



CITY OF DENTON

**ECONOMIC
DEVELOPMENT
PARTNERSHIP**

**SUSTAINABILITY
FRAMEWORK
ADVISORY
COMMITTEE**

MARCH 24, 2023

Economic Development

- Economic Overview
- What We Do
- Strategic Plan
- Economic and Sustainability
- Return on Investment

OVERVIEW

What is **Economic Development**?

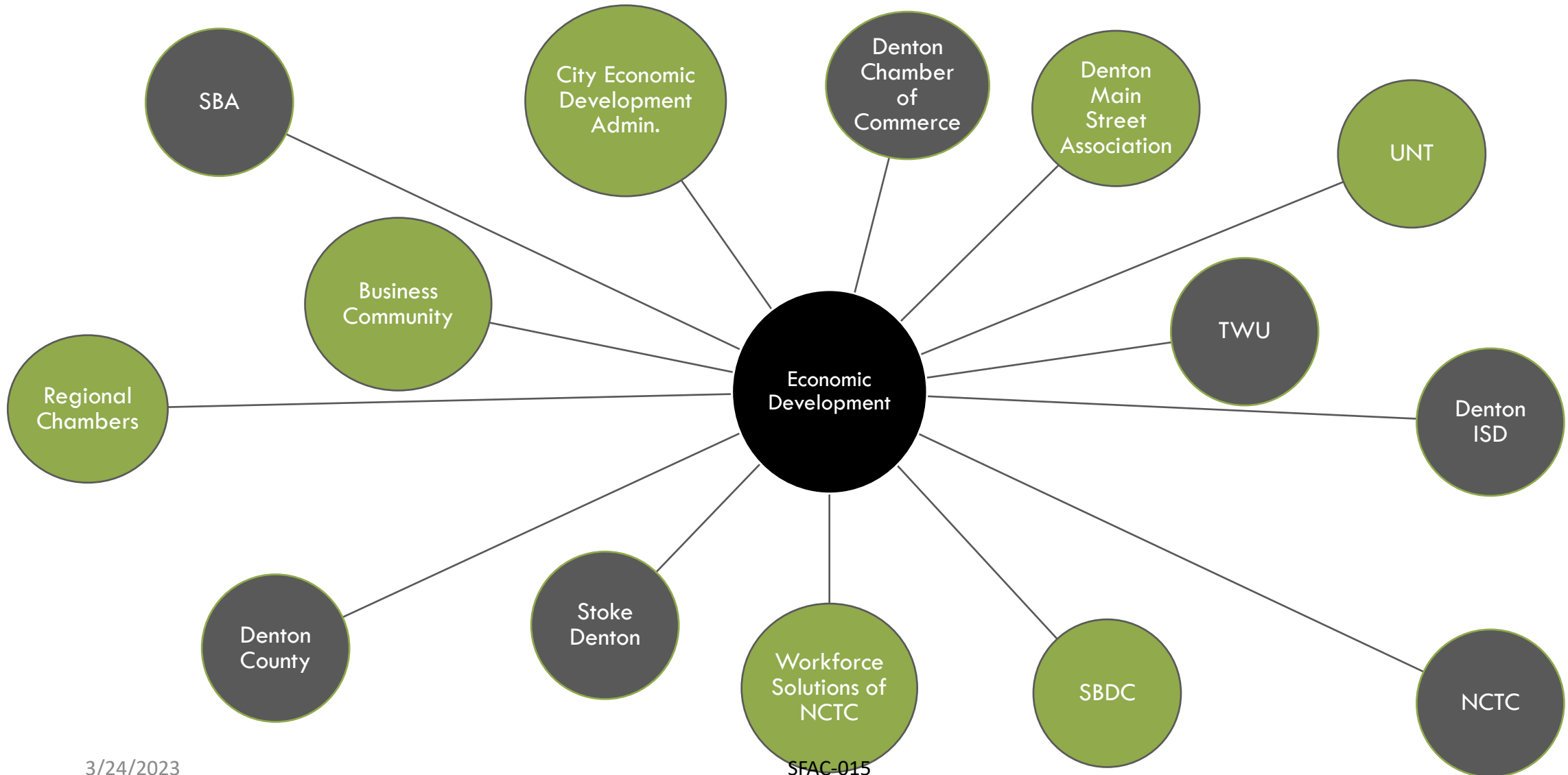
No single definition incorporates all the different elements of economic development for every community.

Economic development is a purposeful process that influences growth and restructuring of an economy through policies and programs to enhance the economic well-being of a community. Through economic development, we focus on creating, retaining, or reinvesting capital and human resources in a defined area.

The City of Denton Economic Development Department works to:

- Expand Denton's economy through location of new businesses and the retention and expansion of current employers.
- Foster Denton's thriving culture of business, technology, and artistic creation and innovation.
- Attract, develop, and retain skilled and talented workers to support existing and future employers.
- Build relationships with Denton businesses and residents through outreach, education, and engagement.

Denton's Economic Development



Denton Economic Development Partnership



WHAT WE DO

What We've Been Up To

Thinking About the Future

- ✓ Adopted a new strategic plan.
- ✓ Studied the Downtown TIRZ performance and possible projects.
- ✓ Assisted with a housing study.

Assisting Existing Businesses

- ✓ Created and received approval of new tech/entrepreneurship incentives.
- ✓ Formed Denton Business Allies.
- ✓ Revamped BRE program.

Attracting New Businesses

- ✓ Responded to requests for information.
- ✓ Developed a new Tax Abatement Policy and a Chapter 380 Policy to align with the strategic Plan.

Responding to the Pandemic

- ✓ Shared information and resources with businesses in need.
- ✓ Facilitated expanded information and referral service.
- ✓ Created Business Resource webpage.

Creating Community Partnerships

- ✓ Developed new agreements with Denton Chamber of Commerce and Denton Main Street Association.
- ✓ Continued support of Stoke Denton.
- ✓ Formed an Economic Development Work Group to focus on working together.

Getting Creative

- ✓ Received \$28,000 grant from the Texas Commission on the Arts for a memorial to the Denton Women's Interracial Fellowship.

Expanding Programs

- ✓ Expanded Downtown Reinvestment Grant program to make ADA improvements eligible expenses.
- ✓ Increased eligible Grant amount per application.
- ✓ Created a new Catalyst Fund

Helping Startups

- ✓ Created and received approval of new tech/entrepreneurship grants to support growing startups that the Strategic plan recommended.

STRATEGIC PLAN

1

ACCELERATE RECOVERY

Coordinate short-term economic recovery efforts from the COVID-19 pandemic by aggregating information, collaborating with regional partners, and allocating resources to top priorities.

2

FOSTER GROWTH

Attract long-term economic growth aligned with community priorities by focusing on four strategic growth areas: connectivity, creativity, sustainability, and competitiveness.

3

STRENGTHEN COMMUNITY INCLUSION

Align economic, workforce, and community development efforts to meet critical community needs and to strengthen community inclusion.



Denton is a **transportation and logistics hub** for the DFW Metroplex.

MAJOR STRATEGIES

- Denton Enterprise Airport – Anchor Institution
- Expand business retention and expansion (BRE)
- Continue to attract new investment
- Build on existing successes in the Westpark Industrial Park
- Create a Logistics and Supply Chain Management Center of Excellence



Denton's unique culture is driven by a **growing entrepreneurship and creative community.**

MAJOR STRATEGIES

- Launch an accelerator to support the growth of existing companies
- Create a supportive ecosystem for edtech companies
- Recruit growing startups in the DFW Metroplex
- Promote Denton's creative brand in marketing materials and in the press



Denton will become more **economically competitive** with planned investments

MAJOR STRATEGIES

- Dedicate staff and resources to the Cole and Hunter Ranch projects
- Continue to promote downtown development
- Incentivize the creation of professional office space
- Prioritize digital marketing efforts and materials



Denton is positioned to be a global leader in **renewable energy and green technology**.

MAJOR STRATEGIES

- Integrate some economic development efforts and incentives with Denton's Sustainability Plan
- Target environmentally conscious businesses for attraction and recruitment efforts
- Adopt Sustainable Development Goals (SDGs) and align metrics
- Incorporate sustainability efforts into marketing materials

Strategic Plan Implementation: Capacity and Policy Alignment

Increase Access to Capital and policy alignment with the strategic plan

Strategic Plan Goal 3: Grow Your Own Talent, Capacity, and Resource Recommendations

- Developed a **Tech and Entrepreneurship Program** and application
- Performed a complete rewrite of the **Tax Abatement and Incentive Policy** to align with the strategic plan and the City's Core Values.
- Updated the **Infrastructure Financing Policy** to incorporate items from the strategic plan to facilitate economic growth through a program of water and wastewater infrastructure financing.
- The **Denton Catalyst Fund** was created to better enable implementation of the economic development policies and the strategic plan and to be more competitive.

Tracking our Progress

Accelerate Recovery	Foster Growth		Strengthen Community Inclusion
1.1 Build a cross-functional team to coordinate resources and response 1.2 Take the pulse of the business community 1.3 Provide virtual business retention, support, and assistance 1.4 Focus on workforce development and the local talent pipeline 1.5 Ensure recovery efforts are inclusive of all communities 1.6 Maintain partnerships and collaborate for regional recovery	2A.1 Enhance BRE Program by expanding goals and outreach 2A.2 Focus on attraction through relationships and external marketing 2A.3 Continue developing Westpark industrial area 2A.4 Create a logistics and supply chain management Center of Excellence 2B.1 Connect entrepreneurs, capital, talent, and networks 2B.2 Increase access to capital and funding for entrepreneurs 2B.3 Build successful ecosystems and foster collaboration 2B.4 Support the growing EdTech cluster through promotion and partnerships 2B.5 Recruit growing startups looking to expand or relocate 2B.6 Promote Denton's creative brand through marketing and recognition	2C.1 Connect Denton's sustainability goals through economic development 2C.2 Target environmentally conscious businesses in attraction efforts 2C.3 Think globally, act locally by linking sustainable and economic growth 2C.4 Market Denton's sustainability as a business advantage 2D.1 Dedicate staff and resources to Cole and Hunter Ranch developments 2D.2 Focus on investments in Downtown Denton and foster growth 2D.3 Incentivize development of professional office space 2D.4 Remained focused on keeping up with infrastructure needs 2D.5 Use digital marketing channels to tell Denton's story	3.1 Convene businesses, training providers, and nonprofits 3.2 Work the Community Development on affordable housing initiatives 3.3 Create a "grow your own" talent initiative

Economic Development and Sustainability

EconStat

Demographics

Population: 141,522
Median Age: 29.5
Median Household Income: \$66,644
Bachelor's Degree or Higher: 42.7%

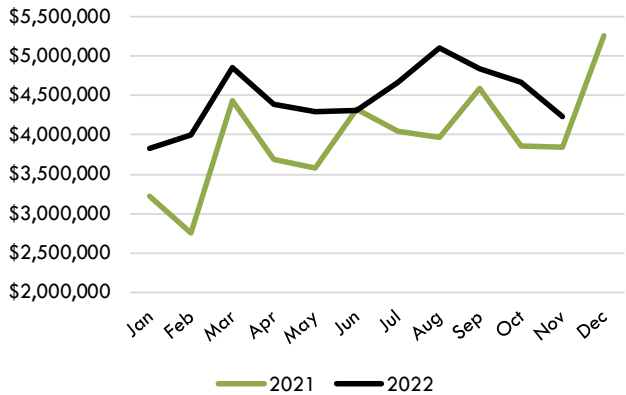
Denton's Top 5 Industries by Jobs

- 1. Government
- 2. Health Care & Social Assistance
- 3. Manufacturing
- 4. Accommodation & Food Service
- 5. Retail Trade

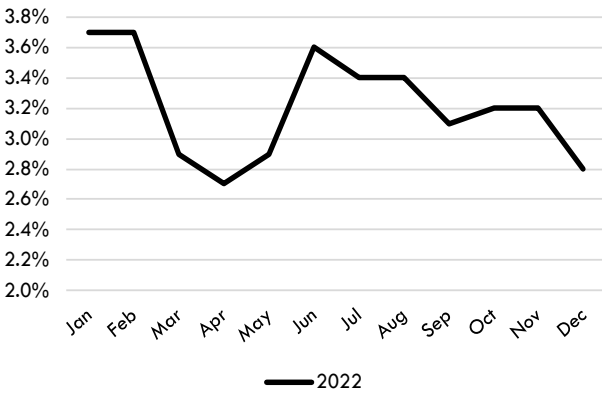
Denton's Fastest Growing Industries

- 1. Transportation & Warehousing
- 2. Arts, Entertainment & Recreation
- 3. Government
- 4. Management of Companies & Enterprises
- 5. Information

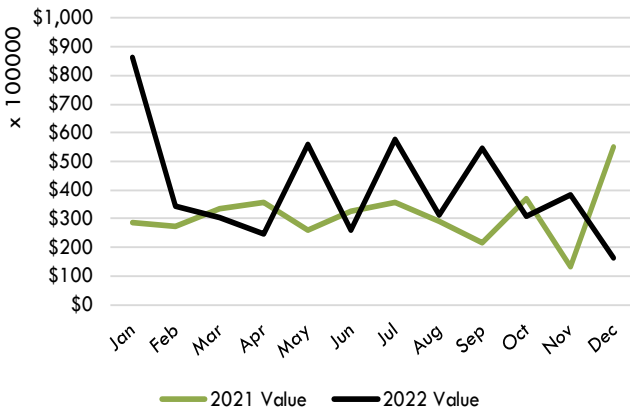
Sales Tax Collections



Unemployment Rate

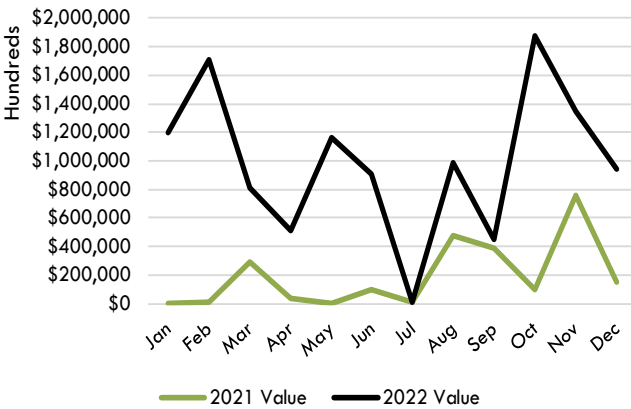


New Residential Permit Values



*Does not include multifamily or additions and alterations.

New Commercial Permit Values



*Does not include tax-exempt facilities or additions and alterations.



**We're Here For
All Businesses!**

The Denton Economic
Development Partnership can
assist your business with:

- Site search & selection
- Expansion or relocation
- Workforce and training programs
- Labor market analyses
- Demographic research
- Incentive applications
- City processes or operations
- Business networking
- Investment opportunities

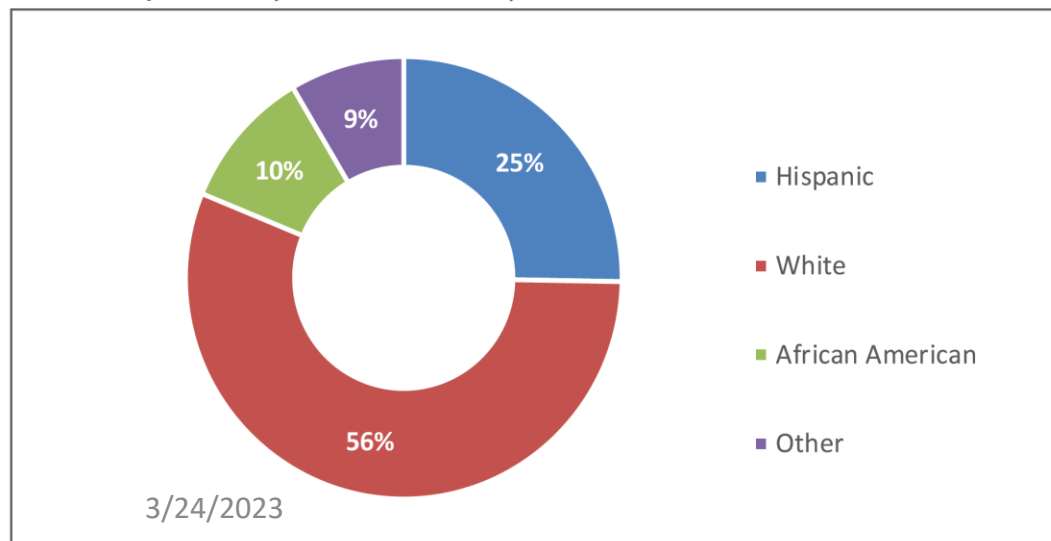
Denton EDP
City of Denton Econ. Dev.

Demographics

Age and Economic Characteristics

Entity	Median Age	65 and Over	Median Family Income	Per Capita Income
City of Denton	29.5	11.4%	\$81,792	\$29,538
Denton County	36.0	10.6%	\$112,068	\$43,172
State of Texas	35.1	12.9%	\$76,727	\$32,267

Denton Population by Race and Ethnicity

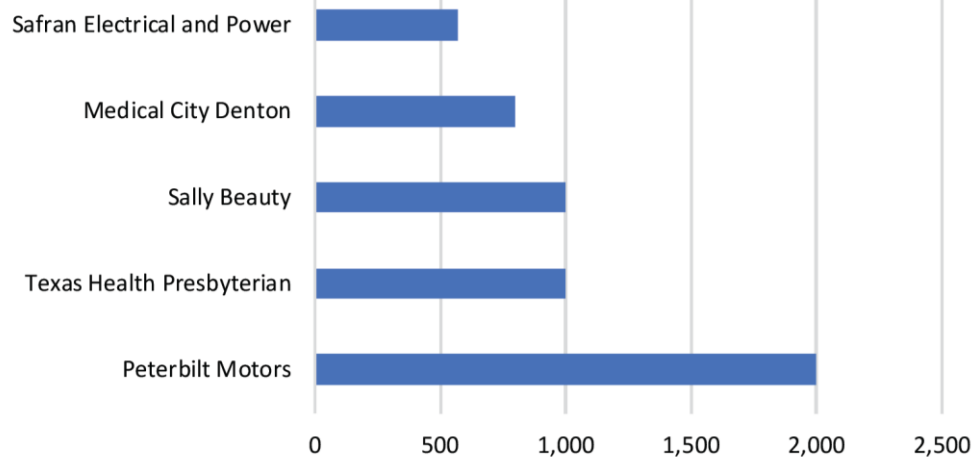


Population Forecast 2021 - 2025

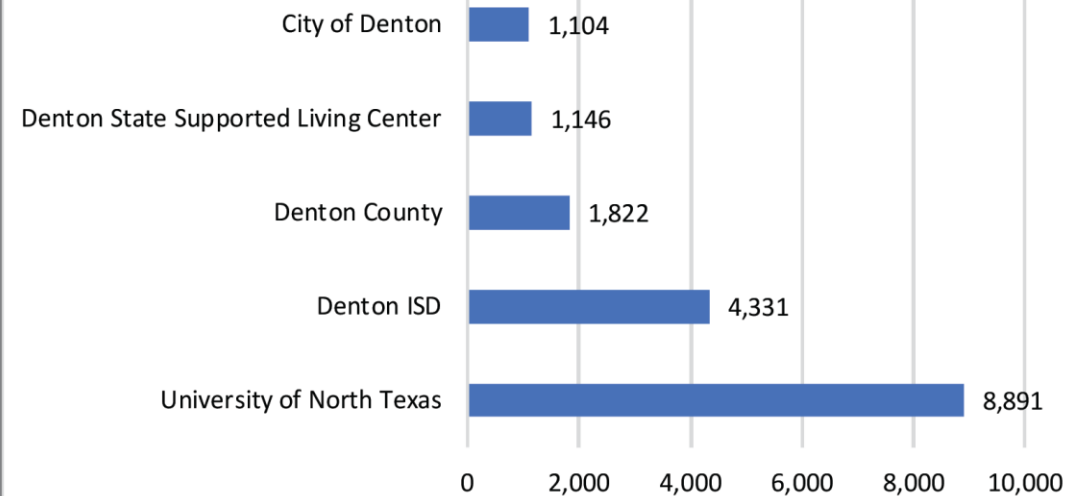
Year	Population	Percent Change
2021	134,872	2.0%
2022	137,569	2.0%
2023	140,321	2.0%
2024	143,127	2.0%
2025	145,990	2.0%

Top Employers

Largest Private Employers



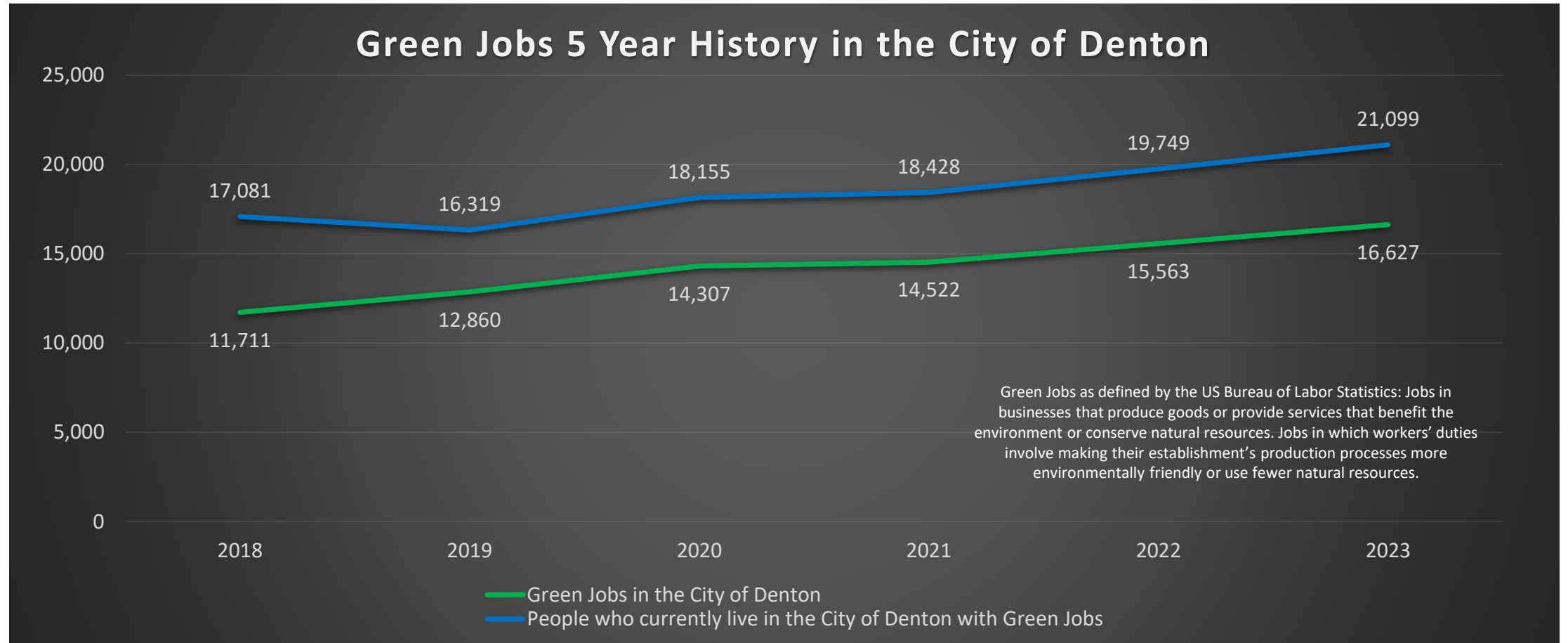
Largest Public Employers



Employment Gaps

	City of Denton		
	Empl (Place of Work)	Empl (Place of Residence)	Job Surplus (Deficit)
Occupation			
Total - All Occupations	72,407	85,655	(13,248)
White Collar Employment	40,295	49,636	(9,340)
Blue Collar Employment	16,483	18,678	(2,195)
Services Employment	15,629	17,341	(1,713)

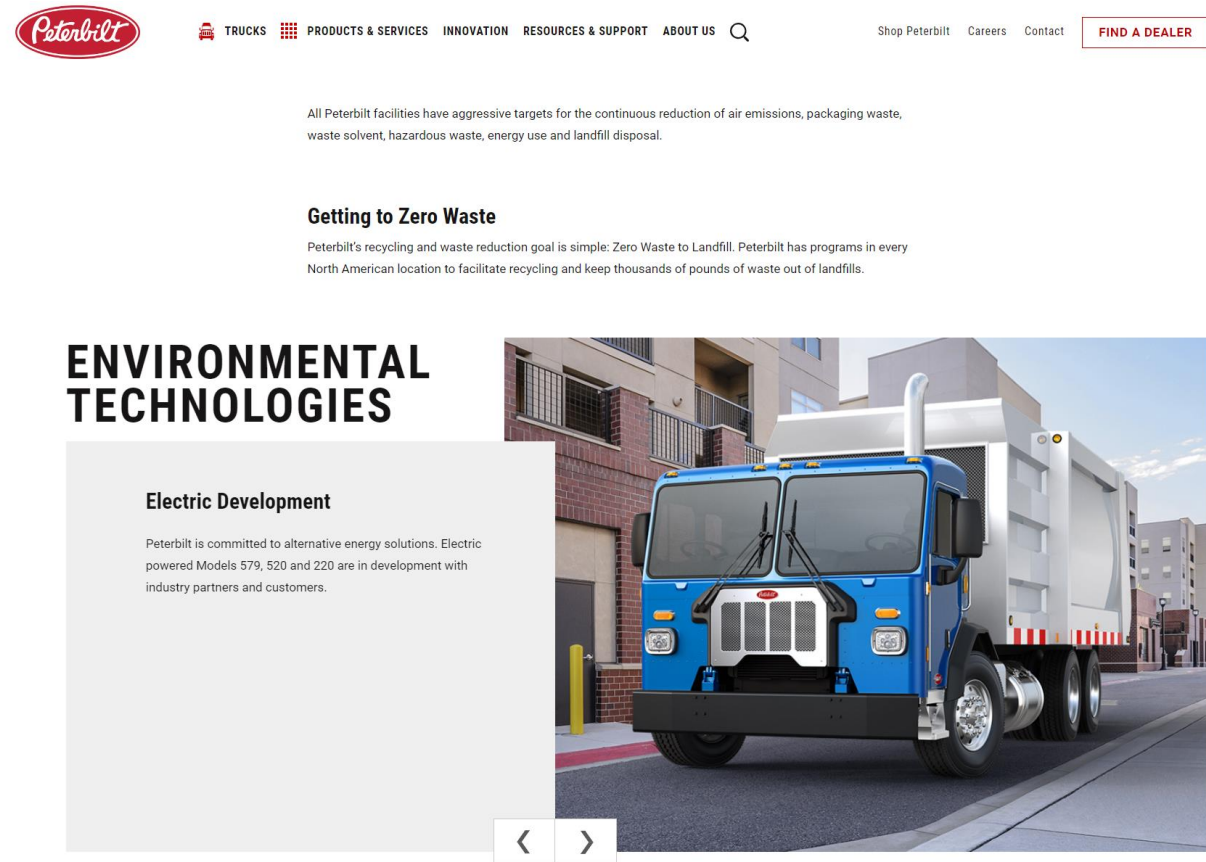
Green Jobs



2C.2 Target Environmentally Conscious Businesses

Peterbilt

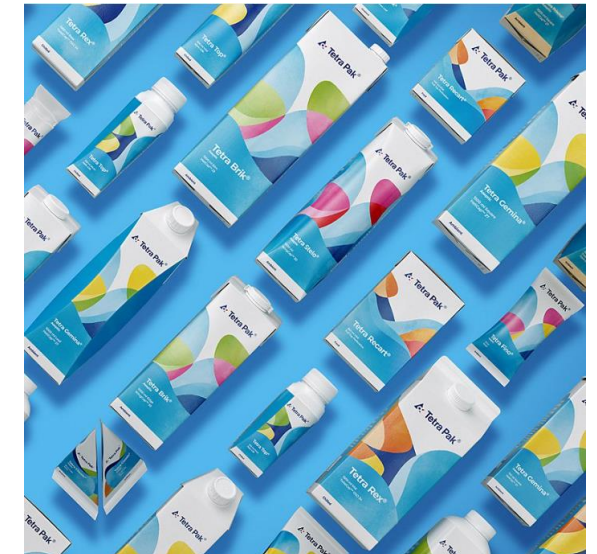
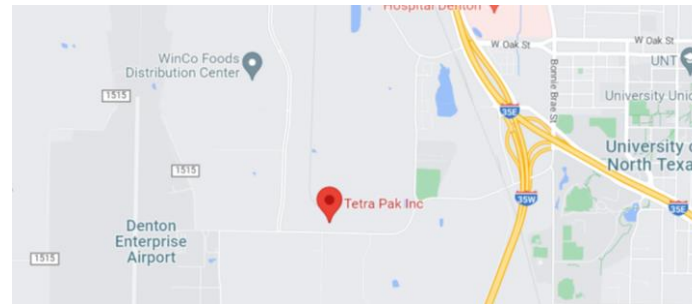
- Largest private employer in Denton.
- Received an expansion grant from the City.
- Denton facility is leading the companywide shift to sustainability.
- Peterbilt accounts for an estimated 15% of the semi truck market in the US.
 - Peterbilt's EV innovation will transform the American logistics industry.



2C.2 Target Environmentally Conscious Businesses

TetraPak

- A pioneer in sustainable packaging solutions across 160 countries.
- You may even have a TetraPak carton in your fridge or pantry right now.
- Received an expansion abatement in 2015
- Strategically located in the I-35 split for easy access to markets and the logistics part of their business process.



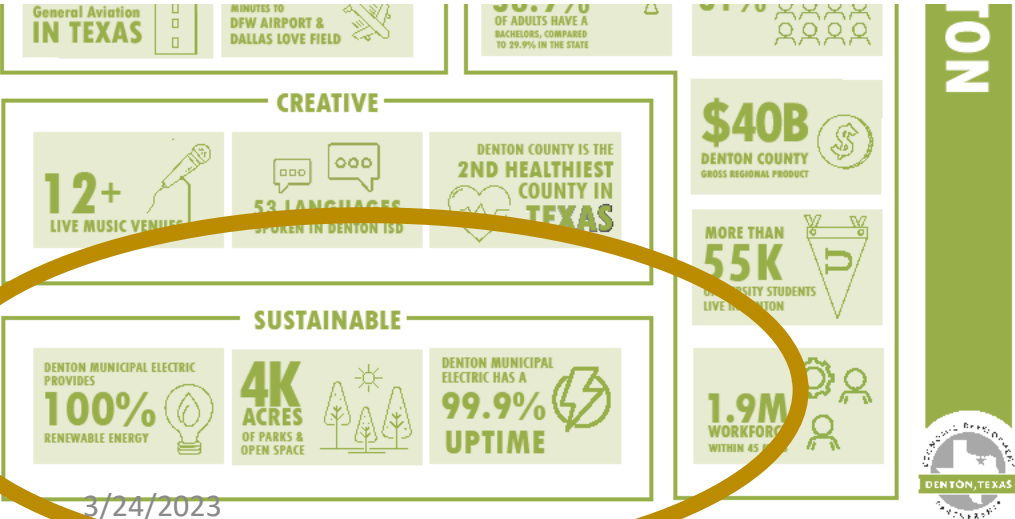
DENTON IS THE BEST LOCATION FOR BUSINESS IN TEXAS

Denton, TX, offers world-class location advantages for large companies and small businesses alike.

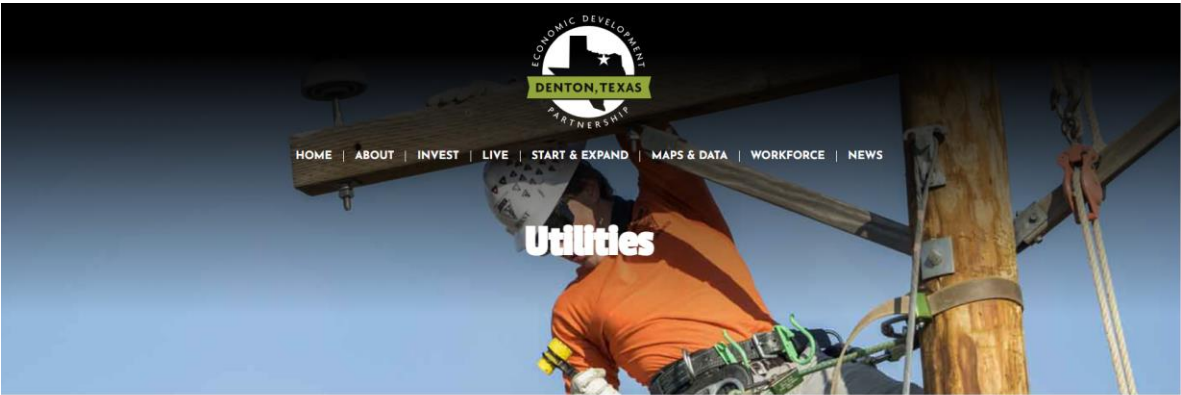
BENEFITS INCLUDE:

- ✓ Synonymous with sustainability, Denton is exceptionally environmentally friendly and is the only city in Texas to run on 100% renewable energy.
- ✓ Denton is the only city in Texas to be located on the I-75 corridor. More than 100,000 daily drivers traverse the section and can reach 82% of the U.S. population within a 24-hour drive.
- ✓ Businesses and individuals seeking air service can access multiple airports quickly. Denton Enterprise Airport is the busiest general aviation airport in Texas and travelers can get to Dallas/Fort Worth International Airport or Dallas Love Field within 45 minutes. Located only 17 miles southwest of the city of Denton, Perot Field Fort Worth is the world's first airport specifically designed for industrial and corporate use.
- ✓ Rail service is plentiful throughout the area, as Union Pacific and Kansas City Southern converge in Denton and are accessible from across the country, giving businesses an alternate mode of transporting goods to and from their facilities.
- ✓ Public transportation offers employees quality, dependable options in Denton and within the Metroplex via the Denton County Transportation Authority. Passenger rail via the A-Train, bus service via Connect, and a commuter vanpool program make getting to and from work simple and affordable.
- ✓ Education is a priority in Denton, with outstanding secondary education in the Denton Independent School District complemented by two excellent universities in the University of North Texas and Texas Woman's University.
- ✓ Businesses can access quality networking opportunities and synergies with world-class employers in Denton, like Peterbilt Motors Company, Tetra Pak, Safran, Sally Beauty and more.

Multiple institutions have recognized Denton's advantages over the years.



3/24/2023



Home > Start And Expand > Start A Business In Denton > Utilities

DENTON IS SYNONYMOUS WITH EFFICIENT, RENEWABLE ENERGY

Denton is the only city in Texas powered by 100% renewable energy. This fact is a result of the Denton Renewable Resource Plan, adopted by the City Council and achieved in December 2020. Today, every business, company and residence located in Denton can have its electrical needs served by renewable energy.

AFFORDABLE, RELIABLE ELECTRICITY

Since 1905, Denton Municipal Electric (DME) has provided safe and reliable power to residents of the greater Denton area as a community-owned, not-for-profit public power utility. The Denton Renewable Resource Plan has resulted in 100% renewable power with competitive and reliable rates. The current energy portfolio can be found here.

Additionally, DME has an unparalleled 99.9% uptime due to the presence of the Denton Energy Center, a 225 Megawatt fast-starting natural gas facility. The Center also dampens cost spikes and allows the City to keep up with the growing electricity demands of a growing city as an insurance policy to ensure that electric supplies are available when intermittent renewable resources are unavailable.

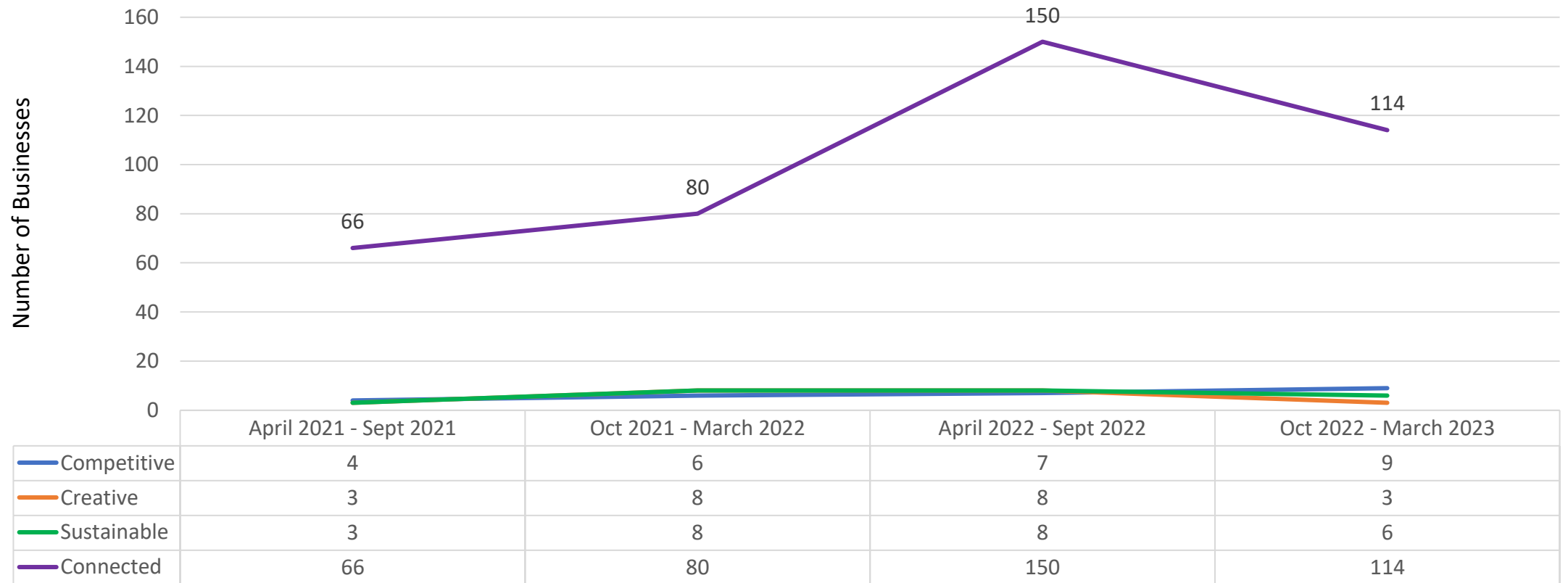


2C 4.2

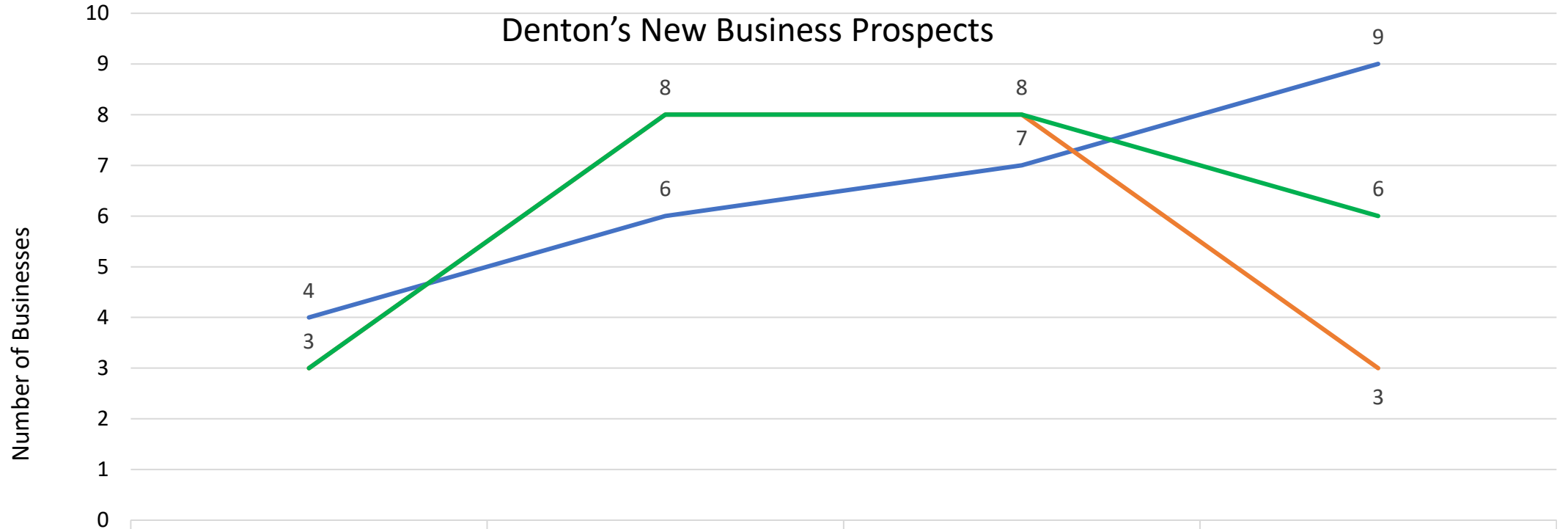
Revise digital marketing materials to include a greater focus on Denton's sustainability goals and 100% renewable energy resources

Green Prospects

Denton's New Business Prospects



Green Prospects



LEED Buildings in Denton

O'Reilly Partners, Embassy Suites by Hilton

- 25 year incentive agreement for the Embassy Suites, one of the largest investments the City has done.
- LEED Gold Certified
- 992 solar panels on the roof producing over 500,000 kWh of energy per year.
- Reduces 57 metric tons of CO2 annually

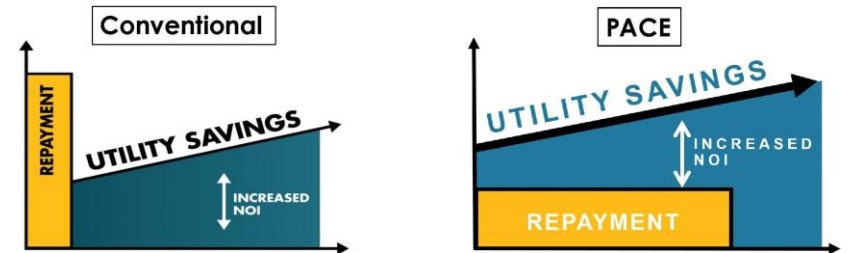


“Denton, TX now boasts the very first Gold LEED Embassy Suites in the world in the Embassy Suites Denton Hotel and Convention Center!” said General Manager Jeff Pritts. “We proudly continue the tradition of O'Reilly Hospitality’s commitment to operational sustainability as the first Gold LEED certified hotel in Denton and only the third in the state.”

Available Incentives

Denton County PACE Program

- Property Assessed Clean Energy (PACE)
- Denton County offers PACE, which provides owners of commercial, industrial and multi-family residential properties with five or more units to obtain low-cost, long-term financing for the upgrades
- Potential improvements include:
 - Energy management systems and controls
 - High efficiency lighting system upgrades
 - Water management systems and controls (indoor and outdoor)



Economic Growth Rider (DME)

Time Period

Reduction to Billing Demand

First Year	50%
Second Year	40%
Third Year	30%
Fourth Year	20%
Fifth Year	10%

Tax Abatement and Chapter 380 Policies

In 2022 Economic Development updated our Tax Abatement and Chapter 380 Policies.

- Now separated into two policies.
- The incentive application includes considerations for sustainable practices.

Considerations	
Generates New Utility Customers	<input type="checkbox"/>
Project is a customer of City utilities, including water, wastewater, and electric. Higher points awarded for larger customers	
Encourages New Business Markets/Suppliers And Entrepreneurship	<input type="checkbox"/>
Project is from an industry not significantly represented in local economy or company is a new business startup or entrepreneurial endeavor	
Engages in Sustainable Practices	<input type="checkbox"/>
Project has adopted sustainable or green business practices (e.g. LEED certification, renewable energy commitment or use, energy efficient construction)	
Increases High Wage Jobs	<input type="checkbox"/>
Project includes new jobs with an average or has a significant percentage of jobs that earn an annual base salary of \$65,000 or more	
Encourage Knowledge Base Jobs	<input type="checkbox"/>
Project includes new jobs or has a significant percentage of jobs that require specialized and theoretical knowledge, usually acquired through experience or a college education, or other training which provides comparable knowledge; requires some research, analysis, or requires special licensing, certification	
Pays a living wage for all new employees	<input type="checkbox"/>
From the most current MIT Living Wage Calculator for Denton County	
Spur Infill Development Or Redevelopment	<input type="checkbox"/>
Project is to develop/redevelop a property or facility in a manner that reduces urban sprawl and or increases density in a desirable area; project includes use of existing facility that has been vacant for at least 2 years	
Headquarters	<input type="checkbox"/>
The project is an international or national headquarters facility	
Child Care Assistance	<input type="checkbox"/>
Provides on-site child care; vouchers or other financial assistance; backup services; flexible or remote work accommodations; and flexible spending accounts	

Tax Abatement and Chapter 380 Policies

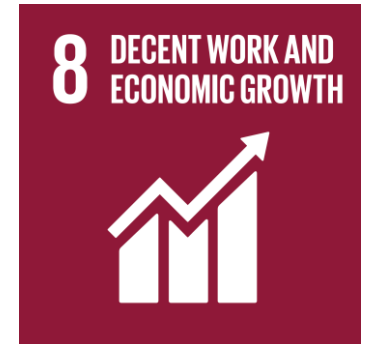
The newly updated Tax Abatement and Chapter 380 Policies include an Incentive Evaluation Matrix.

- Incorporates our strategic goals and values from the Economic Development Strategic Plan.
 - Includes sustainable practices as a priority.

Evaluation Matrix		
(145 points) + (30 "Other" bonus points) = 175 total points		
SGA TARGETS	Targets (20 Points)	Points
	Connective	
	Creative	
	Sustainable	
	Competitive	
	Other Target Areas (Max 10 points):	
	SGA Targets Subtotal	
PRIORITY CONSIDERATIONS	Considerations (100 Points)	Points
	Generates New Utility Customers (Max Points 10)	
	Project is a customer of City utilities, including water, wastewater, and electric. Higher points awarded for larger customers	
	Encourages New Business Markets/Suppliers And Entrepreneurship (Max Points 10)	
	Project is from an industry not significantly represented in local economy or company is a new business startup or entrepreneurial endeavor	
	Engages in Sustainable Practices (Max Points 10)	
	Project has adopted sustainable or green business practices (e.g. LEED certification, renewable energy commitment or use, energy efficient construction)	
	Increases High Wage Jobs (Max Points 10)	
	Project includes new jobs with an average or has a significant percentage of jobs that earn an annual base salary of \$65,000 or more	
	Encourage Knowledge Base Jobs (Max Points 10)	
	Project includes new jobs or has a significant percentage of jobs that require specialized and theoretical knowledge, usually acquired through experience or a college education, or other training which provides comparable knowledge; requires some research, analysis, or requires special licensing, certification	
	Pays a living wage for all new employees (Max 10 points)	
	From the most current MIT Living Wage Calculator for Denton County	
	Spur Infill Development Or Redevelopment (Max Points 10)	
	Project is to develop/redevelop a property or facility in a manner that reduces urban sprawl and or increases density in a desirable area; project includes use of existing facility that has been vacant for at least 2 years	
	Headquarters (Max Points 10)	
	The project is an international or national headquarters facility	
	Child Care Assistance (Max Points 10)	
	Provides on-site child care; vouchers or other financial assistance; backup services; flexible or remote work accommodations; and flexible spending accounts	
	Other Considerations (Max 10 points):	
	Priority Considerations Subtotal	

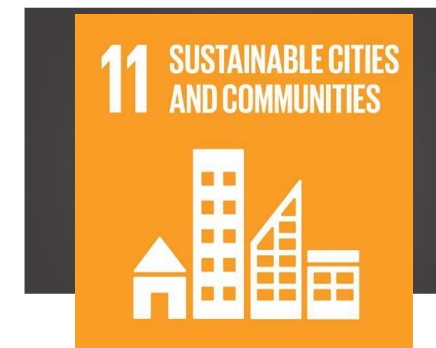
2C 3.1

Adopt the SDGs as part of the City's work plan and formally make them a priority for the City through council approval.



3/24/2023

Rayzor Ranch Park



Features

- Amphitheater
- Benches
- Electrical services for food trucks
- Multi function out door workout station
- Trails
- Trash cans
- Trees
- Water fountains (for people and pets)

Resources, Contact and Questions

Economic Development Handbook

<https://www.tml.org/185/Economic-Development-Handbook-2020>

www.dentonedp.com

Staff Contact:

Wayne Emerson

Director of Economic Development

940-349-7531

wayne.emerson@cityofdenton.com