

September 10, 2025

DIRECTOR'S REPORT - AUGUST

OFFICE OF ECONOMIC DEVELOPMENT

Brittany Sotelo
Economic Development Director

IN THE NEWS

Best Real Estate Markets (2025) WalletHub

Adam McCann, WalletHub Financial Writer • Aug 20, 2025



Overall Rank ↕	City ↕	Total Score ↕	Real-Estate Market Rank ↕	Affordability & Economic Environment Rank ↕
1	McKinney, TX	72.33	2	3
2	Cary, NC	71.33	3	10
3	Irvine, CA	70.44	1	102
4	Durham, NC	69.69	4	37
5	Richardson, TX	68.11	6	58
6	Frisco, TX	68.1	14	2
7	Gilbert, AZ	67.82	10	9
8	Nashville, TN	67.49	5	123
9	Denton, TX	66.52	11	19
10	Allen, TX	66.35	21	8

PARTNER VISITS/TRAINING

- TX Main Street Accreditation Site Visit
- Convening NTX Regional Economic Development Professionals regarding International Economic Development and the World Cup
- North Central Texas Economic Development District Board Meeting
- “From Global Shifts to Main Street: Navigating Economic Forces and Their Local Impact” Webinar by Avenu Insights and UCLA
- CoStar Training: Landlord Rep Prospecting, Owners Part II: Recruit Tenants to your Building, Demographics Deep Dive
- Public Works Ride Along

AUGUST RECRUITMENT STATS

29

ACTIVE PROJECTS

- 3,857 Potential Jobs
- \$6.5 Billion Cap. Invest.

8

NEW LEADS

Lead Sources:

- Direct- 4
- Broker -3
- Recruitment Outreach - 1

1

INCENTIVE APPLICATIONS

- Recruitment

Active Projects Stage	Count
Lead (5%)	24
Awaiting App. (10%)	2
Qualification (15%)	1
Incentive Neg. (50%)	2
Total	29

1

RECRUITMENT VISITS

4

LEADS LOST

- (2) Cold
- (2) Transferred to Business Support

102

RECRUITMENT OUTREACH

AUGUST DOWNTOWN STATS

3

BRE VISITS

11

LEADS LOST

- (2) Not longer moving forward with expansion
- (6) Cold
- (3) Did not qualify for incentives

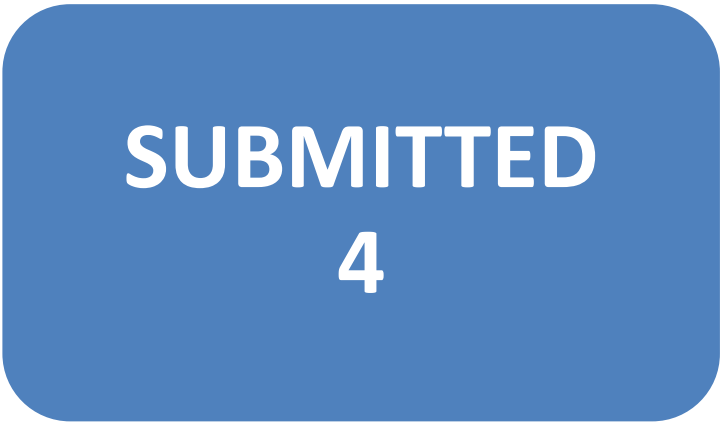
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**DOWNTOWN
GRANT LEADS**

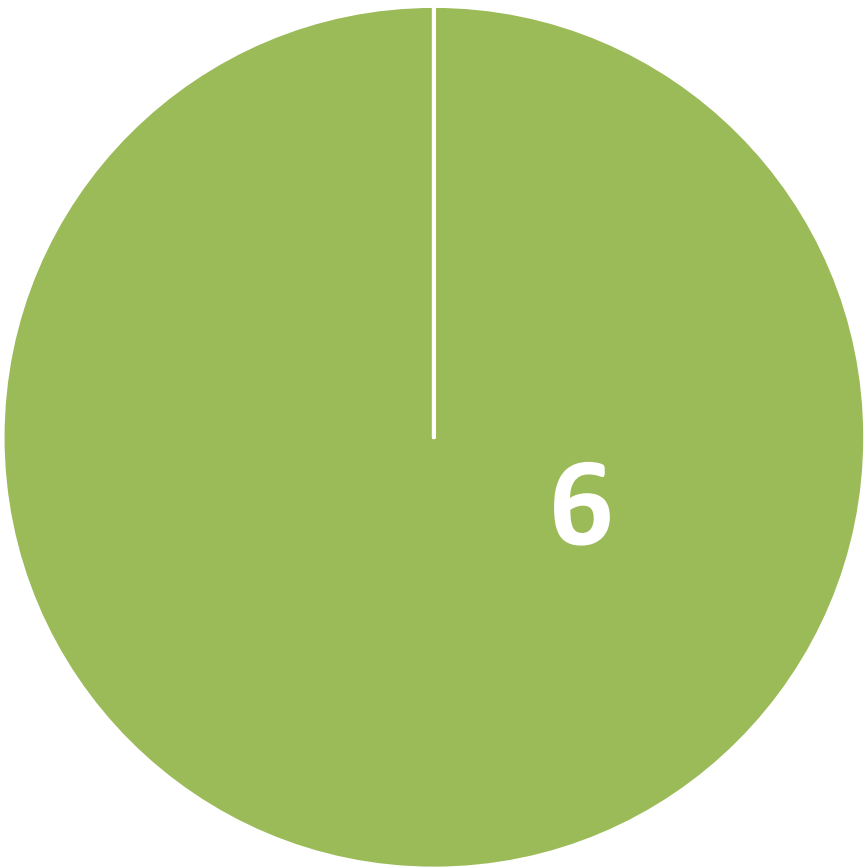
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**RECRUITMENT
OUTREACH**

AUGUST RFI STATS



RFI LEAD SOURCE



Potential
Capital
Investment

\$625M

Potential
Jobs

652

*Submitted for August



MUSIC & FILM

- Shared Live Music Society Grant Opp with Venues
- The Toolbox grant is designed to help venue owners address practical projects to make their space even better for musicians, audiences and staff. Toolbox focuses on smaller, essential venue improvements.
- Venues can apply for up to \$10,000 in funding.
- Film Permits for August: 0
- Attended Denton Film Meetup: Pitch & Share
 - Organized by Colectivo Creative Media
 - ~20 attendees sharing current film projects and ideas



PAST/UPCOMING EVENTS

- 8/6 Infrastructure Summit
- 8/6: Data Center Investment Conference & Expo (DICE): South
- 8/14: Taiwan Expo USA 2025
- 8/26: Fire Suppression workshop
- 8/26: Downtown Safety Meeting
- 9/13: National Security Cyber, Land, Air, Sea and Space Summit
- 9/16: iC3 Life Science & Healthcare Innovation Summit.
- 9/24: Denton Job Fair
- 10/23: Governor's Small Business Summit (Women-Focused)



THANK YOU