

This article was printed with a full page, four color advertisement in the annual Progress Issue of the Today Newspaper on Thursday, January 30, 2003:

Your DeSoto Economic Development Corporation is Working for You!!

The DeSoto Economic Development Corporation continues to diligently work for the citizens of DeSoto, TX. In everything we do, our mission is and will be to plan, promote, finance, and create opportunities for the retention, growth, and attraction of businesses that enhance the level of employment, the economic base, and the quality of life for the citizens of DeSoto, TX. We do these things by attracting new multi-million dollar businesses to our business and industrial park, retaining those businesses we already have, and attracting commercial retail development. We also fulfill our mission by providing information and financial assistance to qualifying small business owners who are starting or expanding their businesses in DeSoto and working cooperatively with the mayor, city council, city staff, DeSoto ISD, Chamber of Commerce, and other community leaders to ensure the wise, future growth of our community.

The DEDC seeks to attract new multi-million dollar businesses to our business and industrial park and retain those we already have by continuing our community's Business Retention and Expansion Program, hosting our annual spring luncheon and bus tour, exhibiting at regional and national trade shows, improving the infrastructure and overall appearance of our business and industrial park, and investing in projects which fill available niches in the market. Through our Business Retention and Expansion Program the mayor, Chamber of Commerce, and the DEDC work to ensure the well being of our corporate citizens and facilitate their growth. Solar Turbines has decided to make a major investment to expand their existing facilities in our industrial park, and the DEDC is currently working to locate two other large multi-million dollar projects in our industrial park. One of the ways we try to bring businesses to DeSoto is through an annual spring luncheon and bus tour of the city. Last year more than 50 regional brokers, investors, and businessmen attended our event; this year the level of participation may double in size. We also seek to attract industrial businesses through regional and national trade shows such as the North Texas Commercial Association of Realtors Expo, Bio Tech 2003, and National Manufacturing Week. We further work to attract industrial businesses by improving the infrastructure and appearance of our business and industrial park. The DEDC has dedicated 1.3 million dollars to widen Polk Street to four lanes from Centre Park Blvd up to Daniieldale Road. An additional \$800,000 has been dedicated to lengthen and tie Peregrine Way into Condor Street. As needed the DEDC also makes speculative investments in the community to stimulate economic development. For example, the DEDC recently dedicated 1.4 million dollars to build a 20,000 square foot flex-shell commercial building on the east side of Hampton Road. Last year several small manufacturers approached us looking for nice light manufacturing facilities with 10-20,000 square feet of space, but we had few choices to offer them. The DEDC chose to build this building in an effort to fill this perceived need for light manufacturing and/or commercial retail showroom space, create jobs, and stimulate economic development.

The DEDC works with industry consultants and brokers to target specific retailers, and we offer information and incentives to retailers and developers to attract commercial retail development. The DEDC hired a consultant to conduct a retail feasibility study for the 83 acre

retail development area on the northeast corner of town by Interstate 35E and to tell us which retailers would be best suited for that area. We are currently working with two clients who are interested in that vicinity. This spring we will also attend the International Conference of Shopping Centers to promote our retail concept and network with movers and shakers in the retail industry. The DEDC assists commercial brokers and retailers to find tenants for lease vacancies at Arby's, Winn Dixie, Chief Auto Parts, other existing facilities all over town, and new developments at various places in the city.

The DEDC provides information and offers financial assistance to qualifying small business owners who are starting or expanding their businesses in DeSoto. In order to qualify for financial assistance all business owners, regardless of their size, type and/or ownership, must first complete and return an incentive application to the DEDC office. Based upon the information provided in the incentive application, the DEDC Board will determine how much of an incentive, if any, may be given to each applicant. The DEDC also promotes local businesses through the DeSoto Chamber of Commerce by paying the Chamber \$12,000 each year to provide marketing and advertising contract services for the DEDC and the local business community. This past year more than 75 businesses relocated within or have moved to DeSoto. Additional business owners have called, requested information, and have considered moving their businesses to DeSoto.

The DEDC works cooperatively with the mayor, city council, city staff, DeSoto ISD, Chamber of Commerce, and other community leaders to ensure the wise, future growth of our community. The DEDC commissioned the University of Texas in Arlington to conduct a land use survey for the 73 acres of land between the Primrose Park at Rolling Hills on Bolton Boone Drive and Daniieldale Road. The director of the DEDC is a regular member of the Development Review Committee which weekly reviews all the newly proposed developments in the city. The DEDC has also assisted the planning and zoning department in reviewing and revising the latest comprehensive land use study which recently came up for public review and discussion. The DEDC also works with the DeSoto ISD to complement their future growth projections and needs. This past year the mayor, city council, city staff, and the DEDC developed an incentives guidelines and policy to serve as a framework for how our community will address all incentives requests by prospective businesses.

If you would like more information about the DEDC and our activities, please visit us at www.dedc.org or call us at 972-780-9915.