



Denton Chamber of Commerce Economic Development

EDP Board Report

May 2018

Economic Development Program Activity

- Launched the newly redesigned EDP website and engaged social media channels, email blasts, and other sources to announce website
- Attended MRO Americas (Aerospace & Aviation Conference) with Team Texas where 17 new prospects were identified as having expansion plans in Texas. All contacts are being followed up with via direct mail, emails, and phone calls
- Arranged and provided information for site visit with land owner and new development project on 104 acre site at the West Gate Business Park
- Attended the Southern Economic Development Council's Meet the Consultants Forum where 20 consultants, who work site selection projects, were in attendance. Denton EDP staff met with all contacts
- Met with brokers and consultants for industrial overview and tour
- Met with web-based, property search/database company
- Met with EDSuite for training to maintain the redesigned EDP website
- Provided quarterly financial report to City ED Director
- Attended the Economic Development Partnership board meeting
- Attended the Downtown Task Force Meeting
- Attended webinar on the Practical LinkedIn Strategies for Economic Development
- Met with new and current private Economic Development Partnership investors
- Attended Chamber Membership Mixer

Project Updates/Lead Activity

Project Name	Company Type	Source of Lead	Site Needs	Capital Investment	Jobs Created	Proposal Submitted
ECS	Office	Company	Office space for 20 employees	N/A	20	Y
GED-Z	Manufacturing	Consultant	50,000 SF	N/A	N/A	Y
Luna H	Industrial Spec	Broker	5-10 acres	N/A	N/A	Y
Wick	Distribution/ Logistics	Broker	400,000-500,000 SF lease in new spec space	N/A	N/A	Y
Bell	Aviation	Company	8,000-10,000 SF	N/A	N/A	Y
Quick	Manufacturing	Company	40,000-50,000 SF	N/A	N/A	Y
Spirit	Aviation	Company	Up to 100,000 SF, does not require an airport location	N/A	200	Y

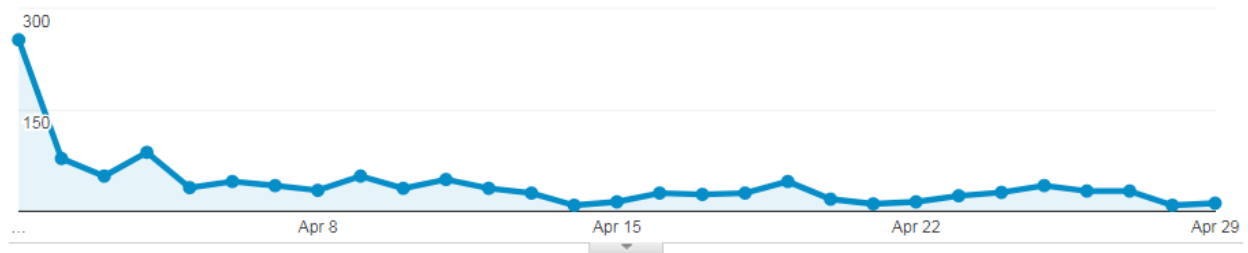
Lead Type	Month	Fiscal YTD
Aviation	2	4
Data Center/Call Center		1
Distribution	1	5
Energy		
Hotel/Conference Center		
Housing/Residential		
Manufacturing	3	13
Misc. Inquiry		
Office	1	2
Retail		1
Service		
Technology		
TOTAL	7	26
RFP's Unable to Respond to **	Month	Fiscal YTD
Lack of Building		
Lack of Land		
Not Targeted or Undesired Industry		
Inability to meet other project criteria		
Lead Source	Month	Fiscal YTD
Company	4	8
Brokers/Consultants	3	17
City of Denton		
Denton Chamber of Commerce		
Denton County		
Team Texas		1
TexasOne™		
ED Website		

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

Website Activity-April 1 to 29, 2018

DentonEDP.com:

Page view Summary:



Users

1,055



New Users

1,004



Sessions

1,283



Number of Sessions per User

1.22



Pageviews

3,293



Pages / Session

2.57



Avg. Session Duration

00:02:44

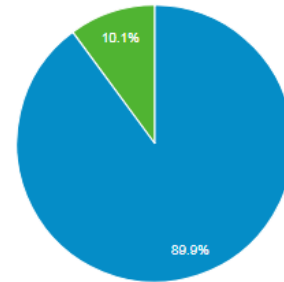


Bounce Rate

62.12%



■ New Visitor ■ Returning Visitor



Top Sources:

1.	(direct)	574
2.	google	343
3.	bing	46
4.	linkedin.com	36
5.	l.facebook.com	12
6.	m.facebook.com	10
7.	facebook.com	7
8.	yahoo	7
9.	lm.facebook.com	3
10.	sitelocationpartnership.com	3

Top Keyword Searches:

1.	(not set)	663
2.	(not provided)	395
3.	available incentives	1
4.	denton it companies	1
5.	denton texas map	1

Social Media Activity-April 1 to 29, 2018

LinkedIn: 1,512 Connections

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

April Profile Views: 99

April Post Views: 1,453

April Search Appearances: 81

Top Post from LinkedIn:



22 Likes · 1 Comment

Like Comment Share

1,453 views of your post in the feed

Your image posted on April 10, 2018 (1 comment, 22 likes)

[1,453 views](#)



19 people from Fisher Investments viewed your post

Baylor Scott & White Health	10
Medtronic	9
John Q. Hammons Hotels and Resorts	8
First State Bank	7



89 people who have the title Salesperson viewed your post

CEO / Executive Director	35
Business Owner	29
Operations Specialist	26
Project Manager	23



473 people viewed your post from Dallas/Fort Worth Area

Austin, Texas Area	28
Houston, Texas Area	22
Sherman/Denison, Texas Area	11
Portland, Oregon Area	10

Facebook: 744 Page Likes

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

April – Daily Total Reach: 2,519

April – Lifetime Post Total Impressions: 3,560

April's Top Post and Analytics:

Denton Economic Development Partnership ***
Published by Karen Boenker [?] · April 10 at 12:24pm · 🌐

Denton County, Texas's population has gained by 27,911 from July 1, 2016 to July 1, 2017 and named #9 of the leading counties in population growth by the U.S. Census Bureau. <https://bit.ly/2IEShSU> #GoBigInTexas



🌱 **Get More Likes, Comments and Shares**
When you boost this post, you'll show it to more people.

👤 1,357 people reached

Boost Post

👍🤔🤔 Lee Cofran Shanklin, Nancy Giffen Beck and 10 others 11 Shares

👍 Like

💬 Comment

➦ Share



Performance for Your Post

1,357 People Reached

55 Reactions, Comments & Shares ⓘ

27 Like **10** On Post **17** On Shares

1 🤔 Haha **1** On Post **0** On Shares

5 😮 Wow **1** On Post **4** On Shares

1 😡 Angry **0** On Post **1** On Shares

10 Comments **0** On Post **10** On Shares

11 Shares **11** On Post **0** On Shares

108 Post Clicks

45 Photo Views

1 Link Clicks

62 Other Clicks

Twitter: 1,412 Followers

@DentonEDP

28 day summary with change over previous period



Top Tweet for April:

Denton Economic Dev. @DentonEDP

Ready for 3 days of [@dentonjazzfest](#). [@RideDCTA](#) and skip the parking. Enjoy the music and art. [#dentoning](#).

<https://twitter.com/discoverdenton/status/989939788877893633> ...

Impressions 996

Total engagements 10

Likes 5

Retweets 2

Detail expands 2

Profile clicks 1

Budget and Financial: April 1 to 29, 2018

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

	Apr 18	Actual Expenses	Annual Budget
Ordinary Income/Expense			
Income			
2100 - Revenue			
202 - City of Denton - General Fund		62,897.00	238,836.00
205 - Denton Municipal Utilities		175,939.00	
Total 2100 - Revenue	0.00	238,836.00	238,836.00
Total Income	0.00	238,836.00	238,836.00
Expense			
6100 - Operations			
3000 - Salaries/Benefits	14,605.31	100,520.63	174,358.00
3100 - Accounting/Technical Services			
304 - Accounting	225.00	1,575.00	2,700.00
400 - Audit	0.00	1,833.34	1,750.00
401 - Telephone / DSL	446.82	2,946.40	4,800.00
412 - Computer	307.07	2,621.49	7,000.00
Total 3100 - Accounting/Technical Services	978.89	8,976.23	16,250.00
3200 - Materials/Supplies			
402 - Postage	93.27	325.81	500.00
403 - Office Supplies	463.37	3,531.26	6,100.00
Total 3200 - Materials/Supplies	556.64	3,857.07	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	0.00	7,664.00
406 - IEDC	545.00	1,479.93	
408 - TEDC	1,208.57	3,451.90	
Total 3400 - Professional Development	1,753.57	4,931.83	7,664.00
Total 6100 - Operations	17,894.41	118,285.76	206,072.00
6200 - Marketing			
501 - Target Marketing			
Team Texas	0.00	1,891.50	3,206.00
Team Texas	1,328.27	1,328.27	3,206.00
Type 1 Marketing	0.00	0.00	1,346.00
Advanced Manufacturing Expo	0.00	1,412.44	1,644.00
SEDC - Annual	0.00	0.00	1,498.00
DFW Marketing Team	0.00	85.98	1,847.00
DFW Marketing Team	908.53	908.53	1,847.00
502 - Client Site Visits	0.00	30.89	1,000.00
507 - NTCAR Trade Show Exhibit	970.00	970.00	3,170.00
512 - Property Search Web Base	0.00	0.00	3,000.00
Total 6200 - Marketing	3,206.80	6,627.61	21,764.00
6300 - Small Business Development Ctr			
504 - Small Business Development Ctr	2,750.00	8,250.00	11,000.00
Total 6300 - Small Business Development Ctr	2,750.00	8,250.00	11,000.00
6900 - Other Expenses			
607 - Due From ED Private	0.00	0.00	
598 - Special Projects/Marketing	0.00	0.00	
Total 6900 - Other Expenses	0.00	0.00	0.00
Total Expense	23,851.21	133,163.37	238,836.00
Net Income	-23,851.21	105,672.63	0.00

**** NOTE: THESE FINANCIALS ARE NOT RECONCILED TO DATE AND HAVE NOT BEEN APPROVED
BY THE DENTON CHAMBER BOARD OF DIRECTORS.**