
CONSULTANTS
ENTREPRENEURS

DEDICATED DESK MEMBERSHIP \$325 / MONTH

WORK WHENEVER YOU NEED TO AND
STASH AWAY YOUR SUPPLIES AND
EQUIPMENT AS A DEDICATED MEMBER.



CHOSEN BY:
FREELANCERS
REMOTE WORKERS
PROJECT MANAGERS

COMMUNITY EVENTS

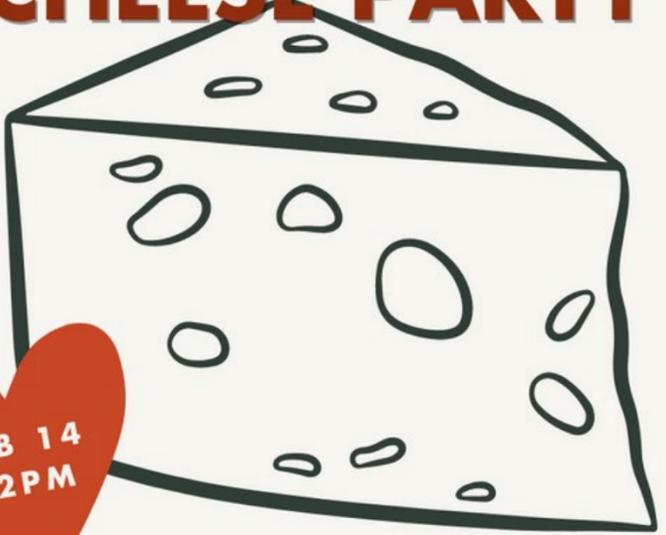


MARCH POP-UP
608 E. Hickory St. Suite 128

Groovy Chicken And Waffles
March 1st
11:30am

Triptych Coffee Co.
March 13th
9:00am

STOKE PRESENTS
BYOC: ULTIMATE CHEESE PARTY



FEB 14 12PM

THE SEQUEL

BRING A CHEESE OR ACCOUTREMENT WE'LL BRING THE BEVS.



Wednesday, December 13, 9 am - 3 pm

Triptych Coffee Co. Pop Up

Buy a drink and enjoy a free day of coworking!

The space is very inviting, well organized, great staff. Access to an office that is affordable and flexible has been absolutely crucial to the success of my business.

– Stoke Member



Every time I'm here [at Stoke] I feel like I belong and I'm welcomed.

– Stoke Member



PROGRAMS + EVENTS



Global Entrepreneurship Week in Denton, TX



13
NOV

MONDAY
6 - 8 PM

Fireside Chats w/ Kari Meyercord-Westerman

An honest conversation about starting and growing a business here in Denton. Learn from two entrepreneurs who have first hand experience of the joys, struggles, freedom, and stress that comes hand in hand with running a business. Come prepared to learn and ask questions of the leader of creative reuse in Denton.

Stoke
608 E Hickory St, Ste 128,
Denton TX, 76201

Global Entrepreneurship Week in Denton, TX



13
NOV

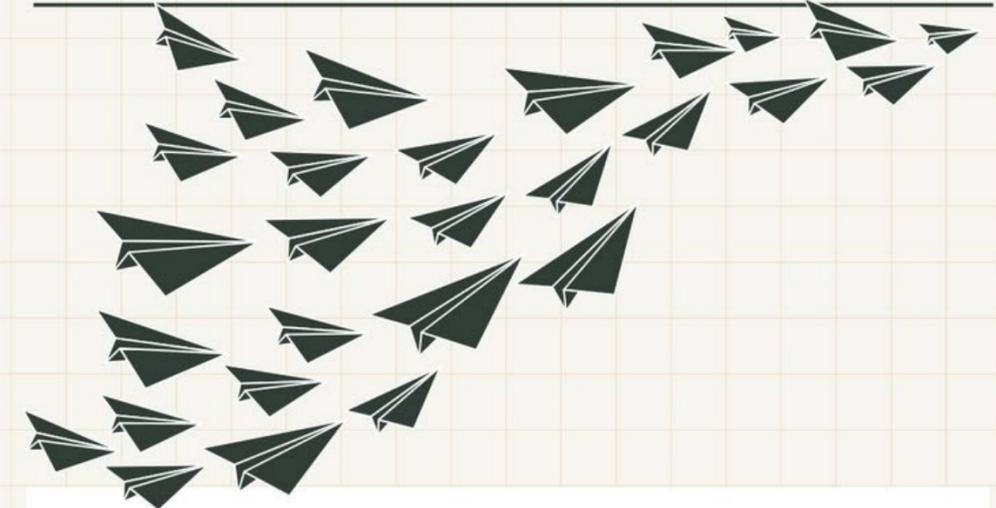
MONDAY
9 AM - 1 PM
6 - 8 PM

Triptych Coffee Co. Pop Up + Free Coworking

Triptych Coffee Co. will be helping us kick off Global Entrepreneurship Week with another pop up in the coworking space! They'll be here serving coffee during the day and during Fireside Chat w/ Kari Meyercord-Westerman. Buy a coffee + enjoy a free day of coworking on us!

Stoke
608 E Hickory St, Ste 128,
Denton TX, 76201

Global Entrepreneurship Week in Denton, TX



15
NOV

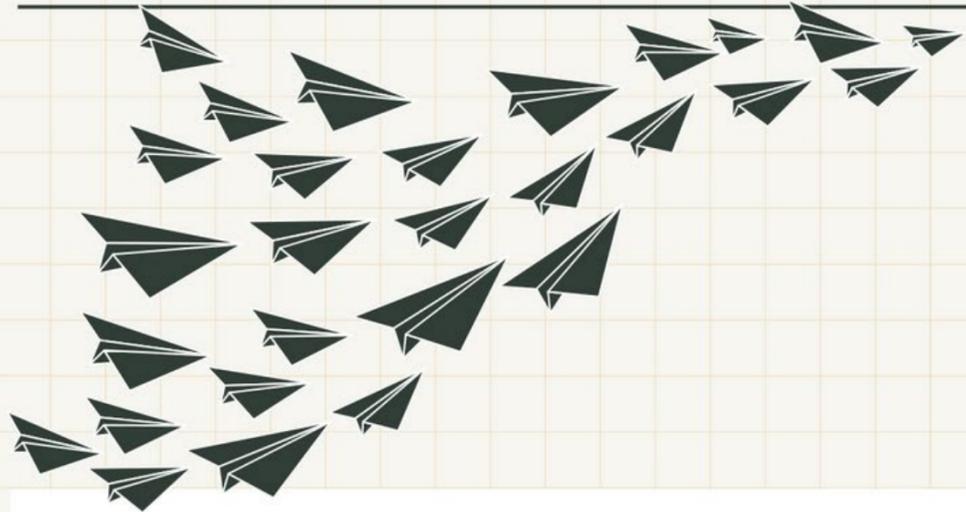
WEDNESDAY
5:30 - 7:30 PM

Big Ideas: A Creative Mixer

Big Ideas Creative Mixer, sponsored by Texas Best Solar, will bring together the creative community of Denton for an evening of connection and and learning. Some movers and shakers will share about their creative projects and ways that the community can get plugged in. Learn about some new and exciting things happening in Denton and maybe you'll leave with your own Big Idea.

Denton County Brewing Co.
200 E McKinney St
Denton TX, 76201

Global Entrepreneurship Week in Denton, TX



15
NOV

WEDNESDAY
5:30 - 7:30 PM

Big Ideas: A Creative Mixer

Big Ideas Creative Mixer, sponsored by Texas Best Solar, will bring together the creative community of Denton for an evening of connection and learning. Some movers and shakers will share about their creative projects and ways that the community can get plugged in. Learn about some new and exciting things happening in Denton and maybe you'll leave with your own Big Idea.

Denton County Brewing Co.
200 E McKinney St
Denton TX, 76201

Global Entrepreneurship Week in Denton, TX



16
NOV

THURSDAY
4 - 7:30 PM

Denton Pitch Competition & Entrepreneur Expo

Come to cheer on the (10) entrepreneurs that will be pitching their business and celebrate the winners who will walk away with cash prizes. Over 15 businesses will be on display at the Entrepreneur Expo. This is a great opportunity to learn about some amazing entrepreneurs and support their growth. Connect with emerging and established businesses in a wide range of industries.

Sunago Bell
101 S Locust St, 8th Floor
Denton TX, 76201

Global Entrepreneurship Week in Denton, TX



17
NOV

FRIDAY
9 AM - 5:00 PM

Freebie Friday

Work from Stoke for the day and be among peers for Freebie Friday. Pour yourself a cup of coffee, post up in the coworking space, and maybe grab lunch with a new friend.

Stoke
608 E Hickory St, Ste 128,
Denton TX, 76201

stoke

CITY OF DENTON



DENTON PITCH COMPETITION

+ ENTREPRENEUR EXPO

COME OUT AND SHOW YOUR SUPPORT FOR DENTON'S ENTREPRENEURS AND SMALL BUSINESSES AS TEN INNOVATIVE DENTON-BASED COMPANIES PITCH FOR THEIR CHANCE TO WIN CASH FOR THEIR BUSINESS GOALS.

AT THE ENTREPRENEUR EXPO - LEARN ABOUT DENTON'S ENTREPRENEURS AS THEY COME TOGETHER TO SHOWCASE THEIR BUSINESSES AND IDEAS.

NOV 16

SUNAGO BELL

101 S LOCUST ST
8TH FLOOR
DENTON, TX 76201

4:00-
7:30 PM

DOORS: 4:00 PM

PITCHES: 4:15 PM

NETWORKING HAPPY HOUR & EXPO: 6 PM

FREE TO ATTEND, RSVP:



AccelerateHER

TEXAS WOMAN'S UNIVERSITY
JANE NELSON INSTITUTE
for WOMEN'S LEADERSHIP
Center for Women Entrepreneurs

stoke



Christina Barrientos
Heartstone Creative



Consuelo Ligus
Yellow Rose Paint Party



Taushey Sias
Taushey's Vocal Lab



Madison Newman
Found & Forged Design Co.



Jennifer Johnson
Teacher Care Network



Katherine Waddell
Faul Magic



Ashlee Vail
Austyn Wyatt & Co



Latoya Lawrence
Groovy Chicken & Waffles



Stoke
608 E Hickory St.
Ste 128
Denton TX, 76205

Monday
March 18th, 2024
5:30 - 7:30 pm

stoke
WORD OF THE DAY:
SPARK

[spark]

verb
1. to ignite.

noun
1. a trace of a specified quality or intense feeling.
2. Stoke's quarterly mixer for creatives.

SPARK
SPARK
SPARK
SPARK
creative mixer

March 18
608 E. Hickory St Suite 128



Creative Mixer

5:30pm
608 E. Hickory St. Suite 128

COFFEE + CONVO

morning meetup with **stoke**



COFFEE + CONVO

casual morning meetup with entrepreneurs, experts, and peers

Jese Gary



COFFEE + CONVO



COFFEE + CONVO

casual morning meetup with entrepreneurs, experts, and peers

Neil Foote

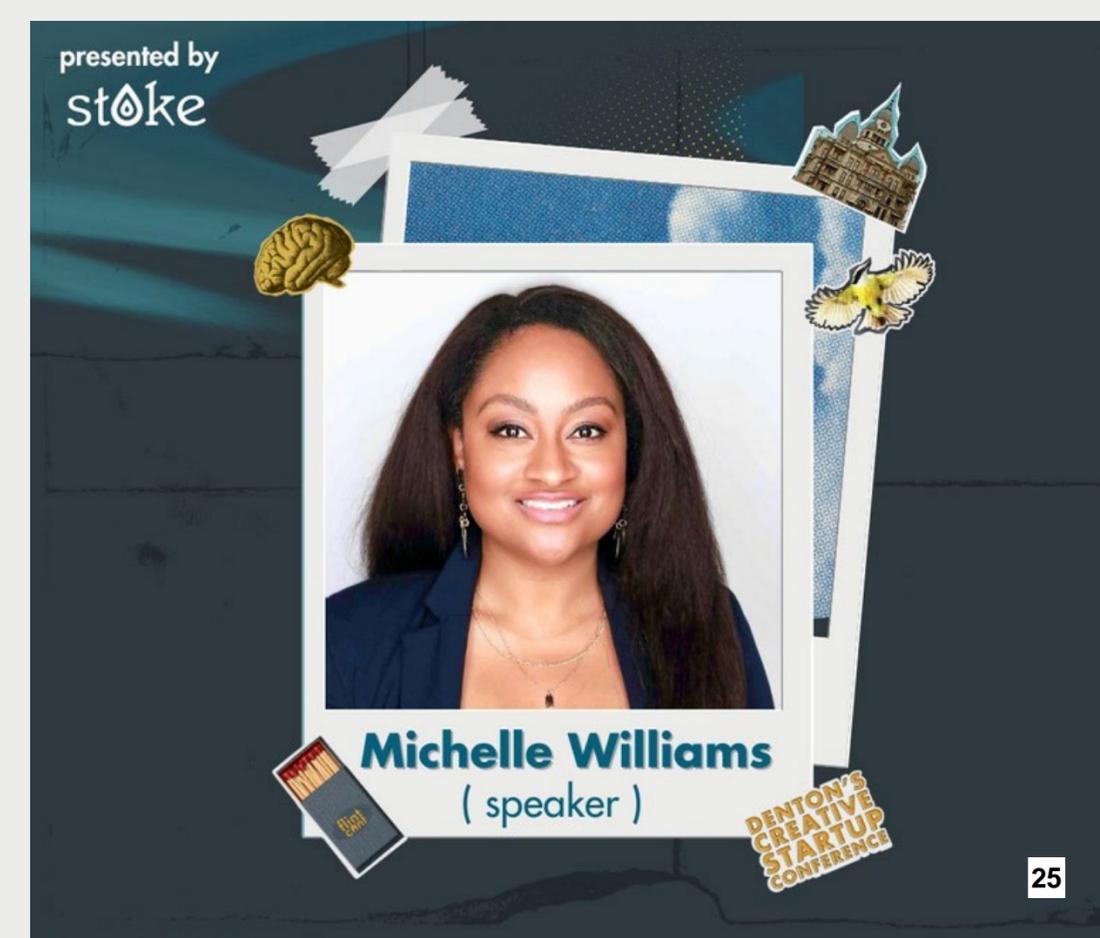


COFFEE + CONVO

Dr. Jen Johnson
February 27th
9:00am



COFFEE + CONVO







STOKE MERCH



IMPACTS + OUTCOMES

- 86% of member survey respondents say their business has experienced growth
 - Includes sales growth, hiring new employees, landing new clients, raising funds, filed LLC, launching new product/service
 - Direct impact of Stoke membership include collaborations, education and resources, networking, hiring within the member community, finding co-founders
- 93% net promoter score from members
- 700 people brought together through our events and programs
- 12 professionally produced videos highlighting Stoke programs and events.
 - Most of these live on our [YouTube](#) channel
- 4 videos produced by Stoke for Denton Startup Crawl

IMPACTS + OUTCOMES

- Denton Pitch Competition 2023
 - 28 hours of business coaching (17 entrepreneurs received support)
 - 10 businesses pitched at DPC (70% women-owned, 40% BIPOC, 10% LGBTQ+)
 - 13 Entrepreneur Expo participants
 - 3 winners received recognition and cash prizes
- FlintConf 2024
 - 85 attendees (speakers + sponsors + students + teachers in attendance)
 - 6 speaker sessions, 1 Big Idea Workshop, 2 networking opportunities, kickoff event with panel discussion about Creative Economy
- Coffee + Convo
 - 11 sessions and 75 attendees
 - Mentors were 70% Women, 50% BIPOC, 20% LGBTQ+

MEET OUR TEAM



HEATHER GREGORY
OWNER + EXECUTIVE DIRECTOR



JULI JAMES
ASSOCIATE DIRECTOR



MARY CHAVEZ
MARKETING + COMMUNICATIONS
COORDINATOR



ROBYN HARRIS
COMMUNITY COORDINATOR

stoke AT A GLANCE

I  Denton



OPPORTUNITIES AND EVENTS FOR ENTREPRENEURS INSIDE

WHY CHOOSE A COWORKING SPACE

- INCREASE PRODUCTIVITY
- MAKE NEW CONNECTIONS
- PERFECT ZOOM BACKDROP
- STAY MOTIVATED WHILE STAYING SOCIAL
- CREATE A HEALTHY WORK-LIFE BALANCE




stay in touch!

IF YOU'D LIKE TO STAY UP TO DATE ON ALL THINGS STOKe, BE SURE TO FOLLOW US ON SOCIAL MEDIA AND JOIN OUR COMMUNITY NEWSLETTER! WE'RE ALWAYS GROWING AND OFFERING NEW OPPORTUNITIES FOR ENTREPRENEURS AND FREELANCERS!

 @STOKEDENTON

 /STOKEDENTON

 STOKe DENTON

 JOIN OUR NEWSLETTER



THANK YOU! QUESTIONS?

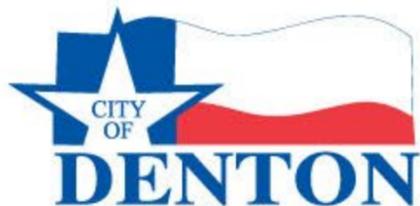
Contract Background

The City seeks to support, encourage, and promote the public purpose of driving new business creation and job growth by fostering a sustainable startup community for entrepreneurs primarily in early-stage tech and tech-enabled businesses.

In 2016 the City created a co-working space (Stoke) with access to resources to support entrepreneurship, small business development, and the development of tech and tech-enabled businesses and workers.

In 2017 the City contracted with Hickory Rail Ventures for the management and operation of Stoke.

The proposed contract is for one year with a not-to-exceed amount of \$158,172

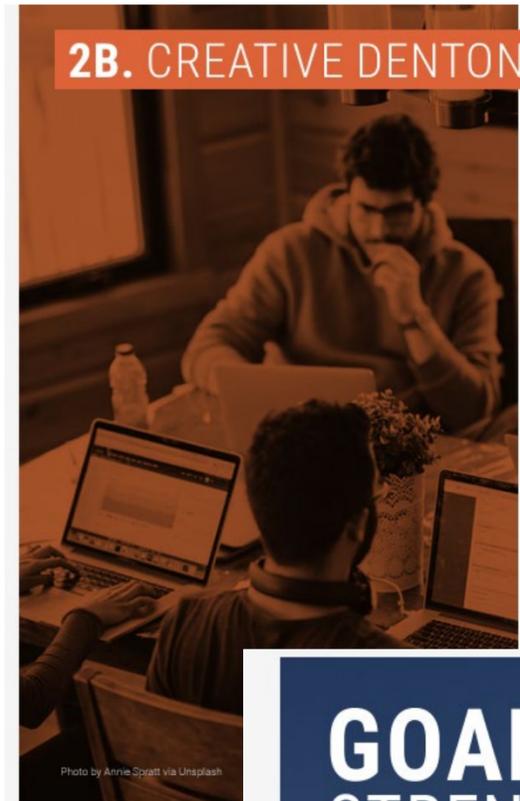
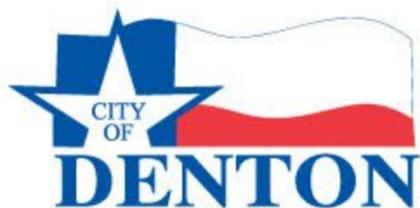


Strategic Plan Alignment

- 2B: Creative Denton
- Goal 3: Strengthen Community Inclusion

Next Step

- Council consideration



2B. CREATIVE DENTON

THE VALUE

Denton's reputation for arts and culture makes it a standout destination within the DFW Metroplex. Its cultural assets not only foster quality of place but also create an economic advantage. Over the past decade, a budding creative economy has attracted entrepreneurs to Denton, making the City a hub for big ideas and innovation. Denton has a vibe unlike any other community in the region. By continuing to nourish this creative ecosystem, the City can flourish and become a vibrant destination for talent and investment.

THE ANCHORS

From higher education to coworking spaces, Denton's creative economy is anchored by diverse and thriving institutions. TWU and UNT are catalysts for innovation and drivers of the City's talent pipeline. Stoke is the heartbeat of Denton's startup scene, providing a hub for entrepreneurs near downtown amenities. Embracing and strengthening these anchor institutions will not only attract growth but also ensure that the creative elements at the heart of Denton's culture will continue to thrive.

THE ECOSYSTEM

In recent years, a strong cluster of education technology companies has emerged in Denton. The presence of two universities along with strong support for entrepreneurs has made Denton an ideal location for edtech startups. Events such as the Denton Black Film Festival have also drawn tourists to Denton and strengthened community ties. However, Denton's creative economy requires additional support, including stronger connections to the DFW tech scene and venture capital. The City can nurture Creative Denton by cultivating relationships with DFW capital sources and raising public awareness of Denton artists and entrepreneurs.



Many in the economic development field are beginning to recognize the importance of inclusive economic growth to provide opportunity for all residents, particularly those with lower incomes or levels of educational attainment. An economic development strategic plan that does not address how to deliver broader prosperity to all constituents would be shortsighted. This is especially imperative for Denton, which has a larger share of low-income residents than its peers. The median household income in Denton is \$56,500, falling below the overall median household income in Denton County of \$83,400 (American Community Survey, 2018 5-year sample).

Efforts to grow Denton's existing industries and attract new business investment will not guarantee that Denton's vulnerable communities will be able to share in this prosperity. Denton cannot afford to leave existing residents behind. Addressing the challenges and barriers that low- and moderate-income residents face will be crucial to creating a more economically vibrant and resilient community.

The City's Economic Development Department and Community Development Department teams already recognize this reality and are collaborating on efforts to expand affordable housing in Denton. This collaboration should be expanded on and integrated with workforce development priorities. Expanding affordable housing options and building career pathways in high-demand industries are two central ways that the City can align its economic, workforce, and community development efforts to benefit Denton's most vulnerable residents.

STRATEGIES AND ACTIONS

3.1. WORKFORCE COLLABORATIVE. Successful communities across the US are focused on aligning the needs of businesses and creating workforce pathways for residents. Denton should convene businesses, training providers, and nonprofits to work together in creating meaningful career pathways in critical sectors.

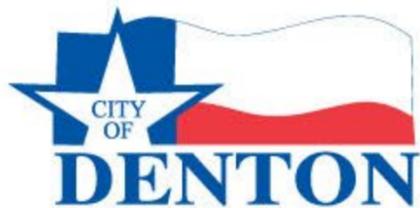
3.1.1. Build off the workforce collaborative, detailed in Strategy 1.4, to focus on workforce needs during the period of economic recovery.

- Convening a workforce collaborative should be an ongoing task of the City's Economic Development Department team.

- Connect any efforts of a Denton-specific workforce collaborative to the work of the DCWSLT focused on the ALICE population.

3.1.2. Continue to convene regular meetings with major employers, Workforce Solutions, NCTC, and other providers to identify business needs and connect unemployed residents to jobs.

Questions?





City of Denton

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

Legislation Text

File #: EDP24-072, **Version:** 1

AGENDA CAPTION

Receive a report and hold a discussion regarding Denton Halloween.



City of Denton

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

AGENDA INFORMATION SHEET

DEPARTMENT: Economic Development

ACM: Christine Taylor, Assistant City Manager

DATE: September 11, 2024

SUBJECT

Receive a report and hold a discussion regarding Denton Halloween.

BACKGROUND

The Parks and Recreation Team is coordinating a month-long Halloween event to boost tourism, increase community engagement, and showcase Denton's creativity. The event will host over 100 events with the help of multiple city departments and community partners.

EXHIBITS

Exhibit 1 – Agenda Information Sheet

Exhibit 2 – Denton Halloween Presentation

Respectfully submitted:
Matilda Weeden
Economic Development Specialist

Stay in the
Loop - Sign Up
for Denton
Halloween Text
Club



Objectives



Increase Tourism, Sales Tax, Hotel Occupancy Tax



Boost Economic Impact



Engagement and Building Community



Enhance Denton Culture

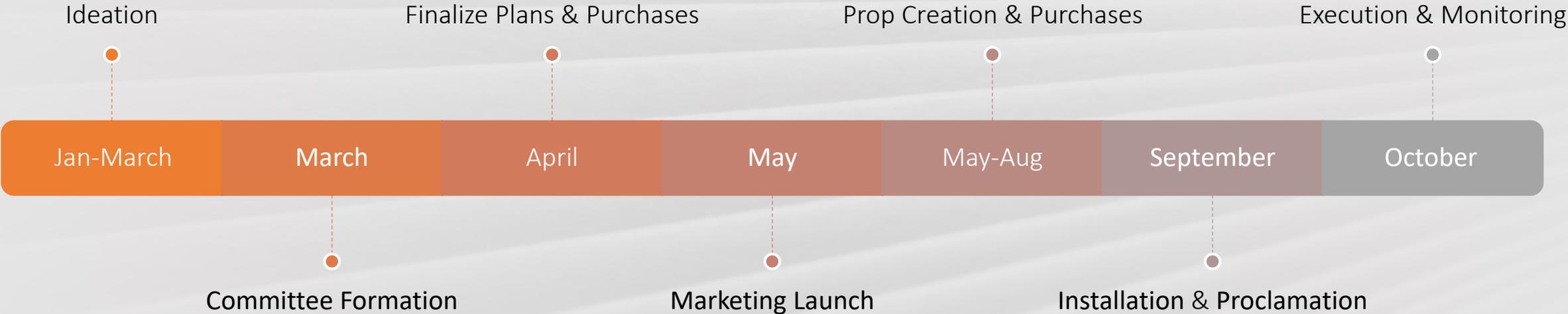


Enhance Public Spaces

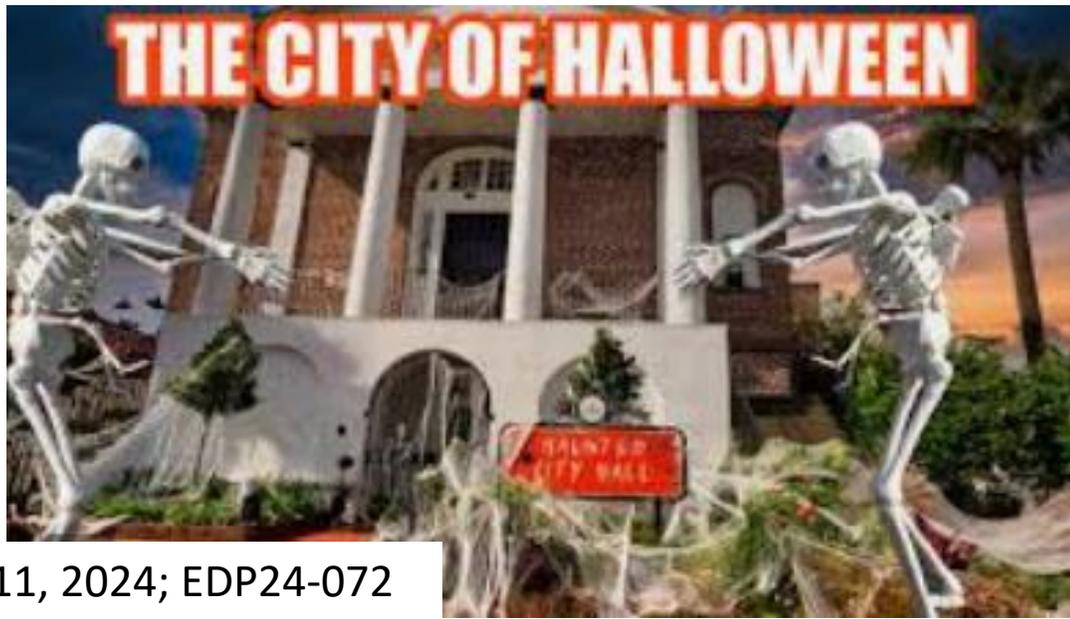
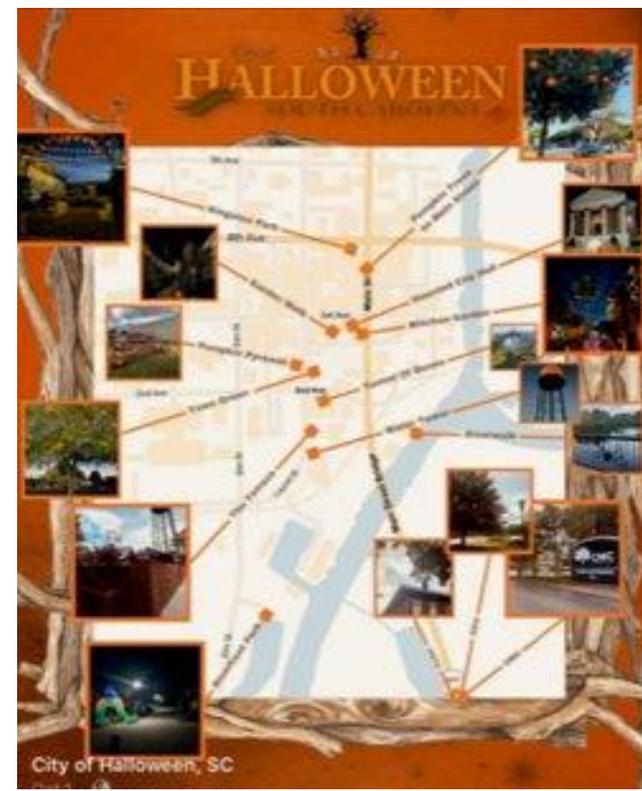


Showcase Creativity

Timeline



INSPIRATION – Conway, SC



Following the 3 P's!

Programming

- Over 100 programs and events are currently planned

Placemaking

- 13+ locations around the downtown and community for engagement

Promotions

- MARCOM promoting Denton as a destination for Halloween activities





WereWolffs Park

- Owner: Denton Parks and Recreation
- 7.5ft howling werewolf located in the landscape bed adjacent to the medallions.
- Drape or hang light select material to create a backdrop to cover the current artwork
- Illuminated 7ft full moon and 4ft clouds
- Rubber bats hung along the backdrop and the café lights



City Hall East

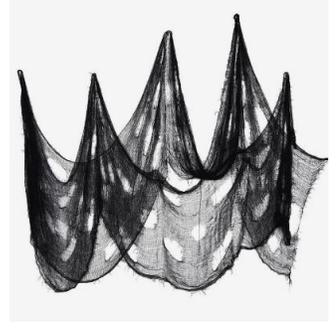
- Owner: Denton Parks and Recreation
- Theme: Pumpkin Patch & Scarecrows
- Wrap columns in lights with fall garland in between each column
- Community could build the scarecrows
- A minimum of four scarecrows on the poles, 2 on the east and 2 on the west
- Photo opp using straw bales, pumpkins, cornstalk, flowers and existing bench



CONFIRMED

The Ghosts of Fowler

- 3 flood lights on this wall to create awareness of the space
- Ideas for ghosts below
- Do not purchase the cheesecloth due to concern of animals getting stuck



CONFIRMED

City Hall Cemetery

- Owner: Denton Parks and Rec
- Theme: Graveyard
- Create a graveyard made from 2" insulation cutouts (75-100 ct)
- Lighting and spider webs around the area to create spooky environment
- Create fencing and columns
- Make the names and title fun to encourage people to visit and read all the headstones



Scary Chairy Orchard City Hall Main Courtyard

- Owner: Denton Parks and Recreation
- Theme: Chairs & Skeletons
- Chairy Orchard 2.0 but scary
- Decorate the courtyard with painted chairs and skeletons
- Bring out the items preserved from the Chairy Orchard to put on display
- Large skeletons 6 / small skeletons 10



**SCARY
CHAIRY
ORCHARD**



CONFIRMED



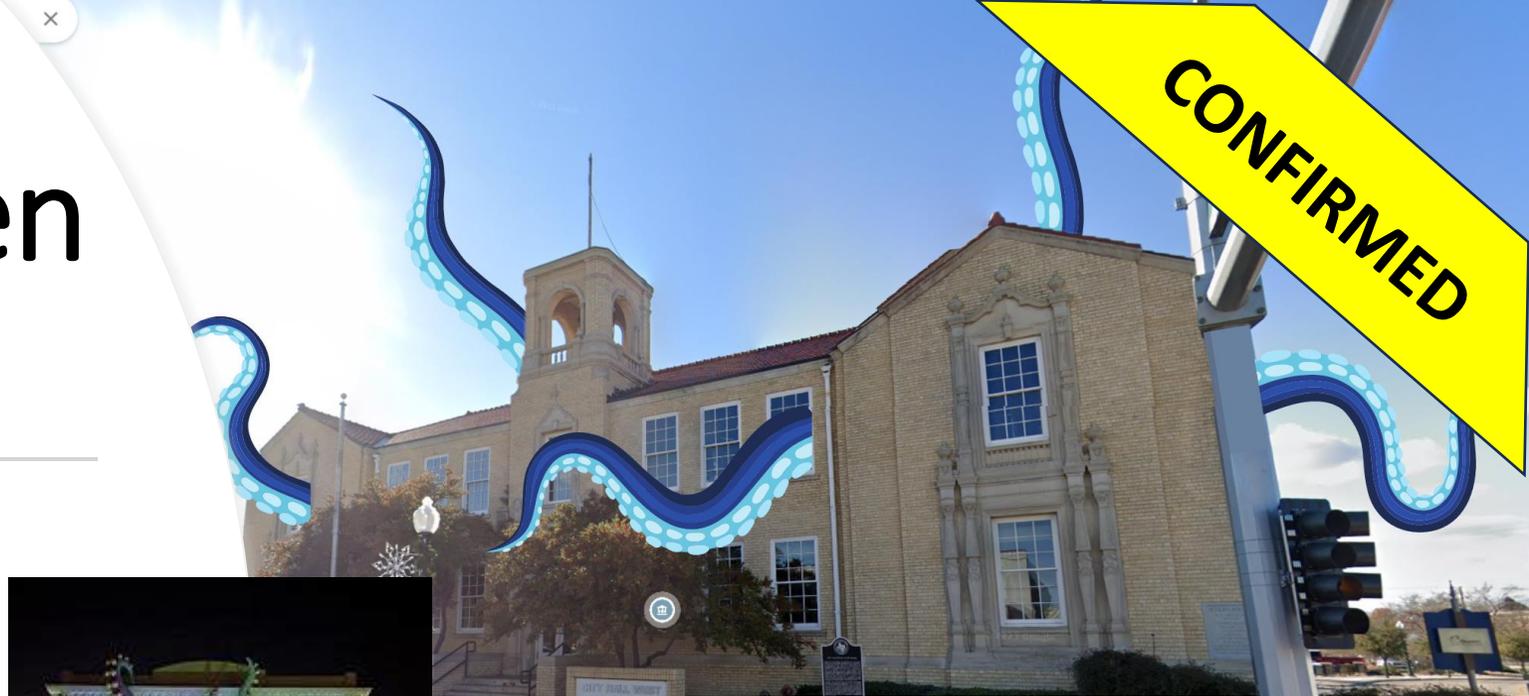
Pumpkins on Hickory

- Owners: Water Utilities and DME
- 50 large trees = 1500
- Water Utilities and DME are providing assistance to install pumpkins in the trees
- From Locust Street to Bell Avenue



"City Hall"-o-ween West

- Owner: Facilities Management
- Giant inflatable tentacles
- Placemaking by flood lights and strobe lights
- Flood lights in the bell tower



Iconic Decoration



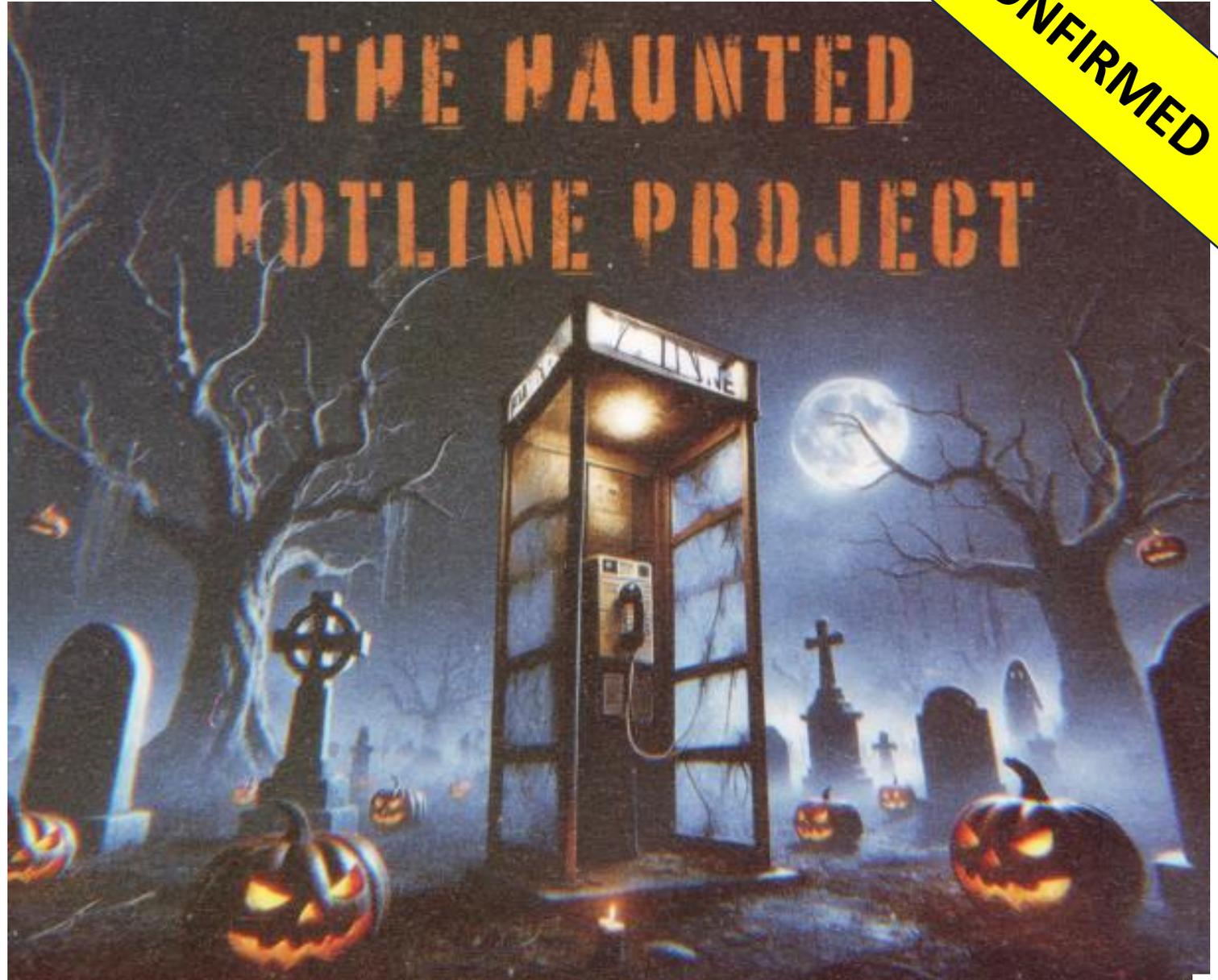
CONFIRMED

- Placing on the square
- Adding a base to increase height and add the wording Denton Halloween
- 5'-6' pumpkin with another few feet height with a base.



Haunted Hotline

- Owner: MARCOM and Parks and Recreation
- Old school decorative phone booth decorated with a theme
- Working telephone with a phone book to dial certain number
- Promotes activities for the month of October
- Serves as part of a scavenger hunt
- Three downtown locations in 2024
- Brainstorming how these can be re-programmed for other times of the year



National Night Out State of the City and Pumpkin Drop at Civic Center

- Owner: Various city departments, Pumpkin Drop: Tori Hill, Park and Recreation to coordinate in cooperation with Fire Dept
- Planned to kick off the month: October 1
- (10+) pumpkins carved out and filled with various product
- To be located at the Civic Center Parking Lot



Goosechase Scavenger Hunt

- Owner: Brad Groves and Carin Zeman Parks and Recreation
- Parks and Recreation set up Goosechase to gamify the month-long event and activities
- Directs people to find certain locations
- Willing to provide space and service to give out awards for Goosechase participation
- Also serves as a marketing tool!



Download the App!

Goblins and Glow Pickleball and Golf

- Owner: Jason Barrow Parks and Recreation
- Glow Golf
 - North Lakes Park Driving Range
 - Friday, October 11
 - Time to be announced
- Moonlight Glow Pickleball
 - Denton Tennis and Pickleball Center
 - Friday, October 18
 - Time to be announced
- Give-a-ways to be provided!



CONFIRMED



Trick or Treating

- Owner: Airport and Animal Services
- Hallo-Wing Trick or Treating – Denton Airport
 - October 12 – Day time event
- Trunk or Treat - Animal Services
 - October 22 – 6pm-8pm
- Trick or Treating – City-wide
 - October 31



Denia Rec Center Harvest Festival

- Owner: Robbie Johnson, Parks and Recreation
- October 19th, 5-7pm
- Costume contest
- Carnival games
- Concessions
- Pumpkin decorating
- Bounce Houses
- Storytelling



Library Storytime, Events and Crafts

- Owner: Jennifer Bekker, Denton Public Library
- Location: Various Libraries and The Nook in Quakertown Park
- Numerous programs and events have been scheduled
 - Grab and go kits
 - StoryWalk in Downtown
 - Ghost paintings
 - Books on Tap
 - Story time
 - Arts and Crafts



CONFIRMED

MLK Jr Rec Center – Haunted House

- Owner: Cheylon Brown, Parks and Recreation
- Location: MLK Jr. Recreation Center
- Friday and Saturday, October 25 & 26
- Each night 6:00p – 10:00p
- **SPECIAL: Sensory hour from 5:00p-6:00p**



North Texas Roller Derby Fighting Unicorns

- Owner – Charlotte Akers, Fighting Unicorns
- October 26, 2024
- Time to be announced
- Location: Lone Star Events and Sports
- More information to follow



CONFIRMED

- Photo by Thorpeland Photography⁶⁰

McKinney Beer Alley to "Fear Alley"

- Owner: DCBC and Bearded Monk
- Work with Denton County Brewing Co and Bearded Monk to create placemaking
- (+/- 125) witch hats hanging from rope lights
- Cauldron with fog machine



Halloween Themed Temporary Graffiti Art Wall

CONFIRMED

- Owner: GDAC / Parks and Recreation
- (2) 4' X 16' plywood walls
- Placed on the west side of GDAC
- GDAC is working on a program with a lead artist to help participants learn how to paint.



Greater Denton Arts Council

- Owner: Krissi Oden, GDAC
- ISLAND
 - Theme: Island of Misfit Toys
 - In the island of the parking lot, decorate it in the theme of “Island of Misfit Toys”
- MURAL
 - Mural / Photo Opportunity – “Welcome to the City of Halloween, Texas”
 - Using the existing mural on the east side of the building, place a temporary mural to provide a Halloween type theme.
 - Could be a mural on boards that could be mounted to the building
 - Add lighting to the southern mural that will provide decorative lighting year-round.



CONFIRMED

Denton County Courthouse

- Owner: Denton County
- Decorative lighting to promote the month-long event
- Park After Dark at the Bayless-Selby House
- Tours of the Cemetery



DISCOVER DENTON

VISITOR CENTER & GIFT SHOP

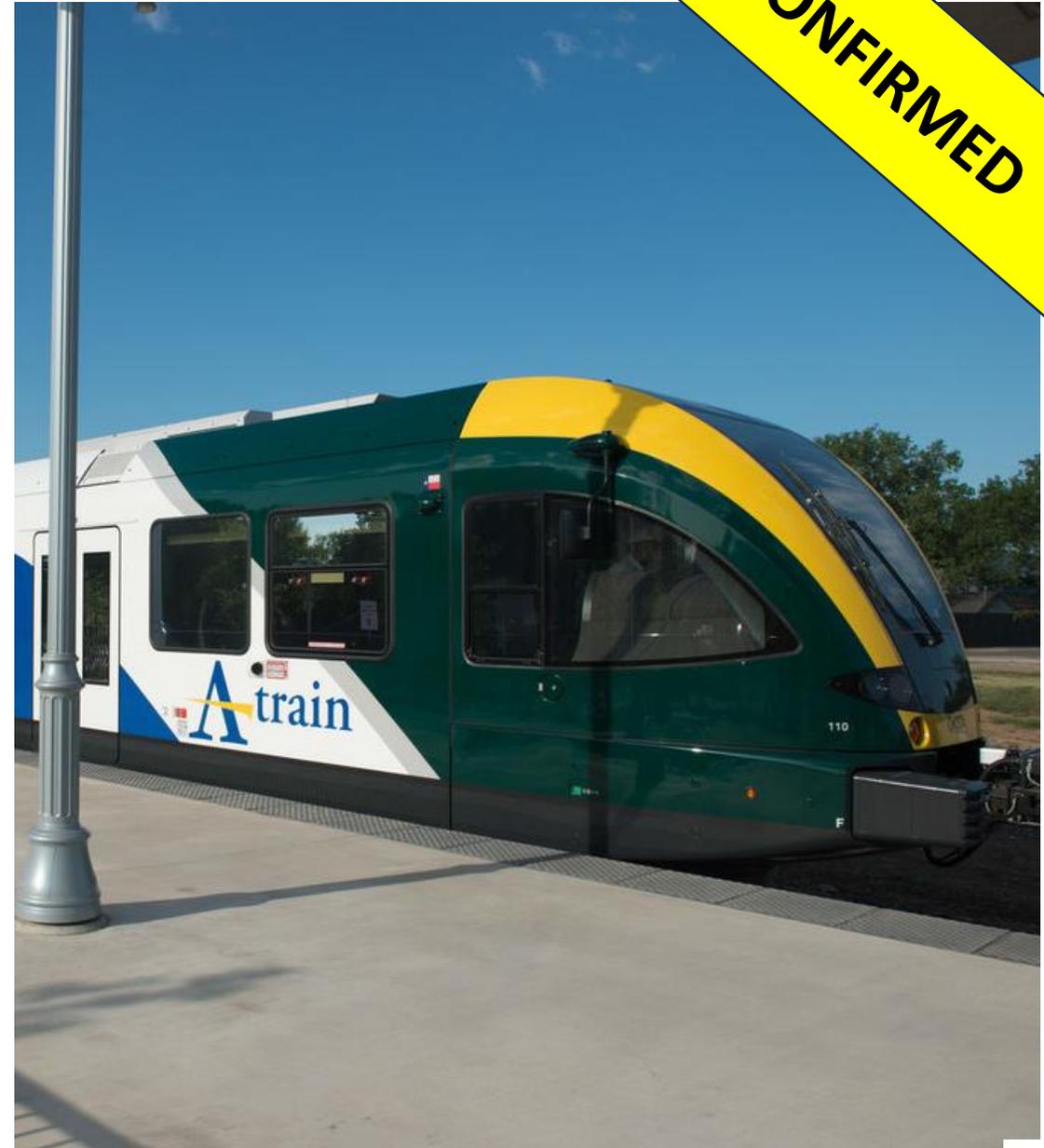
North Texas Ghostbusters HQ

- Potential to cover part of the sign with NTX GB logo
- Remove window clings
- conference room will house memorabilia and gear, visitors Can view from sidewalk or interior of store
- Slime
- Inflatables
- Caution tape
- Flyer/poster
- Other paranormal items



DCTA Spooky Storytime Train Ride

- Owner: DCTA
- Decorate the train with a Halloween or haunted theme
- Have special ride times where a storyteller and person in costume can be present on the train telling stories
- Benefit: Generate awareness of the train and generate revenue
- The overall City of Halloween, Texas programming should increase train use
- Promoting parking in southern lots and other communities to travel to Denton by train
- October 19 and 26 from 9am-11am



Day of the Dead

- Owner: Day of the Dead
- October 25-27, 2024
- Coffin Races
- Vendors area
- Parade
- Pumpkin Patch
- Website:
<https://dentofdayofthedeafestival.com/>



Cirque du Horror

- Owners: Day of the Dead
- During the weekend of Day or the Dead
- Website: <https://dentondayofthedeafestival.com/>



Coffin Races

- Owners: Day of the Dead
- During the weekend of Day or the Dead
- Website: <https://dentofdayofthedeafestival.com/>





CONFIRMED

Denton Main Street Association Programming

- Owner: DMSA and Local businesses
- Special shopping, dining and beverage opportunities
 - **Monthly Halloween Menu Specials**
 - 20 businesses participating to date
 - **Boos and Booze Crawl**
 - Saturday, October 12
 - 19 businesses participating to date
 - **Boo-tique Crawl**
 - Sunday, October 13
 - 19 businesses participating to date
- All Downtown Decorating Contest
 - Window Decorating-pending
- All Downtown Costume Contest
 - Saturday, October 26
 - Announced at Day of the Dead

**HALLOWEEN
MENUS**

Arts and Jazz

- Owner: Kevin Lechler, Arts and Jazz
- October 4, 5 and 6, 2024
- Quakertown Park
- Anchor at the beginning of the month
- Website: <https://dentonjazzfest.com/>



Nightmare on Elm Street Basketball Tipoff



- Owners: UNT Athletics
- October 16, Times to be announced
- Kickoff to the college basketball season for UNT Men' and Women's & TWU Women's
- Basketball court set up on Elm Street
- Exhibition with players
- Meet the teams
- Community play?

**NORTH
TEXAS**



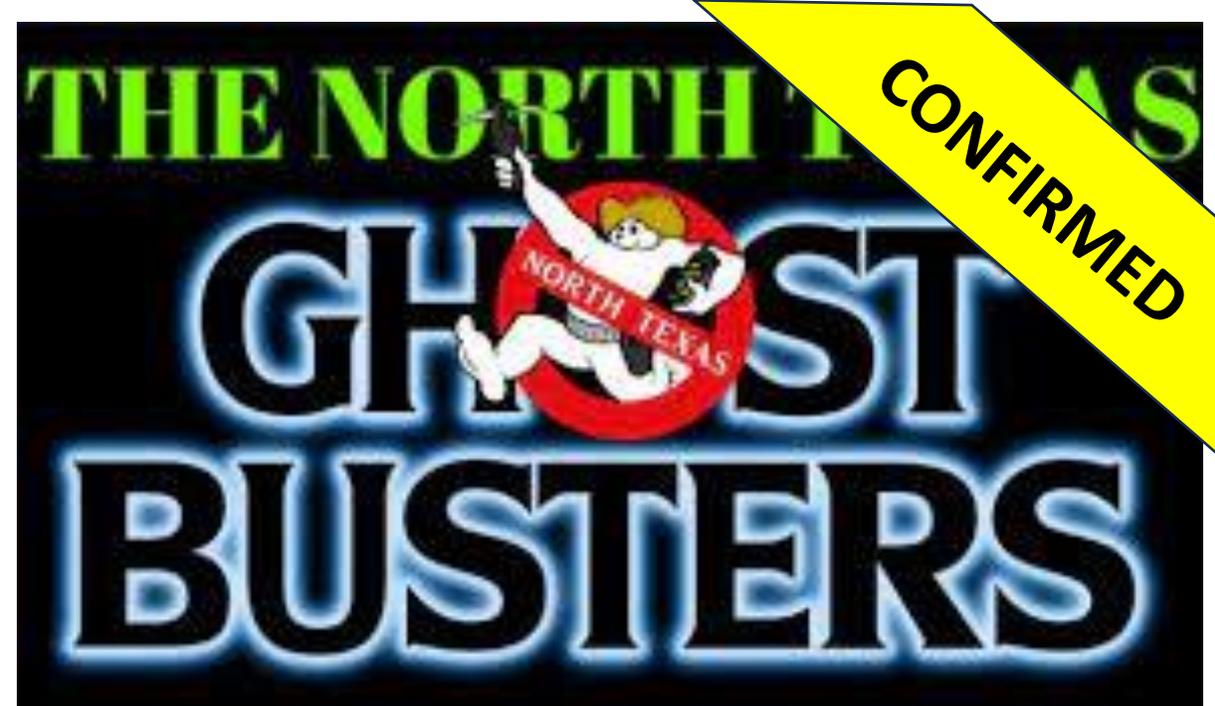
Denton Ghost Tours

- Owner: Shaun Treat
- Scheduled and/or on-demand tours
- Promote to group tours
 - Possible senior groups during the day?



North Texas Ghostbusters

- Owner: North Texas Ghostbusters
- Ghostbusters Headquarters at Discover Denton for the entire month of October
- Potential appearances
 - Support other planned events such as a cemetery tour
 - Meet and Greet appearances with vehicles and uniforms
 - Parade if planned
 - Website: <https://northtexasghostbusters.com/>



Boo at the U (TWU)

- Owner: Mara Jackson, TWU
- October 17th
- Free Trick or Treating on campus



Denton County Brewing

- Owner: Denton County Brewing
- Special release of a new holiday beer
- October 4 – Ecto Juice (hard seltzer)
- October 11 - Night Witch (Stout, Dark)



Paranormal Investigations

CONFIRMED

- Owner: Teal Gray
- Free
- IOOF Cemetery Investigation
 - October 13 - 6pm-9pm
- Emily Fowler Library Investigation
 - October 20 - 6pm-9pm





Website

- Release – July 31st!
- DentonHalloween.com



T-shirt Sales

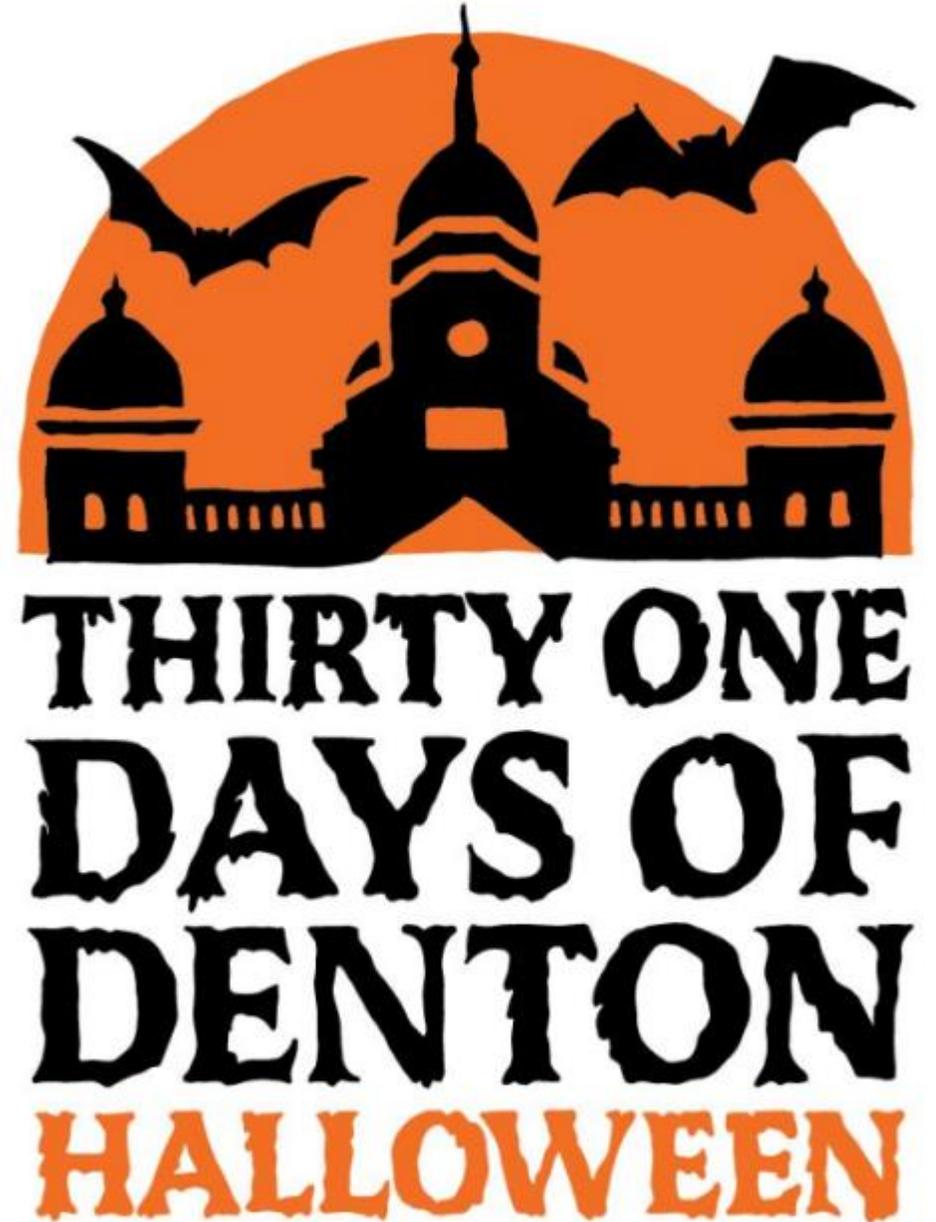
- Owner: City of Denton
- Halloween shirt for sale!
- Sold pre-sale online, during events and at Discover Denton
- Cost \$20 per shirt

Year 1 - Post Event Review

- Programming
- Placemaking
- Promotions
- Budget (marketing, merchandise, materials, staffing, etc.)
- Attendance
- Sales Tax and HOT tax comparisons
- Community and business feedback
- Volunteer involvement
- Overall Impacts



19 Days and
Counting!





City of Denton

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

Legislation Text

File #: EDP24-073, Version: 1

AGENDA CAPTION

Staff Reports:

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



AGENDA INFORMATION SHEET

DEPARTMENT: Economic Development

ACM: Christine Taylor, Assistant City Manager

DATE: September 11, 2024

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BACKGROUND

Director's Report:

A brief update on department projects and progress from Director Brittany Sotelo.

Economic Development Budget Update:

An overview of the Economic Development Budget for incentives presented by Christine Taylor.

EDPB Partnership Update:

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.

Main Street Program Update:

A quarterly review of the Denton Main Street program.

Economic Trends Report:

An overview of recent economic trends for Denton.

Future Agenda Items:

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 – EDPB Partnership Update Presentation

Exhibit 4 – Quarterly Main Street Program Update Presentation

Exhibit 5 – Economic Trends Report
Exhibit 6 – Queue of Future Agenda Items

Respectfully submitted:
Matilda Weeden
Economic Development Specialist

September 11, 2024

DIRECTOR'S REPORT

OFFICE OF ECONOMIC DEVELOPMENT

Brittany Sotelo
Economic Development Director



EDP24-073, 9-11-24

NEW BUSINESS RECRUITMENT SPECIALIST

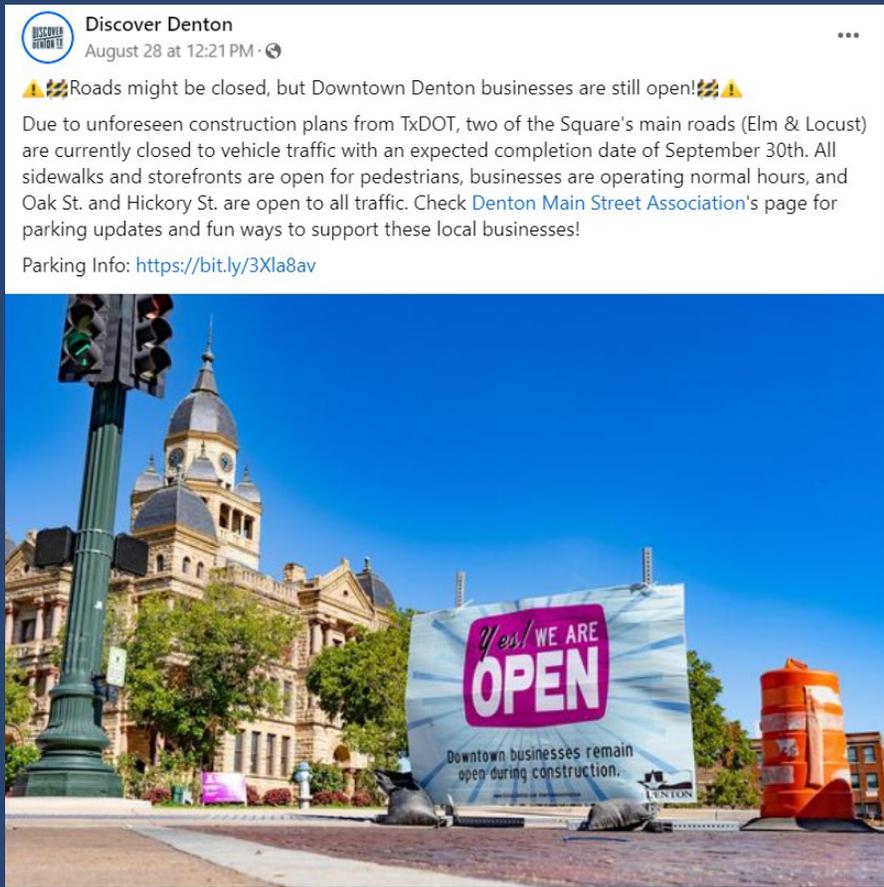


Strategy:

- Business Development
- Data Analytics
- Project Management

EDP24-073, 9-11-24

DOWNTOWN ROAD CONSTRUCTION



- August 22, 2024 – TXDOT announced downtown square road closures to start construction
- Staff quickly contacted businesses and continues to provide assistance.

EDP24-073, 9-11-24

RECRUITMENT

11

ACTIVE PROJECTS

7 - Completed incentive applications or site visits.

13

RFI'S

- 3 - Manufacturing
- 2 - Aerospace/Aviation
- 2 - Energy Supply chain
- 1- Semiconductor
- 1 - Automotive Supply Chain
- 4 - Green Energy Supply chain

4

SITE TOURS

- 3- Initial Visits
- 1 – Follow-up

4

ACTIVE PROJECTS

Currently in grant process for Downtown Reinvestment Grant

EDP24-073, 9-11-24

COMMERCIAL UAV DRONE EXPO - SEPTEMBER



Leading international trade show and conference focusing on the integration and operation of commercial UAS



EDP24-073, 9-11-24

Denton ISD CTE Professional Dev. Day

 How can economic development partners assist with Denton ISD? (facilitating with employers, etc.)

Wordcloud Poll  44 responses  37 participants



EDP24-073, 9-11-24

Denton ISD CTE Professional Dev. Day



In your opinion, what are the biggest challenges for students choosing a career field?

Wordcloud Poll 50 responses 45 participants



EDP24-073, 9-11-24

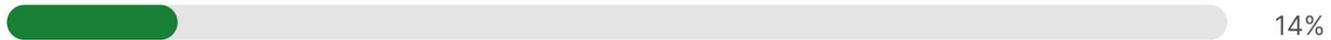
Denton ISD CTE Professional Dev. Day



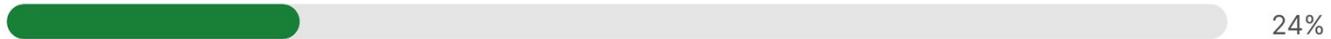
What is the most effective way for employers to engage with students?

Multiple Choice Poll 66 votes 66 participants

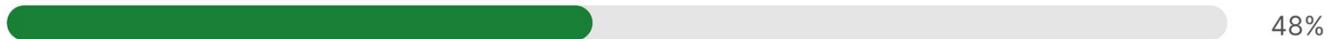
Career Fairs - 9 votes



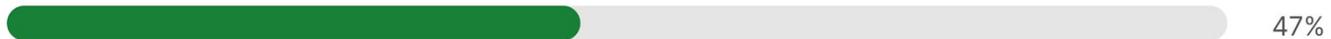
Mentorship - 16 votes



Apprenticeship/Internships - 32 votes



Facility Tours - 31 votes



Other - 3 votes



EDP24-073, 9-11-24

THANK YOU

EDP24-073, 9-11-24

SEPTEMBER 2024 REPORT

JAMIE ADAMS

Director of Strategic Partnerships
Denton Economic Development
Partnerships



Sep 11. 2024; EDP24-073

STRATEGY - PROMOTING DENTON'S CREATIVE BRAND



DENTON, TEXAS: WHERE WAREHOUSING MEETS OPPORTUNITY

STORY ON WWW.DENTONEDP.COM AND SOCIAL CHANNELS

Focus on telling the story of Denton through website and social channels

WEBSITE ANALYTICS FOR WWW.DENTONEDP.COM

| Country | Total users |
|-------------------|-------------|
| 1. United States | 3,404 |
| 2. India | 43 |
| 3. China | 39 |
| 4. Germany | 14 |
| 5. Philippines | 14 |
| 6. United Kingdom | 13 |
| 7. Ireland | 11 |
| 8. Canada | 10 |
| 9. Russia | 10 |
| 10. Brazil | 8 |

Total users
3,937

New users
3,795

Sessions
4,895

Sessions per user
1.25

Engagement rate
48.70%

Views
9,457

Engaged sessions
2,384

Higher Traffic - States (globally)

| Region | Total users |
|---------------|-------------|
| 1. Texas | 1,953 |
| 2. Virginia | 268 |
| 3. California | 134 |
| 4. Ohio | 112 |
| 5. Washington | 86 |
| 6. Iowa | 74 |
| 7. Kansas | 74 |
| 8. Oregon | 74 |
| 9. New York | 71 |
| 10. Illinois | 62 |

Social Media Following

 2.1K Followers

 1042 Followers

 1569 Followers

Sep 11, 2024; EDP24-073

INDUSTRIAL GROWTH

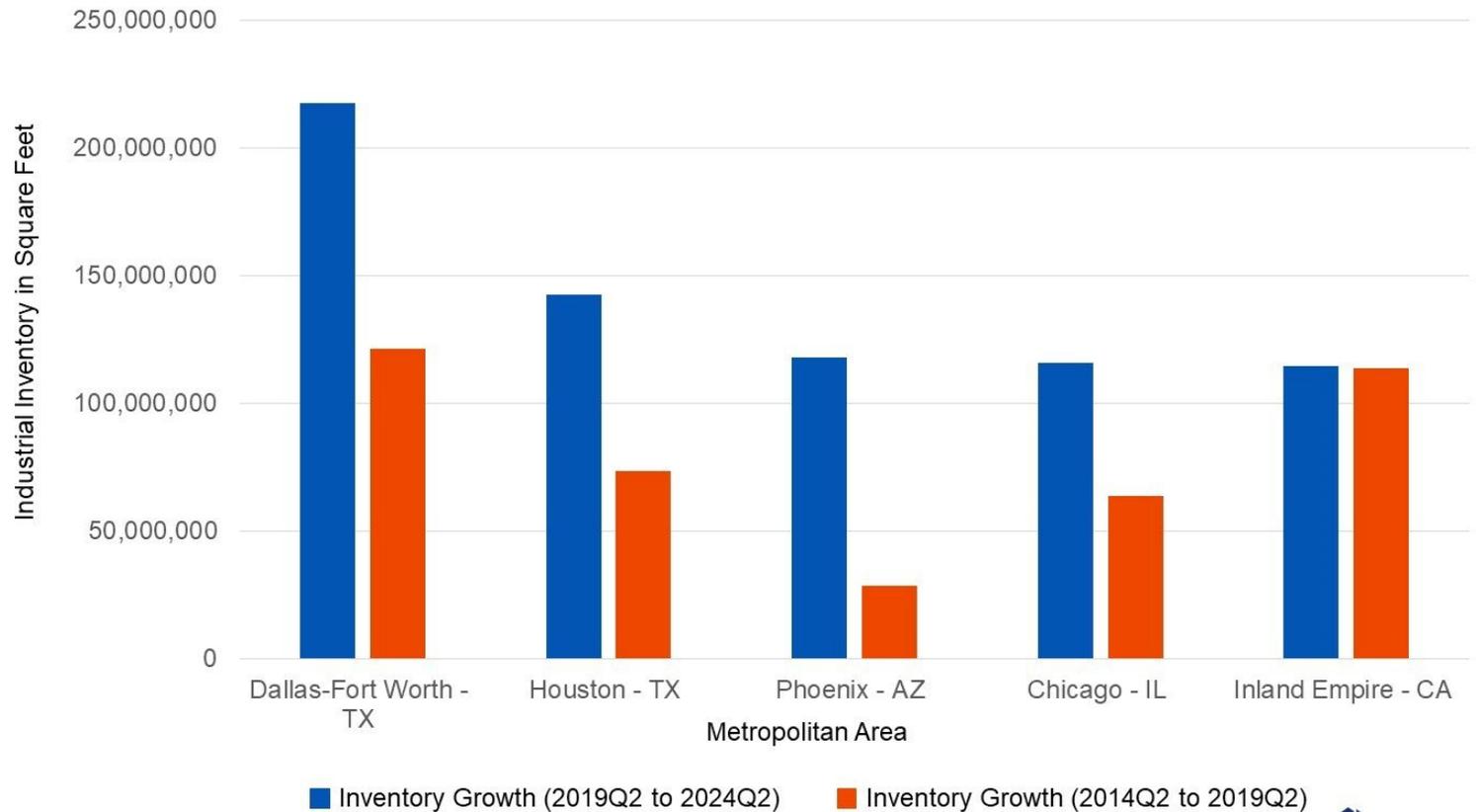
Dallas-Fort Worth Has Outsized Contribution on National Industrial Gains.

Over one-tenth of the country's new inventory completed in the last five years has been in North Texas.

Since the second quarter of 2019 DFW has built over 217 million square feet.

Runner-up, Houston, having 142 million square feet completed

Dallas-Fort Worth Nearly Doubles New Industrial Additions



Source: CoStar, August 2024

CoStar[®]
Sep 11, 2024; EDP24-073

Relationship Building with Developers, Brokers, Local Industry and Business

STRATEGY - WESTPARK INDUSTRIAL PARK

ADDRESSING VACANCY CONCERNS

Meet with 5 spec industrial property managers to address vacancy concerns

| TASKED | Q1 | Q2 | Q3 | Q4 | YEAR TOTAL |
|--------|----|----|----|----|------------|
| 5 | 0 | 3 | 4 | 0 | 7 |

TOTAL NUMBER OF PROPERTIES AS OF AUGUST 2024



6.8 Million Square Feet

AVAILABLE PROPERTYS AS OF AUGUST 2024



1.9 Million Square Feet

FEEDBACK FROM INDUSTRIAL MANAGERS

- Can the city keep up with our growth?
- Once permits are issued, it is smooth sailing in Denton to get projects built.
- Do you provide favoritism to large developers as opposed to locals who have been doing it for 20+ years?

STRATEGY - ATTRACT NEW INVESTMENT

The Denton Economic Development Partnership is tasked to develop partnerships and engage in strategic business retention efforts on behalf of the City. The Partnership is supported by stakeholders from diverse industries who have a critical interest in Denton's business and workforce development.

130

CURRENT INVESTORS
*AUGUST 2024

131 Investors in August 2023

1

NEW INVESTORS
GAINED THIS PAST
MONTH



5

NEW INVESTORS IN
PAST 4 MONTHS

- SPERE COPR
- ATMOS ENERGY
- CHRIS FARMER BLUECREST
- GEOTEX
- CIERRA BANK



Business to Business Networking

LUNCH AND LEARN FOR HR PROFESSIONALS

TUESDAY, AUGUST 20
FOCUS ON GROWTH
IN DENTON AND THE
AFFECTS IT HAS ON
WORKFORCE

44 Attendees

Speaker was:
Marcus Bourland
Principal LaGrone
Academy

Data was gathered and
will be shared.





ECONOMIC DEVELOPMENT

DENTON, TEXAS

PARTNERSHIP

Sep 11, 2024; EDP24-073



Main Street Program Quarterly Report
Kristen Pulido
Main Street Program Manager

Vision Statement

To maintain downtown Denton's appeal as a center for shopping, dining, and entertainment. To promote business growth and preserve Denton's historic character.

Mission Statement

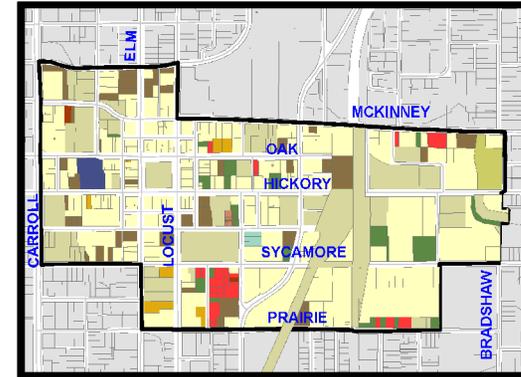
To promote and preserve downtown Denton as a vital asset of the community.

Main Street uses the four-point approach to support community transformation...



Economic Vitality

The Downtown Reinvestment Grant is available for buildings located within the Downtown Tax Increment Reinvestment Zone Number One.



FY 23-24 Tax Increment Reinvestment Zone Number One (Downtown) Grants

| Owner/Business | Address | Type | Amount | Approved By | | | | | |
|--|-----------------|-----------------------|--------------------|-------------|------|---------|--------------|---------------|-----------|
| | | | | DEDC | TIRZ | Council | Construction | Reimbursement | Completed |
| Bullseye Investments/Retail | 108 W. McKinney | Facade/Building Rehab | 50,000 | X | X | X | X | X | X |
| Little D Property Group/ Office Space & Retail | 104-106 W Oak | Fire Suppression | 50,000 | X | X | X | X | X | |
| Little D Property Group/Office Space & Retail | 104-106 W. Oak | Facade/Building Rehab | 50,000 | X | X | X | X | | |
| Green Eggs and Ham LLC/Restaurant | 116 W. Oak | Fire Suppression | 50,000 | X | X | X | X | | |
| Green Eggs and Ham LLC/Restaurant | 116 W. Oak | Facade/Building Rehab | 50,000 | X | X | X | X | | |
| Eagle Surveying LLC/ Office Space | 212 W. Sycamore | Facade/Building Rehab | 50,000 | X | X | X | X | | |
| Axis Realty/Fine Arts Theater | 113 N. Elm | 380 Incentive Grant | 1,076,366 | X | X | X | | | |
| Axis Realty/Fine Arts Theater | 113 N. Elm | 380 Incentive Grant | 544,503 | X | X | X | | | |
| Total | | | \$1,920,869 | | | | | | |

Economic Vitality



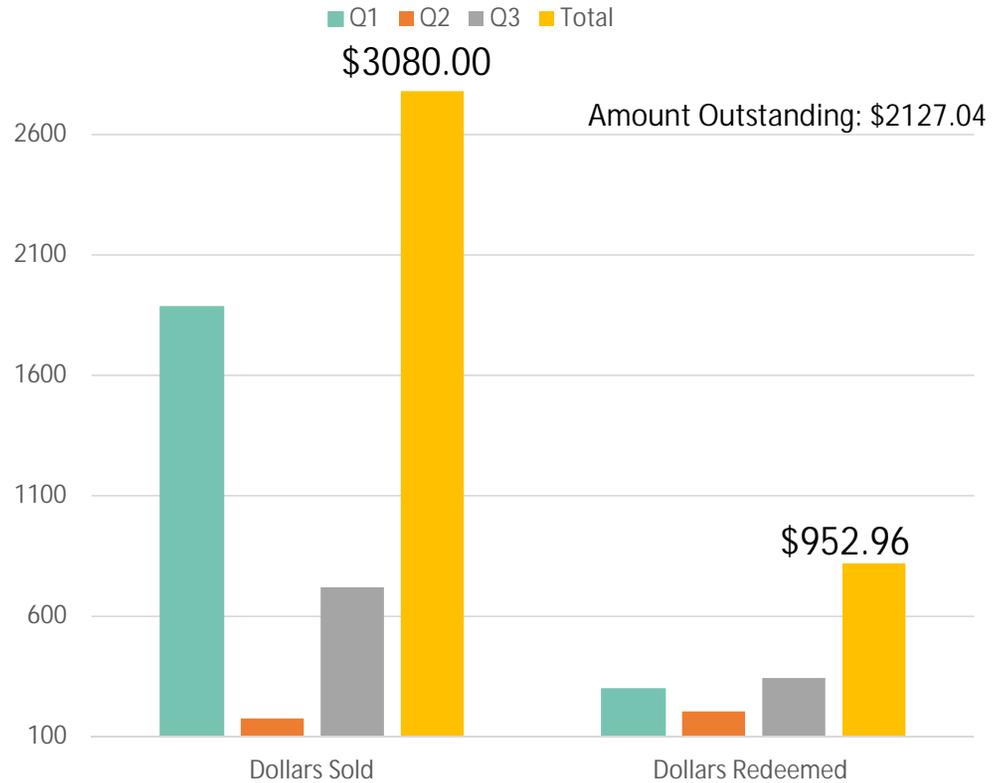
PRESENTED BY:



POWERED BY:



- Participating Businesses: 94
- Website Impressions: 2860



Economic Vitality/Promotion

SPRING OPEN HOUSE



Shop Small Crawl 4.6

- Participating Shops: 17
 - On the Square: 7
 - Off the Square: 10
- # of Entries: 282
- Total Dollars Spent: \$7,050

Get Eclipsed Crawl 4.7

- Participating Businesses: 14

SHOP SMALL CRAWL

SATURDAY, APRIL 6TH
ALL DAY

It's a fun-filled day of shopping, exploring, and giving back to our community. Stay tuned for participating stores and special offers. For every \$25 you spend at participating locations, you are eligible to be entered into the prize drawing.

- | | |
|---------------------------------------|----------------------------------|
| 🔒 Salvage Secondhand Shoppe | 🔒 Salon NV |
| 🔒 Lone Star Naturals | 🔒 Soma Massage Therapy |
| 🔒 Second Hand Sports & Game Swap | 🔒 3 Wishes Gifts |
| 🔒 Susie's Snack Shop | 🔒 Regenus |
| 🔒 Patchouli Joe's Books & Indulgences | 🔒 Demure Stylez Boutique |
| 🔒 Half Pint Children's Boutique | 🔒 The Palm Tree Boutique |
| 🔒 Norman Roscoe | 🔒 UNT CoLab |
| 🔒 Studio LaSalle | 🔒 Discover Denton Visitor Center |
| 🔒 Mallouf Hat Company | |

GET ECLIPSED CRAWL

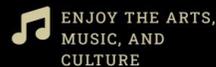
SUNDAY, APRIL 7TH
1:00 PM - 5:00 PM

The local watering holes and restaurants are crafting their versions of "Signature Solar Sips and Snacks." You will have the opportunity to vote on your favorites. Escape the ordinary and soak up the daytime fun with the Get Eclipsed Crawl.

- | | |
|--|--|
| 🍷 Andersons Eatery and Distillery | 🍦 Beth Marie's Old Fashioned Ice Cream |
| 🍷 Bramblitt's Yellow Dog Art Bar & Gallery | 🧀 Cheese & Salsa |
| 🍷 East Side Denton | 🌳 Chestnut Tree Bistro (only from 11a-3pm) |
| 🍷 El Taco H | 🍷 The Saucy Hibachi |
| 🍷 Miss Angeline's Denton | 🍷 Shuck Me |
| 🍷 Oak St. Drafthouse and Cocktail Parlor | 🍷 Andersons Eatery and Distillery |
| 🍷 Steve's Wine Bar | |
| 🍷 Denton County Brewing Company | |

WAYS TO PARTICIPATE

Denton Main Street Association welcomes you to downtown Denton for some spring shopping, dining and entertainment. Get out to enjoy the season and check out new merchandise, shopping deals, and dining specials.



Join us for First Friday, after all, a visit downtown wouldn't be complete without taking in the sights. View art in the galleries, listen to live music at various venues, and experience the vibrant creativity of Denton.



Whether you're searching for a one-of-a-kind gift or a statement outfit for yourself, Downtown Denton's eclectic mix of shops promises a fun shopping adventure. Browse new spring arrivals, enjoy special deals and offers, and remember to shop small!



Explore unique patios, sip on refreshing brews and signature solar-themed cocktails, and discover the hidden gems of Denton's bar scene. It's the perfect way to unwind, connect with friends, and experience the city in a whole new light!

Economic Vitality/Promotion/Organization

Award Winning Free Concert Music Series: Established in 1994

- Every Thursday in May and June with International Make Music Day to end the series
- Located on the Denton County CHOS lawn
- Average weekly attendance 550



Economic Impact (6-9pm)

- \$50 – Avg. amount of additional dollars spent at retailers
- \$100 – Avg. amount of additional dollars spent at restaurants



DENTON MAIN STREET PRESENTS
TWILIGHT TUNES
FREE CONCERT SERIES • ESTD. 1994

| | |
|---|---|
| 02 MISSING 3 CLIFFORD SPRINGS PERFORMING ARTS ASSOCIATION | 06 GUITAR GEORGE TRIO CLIFFORD SPRINGS ST. JAMES' EPISCOPAL |
| 09 GWYNNE MONTGOMERY JOHNSON CLIFFORD SPRINGS, TEXAS BY | 13 LADY CASS & THE FELLAS CLIFFORD SPRINGS BETH LEONARD, TERRY COLLINS |
| 16 UNIVERSITY OF NORTH TEXAS CLIFFORD SPRINGS, ENT DISTRICTS | 20 CALES YOUNG CLIFFORD SPRINGS WILHELMINA WIRTHSCHILD |
| 23 CAPTAIN MOON & THE SILVER SPOONS CLIFFORD SPRINGS, TEXAS, U.S.A. | 21 MAKE MUSIC DAY CLIFFORD SPRINGS UNION OF MUSIC, UNDERGRADUATE BANDS/CHORUS |
| 20 HELIUM QUEENS CLIFFORD SPRINGS BARBARA J. BARRETT, LIZZY LEOP | LEARN MORE AT DENTONMAINSTREET.ORG |

-PLATINUM SPONSORS-

PRESENTED BY: -PRESENTING SPONSORS-

CERTIFIED ART

Downtown Openings & Closings

| Business Name | Business Start | Business Closure | Jobs (gained) | Jobs (lost) |
|---|----------------|------------------|---------------|-------------|
| April-August | | | | |
| La Mexicana | | x | | 5 |
| El Chaparral *Boka Feliz will be taking over the location | | x | | 10 |
| Pepe La Barbershop | x | | 5 | |
| Old Bear Vintage-Women Owned Vintage Shop *2nd location | x | | 2 | |
| Black Locust Studio-Women Owned Tattoo and Beauty Studio | x | | 5 | |
| The Never Sleep (formerly Golden Boy) | | x | | 5 |
| Quantum Wellness Spa | x | | 3 | |
| Bullseye Bikes *Received Downtown Reinvestment Grant | x | | 3 | |
| Record Coffee Supply | x | | 3 | |
| Bullseye Tattoos | x | | 2 | |
| Demure Stylez | | x | | 2 |
| Union Bear | x | | 90 | |
| Omega's Dream Childcare | x | | 5 | |
| Denton Maker Center | x | | 2 | |
| Three Roses Tea Room | x | | 5 | |
| Boka Feliz *2 nd Location | x | | 20 | |
| TOTAL | 12 | 4 | 145 | 22 |

Downtown Business Retention & Expansion

- Quarterly Retail Roundtables



- BRE Visits

- Average 3 visits a month
- Questions:
 - Do you use any CRM tools?
 - Marketing/Promotion strategies
 - Biggest Challenges
 - Biggest Successes
 - What type of support would you like to see the City provide? Main Street? Chamber?

*2 locally owned small businesses have expanded to their 2nd location in Downtown



Downtown Square Current Conditions

- Vacant
- Partially Vacant
- Under Construction
- Undeveloped

| As of 4.24 | SF |
|------------------------|---------|
| Vacant/ Undeveloped | 125,577 |

| Current | SF |
|------------------------|---------|
| Vacant/ Undeveloped | 100,117 |

Economic Vitality

Downtown TX DOT Construction

- Small Business Support Initiatives
 - Signage
 - Denton Main Street Bingo



DENTON MAIN STREET BUSINESS

BINGO

MEMBER DIRECTORY

| | | | | |
|--------------------|--------------------|--------------------|--------------------|--------------------|
| RETAIL OR SERVICES | EATS & DRINKS | SALON & SPA | ENTERTAINMENT | HEALTH & FITNESS |
| EATS & DRINKS | RETAIL OR SERVICES | ENTERTAINMENT | SALON & SPA | EATS & DRINKS |
| RETAIL OR SERVICES | ENTERTAINMENT | RETAIL OR SERVICES | HEALTH & FITNESS | RETAIL OR SERVICES |
| ENTERTAINMENT | RETAIL OR SERVICES | EATS & DRINKS | SALON & SPA | HEALTH & FITNESS |
| RETAIL OR SERVICES | EATS & DRINKS | SALON & SPA | RETAIL OR SERVICES | ENTERTAINMENT |

How to Play: Make a purchase at **ANY Denton Main Street Business** during the month of **September** to have a staff member mark off a BINGO square. Get 5 completed squares in a straight or diagonal line and get a free entry into our prize drawing for a **Denton Main Street Dollars eGift Card!**

BLACKOUT BONUS: Fill EVERY square and instantly receive a \$50 Denton Main Street eGift Card



Downtown Beautiful Business Award

- Mission: To promote a clean and vibrant Business district through litter cleanups and beautification





Questions?



Economic Trends Report

April, May, June 2024

Matilda Weeden
Economic Development Specialist

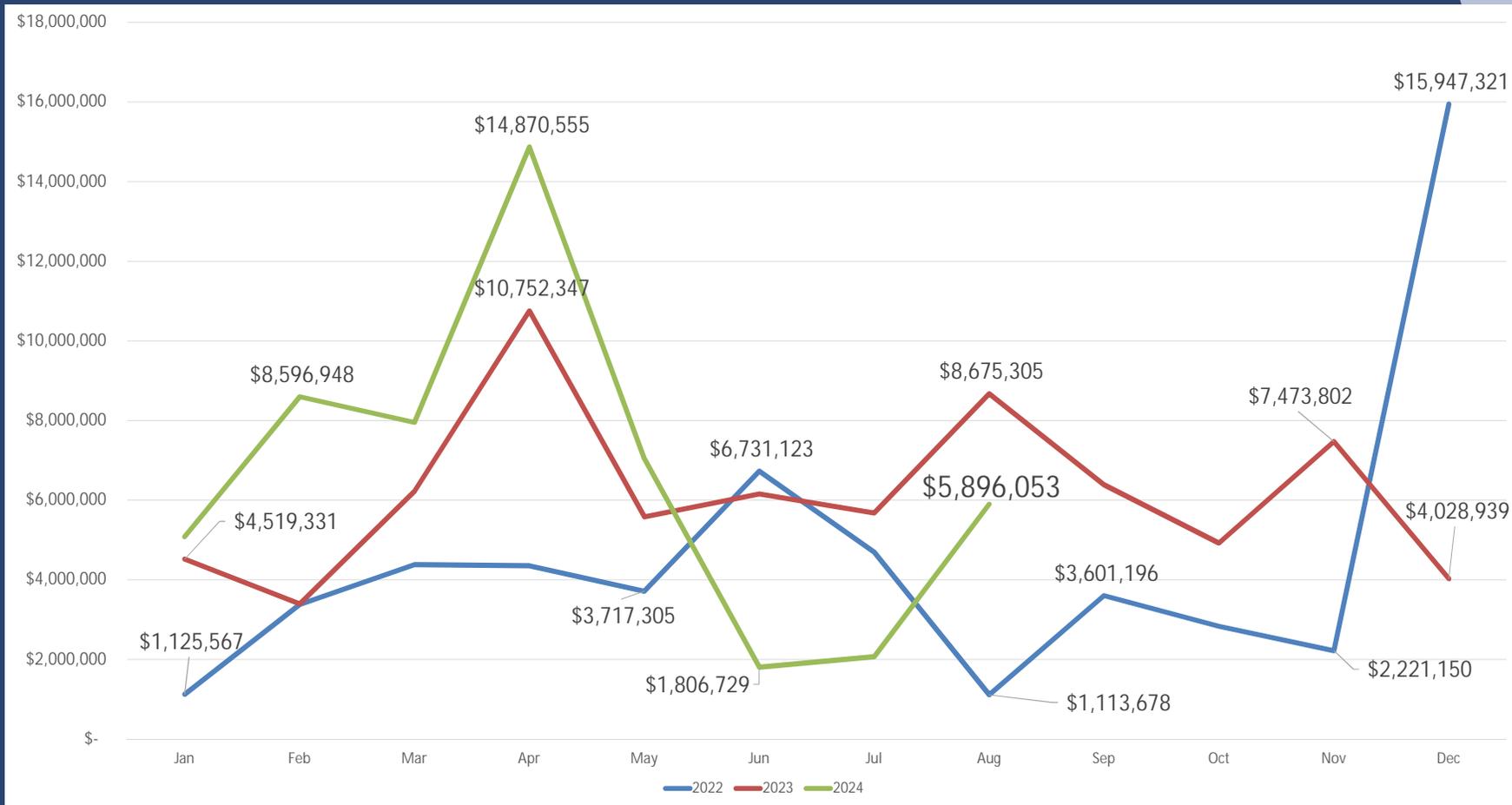


EDP24-073, 9/11/24

TOTAL RESIDENTIAL PERMIT VALUES, 3 YR COMP



TOTAL COMMERCIAL PERMIT VALUES, 3 YR COMP

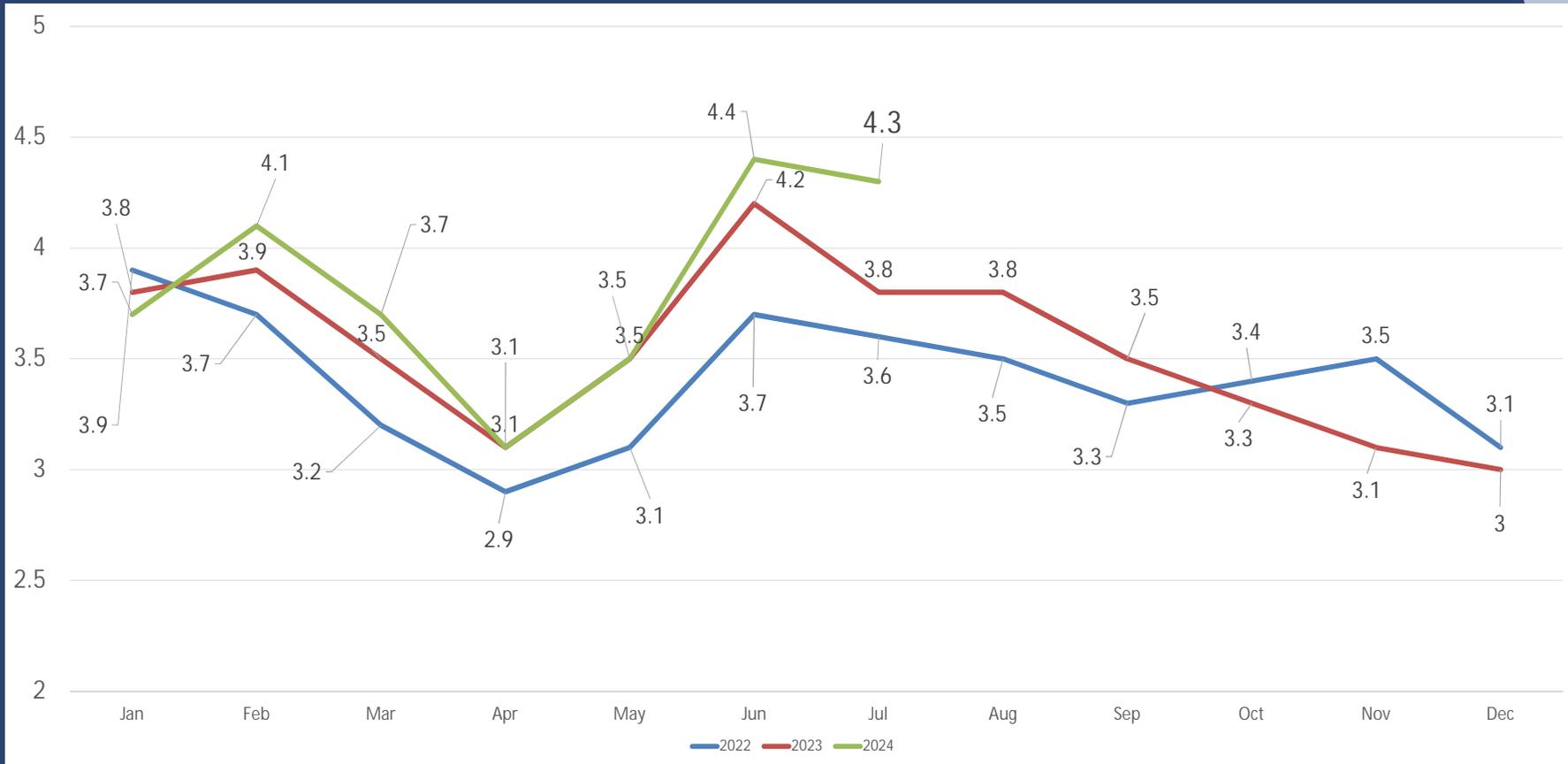


SALES TAX COLLECTION, 2 YR COMP



Source: City of Denton, Finance Department

UNEMPLOYMENT RATE, 3 YR COMP



Q2 COST OF LIVING INDEX, TEXAS

| | 100% | 14.67% | 27.97% | 8.75% | 10.75% | 4.59% | 33.27% |
|-------------------|-----------------|---------------|---------|-----------|-----------------|-------------|--------------------------|
| | COMPOSITE INDEX | GROCERY ITEMS | HOUSING | UTILITIES | TRANS-PORTATION | HEALTH CARE | MISC. GOODS AND SERVICES |
| Abilene TX | 90.5 | 95.6 | 75.6 | 106.4 | 95.8 | 97.5 | 94.0 |
| Amarillo TX | 82.5 | 93.2 | 60.0 | 88.1 | 86.6 | 81.6 | 94.1 |
| Arlington TX | 95.9 | 99.3 | 84.4 | 112.5 | 94.5 | 84.8 | 101.8 |
| Austin TX | 96.6 | 96.4 | 103.9 | 98.9 | 92.6 | 97.0 | 91.3 |
| Corpus Christi TX | 88.4 | 94.0 | 75.8 | 111.0 | 91.7 | 93.8 | 88.9 |
| Dallas TX | 101.6 | 99.0 | 96.6 | 112.5 | 94.4 | 101.9 | 106.3 |
| Denton TX | 99.9 | 97.8 | 100.7 | 96.0 | 94.0 | 79.2 | 105.9 |
| Plano TX | 111.2 | 97.3 | 122.2 | 112.9 | 95.6 | 111.6 | 112.7 |
| El Paso TX | 88.8 | 96.2 | 71.2 | 91.6 | 101.3 | 92.4 | 95.2 |
| Fort Worth TX | 95.8 | 99.6 | 84.6 | 114.3 | 97.3 | 102.2 | 97.3 |
| Harlingen TX | 83.0 | 92.5 | 68.8 | 123.8 | 88.0 | 76.9 | 79.1 |
| Houston TX | 93.0 | 99.7 | 75.6 | 93.8 | 94.4 | 91.5 | 104.3 |
| McAllen TX | 86.1 | 92.9 | 59.4 | 118.6 | 97.3 | 80.3 | 94.1 |
| Nacogdoches TX | 88.6 | 95.7 | 73.1 | 108.5 | 95.8 | 97.2 | 89.9 |
| Odessa TX | 92.3 | 95.3 | 79.9 | 101.3 | 94.5 | 96.9 | 97.6 |
| San Antonio TX | 90.3 | 94.1 | 78.3 | 82.5 | 92.3 | 111.2 | 97.1 |
| Tyler TX | 93.5 | 96.1 | 85.6 | 111.7 | 97.9 | 91.1 | 93.0 |
| Waco TX | 90.9 | 93.0 | 74.8 | 102.5 | 91.2 | 96.0 | 99.8 |

| | |
|--------|---------|
| RED | HIGHEST |
| GREEN | LOWEST |
| YELLOW | DENTON |
| BLUE | PLANO |

*Plano, TX did not participate in COLI Q2 research. Plano numbers from Q1 2024

EDP24-073, 9/11/24

Source: Council for Economic Research's Cost of Living Index

Q2 COST OF LIVING INDEX, US

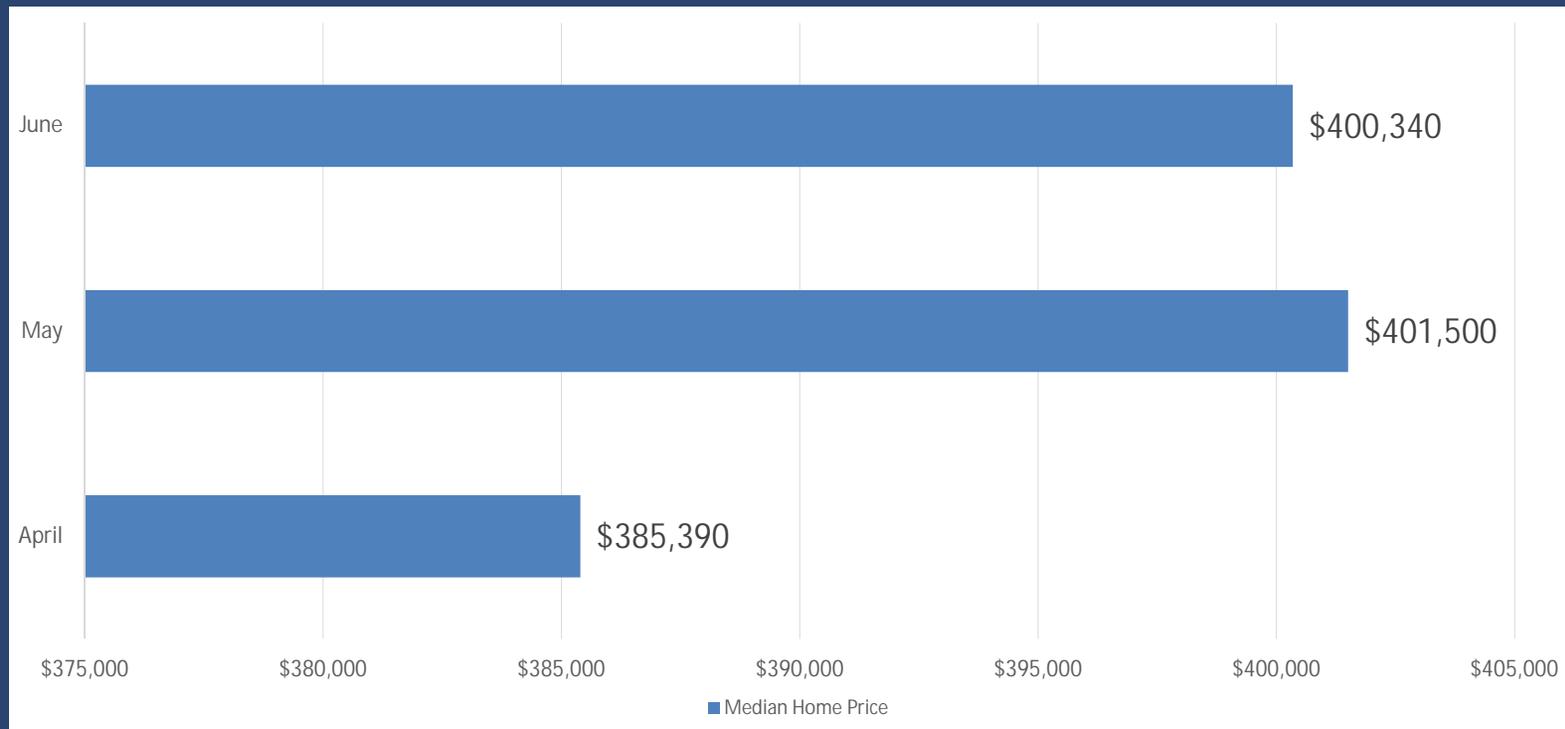
| | 100% | 14.67% | 27.97% | 8.75% | 10.75% | 4.59% | 33.27% |
|-------------------------|-----------------|---------------|--------------|-------------|----------------|-------------|--------------------------|
| | COMPOSITE INDEX | GROCERY ITEMS | HOUSING | UTILITIES | TRANSPORTATION | HEALTH CARE | MISC. GOODS AND SERVICES |
| Ponca City OK | 79.4 | 93.1 | 62.0 | 92.7 | 97.5 | 85.7 | 77.8 |
| Decatur IL | 79.7 | 96.0 | 50.3 | 105.7 | 96.4 | 87.1 | 84.0 |
| Harlingen TX | 83.0 | 92.5 | 68.8 | 123.8 | 88.0 | 76.9 | 79.1 |
| Kalamazoo MI | 84.5 | 96.8 | 59.2 | 101.0 | 99.6 | 90.4 | 90.4 |
| Knoxville TN | 86.9 | 99.2 | 78.2 | 84.8 | 90.0 | 89.0 | 88.2 |
| Waco TX | 90.9 | 93.0 | 74.8 | 102.5 | 91.2 | 96.0 | 99.8 |
| Arlington TX | 95.9 | 99.3 | 84.4 | 112.5 | 94.5 | 84.8 | 101.8 |
| Austin TX | 96.6 | 96.4 | 103.9 | 98.9 | 92.6 | 97.0 | 91.3 |
| Denton TX | 99.9 | 97.8 | 100.7 | 96.0 | 94.0 | 79.2 | 105.9 |
| Nashville-Murfreesboro | 99.9 | 99.4 | 102.9 | 101.8 | 92.0 | 97.1 | 99.9 |
| Asheville NC | 101.2 | 98.2 | 104.7 | 94.4 | 91.1 | 102.6 | 104.4 |
| Dallas TX | 101.6 | 99.0 | 96.6 | 112.5 | 94.4 | 101.9 | 106.3 |
| Plano TX | 111.2 | 97.3 | 122.2 | 112.9 | 95.6 | 111.6 | 112.7 |
| San Jose CA | 180.8 | 118.4 | 317.7 | 165.7 | 145.1 | 122.3 | 116.8 |
| Honolulu HI | 188.4 | 131.5 | 314.8 | 198.8 | 129.1 | 119.6 | 133.2 |
| New York (Manhattan) NY | 226.0 | 119.9 | 495.3 | 115.6 | 110.5 | 138.7 | 124.8 |

*Plano, TX did not participate in COLI Q2 research. Plano numbers from Q1 2024

Source: Council for Economic Research's Cost of Living Index

EDP24-073, 9/11/24

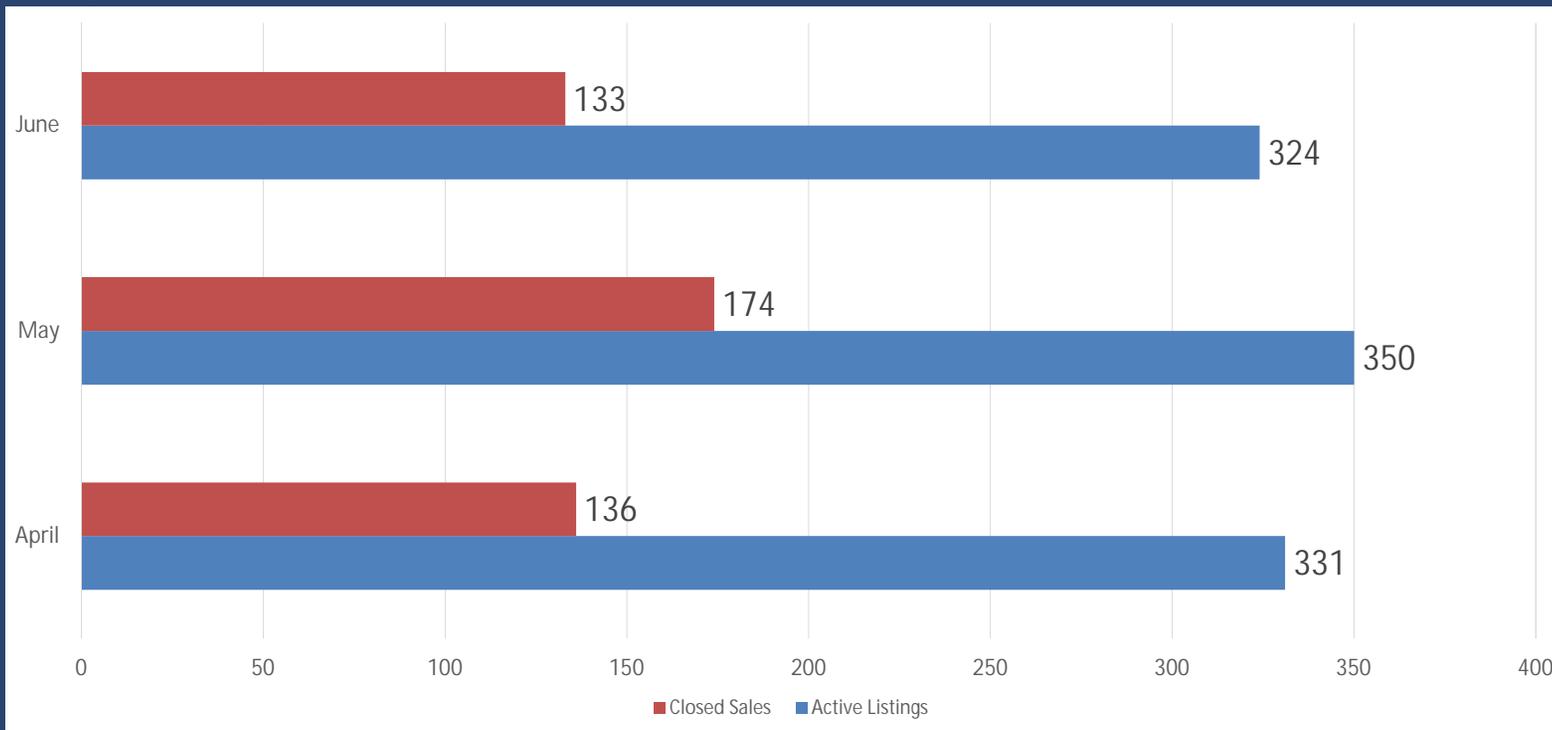
MEDIAN HOME PRICE, DENTON



Source: Greater Denton/Wise County Association of Realtors, Inc.

EDP24-073, 9/11/24

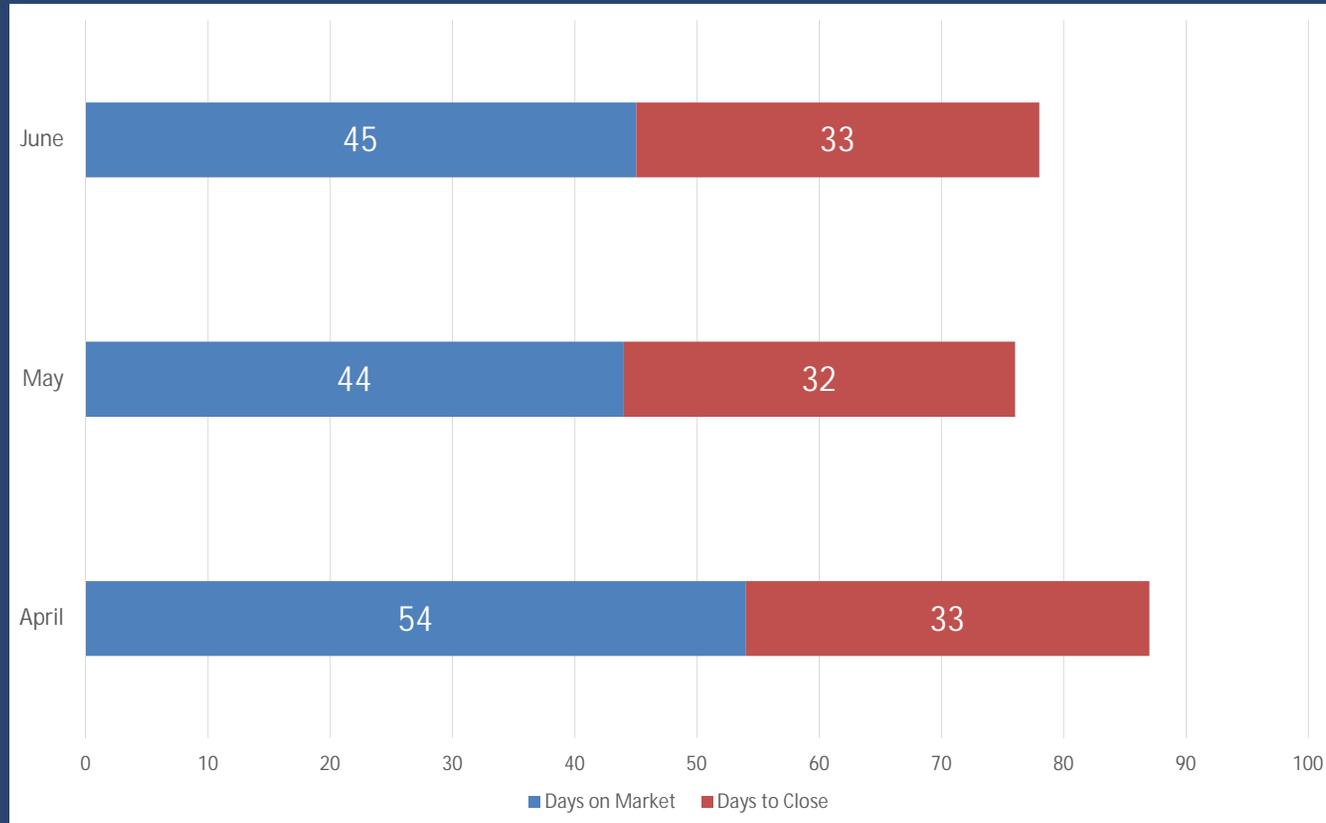
ACTIVE LISTINGS AND CLOSED SALES, RESIDENTIAL



Source: Greater Denton/Wise County Association of Realtors, Inc.

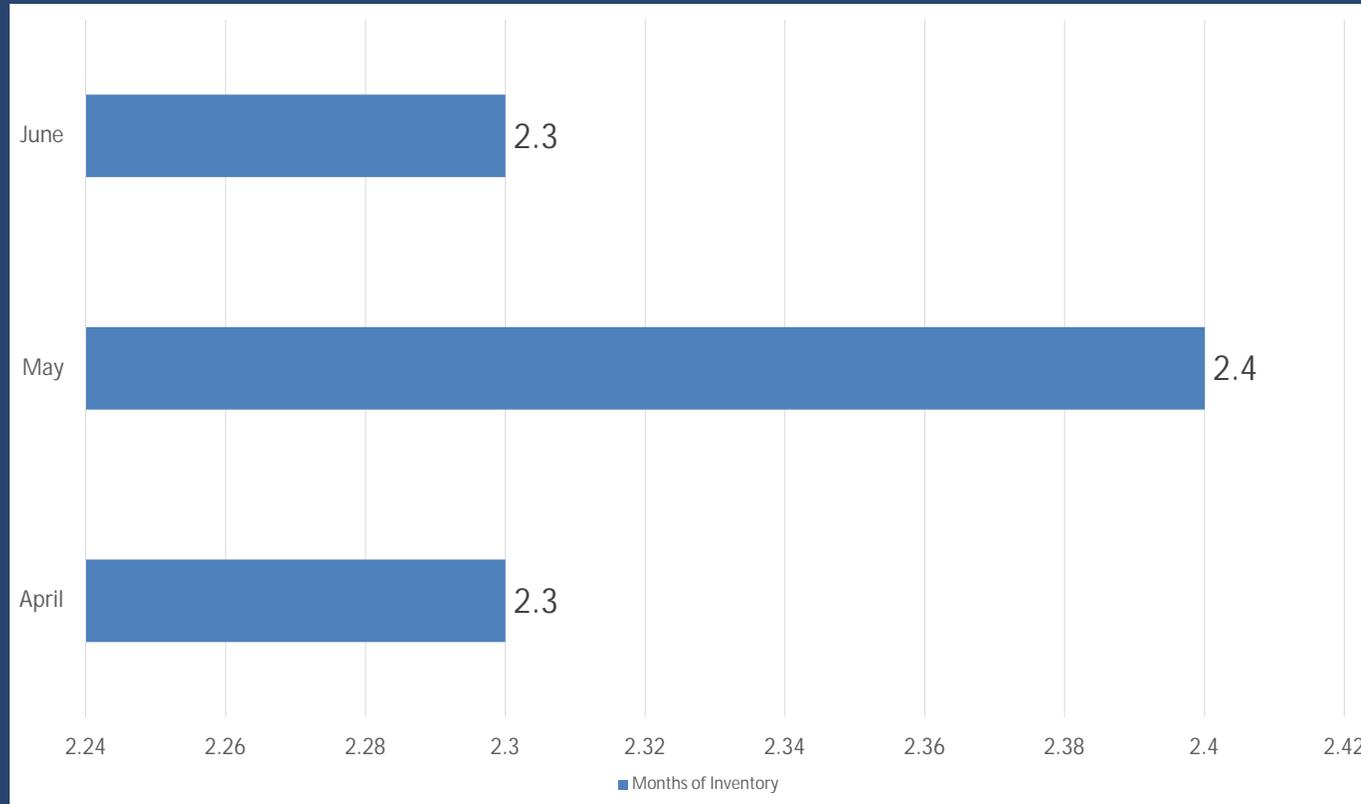
EDP24-073, 9/11/24

DAYS ON MARKET, RESIDENTIAL



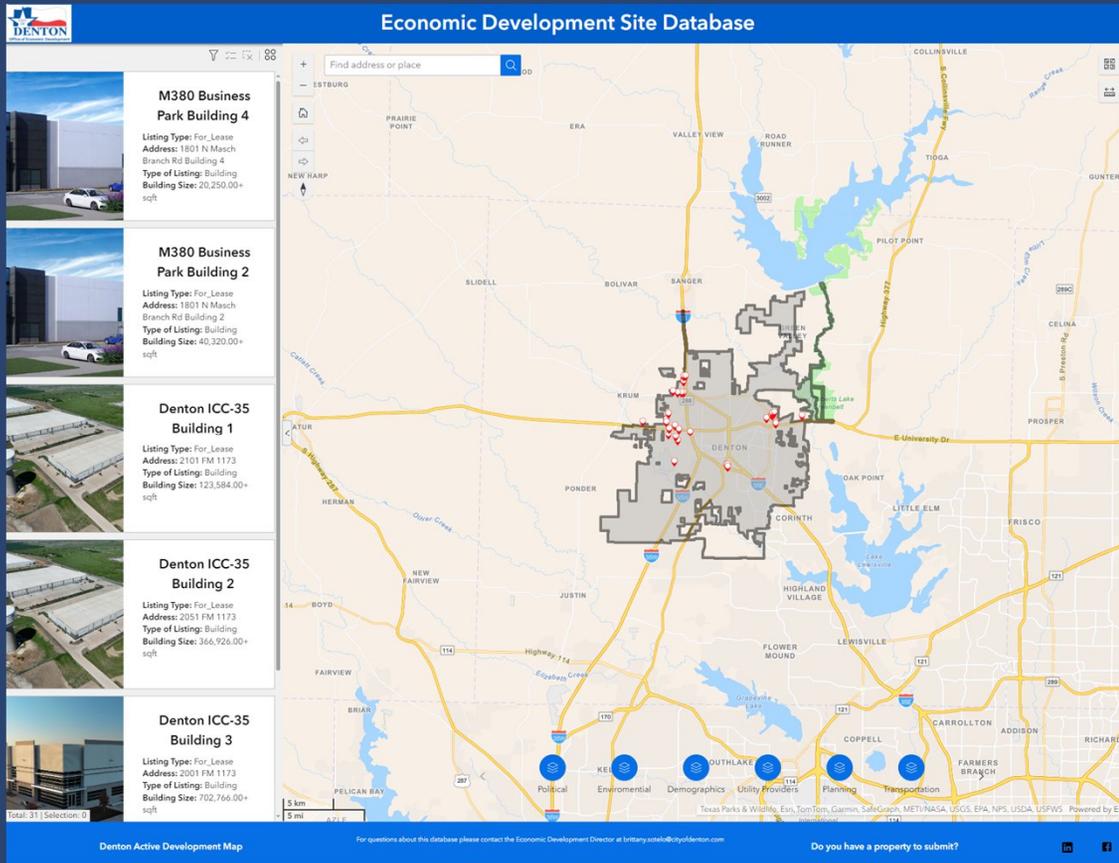
Source: Greater Denton/Wise County Association of Realtors, Inc.

MONTHS OF INVENTORY, RESIDENTIAL



Source: Greater Denton/Wise County Association of Realtors, Inc.

COMMERCIAL REAL ESTATE, INDUSTRIAL



AVAILABLE INDUSTRIAL PROPERTY:

Buildings: 23
Total Sq Footage: 3,988,088

Lots: 8
Total Acreage: 579.38

Source: City of Denton, Site Database

COMMERCIAL REAL ESTATE, MULTIFAMILY

| INVENTORY UNITS | UNDER CONSTRUCTION UNITS | 12 MO ABSORPTION UNITS | VACANCY RATE | MARKET RENT/UNIT | MARKET SALE PRICE/UNIT | MARKET CAP RATE |
|--|---|--|--|--|---|---|
| 23,395 +10.1% | 2,519 -35.8% | 1,409 +127.1% | 13.0% +2.1% | \$1,435 -0.2% | \$182K -4.0% | 5.8% +0.3% |
| Prior Period 21,253 | Prior Period 3,926 | Prior Period 620 | Prior Period 10.9% | Prior Period \$1,437 | Prior Period \$190K | Prior Period 5.5% |

Source: CoStar

| Availability | | Inventory | |
|----------------------------|--|---------------------------------|--|
| Vacant Units | 3,042 ↑ | Existing Buildings | 367 ↑ |
| Asking Rent/SF | \$1.68 ↓ | Average Units Per Bldg | 64 ↑ |
| Concession Rate | 2.4% ↑ | 12 Mo Demolished Units | 0 ↓ |
| Studio Asking Rent | \$1,057 ↓ | 12 Mo Occupancy % at Delivery | 12.0% ↓ |
| 1 Bedroom Asking Rent/Unit | \$1,226 ↓ | 12 Mo Construction Starts Units | 734 ↓ |
| 2 Bedroom Asking Rent/Unit | \$1,578 ↑ | 12 Mo Delivered Units | 2,141 ↑ |
| 3 Bedroom Asking Rent/Unit | \$1,821 ↑ | 12 Mo Avg Delivered Units | 217 ↑ |

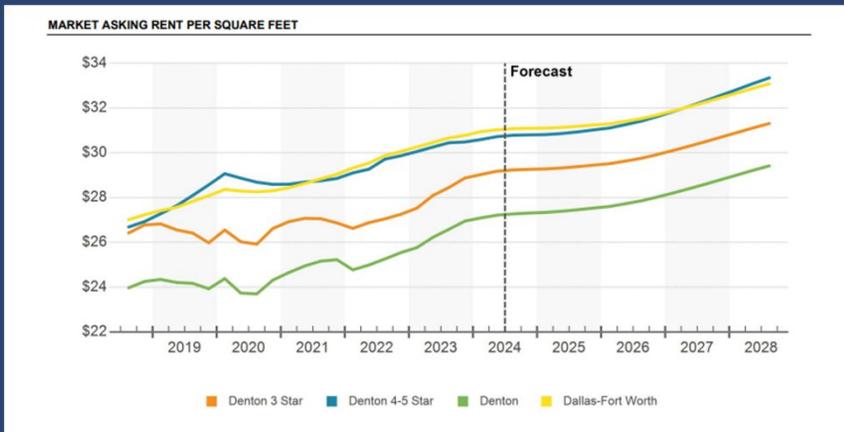
Source: CoStar



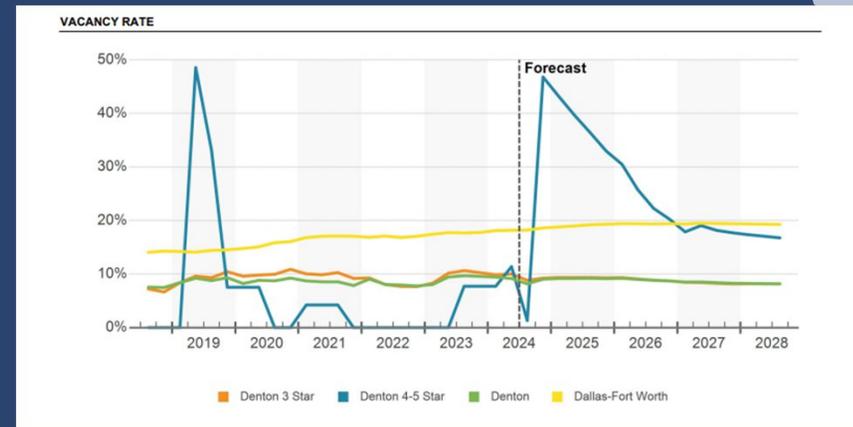
EDP24-073, 9/11/24

COMMERCIAL REAL ESTATE, OFFICE

| 12 Mo Deliveries in SF | 12 Mo Net Absorption in SF | Vacancy Rate | Market Asking Rent Growth |
|------------------------|----------------------------|--------------|---------------------------|
| 5K | 83.5K | 8.0% | 3.0% |



Source: CoStar

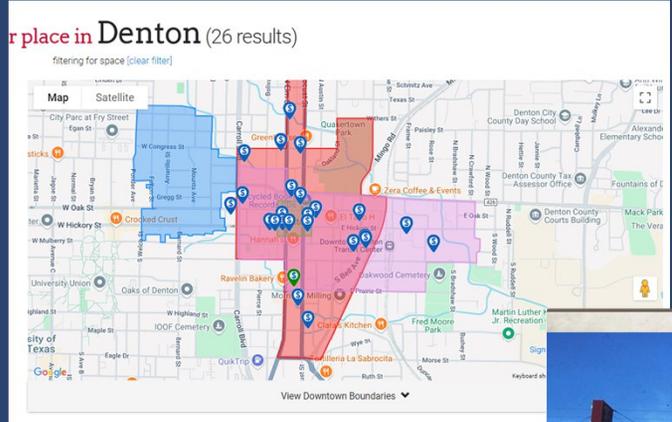


“Office vacancy rates in Denton remain tight at 8.0%, and ranks as one of the lowest vacancy rates in Dallas-Fort Worth... With relatively tight vacancies, the availability rate is also holding stable with 8.4% of inventory on the market; that’s well-below the Dallas-Fort Worth average of 20.1%”

COMMERCIAL REAL ESTATE, RETAIL

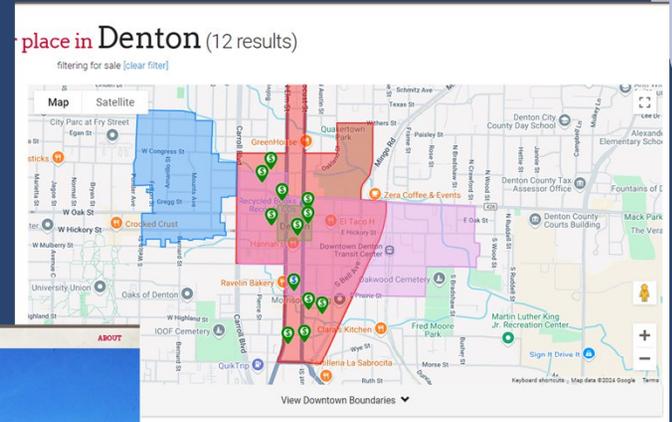
| INVENTORY SF | UNDER CONSTRUCTION SF | 12 MO NET ABSORPTION SF | VACANCY RATE | MARKET ASKING RENT/SF | MARKET SALE PRICE/SF | MARKET CAP RATE |
|---|--|---|--|--|--|---|
| 9.5M +3.1% | 297K +18.7% | 266K +110.8% | 5.5% +0% | \$22.18 +4.4% | \$294 +4.9% | 6.1% -0.1% |
| Prior Period 9.2M | Prior Period 250K | Prior Period 126K | Prior Period 5.5% | Prior Period \$21.25 | Prior Period \$280 | Prior Period 6.2% |

Source: CoStar



Source: Downtown TX

Downtown Real Estate:
downtowntx.org



Source: Downtown TX



EDP24-073, 9/11/24

THANK YOU

EDP24-073, 9/11/24

Economic Development Partnership Board

| Meeting Date | Item Description | Presented By | Time |
|-------------------------------------|--|--------------------------------|-----------|
| Wednesday, October 9, 2024 | | | |
| Item for Consideration | Approval of Minutes | Chair | 5 |
| Work Session | Sustainability Green Business Program | Kat, Julissa, Karen, Michael | 15 |
| Item for Consideration | Chamber of Commerce Agreement | Christine Taylor / Erin Carter | 15 |
| Work Session - Staff Report | Downtown Economic Development Committee Update | Jeremy Fykes | 10 |
| Work Session - Staff Report | Economic Development Partnership Update | Jamie Adams | 10 |
| Work Session - Staff Report | Director Update | Brittany Sotelo | 10 |
| Work Session - Staff Report | Future Agenda Items | Christine Taylor | 5 |
| | | Total Time | 70 |
| Wednesday, November 13, 2024 | | | |
| Item for Consideration | Approval of Minutes | Chair | 5 |
| Work Session - Staff Report | Economic Development Partnership Update | Jamie Adams | 10 |
| Work Session - Staff Report | Director Update | Brittany Sotelo | 10 |
| Work Session - Staff Report | Future Agenda Items | Christine Taylor | 5 |
| | | Total Time | 30 |
| Wednesday, December 11, 2024 | | | |
| Item for Consideration | Approval of Minutes | Chair | 5 |
| Work session | STaND Report Update | Brittany Sotelo | 15 |
| Work Session - Staff Report | Economic Development Partnership Update | Jamie Adams | 10 |
| Work Session - Staff Report | Director Update | Brittany Sotelo | 10 |
| Work Session - Staff Report | Quarterly Main Street Program Update (Sept. Oct. Nov.) | Kristen Pulido | 10 |
| Work Session - Staff Report | Future Agenda Items | Christine Taylor | 5 |
| | | Total Time | 55 |