



DESOTO, TEXAS

SEPTEMBER 20, 2024

ECONOMIC DEVELOPMENT FORUM

Agenda

- Where We Are?
- What Are Our Wants?
- What Are Our Needs?
- Where Are We Going?
- Closing Comments



VISION AND MISSION

OUR VISION – DeSoto’s vision is to be a vibrant community where businesses thrive, entrepreneurs are empowered, and residents enjoy an unparalleled quality of life.

OUR MISSION – To promote, plan, finance and create opportunities for the attraction, growth and retention of enterprises that enhance the tax base, quality of life and level of employment for the citizens of DeSoto, Texas.

DESOTO BY THE NUMBERS



57,583
POPULATION



15 MINUTES FROM
DOWNTOWN DALLAS



MEDIAN AGE
38



92% HIGH SCHOOL DEGREE OR HIGHER



1 OF 2 HELIPORT IN THE DFW METROPLEX IS IN DESOTO



\$252,199
MEDIAN HOUSE VALUE



31 MINUTES FROM



UNEMPLOYMENT RATE
4%



DFW INTERNATIONAL AIRPORT



\$98,053

AVERAGE HOUSEHOLD INCOME

A LOOK BACK

1990S - CREATION OF ECONOMIC DEVELOPMENT CORP

2000S - RAPID GROWTH

2008/2009 - FINANCIAL CRASH

2015 - COVID

2021 - PRESENT

- **Industrial development and Attraction; Infrastructure & Investments from Hillwood / National developers; Solar Turbines, Kohls, Kohler**
- **Rapid Residential Growth; Initial Hampton Road Corridor discussions**
- **Flurry of multifamily developments before crash, DeSoto Walmart Supercenter; Missed Opportunities on I-35E**
- **Revolving door with Executive Director; Scattered recruitment strategy, Lack of regional and State engagement**
- **New Leadership, New Board, New Staff**
- **New Direction**

New Direction – What Does That Mean?

- Regional Approach
 - (Not just BSW – We are part of DFW Metroplex)
- Building on “Grow South Initiative”
- Leverage Unique DeSoto Assets
- Reject Stereotypes
- Embrace Advantages
- Restart the Growth – “Open for Business”



DESOTO'S UNIQUE ASSETS

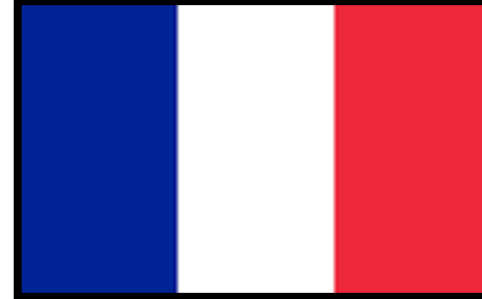
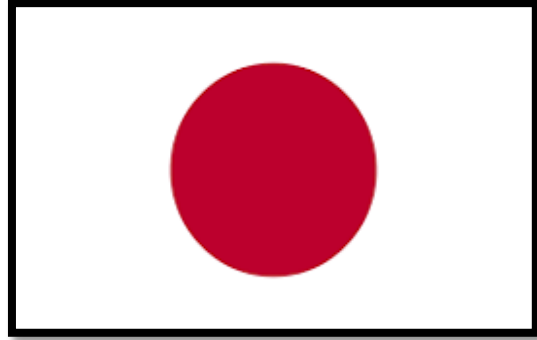
- Geographic Advantages
- Robust Workforce
- Superior Quality of Life
- Parks & Trails
- Sports Tourism & Hospitality



ENGAGING ACROSS THE REGION



AND AROUND THE WORLD- INTERNATIONAL SUCCESS



NEW COMMERCIAL DEVELOPMENTS - WINS



NEW INDUSTRIAL DEVELOPMENTS - WINS

PRECISION
WIRE
PRODUCTS, INC

EAGLE
BUSINESS & INDUSTRIAL PARK

OnTrac®

Solar Turbines

DAISO ⚡

A Caterpillar Company

Diab

INTERSTATE
BATTERIES

CMX Solutions

Allied Stone

brittle  brittle

reece

 **TECHNOLOGY**
CONTAINER CORP
SAVINGS THROUGH REUSABLE PACKAGING

 **Glasfloss**®

RELOGISTICS

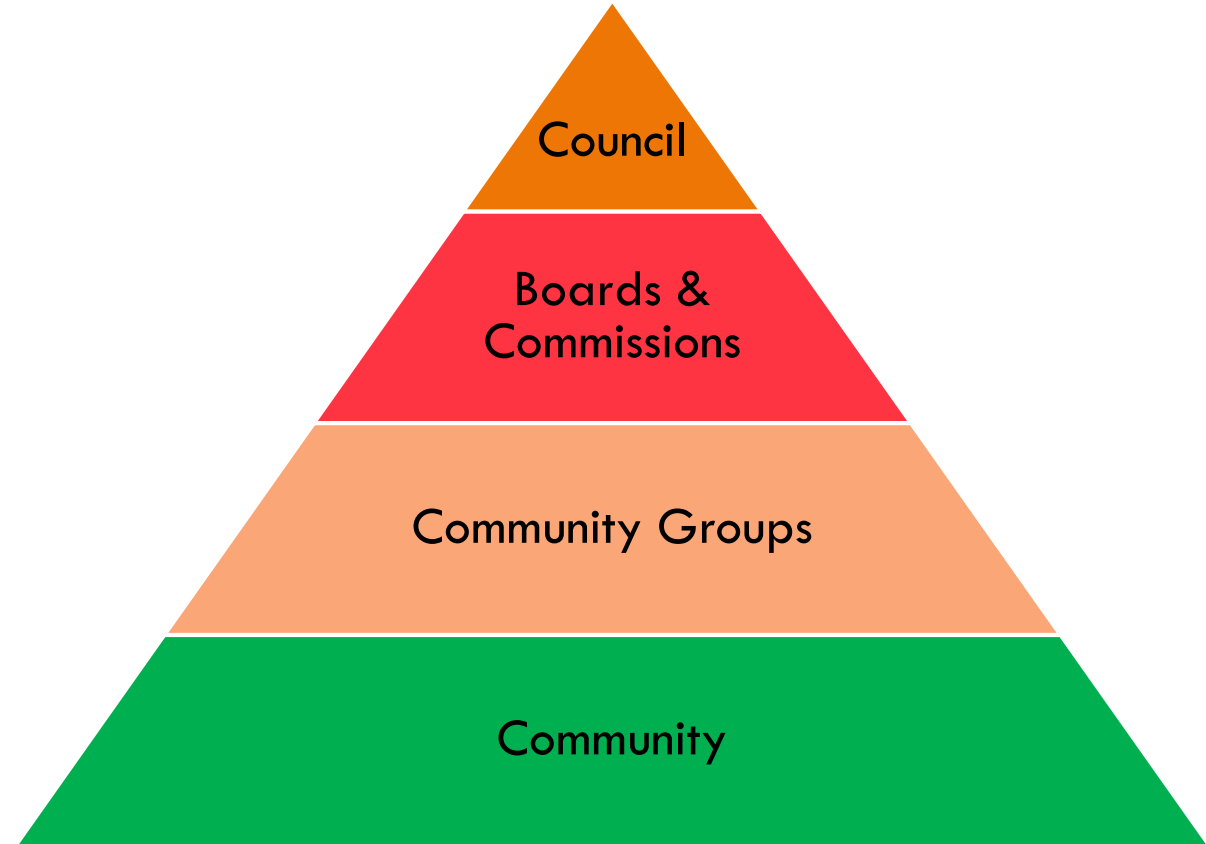
WHAT DESOTO WANTS?

- Enhanced workforce development through job training
- We need more entertainment and family activities
- Healthy food options
- More code enforcement and better infrastructure
- Innovative cutting edge mindset to growth
- More quality restaurants and dining options
- Increase in housing types to attract younger families
- Improved School District
- The Hampton Road Corridor to finally happen
- More Small Business support
- Develop more overall to keep people spending in DeSoto



WHAT DESOTO NEEDS?

- Aligned Vision and Efforts
 - City Council
 - Planning & Zoning Commission
 - DeSoto Development Corporation
 - City Manager & Staff
 - Joint Meetings
- Updated Zoning & Ordinances
- Develop new commercial space; limited new product and low vacancy
- Placemaking to create memorable environments (Macro Development vs Parcel by parcel)
- Frictionless Development Process



ECONOMIC DEVELOPMENT STRATEGY

- Maximize Remaining Spaces
 - Density
 - Enabling Smart City Technologies
 - Reject Stereotypes
- Leverage Locational Advantage
- Leverage Workforce Advantage
- Concentrate Attraction on Future-Focused Industries



TARGETED FUTURE-FOCUSED INDUSTRIES

- Aviation/Aerospace
- Advanced Manufacturing
- Biotech & Life Sciences
- Esports
- Software & Cybersecurity
- Professional Services
- Entrepreneurism



Economic Development Strategy – GETTING TO A YES!

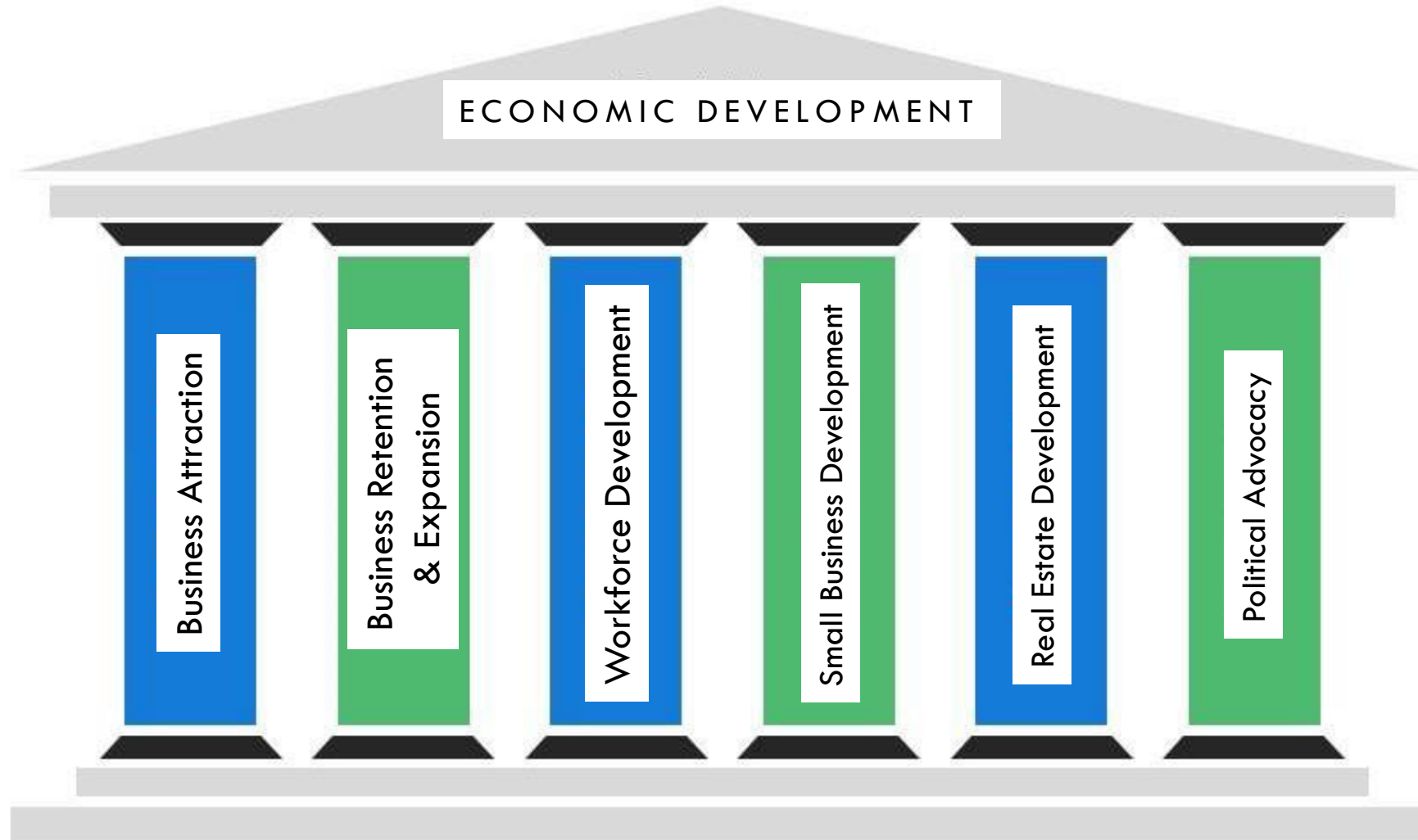
“Economic Development is a **PROCESS** – not an **EVENT**.”



ANNOUNCEMENT!



PILLARS OF ECONOMIC DEVELOPMENT



SMALL BUSINESS SUPPORT

Resources Available

- ✓ Financial Assistance & Access to Capital
- ✓ Business Development
- ✓ Industry-Specific Training
- ✓ Connecting entrepreneurs to programs & investors
- ✓ Helping businesses become sustainable

Sign Up Today

Scan the QR Code to Sign Up



RETAIL RECRUITMENT STRATEGY

➤ Development Sites

- Hampton Road, I-35E, Belt Line Road, Cockrell Hill Road, Daniieldale Road

➤ Retail Targets

- Grocery
- Sit-Down Dining
- Family Entertainment
- Healthy Options



RETAIL RECRUITMENT STRATEGY

- Awareness and Interest
- Feedback
 - Identify Franchisee
 - Growth Strategy
 - Timing
 - Site Selection
 - Co-tenancy
 - City Process*



RETAIL RECRUITMENT STRATEGY



Jamha Juice





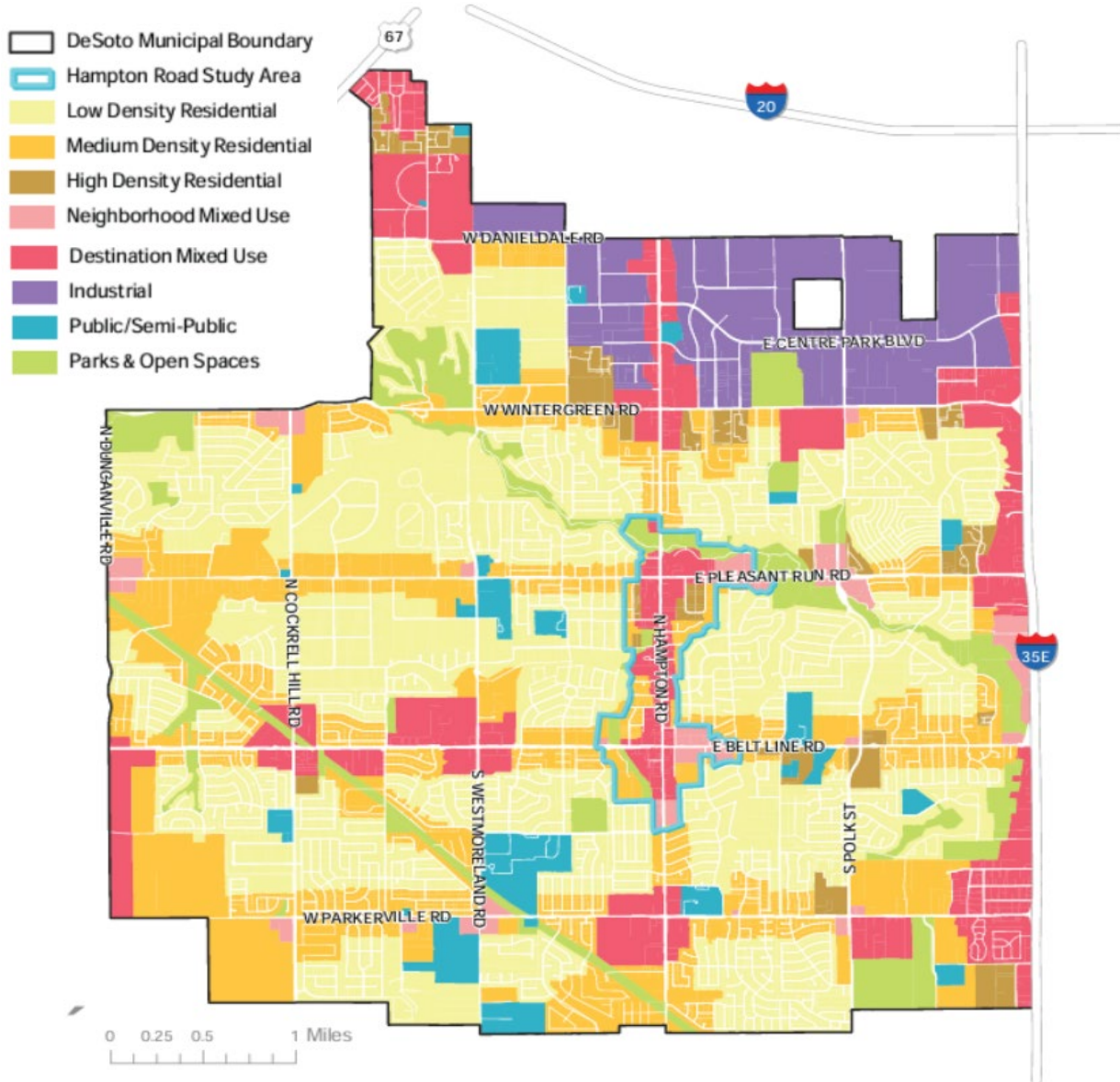
WHERE DO WE GROW FROM HERE?

WHERE DO WE GROW FROM HERE?

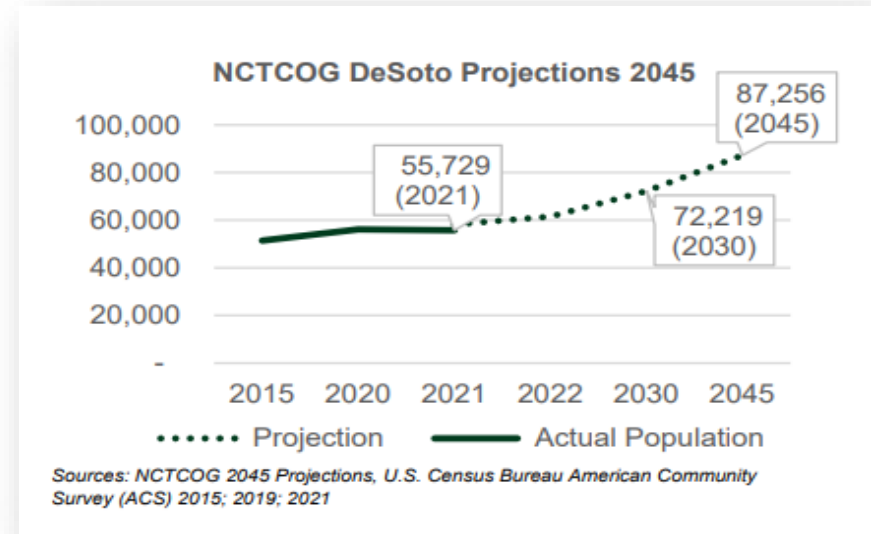
- *Newly Adopted Comprehensive Plan*
- *New 5-Year DDC Strategic Plan*
- **Maximize Remaining Spaces**
 - **Increased Focus on Infill Development**
 - **Stronger Tax Base for City**
 - **Closer Proximity of Jobs & Services**
- **Concentrate Attraction on Future-Focused Industries**



WHERE DO WE GROW FROM HERE?



- Development and Planning Philosophy
- Macro vs Micro Level Development
- Realize Future-Focused Opportunities
- Preserve and Protect Future Land-Use



WHERE DO WE GROW FROM HERE?

FUTURE LAND USE CATEGORIES

The following section identifies eight distinct future land use categories within the city. The subsequent Housing and Economic Development chapters build on the Future Land Use Plan and provide specific goals and recommendations to each future land use category and critical development areas within the city.



Low Density Residential



Source (above & bottom): Sightline Institute

Medium Density Residential



Source (above & bottom): Sightline Institute

High Density Residential



Source (above): Sightline Institute

Neighborhood Mixed Use



Source (above): Sightline Institute

Destination Mixed Use

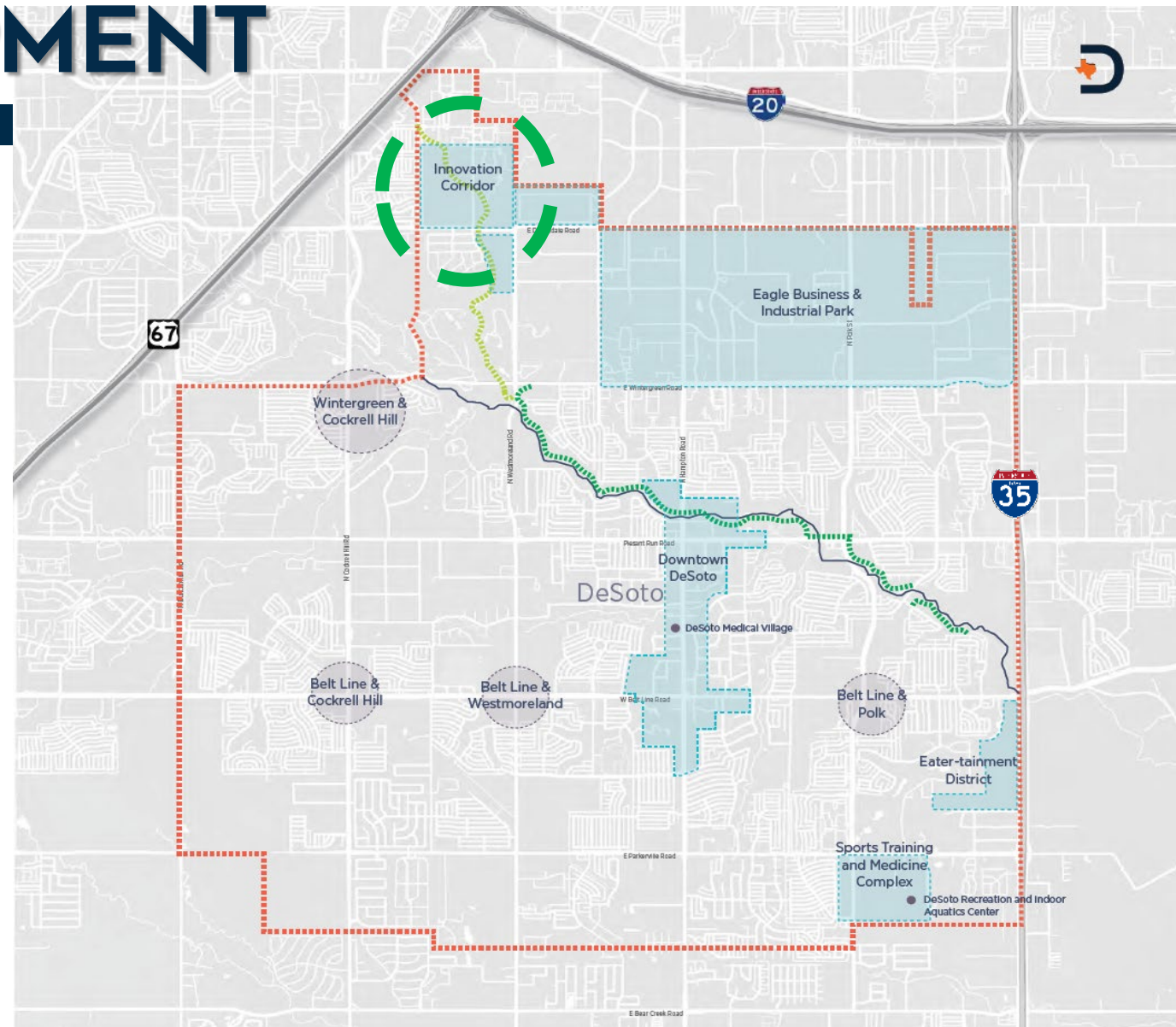


FUTURE DEVELOPMENT

DESOTO DEVELOPMENT

DeSoto is bustling with several projects at various stages of development, each playing a pivotal role in shaping the city's landscape and enhancing community life. The accompanying map to the right provides insights into key developments in progress. Here are some notable projects that reflect DeSoto's advancement towards building a vibrant future and optimal landscape for a thriving life science campus.

- Innovation Corridor
- Downtown DeSoto
- Eater-tainment District
- Eagle Business & Industrial Park
- Sports Training and Medicine Center
- DeSoto Recreation and Indoor Aquatics Center
- DeSoto Medical Village



LIFE SCIENCES INNOVATION CORE



DFW METROPLEX FACTS

DALLAS IS ONE OF THREE LOCATIONS IN THE COUNTRY THAT IS A HOST HUB FOR **ARPA-H** FEDERAL AGENCY, PROVIDING FUNDING FOR ADVANCED HEALTH CONCEPTS.





A DRIVING FACTOR FOR DALLAS BEING SELECTED FOR ARPA-H FUNDING IS DUE TO ITS DIVERSE POPULATION. HISTORICALLY, THERE HAS BEEN A LACK OF CLINICAL TRIALS ON MINORITIES.

INNOVATION CAMPUS

DESOTO INNOVATION CORE:



PROJECT VISION

A life science community embedded within a conservation garden designed to enhance the surrounding neighborhood.

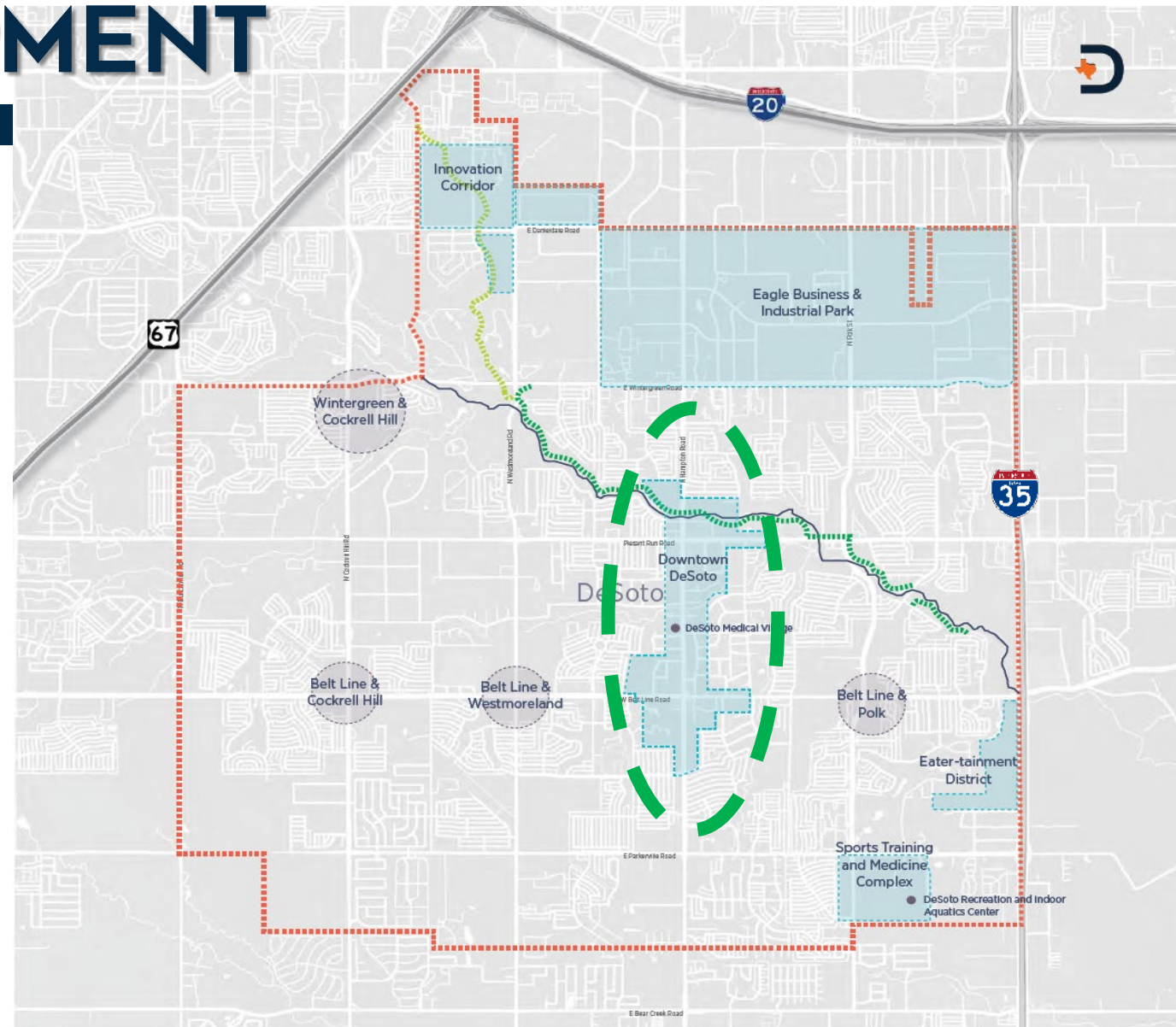
The campus style development leverages finger parks to connect the surrounding neighborhoods to the conservation garden at its center. This organizing concept allows for the creation of a walkable and highly amenitized semi-urban environment that is supported by research and education.

FUTURE DEVELOPMENT

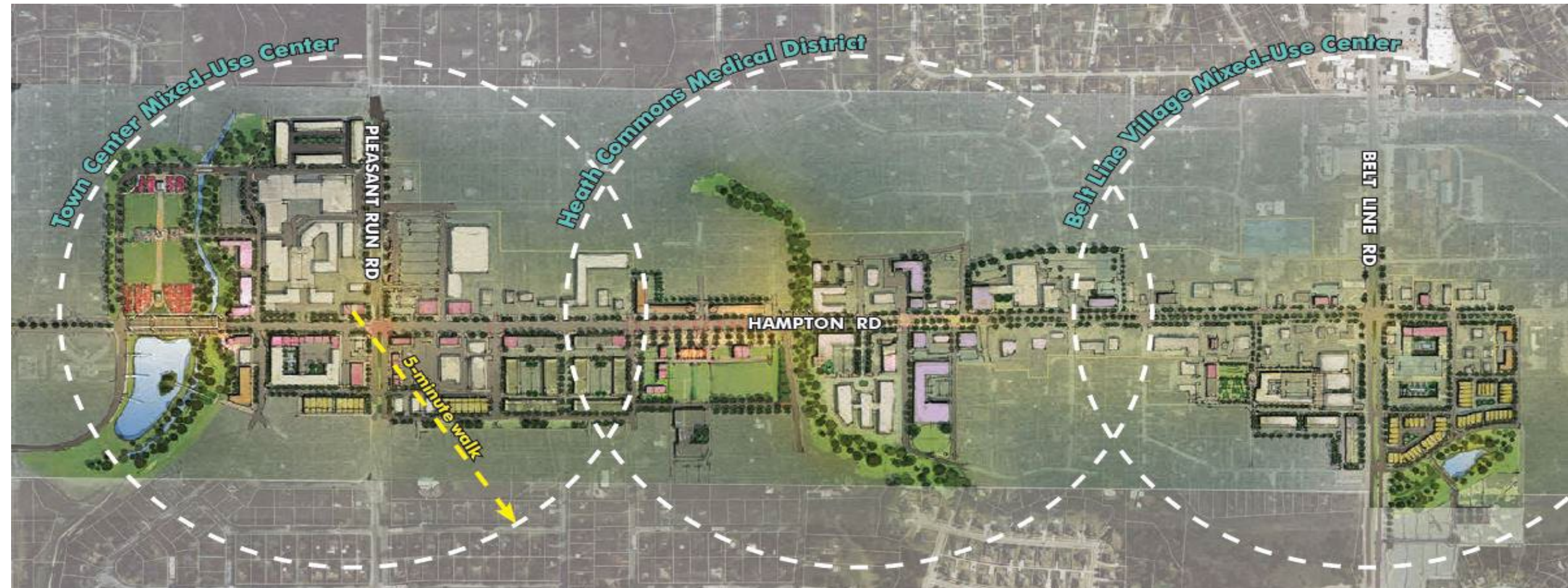
DESOTO DEVELOPMENT

DeSoto is bustling with several projects at various stages of development, each playing a pivotal role in shaping the city's landscape and enhancing community life. The accompanying map to the right provides insights into key developments in progress. Here are some notable projects that reflect DeSoto's advancement towards building a vibrant future and optimal landscape for a thriving life science campus.

- Innovation Corridor
- Downtown DeSoto
- Eater-tainment District
- Eagle Business & Industrial Park
- Sports Training and Medicine Center
- DeSoto Recreation and Indoor Aquatics Center
- DeSoto Medical Village



HAMPTON ROAD CORRIDOR



Walkability | Placemaking | Connectivity | Green Streets | Cultural Preservation

EnvisionHamptonRoad.com



OVERALL CHARACTER - PEOPLE FIRST



HAMPTON ROAD CORRIDOR - BUILT ENVIRONMENT



- DeSoto's "Downtown/Main Street"
- Experienced-based Retail and Restaurants, Outdoor Patio Seating
- Walkable/Bikeable Districts
- New Green Spaces
- Health and Professional Services Office Space
- Roadway Reconstruction
- TIRZ #2 Created

Walkability | Placemaking | Connectivity | Green Streets | Cultural Preservation

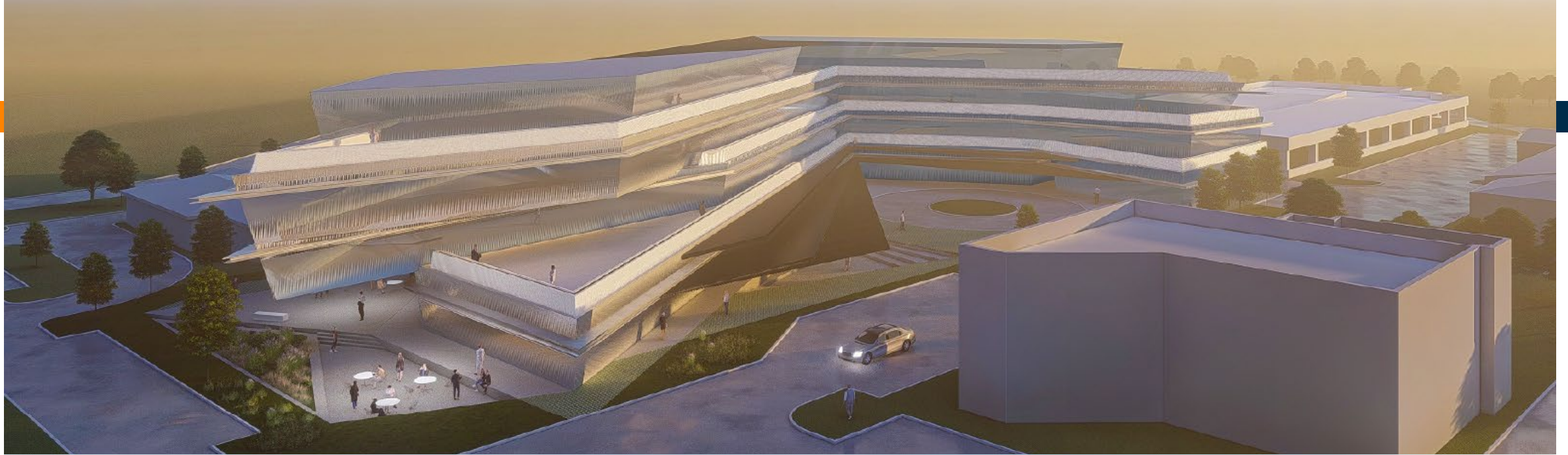
EnvisionHamptonRoad.com



MEDICAL & HOSPITALITY DISTRICT - CONCEPTUAL

- Create Critical Mass in Health and Human Services Programming
- Provide an Identifiable Center of the City's Redevelopment Project
- Leverage Public Property to Create the Development District
- Undertake Collaboration with Key Health Provider and Community Partners



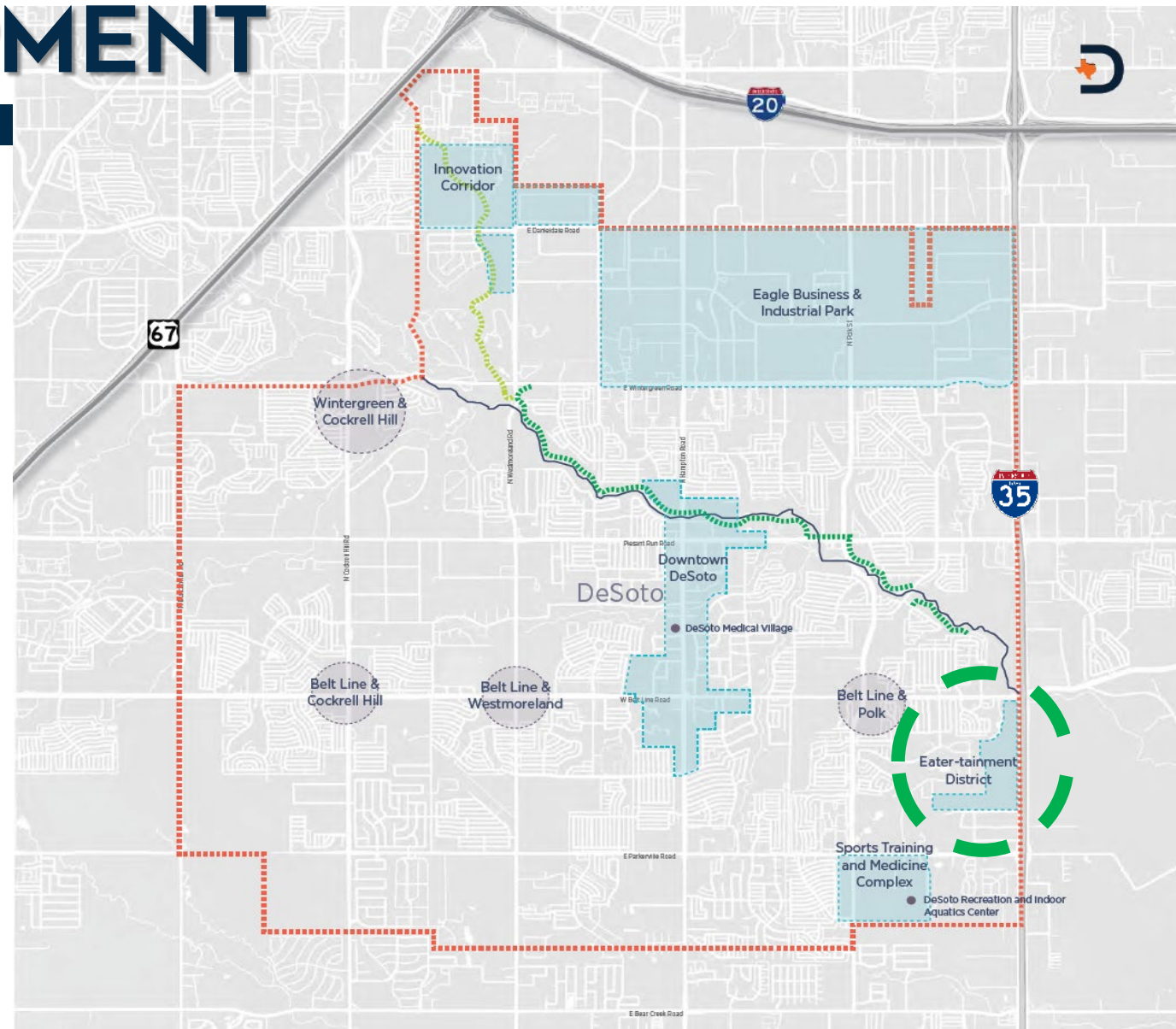


FUTURE DEVELOPMENT

DESOTO DEVELOPMENT

DeSoto is bustling with several projects at various stages of development, each playing a pivotal role in shaping the city's landscape and enhancing community life. The accompanying map to the right provides insights into key developments in progress. Here are some notable projects that reflect DeSoto's advancement towards building a vibrant future and optimal landscape for a thriving life science campus.

- Innovation Corridor
- Downtown DeSoto
- Eater-tainment District
- Eagle Business & Industrial Park
- Sports Training and Medicine Center
- DeSoto Recreation and Indoor Aquatics Center
- DeSoto Medical Village



EATER-TAINMENT DISTRICT - CONCEPTUAL

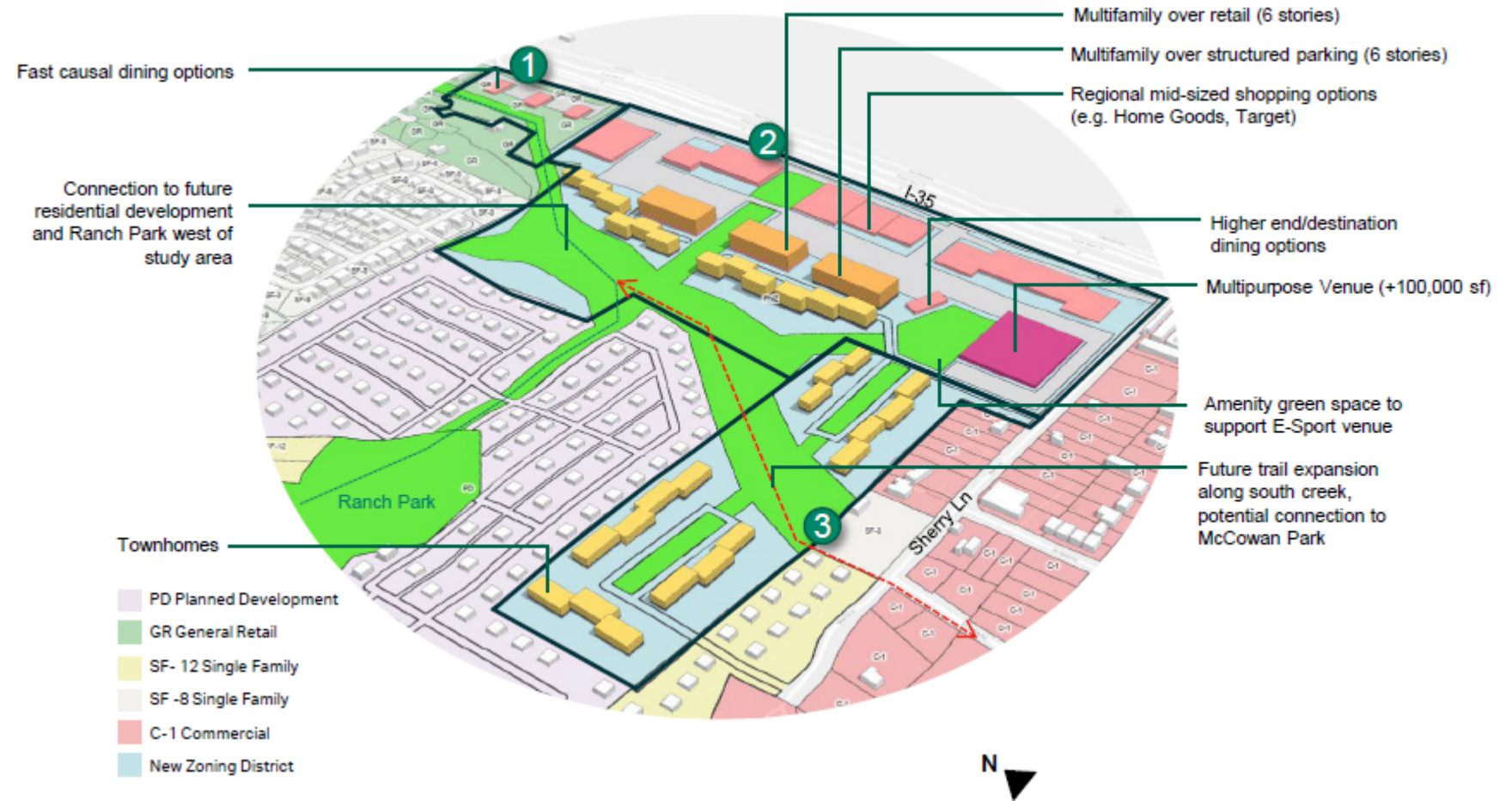
➤ This district is situated with a large frontage along the I-35 corridor (95 acres). Its highly visible position makes it well suited to house destination regional retail and entertainment facilities that attract commuters and local residents to stop and spend the day in DeSoto.

- Retail
- Restaurants
- Residential
- Hospitality
- Convention Center
- Performing Arts Center
- Office



EATER-TAINMENT DISTRICT - CONCEPTUAL

- Natural amenities such as the lush tree canopy and creek that runs through the west side of the site can be leveraged to expand the City's trail network and natural open space network and provide connections to other parks and amenities in the community.

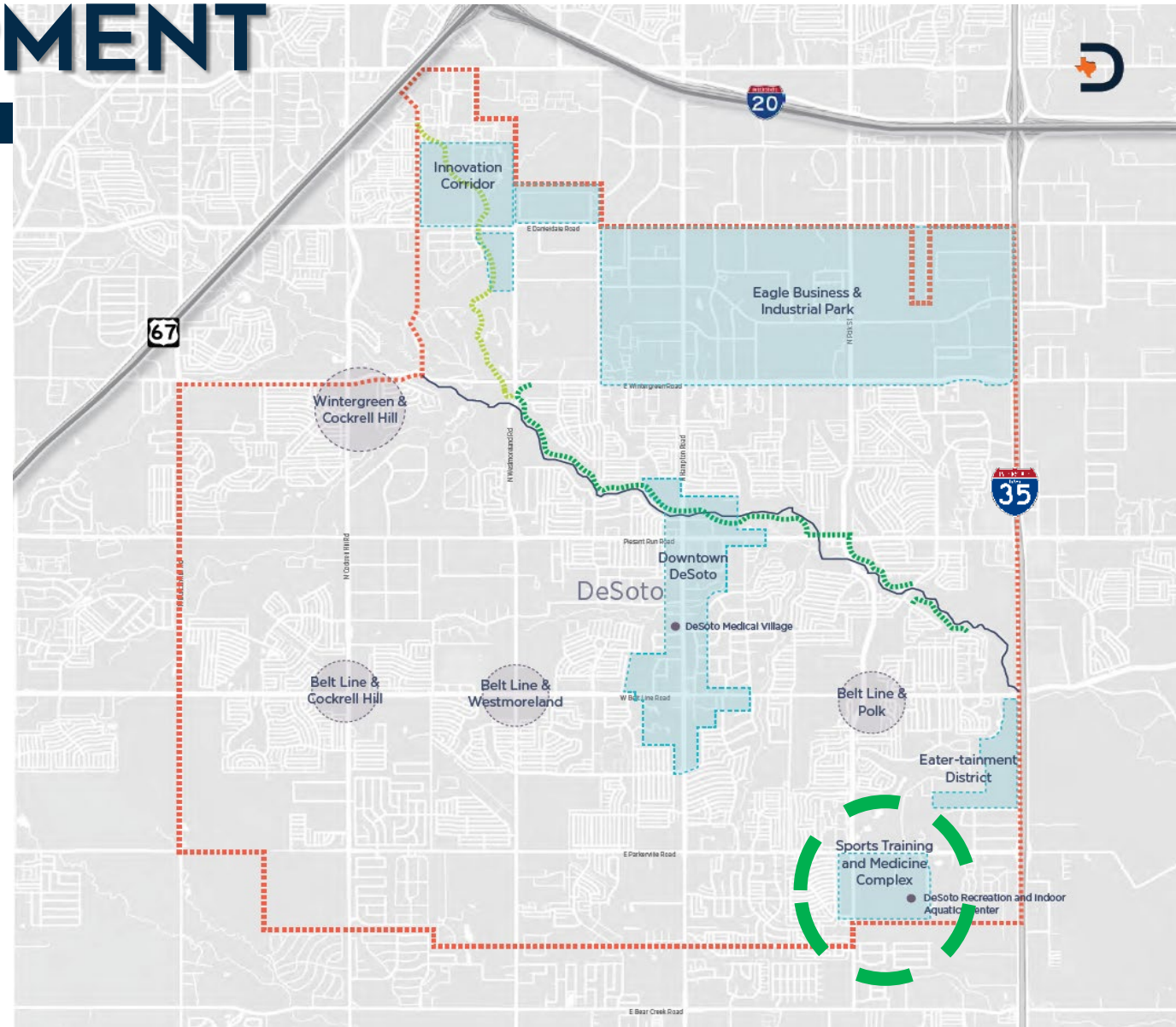


FUTURE DEVELOPMENT

DESOTO DEVELOPMENT

DeSoto is bustling with several projects at various stages of development, each playing a pivotal role in shaping the city's landscape and enhancing community life. The accompanying map to the right provides insights into key developments in progress. Here are some notable projects that reflect DeSoto's advancement towards building a vibrant future and optimal landscape for a thriving life science campus.

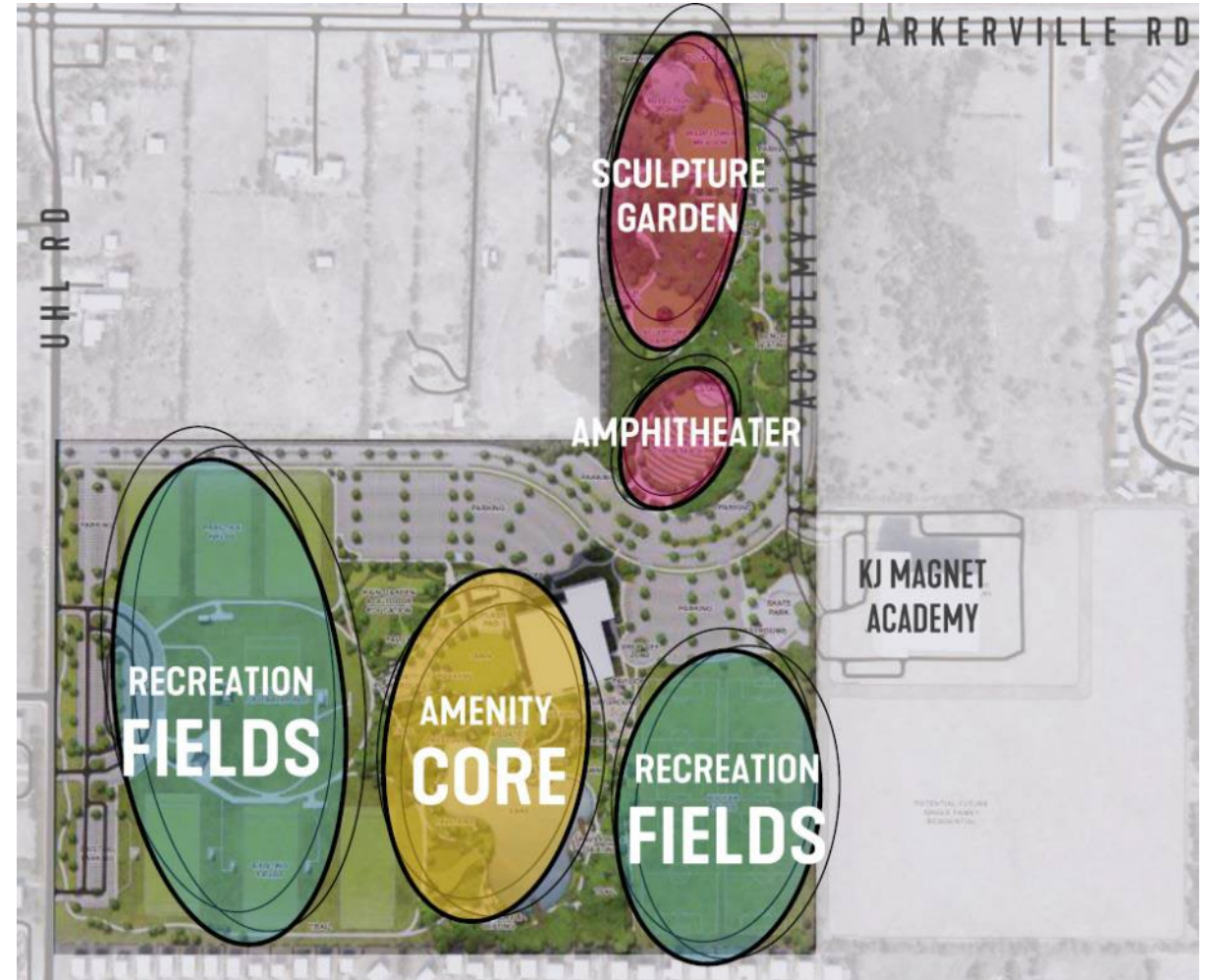
- Innovation Corridor
- Downtown DeSoto
- Eater-tainment District
- Eagle Business & Industrial Park
- Sports Training and Medicine Center
- DeSoto Recreation and Indoor Aquatics Center
- DeSoto Medical Village



CURTISTENE S. MCCOWAN PARK MASTERPLAN

KEY PROJECT GOALS & DRIVERS

1. CREATE A VIBRANT CENTER THAT FOSTERS **COMMUNITY**
2. A HOME FOR **MULTI-GENERATIONAL** ACTIVITIES AND **EXPERIENCES**
3. ESTABLISH A **CENTRAL HUB** FOR CURTISTINE MCCOWAN PARK
4. BUILD A DESTINATION FOR COMPETITIVE **EVENTS & TOURNAMENTS**
5. CRAFT A PLACE THAT IS **UNIQUELY DESOTO**
6. CELEBRATE & **CONNECT** TO THE **NATURAL** LANDSCAPE OF THE PARK



AQUATICS AND RECREATION CENTER

- **\$43M Project**
- **75,000 SF**
- **8-Lane Competitive Pool**
- **Indoor Track**
- **Strength Training**
- **MWBE Goal of 20%**

▮ **Actual OVER 50%***

The ARC (Recreation and Aquatics Center) will be a multigenerational state-of-the-art facility for the community of DeSoto, TX serving both the public needs for recreation as well as a competitive sports venue for basketball, volleyball, swimming, diving, and more.



AQUATICS AND RECREATION CENTER

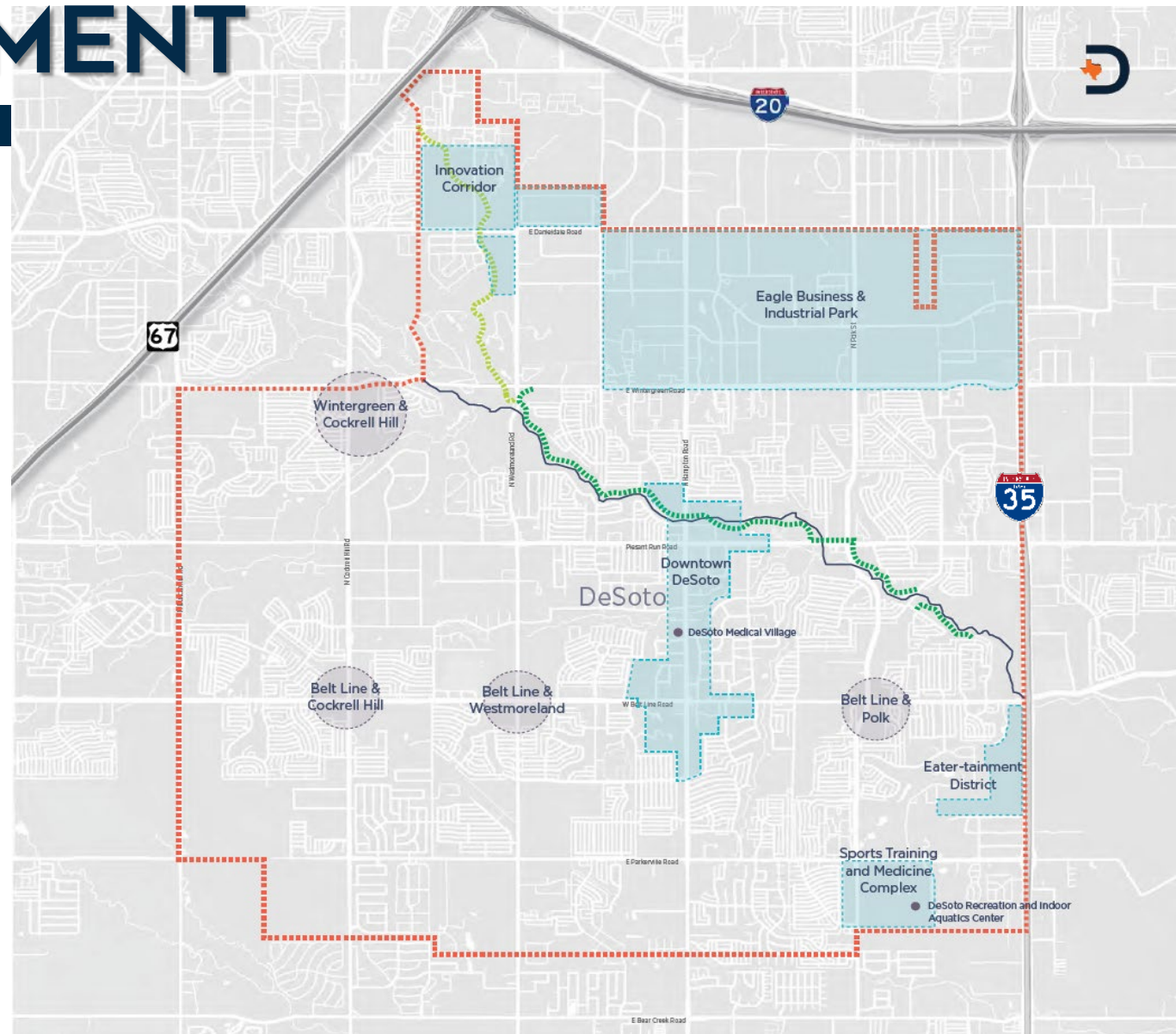


FUTURE DEVELOPMENT

DESOTO DEVELOPMENT

DeSoto is bustling with several projects at various stages of development, each playing a pivotal role in shaping the city's landscape and enhancing community life. The accompanying map to the right provides insights into key developments in progress. Here are some notable projects that reflect DeSoto's advancement towards building a vibrant future and optimal landscape for a thriving life science campus.

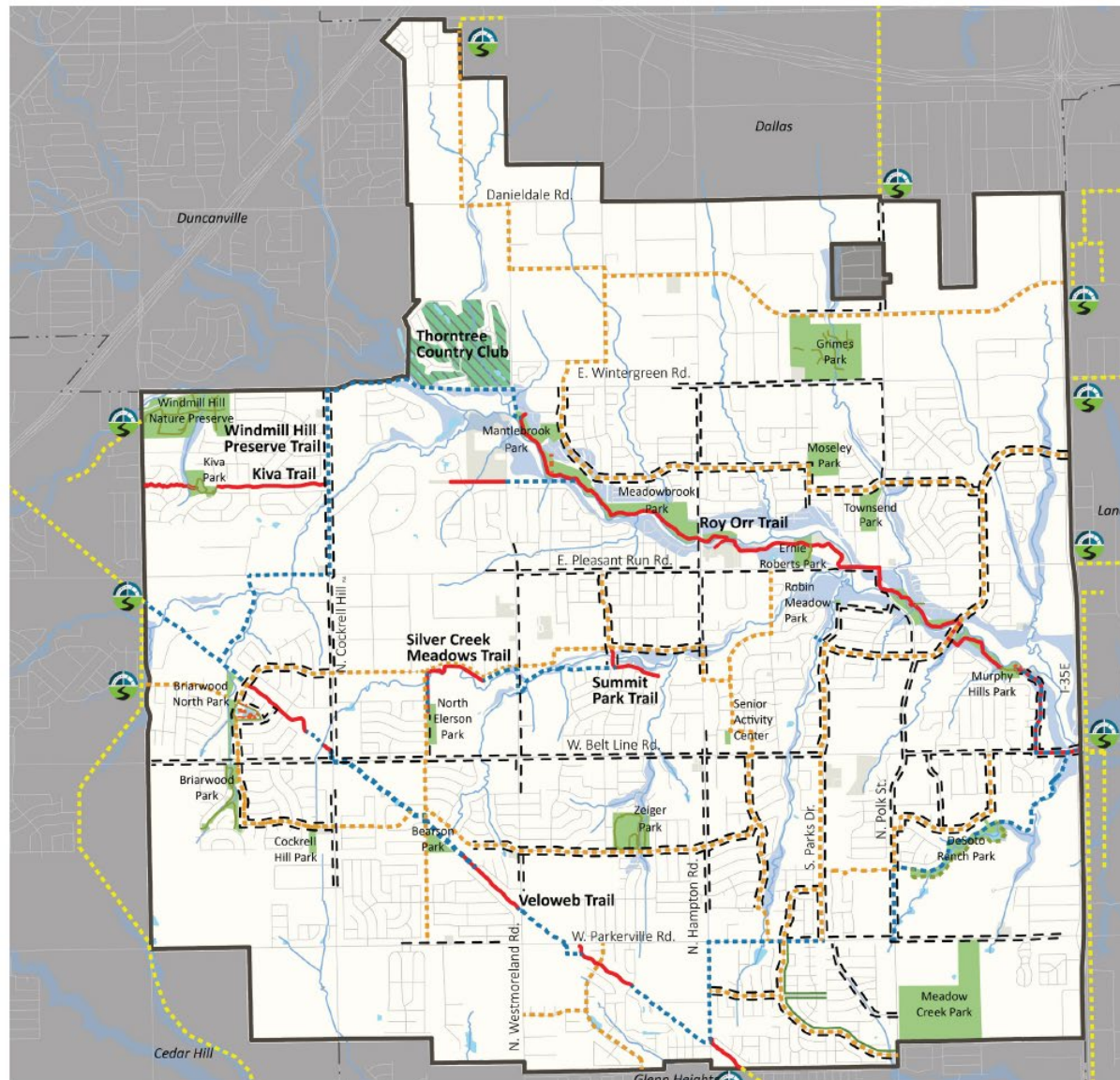
- Innovation Corridor
- Downtown DeSoto
- Eater-tainment District
- Eagle Business & Industrial Park
- Sports Training and Medicine Center
- DeSoto Recreation and Indoor Aquatics Center
- DeSoto Medical Village



PARKS, RECREATION, OPEN SPACE & TRAILS MASTER PLAN

LEGEND:

- Existing Trails —
- Sidewalk
- Park Trails
- Future On-Street Bike Route
- Future Off-Street Trail
- Future Adjacent City Trail & Bke Route
- Trail Connection to Neighboring City S
- Existing Parks
- City Boundary
- Flood Zone
- Golf Club
- Water Bodies
- Creeks



Proposed and Future Trails
Map 6



WHERE DO WE GROW FROM HERE?

- Facilitate new commercial growth that enhances the vibrancy and attractiveness of DeSoto and contributes to the community's long-term fiscal sustainability.
- Achieve greater compatibility between land uses to enhance, protect, and complement residential areas and natural spaces and resources.
- Protect and connect residents to the natural areas and features of DeSoto.



BRAGGING RIGHTS



Speaker Spotlight 

PEER PANEL: SUPPORTING ENTREPRENEURS AND STARTUPS IN TEXAS


JORDAN ROBINSON
Moderator:
President & CEO
Round Rock Chamber of Commerce


ASHTON BELLOWS
Panelist:
CFO, Sherman EDC


ANTOINE LONG
Panelist:
Economic Development
Manager, DeSoto EDC


MICHAEL TALLEY
Panelist:
SVP, McKinney EDC


AMY STORY
Panelist:
President, Boerne/Kendall
County EDC



Franchising Initiative + Best Southwest Partnership:
Facilitating Wealth Building Economic & Workforce
Development in Southern Dallas County
August 14, 2024 | 1:00 PM

 WWW.DALLASSTARTUPWEEK.COM 



STAY UP TO DATE...

- Follow DeSoto Development Corporation
 - ALL Social Media Platforms
- Visit our website @ www.DEDC.org
- Fall Franchise Interest Meeting
 - Tuesday, November 12th 6p – 8p Pecan Room
- Economic Development Corporation Board Meetings
 - 2nd Thursday of every month 6p City Council Conference Room
- Economic Development Forum Part II?



THE TEAM



MATT CARLSON
CHIEF
EXECUTIVE/DIRECTOR
[MCARLSON@DESOTOTEXA
S.GOV](mailto:MCARLSON@DESOTOTEXA.S.GOV)
972-230-9605



ANTOINE LONG
ECONOMIC DEVELOPMENT
MANAGER
ALONG@DESOTOTEXAS.GO
V
972-230-9608



MELBA HILL
ECONOMIC DEVELOPMENT
SPECIALIST
MHILL@DESOTOTEXAS.GOV
972-230-9611



RHONDA FAULKNER
MARKETING & OUTREACH
COORDINATOR
[RFRAULKNER@DESOTOTEXAS.
GOV](mailto:RFRAULKNER@DESOTOTEXAS.GOV)
972-230-9623