

**DEDC FY 2011 – 2012 Proposed Annual Plan of Work
Presented to the DEDC Board of Directors on August 24, 2011**

Goal # 1 - Attract a net, minimum outside investment of \$100 million.

- Actively promote 90-acre site Polk/Danieldale to feature recent improvements.
- Actively promote all parcels on Danieldale Road as a result of improved street conditions.
- Support City of DeSoto's efforts to complete site design for DeSoto Heliport and actively promote the facility to key audiences.
 - EAA Airventure Trade Show in Oshkosh, Wisconsin in July
 - Sun and Fun in Lakeland, Florida
- Continue marketing missions and consultant visits with Texas One program via the state of Texas Governor's office.
- Continue strategic alliances with local organizations—CoreNet (Southwest Chapter), CCIM, and the Real Estate Council.
- Continue to make improvements to DEDC website to improve functionality.
- Enhance network of medical/health related organizations to increase additional investment in medical community.
- Continue annual marketing program to regional brokers and developers.
- Promote DeSoto at Clean Energy symposiums and conferences:
 - Tcbiomass 2011 September 28-30, 2011, Chicago, IL
 - Clean Energy Summit, October 4, 2011, Baltimore, MD
 - EUEC 2012, January 30-February 1, 2012, Phoenix, AZ
 - Renewable Energy World Conference and Expo North American, February 14-16, Long Beach, CA
- Continue to enhance relationships with executive staff of Charlton Methodist Hospital.
- Work with developers to support development of adjacent medical office space in DeSoto including newly renovated Fountain Village.
- Collaborate with Charlton Methodist Hospital's ongoing efforts to recruit talented physicians to the area.

Goal #2 - Increase the net sales tax revenue by 20% from \$7.5 million to 8.6 million.

- Commit to continued efforts to enhance daytime traffic in community.
- Continue participation in International Council of Shopping Centers (ICSC) programs
- Continue marketing DeSoto Town Center and enhance tenant activity on Hampton Road side.
- Continue to promote DeSoto as a viable family entertainment destination.
- Promote and position vacant spaces (former Kmart, Winn-Dixie, and Albertson's) as potential sites

Goal #3 Encourage development of I-35 corridor including former Kmart.

- Develop master plan of area to promote to potential developers.
- Promote city's vision to potential developers
- Work with city to develop public/private partnership to develop property and attract future development.
- Promote site at ICSC trade shows in November 2011

- Promote to national and regional developers.
- Participate in Bisnow Media Retail Summit in September 2011

Goal #4 Encourage retail development of shopping centers (i.e. former Albertson's, former Winn-Dixie)

- Perform market demand analysis to determine appropriate uses.
- Promote centers at ICSC conferences and market properties to potential developers.
- Provide updated 2010 Census information to national retailers.
- Promote potential use of centers as family entertainment destinations.

Goal #5 Enhance development opportunities for Eagle Industrial Park to include light manufacturing and distribution opportunities.

- Profile existing companies and complete needs assessment for future growth opportunities.
- Work with tenants to develop strategies to mitigate crime issues.
- Work with City's Development staff on current ordinances to include a more diverse range of acceptable building types.
- Work with City's Planning and Zoning department on current land uses to prevent non-commercial development.

Goal #6 Increase the proportion of the non-residential tax base relative to residential.

- Further develop relationships with existing businesses and corporate residents in Eagle Industrial Park.
 - Visit each Eagle Park resident at least once a year.
- Continue to research viable opportunities related to inland port once area rebounds from current bankruptcy.
- Support City of DeSoto's Hampton Road corridor plans.
- Continue to utilize email retention efforts initiated in previous fiscal year.

Goal #7 Continue role in collaborative marketing efforts and facilitate relationships within the region.

- Participate in Best Southwest marketing programs.
- Partner with DeSoto Chamber of Commerce and City of DeSoto to obtain branding and provide programs to enhance growth for existing businesses in community.
- Participate in Dallas Regional Chamber marketing programs.
- Host a joint meeting inclusive of DEDC Board members, DeSoto ISD Trustees, DeSoto City Council and DeSoto Chamber of Commerce.
- In partnership with Senator Royce West, the University of North Texas at Dallas, the North Central Texas Council of Governments, and the cities of Cedar Hill, Dallas, Duncanville, and Lancaster, utilize the information provided in the feasibility study for a four-year aviation academic program at the University of North Texas at Dallas and participate in a presentation to the 2013 legislative session.