



Denton Chamber of Commerce Economic Development

EDP Board Report

November 2017

Economic Development Program Activity

- Attended the Industrial Asset Management Council's Fall Forum which had 450 attendees. IAMC is the leading trade association for corporate real estate executives focused on the needs of an industrial portfolio. Multiple new contacts were made for further follow up. Key contacts include brokers with Hickey & Associates' New York office, Penske's real estate division staff, Foremost Quality Logistics, CBRE broker from Atlanta, ESRP broker from Dallas
- Project Rail Load met with city officials and staff for fifth site visit
- Attended the Texas Economic Development Council's Annual Conference (Professional Development). Key contacts include meeting with Team Texas to discuss joint marketing initiatives for 2018, reconnecting with representatives of the Office of the Governor's Economic Development & Tourism department, and the Dallas Regional Chamber
- Attended the AmCon Design & Contract Manufacturing Expo in Fort Worth where several new contacts were made and are being followed up with
- Met with the new Industrial Development Manager of Kansas City Southern Railway who will head up their new Economic and Industrial Development division across their service territory of 11 states. He will also be one of Denton's two main contacts for all rail-related project topics in our community moving forward
- Hosted a consultant from Lee & Associates' Dallas office in Denton for an industrial tour and overview
- Met with private economic development investors
- Met with an Economic Development website design company to discuss redesign of the DentonEDP.com website
- Attended webinar training session (Ways to Use Online Data Tools to Market Your Location)
- Attended board meeting for Denton Community Development Alliance
- Attended ribbon cutting and open house of private investor and Chamber member

Project Updates/Lead Activity

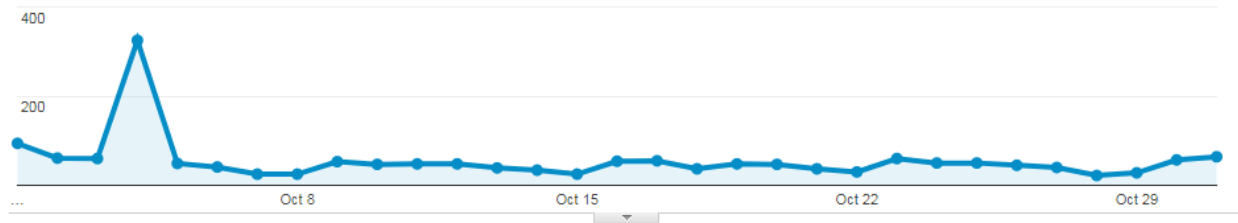
Project Name	Company Type	Source of Lead	Site Needs	Capital Investment	Jobs Created	Proposal Submitted
Brentwood	Manufacturing	Broker	20-35 rail served acres	N/A	50	Y
Dorothy	Manufacturing	Broker	35-50 acres	\$57-\$63 M	700 within 5 years	Y
Nickel	Manufacturing	Team Texas	60-80 acres	\$75-\$90 M building and \$20-\$25 M equipment	550 within 5 years	Y

Lead Type	Month	Fiscal YTD
Aviation		
Data Center/Call Center		
Distribution		
Energy		
Hotel/Conference Center		
Housing/Residential		
Manufacturing	3	3
Misc. Inquiry		
Office		
Retail		
Service		
Technology		
TOTAL	3	3
RFP's Unable to Respond to **	Month	Fiscal YTD
Lack of Building		
Lack of Land		
Not Targeted or Undesired Industry		
Inability to meet other project criteria		
Lead Source	Month	Fiscal YTD
Company		
Brokers/Consultants	2	
City of Denton		
Denton Chamber of Commerce		
Denton County		
Team Texas	1	
TexasOne™		
ED Website		

Website Activity

DentonEDP.com:

Page view Summary:



Sessions

1,698



Users

1,493



Pageviews

2,938



Pages / Session

1.73



Avg. Session Duration

00:01:24



Bounce Rate

77.86%

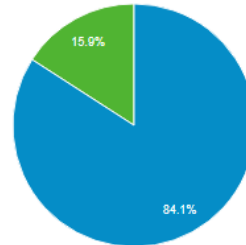


% New Sessions

84.10%



■ New Visitor ■ Returning Visitor



Top Referral Sources:

1.	google	934
2.	(direct)	623
3.	bing	44
4.	bxjmag.com	39
5.	yahoo	23
6.	goteamtexas.com	8
7.	facebook.com	5
8.	denton-chamber.org	4
9.	tgs.unt.edu	3
10.	start.att.net	2

Top Keyword Searches:

1.	(not provided)	997
2.	(not set)	697
3.	city of denton utilities	1
4.	city of denton water providers	1
5.	denton municipal electric	1
6.	how help edp to the small business	1

Social Media Activity

LinkedIn: 1,316 Connections

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

October Profile Views: 109

October Post Views: 877

October Search Appearances: 117

Top Post from LinkedIn This Quarter:



Denton Economic Development Partnership
Economic Development at Denton Chamber of Commerce
1mo

...

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

17 Likes

Like Comment Share

877 views of your post in the feed

Tetra Pak Invests in State-of-the-Art Technology in Denton Factory (17 likes)

877 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	5
Tetra Pak	5



62 people who have the title Salesperson viewed your post

CEO / Executive Director	30
Business Owner	17
Business / Corporate Strategist	15
Marketing Specialist	13



Your biggest audience is from Dallas/Fort Worth Area

Houston, Texas Area	11
Austin, Texas Area	9
San Antonio, Texas Area	6
Greater Nashville Area, TN	6

Facebook: 699 Page Likes

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


October "Reach": 1,422

October "Page Views": 105

October's Top Post:

Denton Economic Development Partnership
Published by Karen Boenker (P) · October 3 at 4:12pm · 🌐

Tetra Pak expands Denton location to offer reduce lead time to consumers and move some production from Mexico to their Denton plant & North American headquarters. Great article Food Dive. #DentonMeansBusiness



Tetra Pak overhauling Texas plant to address changes in packaging
Besides fulfilling demand in the U.S. and Canada for aseptic containers with screw-caps, the \$36 million factory expansion will allow the company to...

FOODDIVE.COM

✔ **Get More Likes, Comments and Shares**
Boost this post for \$3 to reach up to 750 people.

👤 649 people reached [Boost Post](#)

👤 Kit King, Veronica Ponce-Maldonado and 2 others 1 Share 🌐

649 People Reached

8 Likes, Comments & Shares

6 Likes	4 On Post	2 On Shares
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0 Comments	0 On Post	0 On Shares
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2 Shares	1 On Post	1 On Shares
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6 Post Clicks

0 Photo Views	2 Link Clicks	4 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
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0 Report as Spam	0 Unlike Page
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Reported stats may be delayed from what appears on posts

Twitter: 1,346 Followers

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

OCT 2017 SUMMARY

Tweets

4

Tweet impressions

2,217

Profile visits

146

Mentions

2

New followers

8

Top Tweet for October:

Denton Economic Dev. @DentonEDP

Thanks @DBJCandace Great article & we want #AmazonHQ2 to land in #Denton or #DFW #HQ2DentonTX 4 pics of what to do in Denton. Tag those pics <https://twitter.com/DBJCandace/status/915674182381432832> ...

Impressions	583
Total engagements	12
Likes	5
Detail expands	4
Retweets	2
Profile clicks	1

Budget and Financials

Denton Chamber Economic Development – Operations Profit & Loss Budget Performance – 2017/2018

	Oct 17	Actual Expenses	Annual Budget
Ordinary Income/Expense			
Income			
2100 - Revenue			
202 - City of Denton - General Fund	0.00	0.00	238,836.00
205 - Denton Municipal Utilities	0.00	0.00	
Total 2100 - Revenue	0.00	0.00	238,836.00
Total Income	0.00	0.00	238,836.00
Expense			
6100 - Operations			
3000 - Salaries/Benefits	9,195.74	9,195.74	174,358.00
3100 - Accounting/Technical Services			
304 - Accounting	225.00	225.00	2,700.00
400 - Audit	0.00	0.00	1,750.00
401 - Telephone / DSL	288.83	288.83	4,800.00
412 - Computer	307.07	307.07	7,000.00
Total 3100 - Accounting/Technical Services	820.90	820.90	16,250.00
3200 - Materials/Supplies			
402 - Postage	0.00	0.00	500.00
403 - Office Supplies	23.00	23.00	6,100.00
Total 3200 - Materials/Supplies	23.00	23.00	6,600.00
3300 - Economic Development Partnership			
514 - Meetings	0.00	0.00	1,200.00
Total 3300 - Economic Development Partnership	0.00	0.00	1,200.00
3400 - Professional Development			
404 - Training		0.00	7,664.00
406 - IEDC		0.00	
408 - TEDC	253.96	253.96	
Total 3400 - Professional Development	253.96	253.96	7,664.00
Total 6100 - Operations	10,293.60	10,293.60	206,072.00
6200 - Marketing			
501 - Target Marketing			
Team Texas		0.00	3,206.00
Team Texas		0.00	3,206.00
Type 1 Marketing		0.00	1,346.00
Advanced Manufacturing Expo		0.00	1,644.00
SEDC - Annual		0.00	1,498.00
DFW Marketing Team	85.98	85.98	1,847.00
DFW Marketing Team		0.00	1,847.00
502 - Client Site Visits		0.00	1,000.00
507 - NTCAR Trade Show Exhibit		0.00	3,170.00
512 - Property Search Web Base		0.00	3,000.00
Total 6200 - Marketing	85.98	85.98	21,764.00
6300 - Small Business Development Ctr			
504 - Small Business Development Ctr		0.00	11,000.00
Total 6300 - Small Business Development Ctr	0.00	0.00	11,000.00
6900 - Other Expenses			
607 - Due From ED Private		0.00	
598 - Special Projects/Marketing		0.00	
Total 6900 - Other Expenses	0.00	0.00	0.00
Total Expense	10,379.58	10,379.58	238,836.00
Net Income	-10,379.58		0.00

**** NOTE: THESE FINANCIALS ARE NOT RECONCILED TO DATE AND HAVE NOT BEEN APPROVED BY THE DENTON CHAMBER BOARD OF DIRECTORS. A TEMPORARY LOAN FROM ED PRIVATE FUNDS WAS NECESSARY DUE TO DELAY IN CITY FUNDING OF OPERATIONS ACTIVITIES.**