



# DENTON ECONOMIC DEVELOPMENT PARTNERSHIP

FY 2020-2021  
1<sup>st</sup> Quarter Report  
Oct - Nov - Dec

# EconStat

## Demographics

Population: 141,522

Median Age: 29.5

Median Household Income: \$66,644

Bachelor's Degree or Higher: 42.7%

Source: Data.Census.Gov

## Denton's Top 5 Industries by Jobs

1. Government
2. Health Care & Social Assistance
3. Manufacturing
4. Accommodation & Food Service
5. Retail Trade

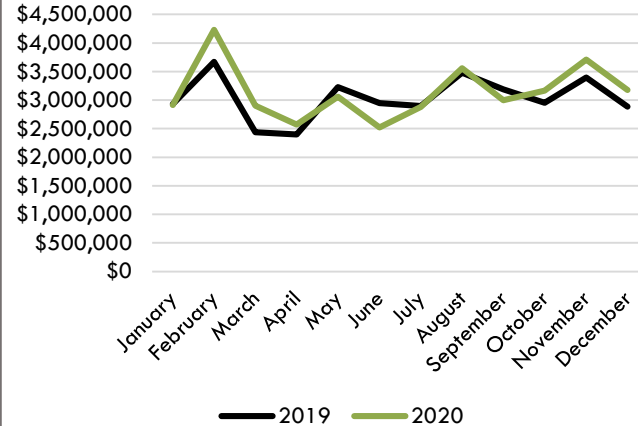
Source: Emsi

## Denton's Fastest Growing Industries

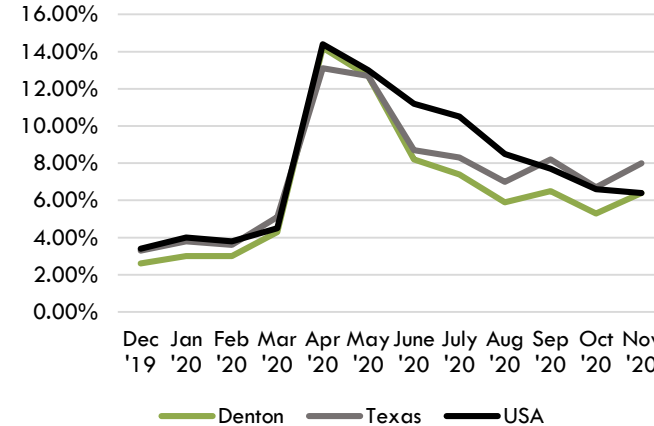
1. Transportation & Warehousing
2. Arts, Entertainment & Recreation
3. Government
4. Management of Companies & Enterprises
5. Information

Source: Emsi

## Sales Tax Collections



## Unemployment Rate



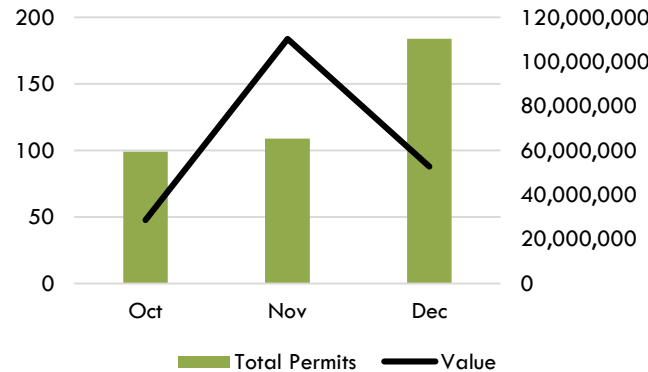
**We're Here For All Businesses!**

The Denton Economic Development Partnership can assist your business with:

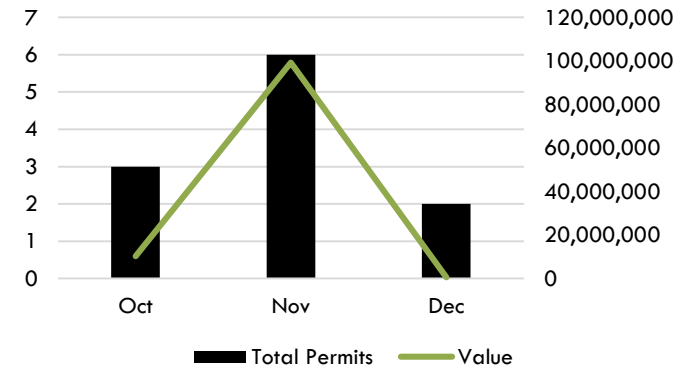
- Site search & selection
- Expansion or relocation
- Workforce and training programs
- Labor market analyses
- Demographic research
- Incentive applications
- City processes or operations
- Business networking
- Investment opportunities

**Denton EDP**  
City of Denton Econ. Dev.

## New Residential Permits & Value



## New Commercial Permits & Value

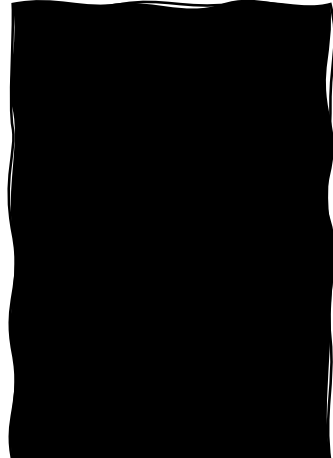


# Business Attraction

**1** Site Visits Hosted

**16** RFIs Submitted

**4** Requests for Incentive Review



**In the News**

**Home improvement giant Lowe's plots shipping hub in Denton**  
(Dallas Morning News)

**648k square feet; 100 new jobs**

## Q1 PROSPECTS IN PROGRESS G=Governor's Office, D=Dallas Regional Chamber, F=Fort Worth Chamber, DI=Direct, O=Other

Project	Industry	Investment	Jobs	Status	Source
Hydrogen	Chemical Manufacturing	\$500+ million	100 to 200	RFI In Progress	G
Auf Wiedersen	Advanced Manufacturing	\$750 million	3,500	Submitted	G
Make Mydata	Data Center	N/A	100	Submitted	
Vidar	Biomaterials	\$25 million	159	Submitted	D
Jupiter	Manufacturing	\$25 million	300	Submitted	F
Elsa Storm	Food Processing	N/A	190	Submitted	G
UHT-BM	Manufacturing	\$50 million	40	Submitted	G, D
Ranchland Foods	Food Processing/HQ	\$5 million	140	Incentive Negotiation	DI
Urban 35	Spec. Building	N/A	N/A	Prospect Due Diligence	DI
Blue Nose	Manufacturing	\$5 million	100	Submitted	G, D
Free Flow	Medical Manufacturing	\$12 million	355	Short List; Site Visit; Not Selected	G, D
Mockingbird Flight	Manufacturing	\$2 million	100	Submitted	G, D
Loonie Bin	Manufacturing	\$3.8 million	200	Submitted	G
Potential	Manufacturing/HQ	\$11.5 million	75	Submitted	D
Andes	Aviation	\$45 million	120	DNMQ	G
Chosen One	Food Manufacturing/HQ	N/A	N/A	Submitted	D
KBC	Spec. Building	N/A	N/A	Prospect Due Diligence	DI
Pathway	Injection Molding	\$2.5 million	21	Submitted	F
Brie Merry	Food Manufacturing	\$5 million	51	Submitted	D
Cold Storage WH	Cold Storage	N/A	N/A	Prospect Due Diligence	DI
CTDI	Spec. Building	N/A	N/A	Submitted	DI
Rodeo	Manufacturing	N/A	100	Submitted	DI
Mana Med	N/A	N/A	N/A	Submitted	DI

# Business Retention & Expansion

## NEW YEAR NEW PLAN

2020 brought lots of changes, including the development of a new **BRE Plan**.

The team spent Q1 drafting, reviewing, and planning. Learn about the BRE program below and track our progress here in 2021!

0 Retention Visits Q1      0 YTD Visits

2021 Visit  
Goals

- 10-15 Startups (1-4 employees)
- 10-15 Small Biz (5-10 employees)
- 10-15 Medium Biz (11-50 employees)
- 10 Large Biz (50+ employees)
- Additional visits to focus on sectors significantly impacted by COVID-19

## We've Gone Digital



### Virtual Visits

Due to the ongoing COVID-19 pandemic, future BRE visits will be virtual visits held via Zoom or Microsoft Teams. We'll provide the link. You provide the best background!

## New System



We're implementing a new CRM system. This will allow us to provide businesses a digital pre-survey, where they can give us valuable information to make sure we get the right people in the room.

## Request a Visit

Around 75 business are selected for visits each year based on various factors; however, any business can request a BRE visit by contacting our office at [economic.development@cityofdenton.com](mailto:economic.development@cityofdenton.com).

## THE BRE PROCESS

Business Selection	Introductory Contact	Digital Pre-Survey	Visit & Data Collection	Follow Up & Resolution	Evaluation Period
The team reviews key economic criteria and selects businesses in each targeted area or business category.	We reach out to businesses, introduce ourselves, educate them on our programs and services, then schedule a visit.	We send each business an online survey. This allows us to prepare for each visit and ensure other stakeholders are engaged as needed.	We get to know more about each business, ask key questions, seek to understand issues, and record data for future analysis.	We work to resolve any immediate issues and thank the business for their time and commitment to Denton.	We review all the data we've collected and consider any strategic or tactical changes to our programs.



# Workforce, Education & Training

## Denton Business Allies

The Denton Business Allies are a group of stakeholders, representing business support organizations, that are working to assist businesses, entrepreneurs and our local workforce develop, grow, and thrive in Denton. The DBA can offer resources, training, support, and technical assistance to employers and employees.

### Current Representatives:

- TWU Center for Women Entrepreneurs
- UNT
- Denton ISD
- Denton Chamber of Commerce
- Denton Black Chamber of Commerce
- SBDC
- United Way of Denton County
- Workforce Solutions of North Central Texas
- Stoke Denton

**Need support for your business or seeking career training?**  
**Contact the DBA at (940) 349-7771**

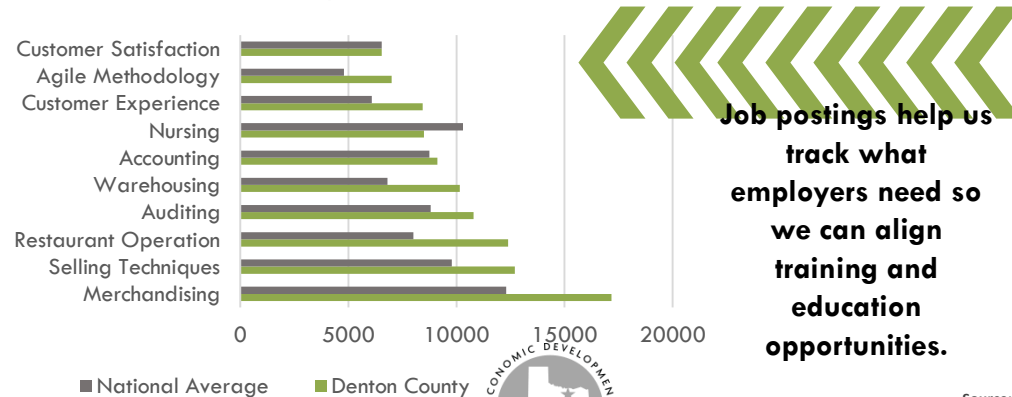
## FY 2020-2021 Goals

- Identify negative impacts and challenges to local small/large businesses, employees, and job seekers due to COVID-19.
- Connect employees and employers with local, state, and federal resources.
- Work with local partners to promote training and education opportunities.
- Use digital resources to assist job seekers and employers connect.

### It Takes...Everyone!

Developing a workforce ready to meet the demands of a growing city can be difficult. The Denton Economic Development Team actively works to identify skill gaps, coordinate and promote training programs, connect job seekers to opportunities, and communicates with and supports educational institutions and workforce developers in connecting training to employer needs. In Q1, two new initiatives, **Denton Business Allies** and creation of a new **small business resource webpage**, helped us kick-off our efforts.

### Denton County: Skills In-Demand



**Job postings help us track what employers need so we can align training and education opportunities.**

## Check out our new Small Business Resource Page!

### SMALL BUSINESS RESOURCES

Building a small business is not an easy task - but thankfully, you're not in it alone! The Small Business Resource page offers a comprehensive directory of small business resources provided by local, state and federal governments, and nonprofit agencies. The resources to help you start and grow a business are just a click away.

#### BUSINESS RESOURCES

Learn to utilize digital marketing, expand your business through ecommerce, and network with other local businesses.

- Digital Marketing Tutorials
- Selling Through eCommerce
- Local Networking Opportunities

#### GROW, STRENGTHEN, AND PROTECT

Work with local public agencies and representatives to grow your business, strengthen your assets, and protect your business investment.

- Local Organizations
- State & Federal Organizations

#### RESOURCES FOR DISADVANTAGED, MINORITY, WOMAN, AND VETERAN-OWNED BUSINESSES

Resources focused on starting, growing, and supporting black, disadvantaged, Latino, women, and veteran owned businesses.

#### Recent Articles

- 9 financial resources for women and minority business owners affected by the coronavirus (05/19/20 CNBC.com)
- Small business toolkit: 7 resources for Black-owned businesses (09/10/20 CNBC.com)

- Disadvantaged, Minority, and Woman-owned Business Certification and Opportunities
- Women
- Veteran

#### STARTING A BUSINESS

WHAT TO KNOW BEFORE OPENING A BUSINESS

10 STEPS TO START YOUR BUSINESS

SBA - START AND GROW YOUR BUSINESS

NORTH CENTRAL TEXAS COLLEGE SMALL BUSINESS DEVELOPMENT CENTER

CITY OF DENTON PERMITS

#### GROWING YOUR BUSINESS

HOW TO GROW YOUR BUSINESS IN TEXAS - SBA RESOURCE GUIDE

TIPS FOR SOCIAL MEDIA SUCCESS

LOCAL RESOURCES PARTNERS (FUNDING)

#### SOCIAL SUCCESS

**Learn how to start and grow your small business, connect with support organizations, and find resources for disadvantaged, minority, woman, and veteran-owned businesses.**

# Key Activities

## Business Assistance



**40**  
Requests

labor data  
small business funding  
new construction  
MUD notices  
available real estate  
incentive payments  
starting a business  
infrastructure questions  
major employer data  
zoning check  
permitting assistance  
sales tax questions  
sign grants

Our new CRM system includes a ticketing module that helps us track, monitor, and resolve issues!

## Downtown TIRZ Study Update

The Downtown TIRZ study and recommendations will be presented to City Council at the Feb. 9, 2021 meeting.

## Strategic Plan Update

The Strategic Plan is substantially complete. Staff will schedule a City Council presentation in early 2021 to complete the Strategic Plan. Staff have built out the implementation management system for tracking & reporting.

City of Denton · Oct 21 · 2 min read

## City of Denton Approves First-Ever Entrepreneurship Economic Development Grants

Two Local Companies on Path to Growth

DENTON, TX, Oct. 21, 2020 - The Denton City Council approved two job-based economic development grants focused on stimulating local technology startup companies at the Oct. 20 City Council meeting. The Council awarded a grant of \$106,500 to TeamOfDefenders and a grant of \$243,500 to From the Future, both local early stage tech ventures. The performance-based grants will provide assistance to each company as they rapidly expand. Together, the companies are projected to add more than 150 high-wage or knowledge-based jobs in Denton over the next 10 years.

## Boards & Committees

Board	YTD Items Presented
City Council	6
EDPB	13
DEDC	0
TIRZ No. 1	4
TIRZ No. 2	0
<b>Total</b>	<b>23</b>



## We're Moving!

The Denton Economic Development Team is relocating to the Development Services Center.  
**401 N. Elm**  
**Denton, TX 76201**



DENTON · OCT 23

## Denton Businesses Adapt, Expand During Pandemic

It is no secret the economic downturn caused by the COVID-19 pandemic has forced hundreds of North Texas businesses to struggle or close. But amid the uncertainty, many are also finding reasons to not just hope – but expand.



**1**

Networking Event

**3**

Community Presentations

**6**

Media Requests

**2**

Trainings Attended

# Strategic Plan Implementation

## Accelerate Recovery

- Created internal dashboard and recovery indicators report for tracking key recovery metrics.
- Drafted 2021 BRE program to include focus on sectors/businesses significantly impacted by COVID-19.
- Expanded business data collection efforts to include COVID-19 impact data points.
- Prepared for 2021 virtual business visits.
- Conducted regular outreach with regional organizations to learn about and promote recovery efforts and opportunities.
- Served as concierge to assist businesses in connecting with and participating in federal and state programs.
- Participated in DCWSLT with United Way.
- Updated training resource inventory.
- Coordinated with representatives from underserved and minority communities to encourage inclusive recovery.

## Foster Growth

- Developed new BRE plan with renewed focus on increasing touchpoints, business visitation and data collection and evaluation.
- Implemented new CRM system to:
  - Improve tracking and evaluation of attraction, retention, and expansion functions.
  - Build a robust database of businesses, developers, and key stakeholders.
- Improved quality of RFI's and tracking performance.
- Celebrated successes of key wins and highlighting Denton as attractive to key industries.
- Reviewed future development areas.
- Connected with UNT regarding how to better promote and use logistics/supply chain program.
- Connected with regional broker/developer communities and engaged in conversations about Denton's future.

## Strengthen Community Inclusion

- Convened Denton Business Allies and developed work groups to focus on key areas, including workforce.
- Held regular meetings with Denton Black Chamber of Commerce.
- Initiated development of a minority and women owned-business support plan, including working with key stakeholders.
- Participated in City's affordable housing study and engaged in discussion regarding connection between housing and workforce.
- Connected with Denton ISD and NCTC regarding training programs to focus on growing local talent and meeting needs of employers.

## Looking Ahead



The goals over the next quarter include:

- Completing implementation management tracker.
- Presenting Strategic Plan for City Council approval.
- Presenting Strategic Plan at EDP Investors Reception.
- Starting implementation of BRE plan.
- Continuing to track COVID-19 recovery efforts.
- Starting regular implementation meetings with stakeholders.

## Implementation Tracking

The Economic Development Team has developed a robust implementation and tracking matrix, with tasks broken down by strategic growth area. Each task has been assigned a project manager. The project managers are working through each task to identify stakeholders, develop work plans, and create timelines and checkpoints.



# Team Denton



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