



# Denton Chamber of Commerce Economic Development

## EDP Board Report

October 2017

### Economic Development Program Activity

- Exhibited at the North Texas Commercial Association of Realtors (NTCAR) Expo where 61 contacts were made at the Denton booth from brokers and site location consultants in the DFW metroplex. The contacts generated are followed up with by a direct mail piece including a letter and marketing materials, which will be followed up shortly thereafter with an email blast and further outreach. Additional interest and appointments have already been generated as a result.
- Attended the DFW Marketing Team Fall Local Broker Day where 4 site selection firms were visited including 26 brokers from Transwestern, 6 from Weitzman Group, 20 from ESRP, and 6 from Site Selection Group
- Attended the Site Selectors Guild Conference where 22 of the highest-ranking site selectors from across the country were in attendance. Denton EDP staff had the opportunity to visit with each one of them
- Attended the International Economic Development Council's Annual Conference (Professional Development)
- Assisted with the preparation of the Amazon HQ2 proposal
- Hosted consultant from Lee & Associates in Denton for an industrial tour and overview
- Met with economic development organizations
- Met with prospective and current EDP investors
- Met with website design company to discuss redesign of the DentonEDP.com website
- Attended the Mayor & City Council's Business Awards Breakfast
- Attended two webinar training sessions (10 Key Trends in Economic Development and Engaging Community Stakeholders)
- Attended the Downtown Task Force meeting
- Attended the Denton County Legislative Luncheon
- Attended familiarization tour of the Embassy Suites by Hilton Denton Convention Center

### Project Updates/Lead Activity

Project Name	Company Type	Source of Lead	Site Needs – Bldg.	Site Needs – Acres	Capital Investment	Jobs Created	Proposal Submitted
Planet Earth	Call Center	Dallas Regional Chamber	40,000 – 50,000 SF		N/A	290	N
Amazon HQ2	Head Quarters	Dallas Regional Chamber	3,000,000 SF	100	\$5 B	50,000+	Y
Surgery	Office (Medical)	Broker	30,000	1 - 2	N/A	N/A	Provided Information
Fin	Retail (Restaurant)	Broker	4,000 – 5,000 SF 2 <sup>nd</sup> generation		N/A	N/A	Provided Information

Hotel	Hotel	Broker		2 - 5	N/A	N/A	Provided Information
Clean	Medical Products/ Sales	Dallas Regional Chamber	1,500 – 2,000 SF		N/A	5	Yes
Golden Hercules	Advanced Manufacturing/ Clean Technology	Dallas Regional Chamber		150-300	\$2 B	1,000	N

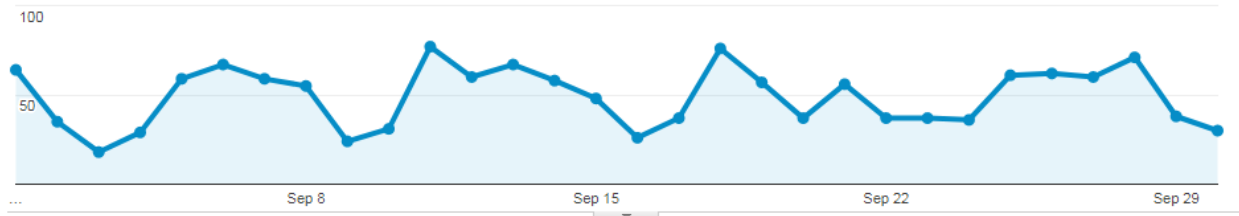
Lead Type	Month	Fiscal YTD
Aviation		2
Data Center/Call Center	1	5
Distribution		15
Energy		1
Hotel/Conference Center	1	1
Housing/Residential		
Manufacturing	2	78
Misc. Inquiry		1
Office	1	4
Retail	1	11
Service	1	4
Technology		
<b>TOTAL</b>	<b>7</b>	<b>122</b>
RFP's Unable to Respond to **	Month	Fiscal YTD
Lack of Building		9
Lack of Land	1	16
Not Targeted or Undesired Industry		3
Inability to meet other project criteria	1	11
Lead Source	Month	Fiscal YTD
Company		7
Brokers/Consultants	3	34
City of Denton		
Denton Chamber of Commerce		2
Denton County		
Team Texas		6
TexasOne™		
ED Website		2
ED Allies	4	71
(State of Texas)	1	45
(Dallas Regional Chamber)	3	26

\*\* Note: See the project updates/lead activity section above.

## Website Activity

### DentonEDP.com:

#### Page view Summary:



Sessions

1,472



Users

1,266



Pageviews

2,961



Pages / Session

2.01



Avg. Session Duration

00:01:49



Bounce Rate

74.18%

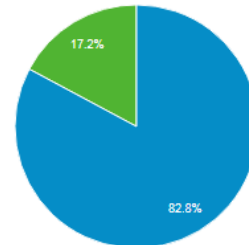


% New Sessions

82.81%



■ New Visitor ■ Returning Visitor



#### Top Referral Sources:

1.	google	1,016
2.	(direct)	299
3.	bing	54
4.	yahoo	36
5.	dentoncounty.com	17
6.	bxjmag.com	13
7.	facebook.com	8
8.	ecodevdirectory.com	4
9.	goteamtexas.com	4
10.	denton-chamber.org	3

#### Top Keyword Searches:

1.	(not provided)	1,097
2.	(not set)	363
3.	700 acres	2
4.	denton utilities	2
5.	denton municipal utilities	1
6.	denton tx municipal utilities	1
7.	denton tx utilities	1
8.	denton utilies	1
9.	largest business denton tx	1
10.	major companies denton tx area	1

## Social Media Activity

**LinkedIn: 1,288 Connections**

<https://www.linkedin.com/in/denton-economic-development-partnership-86637121>

September Page Views: 790

September "Likes": 15

September "Reshares": 4

### Top Post from LinkedIn:



**Denton Economic Development Partnership**  
Economic Development at Denton Chamber of Commerce  
1w



**Tetra Pak** is continuing to invest in their Denton plant and North American headquarters. Tetra Pak is the "world's leading food procession and packaging solutions company" with more than 23,000 employees based in over 80 ...see more



**Tetra Pak Invests in State-of-the-Art Technology in Denton Factory**  
bevnet.com

15 Likes

Like Comment Share

790 views of your post in the feed

**790 views**

4 reshares



8 people from Intrepid USA Healthcare Services viewed your post

City of Denton	7
Texas Motor Speedway	6
North Central Texas College	4
First State Bank	4
United Way of Denton County	2
Capital Farm Credit	4
University of North Texas	4
Inwood National Bank	3



54 people who have the title Salesperson viewed your post

CEO / Executive Director	29
Business / Corporate Strategist	16
Business Owner	15
Marketing Specialist	13
Community Development Specialist	11
Operations Specialist	11
Project Manager	10



Your biggest audience is from Dallas/Fort Worth Area

Houston, Texas Area	11
Austin, Texas Area	9
San Antonio, Texas Area	6
Greater Atlanta Area	5
Greater Nashville Area, TN	5
Sherman/Denison, Texas Area	5
Kansas City, Missouri Area	4
Greater Denver Area	3

**Facebook: 695 Page Likes**

<http://www.facebook.com/dentonedp>

September "Reach": 789

September "Page Views": 39



**Denton Economic Development Partnership**

...

Published by Karen Boenker [?] · September 22 at 3:01pm ·

Tetra Pak is continuing to invest in their Denton plant and North American headquarters. Tetra Pak is the "world's leading food procession and packaging solutions company" with more than 23,000 employees based in over 80 countries and a company motto to "PROTECTS WHAT'S GOOD." Thank you!!!



**Tetra Pak Invests in State-of-the-Art Technology in Denton Factory - BevNET.com**

The plant's expanded capabilities are made possible through a sizable €30-million investment in factory upgrades, including a new state-of-the-art...

BEVNET.COM

**Twitter: 1,339 Followers**

[@DentonEDP](https://twitter.com/DentonEDP)

---

SEP 2017 SUMMARY

Tweets

7

Tweet impressions

1,879

Profile visits

138

Mentions

4

New followers

24

**Top Tweet for September:****Denton Economic Dev. @DentonEDP**

Many in #denton want #AmazonHQ2 to take a look at Denton.  
@DentonChamber @DiscoverDenton. We are a great place  
to #livework&play!!! <https://twitter.com/jennafduncan/status/912811187326324737> ...

Impressions	679
Total engagements	11
Likes	5
Retweets	4
Detail expands	2