



**CITY OF DENTON**

**ECONOMIC  
DEVELOPMENT  
PARTNERSHIP**

**BOARD  
ORIENTATION**

# Economic Development Board Orientation

- Strategic Plan
- Financing Tools
- Development Districts

# STRATEGIC PLAN: GUIDING PRINCIPLES



## CORE RESILIENCY

Protect the City's core economic base and major employers by retaining businesses and providing them with the support necessary to continue doing business in Denton



## FUTURE FOCUSED

Position Denton for future growth by understanding trends and adopting a proactive approach to economic development.



## INCLUSIVE GROWTH

Enhance economic opportunity for all residents by utilizing different strategies that recognize the diverse needs and assets of different communities, especially those in south and east Denton.



## ENTREPRENEURIAL SPIRIT

Cultivate the City's entrepreneurial ecosystem by investing in quality of place and catalyzing innovation that will continue to attract creative professionals to Denton.



## CULTURAL VITALITY

Strengthen Denton's cultural vitality by continuing to promote arts and music while also marketing the City as DFW's cultural hub.

# STRATEGIC PLAN: GOALS

## 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.

## FOSTER GROWTH

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

## STRENGTHEN COMMUNITY INCLUSION

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



# STRATEGIC GROWTH AREAS

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

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



CONNECTIVITY



SUSTAINABILITY



CREATIVITY



COMPETITIVENESS

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

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

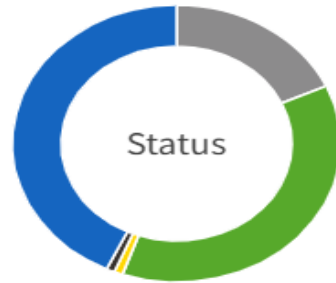




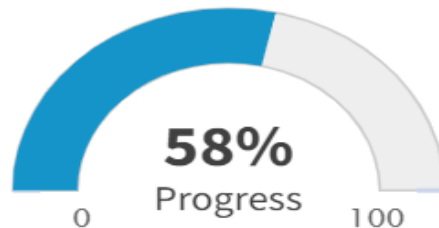
# Tracking our Progress



## Plan Status & Progress



|                   | %     | #  |
|-------------------|-------|----|
| ● Status Pending  | 18.18 | 22 |
| ● On Track        | 37.19 | 45 |
| ● Some Disruption | 0.83  | 1  |
| ● Discontinued    | 0.83  | 1  |
| ● Completed       | 42.98 | 52 |



Accelerate Recovery ▾ Foster Growth: Connected Denton ▾ Foster Growth: Creative Denton ▾  
Foster Growth: Sustainable Denton ▾ Foster Growth: Competitive Denton ▾ Strengthen Community Inclusion ▾  
Other Considerations: Resources and Capacity ▾

Select Language ▾ 🔍

## Economic Development Strategic Plan

The Economic Development Strategic Plan, adopted by Council in January 2021, provides a modern approach to economic development that is appropriate for a community of its size and is capable of leveraging public and private resources to capitalize on the opportunities that lie ahead. In addition, the plan is meant to help focus economic development efforts to be more strategic and effective in responding to forthcoming changes in Denton. It was built around three major goals: accelerate recovery, foster growth, and strengthen community inclusion. Developed based on input from stakeholder engagement and economic assessments, the set of strategies and actions identified under each goal are meant to provide the City with a roadmap to organize its programs and bolster Denton's vitality over the next several years.

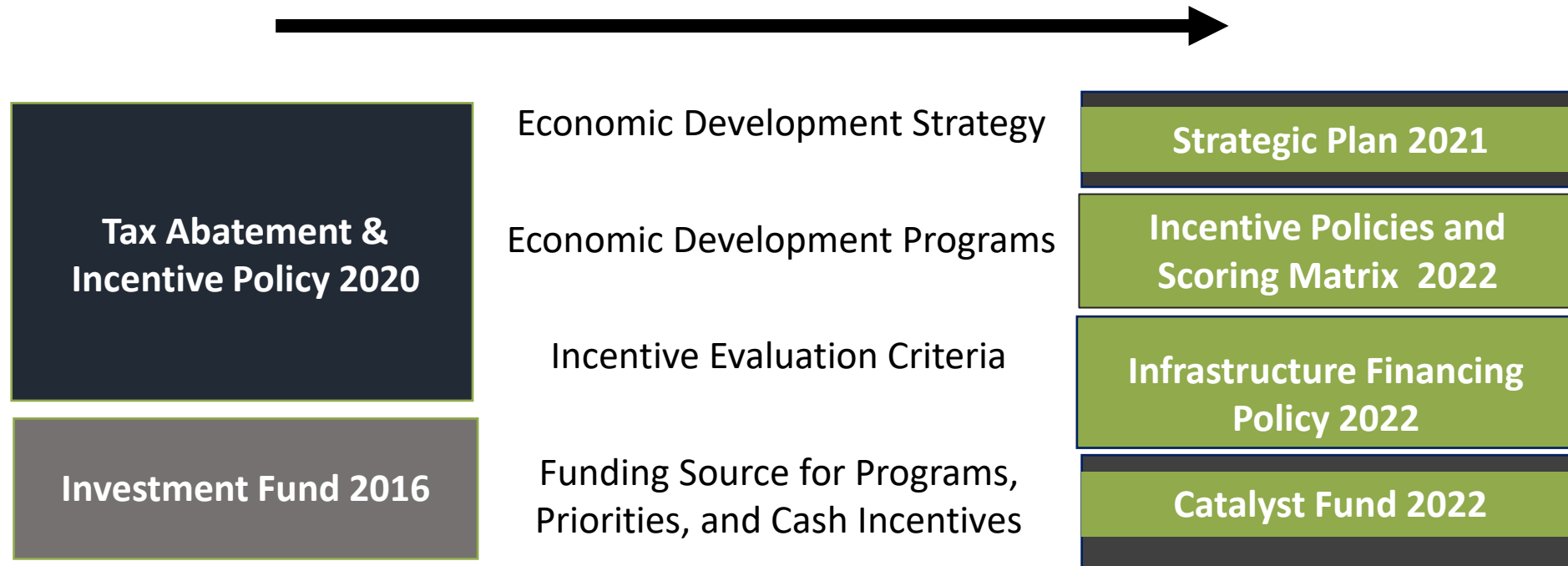
To read the plan in its entirety, click [here](#).



The legend below explains the various status indicators using a color-coding system.

- Pending: Indicates actions for which an update has not yet been provided.
- On Track: Indicates actions is on track and expected to be completed on time.
- Some Disruption: Indicates a minor block in the action that may jeopardize the on-time completion or outcome.
- Major Disruption: Indicates a major roadblock in the action that will impact the on-time completion or outcome.
- Completed: Indicates completed actions.
- Upcoming: Indicates upcoming actions set to begin at a future date.

# Strategic Plan Alignment and Policy Transition



# Financing Tools

## Tax Abatements

- ✓ Minimum capital investment
- ✓ Receives exception from tax statement

## Chapter 380 Agreements

- ✓ City loan or grant
- ✓ Property owner receives reimbursement from City

## Triple Freeport Exemption

- ✓ Personal property exemption from property taxes
- ✓ City, County, and DISD





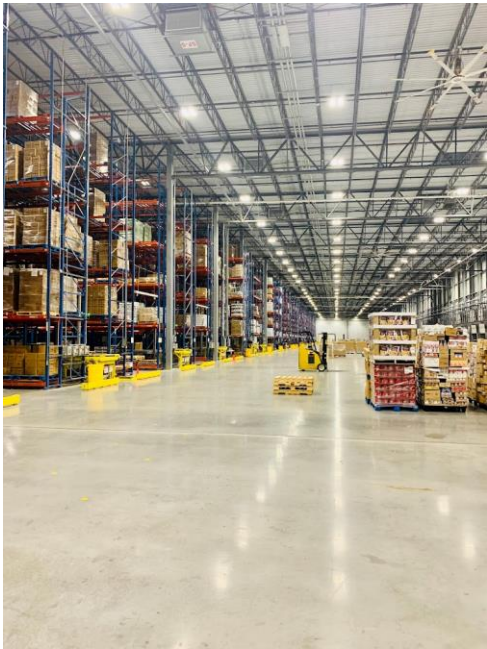
# Financing Tools: Utility

## Infrastructure Assistance

- ✓ Available for inadequate or aging infrastructure
- ✓ Water and Wastewater Planned Line Funds

## Economic Growth Rider

- ✓ Managed by DME
- ✓ Metered demand in excess of 1,000 Kva per month



# Financing Tools: Creative

# Sales and Use Tax for Construction

- ✓ State program that allows for the sourcing of sales taxes
- ✓ Rebate of the City's of sales taxes for the construction and equipping of a facility

# Qualified Hotel Project

- ✓ State program to assist with hotel financing projects
- ✓ Rebate of state HOT and sales taxes collected at a QHP for 10 years





# Tax Increment Reinvestment Zones



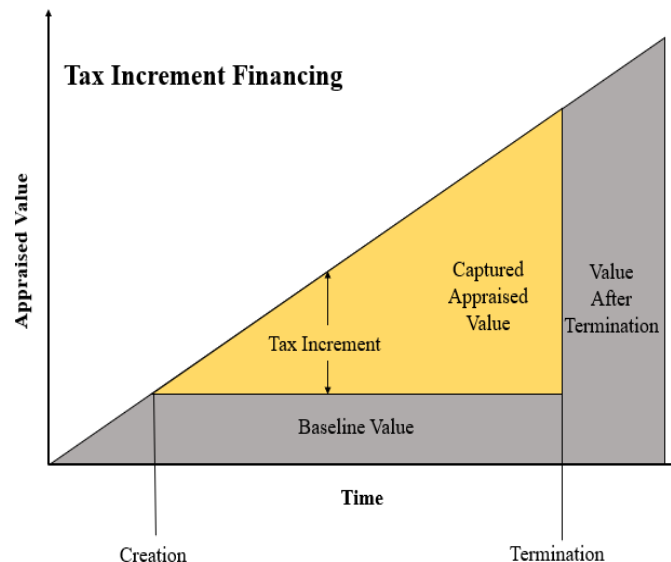
## TIRZ

**State Statute:** Chapter 311 of Texas Tax Code

**Local Policy:** Draft guidelines in process

### Key Elements

- Can be initiated by petition or directly by a local government
- Can capture portions of sales or property tax
- Often used to fund development or large infrastructure projects; pay as you go often used for maintenance and smaller projects
- TIRZ have their own governing body
- Requires adoption of project and finance plans
- Funds must be used in accordance with Ch. 311 and adopted project plan
- City can adopt its own criteria and terms for creating a TIRZ



# Public Improvement Districts

## PID

### Key Elements

**State Statute:** Chapter 372 of Local Government Code

**Local Policy:** Resolution 18-1039 PID Guidelines

- Allowed uses: landscaping, sidewalks, streets, parking, water/wastewater facilities, art, libraries, mass transportation, affordable housing, district administration, and supplemental services
- Requires petition to be submitted to governing body and adoption of Service and Assessment Plan
- Assessments typically paid annually or in aggregate by property owner
- Governing body has discretion to create PID and levy assessments
- City can adopt its own criteria and terms for PIDs beyond what is in statute

# MMD

## Key Elements

**State Statute:** Chapter 375 of Local Government Code; special legislation codified into Texas Special Districts Local Laws Code

## Local Policy: None

- MMD is separate political subdivision and government agency that can collect property taxes or an assessment from property owners
- Created to supplement, not supplant, services of the municipality
- Funds used for water/wastewater, drainage, roads, and recreational facilities
- Have authority to levy an ad valorem property tax
- Cities typically retain some control through a consent ordinance requirement, development agreements and board appointments





# MUD

## Municipal Utility Districts



### Key Elements

**State Statutes:** Chapter 54 of Water Code and TCEQ administrative code; Chapter 42 of Local Government Code; special legislation codified into Texas Special Districts Local Laws Code

**Local Policy:** Resolution 20-920 (interim MUD policy)

- MUDs can levy and collect taxes, issue bonds, charge for services, condemn property, enforce restrictive covenants, and make regulations to accomplish its purpose.
- MUDs can engage in the supply of water; conservation; irrigation; drainage; fire fighting; solid waste collection and disposal; wastewater treatment and recreational facilities.

# Development District Matrix

|                            | PID   | TIRZ  | MMD  | MUD   |
|----------------------------|---|---|--|---|
| <b>Key Elements</b>        | Used to finance public infrastructure in a specific area                              | Mechanism to dedicate incremental revenues to a particular area                               | Ability to provide/supplement certain services and finance infrastructure          | Used frequently in the ETJ  |
| <b>Additional Levy/Tax</b> | Yes   | No  | Yes  | Yes   |
| <b>City Role</b>           | Authority to create and regulate  | Authority to create and regulate  | Consent to creation<br>Negotiated operating/management agreements                  | Consent to creation but limited   |
| <b>Advantages</b>          | City has control over various elements and can set own guidelines for how/when to use | Lots of flexibility in allowable uses. No additional taxes/assessment                         | Lots of flexibility in allowable uses.   | Lots of flexibility in allowable uses. Helps development occur when services/infrastructure are limited |
| <b>Disadvantages</b>       | Additional levy paid by property owners who may not see additional value              | Revenues are restricted to a geographic area and specific projects for a given amount of time | Additional taxes may be paid by property owners who many not see additional value. | City has limited control in ETJ. As growth occurs, confusion over responsibilities                      |

# Questions, Resources, and Contact

## **2023 Economic Development Handbook**

[2023-Economic-Development-Handbook  
\(tml.org\)](https://performance.envisio.com/dashboard/Economic-Development-Handbook(tml.org))

## **Strategic Plan Dashboard**

<https://performance.envisio.com/dashboard/Economic-Development-Strategic-Plan>

## **Staff Contact:**

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