

Denton Chamber Office of Economic Development

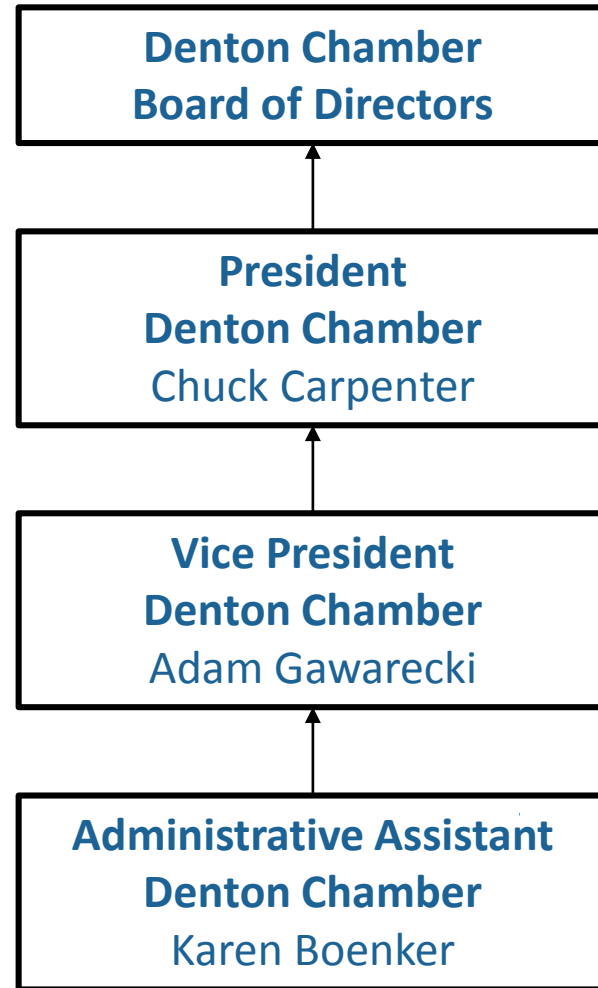
Denton City Council
Department Presentation



Denton Chamber Economic Development FTE's by Functional Area

FTE's By Functional Area	FY 2014-15 Actuals	FY 2015-16 Actuals	FY 2016-17 Budget	FY 2017-18 Baseline
Vice President	1	1	1	1
Administrative Assistant	1	1	1	1
Total FTE's	2	2	2	2

Denton Chamber Economic Development



Denton Chamber Economic Development Goals and Accomplishments

Accomplishments for 16-17:

1. Fulfilled the City/Chamber contract, based on mutually agreed upon deliverables.
2. Currently 42 prospects by way of the Chamber with a response rate of 86%.
3. 11 site visits from 9 different companies (Peanut Butter, Southern Comfort, Penmountain, Chicken, Rail Load, Columbus Balbo, Coil Engineering, Trim and Balk).
4. Assisted in successful location of two companies, within the last year, that did not apply for city incentives, which will create over 120 new jobs (Project P-Truck and Project Pacific).
5. Conducted target marketing forums/conferences/events and professional development activities.
6. Raised the number of private investors and the private investment in the Partnership.
7. Increased involvement in social media and website activities.

Denton Chamber Economic Development Goals and Accomplishments – Site Visits

Current Year 2016-2017 - 11 for the year	
Project Peanut Butter	October 2016
Project Southern Comfort	October 28, 2016
Project Penmountain	November 9, 2016
Project Chicken	November 17, 2016
Project Rail Load	January 10, 2017
Project Rail Load	February 2017
Project Columbus Balbo	February 16, 2017
Project Coil Engineering	March 3, 2017
Project Trim	March 31, 2017
Project Rail Load	May 1, 2017
Project Balk	May 22, 2017

Year 2015-2016 - 9 for the year	
None from October to December 2015	
Project DSouthwest	January 11, 2016
Project Take Away	February 11, 2016
Project Golden Chariot	March 2, 2016
Project Scout	March 2016
Project Ice Box	May 2016
Project Rothchild	June 2016
Project Dalmatian	July 2016
Project Brick	July 2016
Project Peanut Butter	September 2016
Year 2014-2015 - 5 for the year	
Project Ranger One	October 27, 2014
Project Energy Tech	October 24, 2014
Project Ranger One	November 20, 2014
Project Ranger One	December 23, 2014
Project Tannery	September 2015
Chart Key:	
	Q1 of the fiscal year (October through December)
	Q2 of the fiscal year (January through March)
	Q3 of the fiscal year (April through June)
	Q4 of the fiscal year (July through September)

Denton Chamber Economic Development Goals and Accomplishments – Marketing Trips

Examples of Contacts from Marketing Trips:

- CBRE Chicago consultant who represents Sally Beauty and facilitated their expansion in Denton last year, which will create many new jobs.
- Kupperman Location Solutions who was the site selection consultant for WinCo that chose to locate the project in Denton, creating a minimum of 165 jobs.
- Site selection consultants for Penske Trucks who chose to locate a project in Denton, creating 15 jobs.
- Representative from Jones Lang LaSalle's, Little Rock, AR division who specializes in E-Commerce Distribution and also used to run Wal-Mart's distribution center site selection division for 12 years.
- Representative from KPMG New York, who Denton representative has located a previous project with.

Denton Chamber Economic Development Goals and Accomplishments – Social Media & Website

Facebook: 685 followers

LinkedIn: 1,198 followers

Twitter: 1,288 followers

DentonEDP.com: 12,523 views with 10,098 different users since start of fiscal year

Compared to prior year:

Increase of 24% hits

Increase of 25.6% number of users

Denton Chamber Economic Development Goals and Accomplishments

Goals for 17-18:

1. Fulfill the City/Chamber ED contract, based on mutually agreed upon deliverables.
2. Increase number of outgoing proposals and engagements.
3. Increase number of site visits.
4. Increase website and social media activities.
5. Raise number of private investors and the private investment of the Partnership.

Denton Chamber Economic Development Performance Measures

Current Performance Measures:

1. Perform duties of the office per City/Chamber contractual agreement.
2. Act as the gatekeeper with site location consultants and prospect activity.
3. Conduct target marketing/prospect development activities.
4. Update and maintain EDP website, social media accounts, marketing materials, and promotional items.
5. Maintain ED Partnership private investor relations.

Proposed Performance Measures:

1. Perform duties of the office per City/Chamber contractual agreement.
2. Attend and participate in activities with local, metro, state, regional and international organizations stipulated in the annual agreement.
3. Continue target marketing activities and attend as many site location consultant events as budget allows.
4. Increase social media and web-based activities.
5. Implement a CRM system with City ED staff, as budget allows.

Denton Chamber Economic Development Cost Containment Strategies

Summary of Department efforts:

1. Evaluate and replace inefficient forums and conferences, along with all other target marketing tactics.
2. Focus staff solely on incoming prospects generated through marketing activities and from site selectors and brokers.
3. Maintain a separate, private budget to conduct additional marketing activities not specified in the public ED budget, along with maintaining all memberships and economic development investor relations.

Denton Chamber Economic Development Process Improvements

Completed Projects:

1. Narrow down marketing trips to all the ones that have provided results in the past. Replace others with newly advertised events.
2. Consistently update and refresh marketing materials and other branding collateral.
3. Updating and maintenance of the DentonEDP.com website and social media with up-to-date information.

Future Projects:

1. Constantly analyze marketing results to make continuous improvements.
2. Shared CRM system with City ED Department as budgeting allows.
3. Consistently monitor and update website and social media outlets.

Denton Chamber Economic Development Expenditure Budget Highlights

Expenses	FY 2014-15 Actuals	FY 2015-16 Actuals	FY 2016-17 Budget	FY 2017-18 Proposed
Administration	\$174,888.89	\$187,485.04	\$190,956.00	\$197,208.00
Professional Development	\$10,583.73	\$14,083.50	\$6,000.00	\$7,664.00
Marketing/Prospect Development	\$39,407.17	\$24,168.38	\$29,680.00	\$21,764.00
Small Business Development Center	\$11,000.00	\$11,000.00	\$11,000.00	\$11,000.00
ED Partnership Board	\$681.22	\$1,706.50	\$1,200.00	\$1,200.00
Special Project/Marketing	\$14,670.73	\$15,890.88	0.00	0.00
Total	\$251,231.74	\$254,334.30	\$238,836.00	\$238,836.00

Denton Chamber Economic Development Goals and Accomplishments – SBDC

Small Business Development Center

The Denton SBDC satellite office engaged in 556 advising hours featuring 117 new clients between October, 1 2016 and July 14, 2017 with over \$2 million funding/loans for small businesses.

- ✓ Little Guys Movers
- ✓ Cookies by Design
- ✓ Candy Haven
- ✓ Eagleton Photography
- ✓ Beth Marie's Ice Cream
- ✓ Ravelin Bakery
- ✓ EON Consulting
- ✓ Jupiter House Coffee



Denton Chamber Economic Development

Questions / Comments

