DESOTO, TEXAS

Economic Development Overview

Agenda

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

DESOTO
DEVELOPMENT CORPORATION
TEXAS

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.

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DeSoto by the Numbers

$107,202
AVERAGE HOUSEHOLD INCOME

1 OF 2
HELIPORT IN THE DFW METROPLEX IS IN DESOTO

94%
HIGH SCHOOL DEGREE OR HIGHER

MEDIAN AGE
41

15
MINUTES FROM DOWNTOWN DALLAS

$300,260
MEDIAN HOUSE VALUE

57,102
POPULATION

31 MINUTES FROM DFW INTERNATIONAL AIRPORT

UNEMPLOYMENT RATE
5%

*AS OF SEPTEMBER, 2024

DeSoto — TEXAS —

DeSoto's Unique Assets

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

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Retail Recruitment Strategy

- **Development Sites**
  - Hampton Road, I-35E, Belt Line Road, Cockrell Hill Road, Danieldale Road
- **Retail Targets**
  - Grocery
  - Sit-Down Dining
  - Family Entertainment
  - Healthy Options

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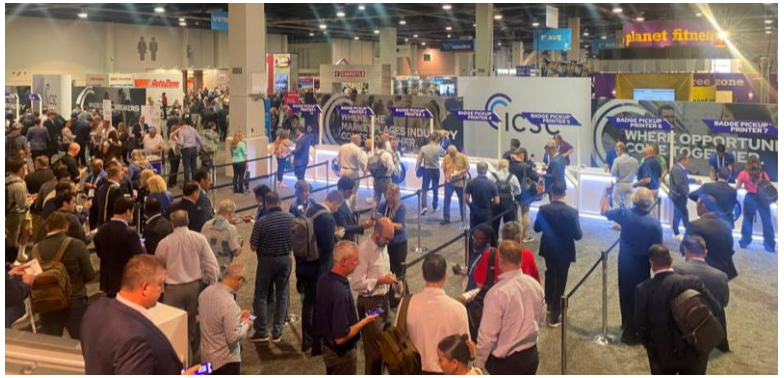
Retail Recruitment Strategy

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



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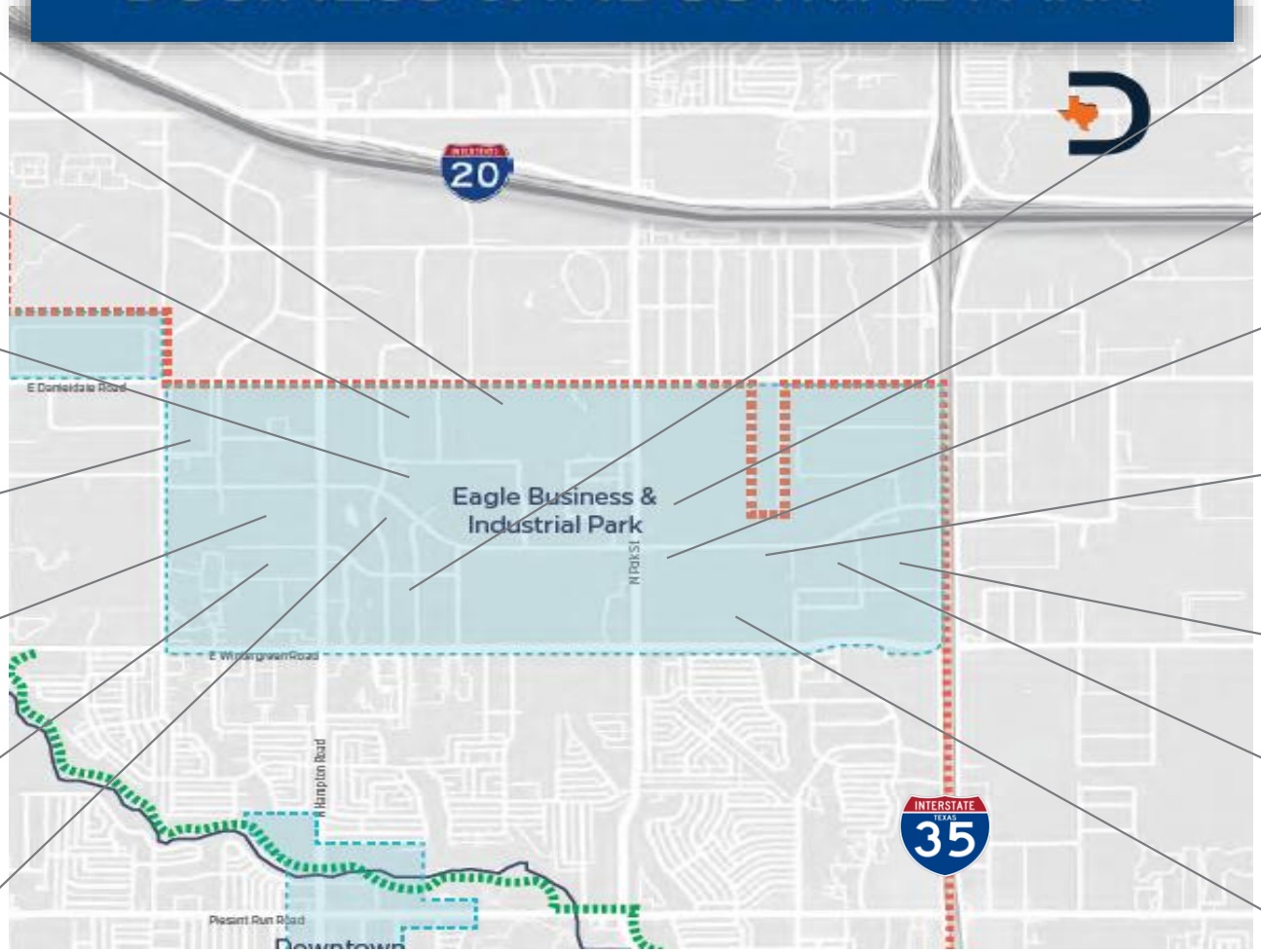
New Commercial Developments

400 + New Jobs Announced!!

EAGLE BUSINESS & INDUSTRIAL PARK



Glasfloss

Diab

Solar Turbines
A Caterpillar Company

INTERSTATE BATTERIES

EASTERN TRADING LLC

CMX Solutions

PRECISION WIRE PRODUCTS, INC

brittle brittle

RELOGISTICS

DAISO

JT LOGISTICS
WE GO BEYOND

OnTrac

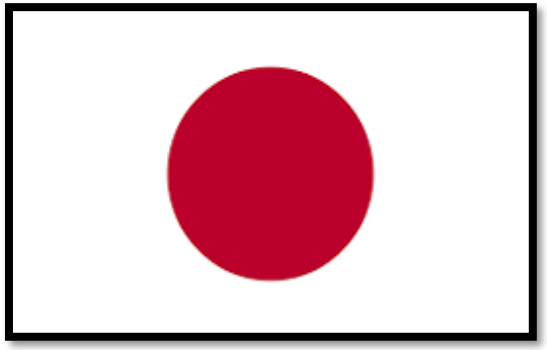
Allied Stone

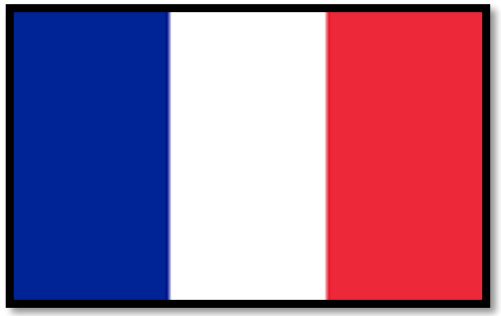
TECHNOLOGY CONTAINER CORP
SAVINGS THROUGH REUSABLE PACKAGING

reece

1,200 + New Jobs Announced!!

DeSoto on the International Site Selection Radar





Business Retention & Expansion Program

- Surveys
- In-Person Site Visits
- Quarterly HR Roundtables
- Major Employer Outreach

DeSoto TEXAS

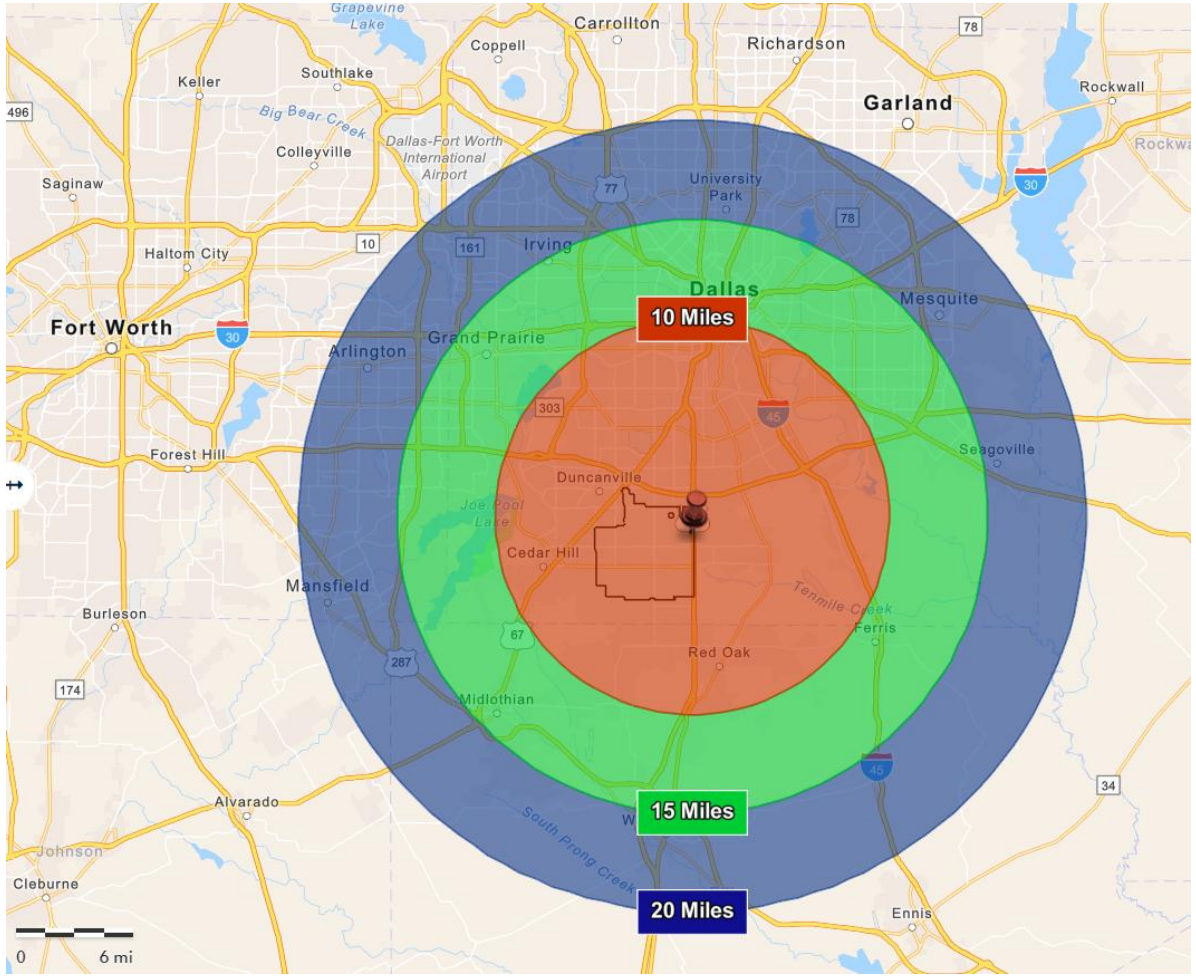
DeSoto Workforce Trade Area

	10 Miles	15 Miles	20 Miles
2023 Population	611,237	1,399,511	2,546,562
2023 Workforce	205,382	762,189	1,476,241

Discover the ideal location for your business in DeSoto, Texas, where innovation meets opportunity across multiple industries.

With a skilled workforce, several shovel-ready sites, and a projected job growth rate of 75% over the next decade, DeSoto is positioned to support the manufacturing, logistics, retail, and life sciences industries.

Located just 15 minutes south of downtown Dallas, DeSoto offers more than just a strategic location. Our vibrant and diverse community features low-cost land prices, a plentiful labor supply, and two major international airports within 30 minutes.



Distance from I-35 E & Centre Park Boulevard

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

DeSoto TEXAS

Targeted Future-Focused Industries

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

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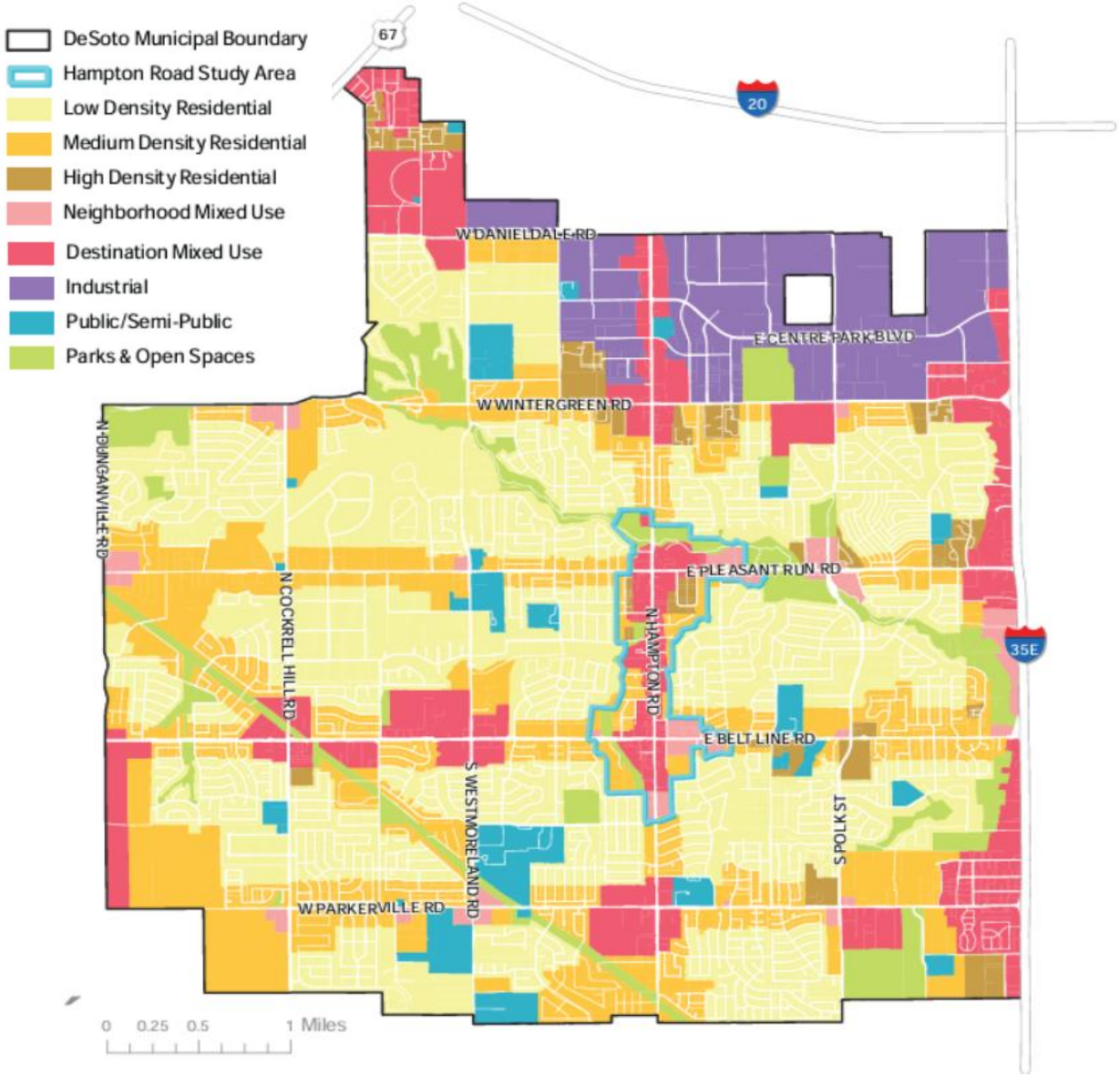
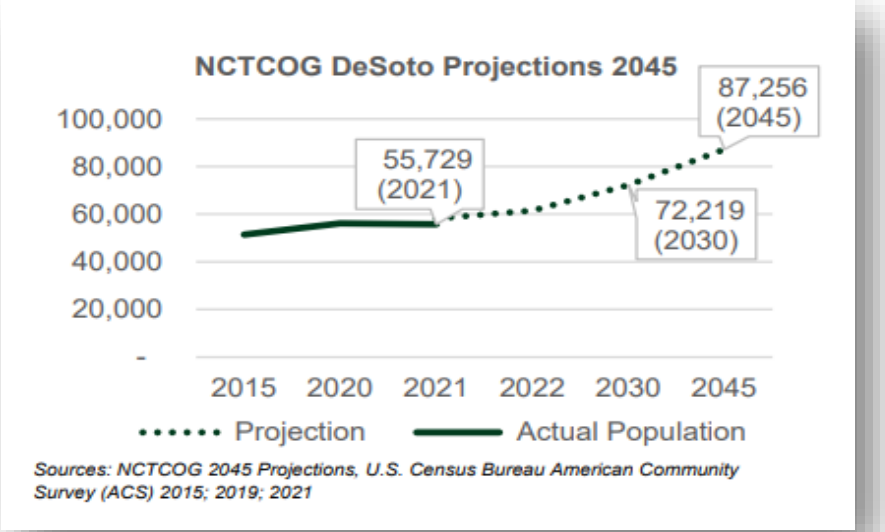
Where Do We Grow From Here?



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



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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

$$$ Revenue/ Per Acre

DeSoto TEXAS

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. Notable projects that reflect DeSoto's advancement towards building a vibrant future and optimal landscape for a thriving life science campus are:

- 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

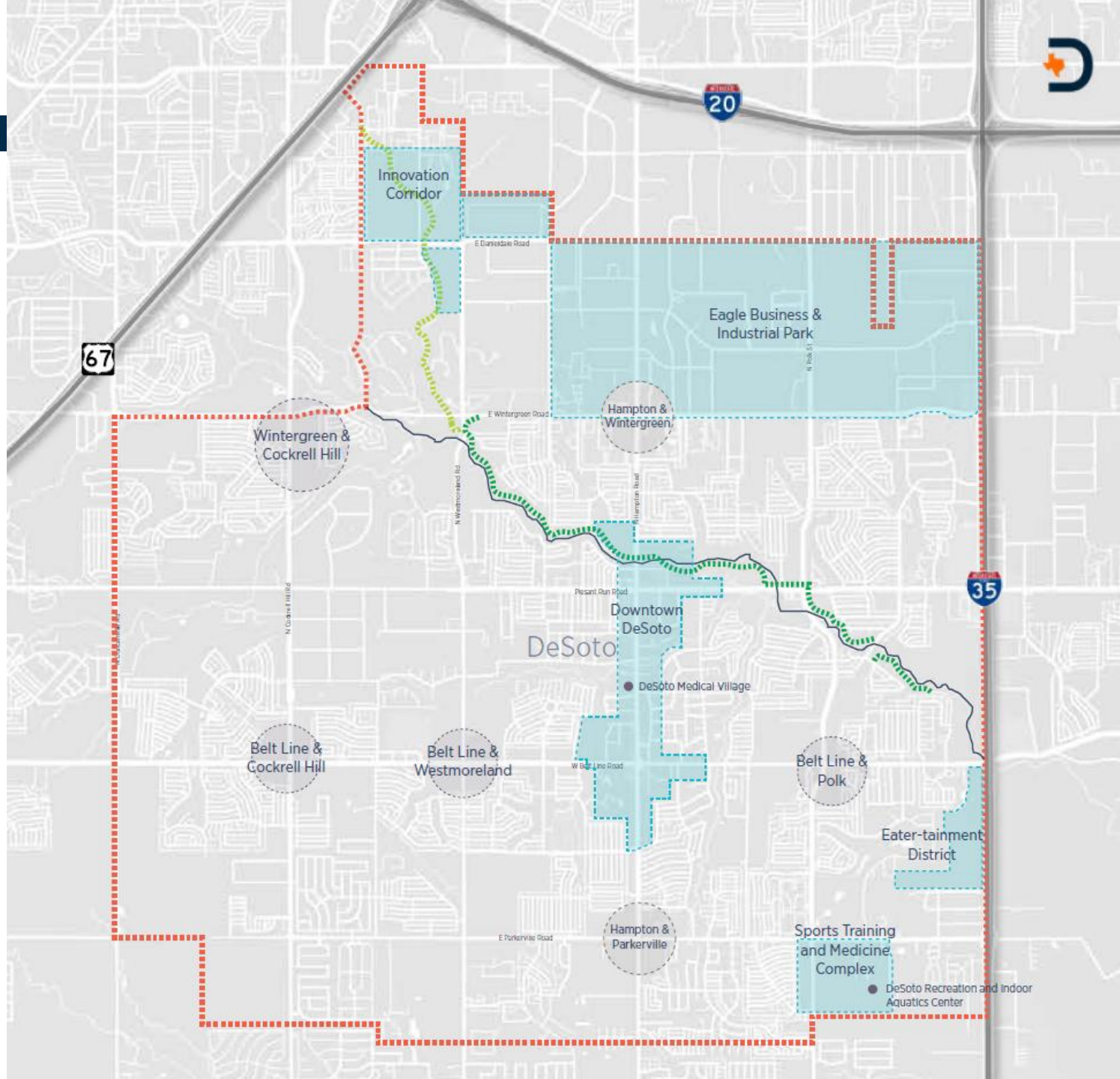
Legend

Development Corridor

Tenmile Creek

Existing Walking Trail

Proposed Walking Trail Expansion



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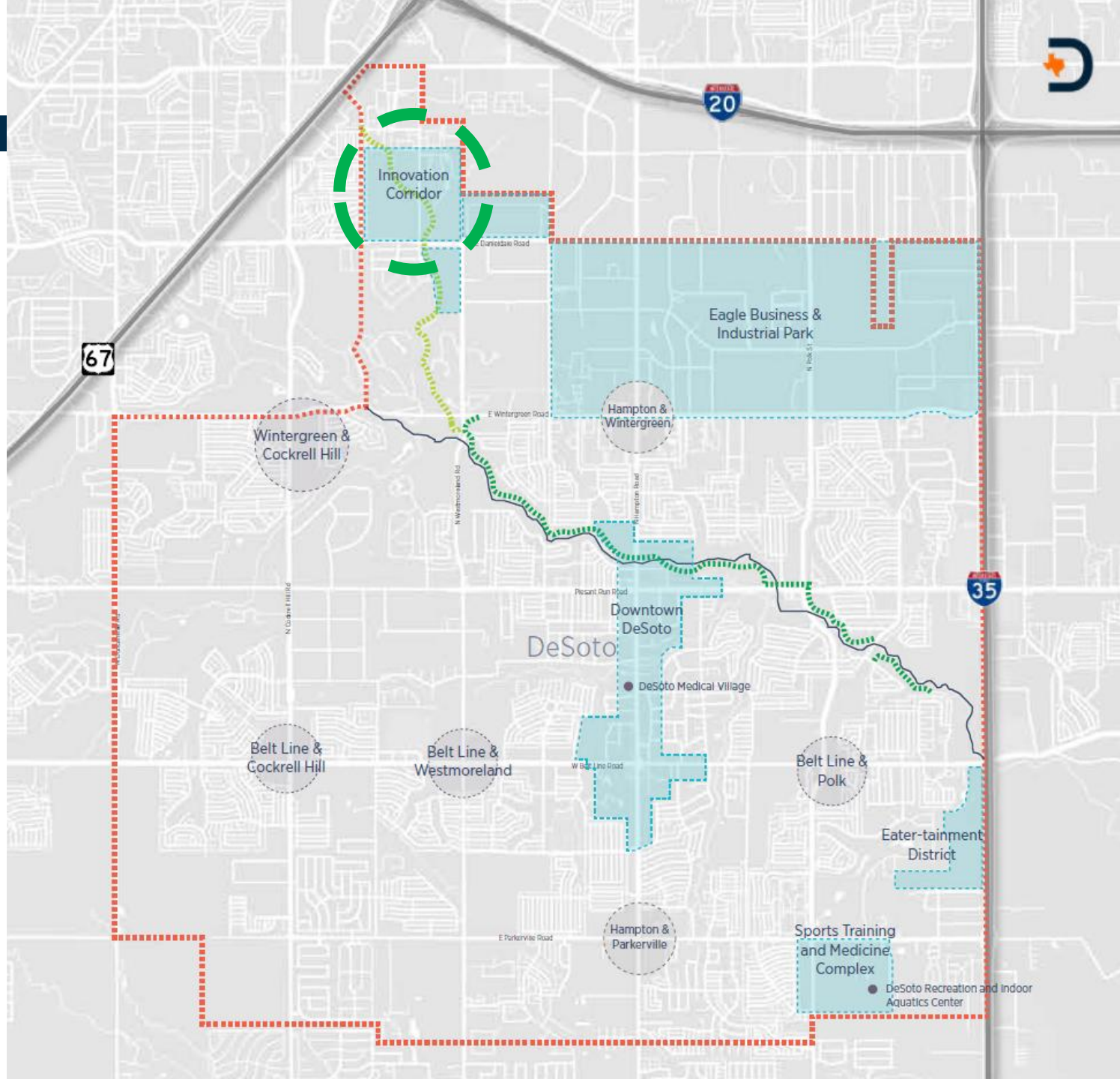

Life Sciences Innovation Core

https://www.dedc.org/choose-desoto/industry-clusters/life-science-and-biotechnology

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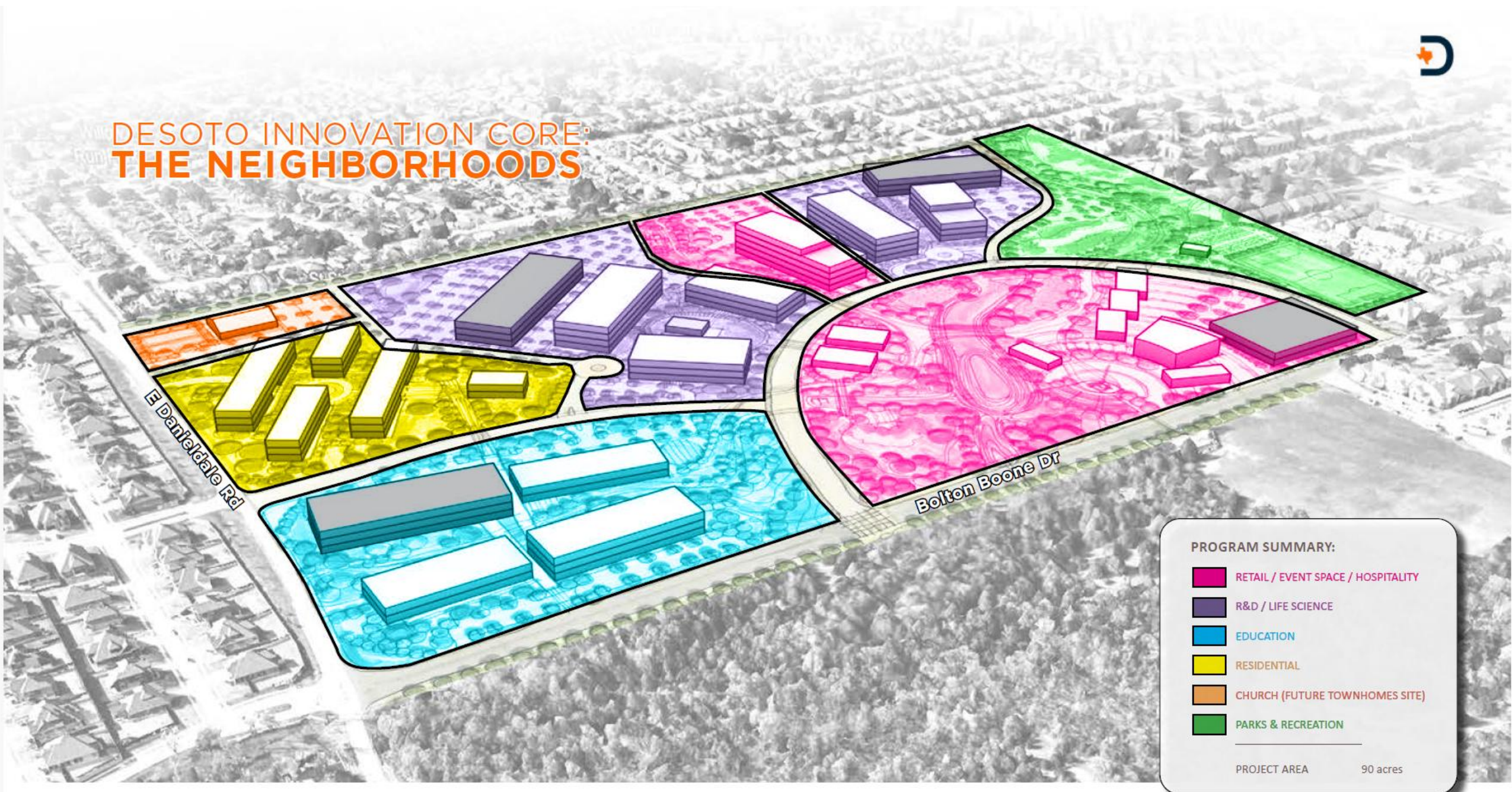
DESOTO INNOVATION CORE:

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.

DESOTO INNOVATION CORE:
THE NEIGHBORHOODS



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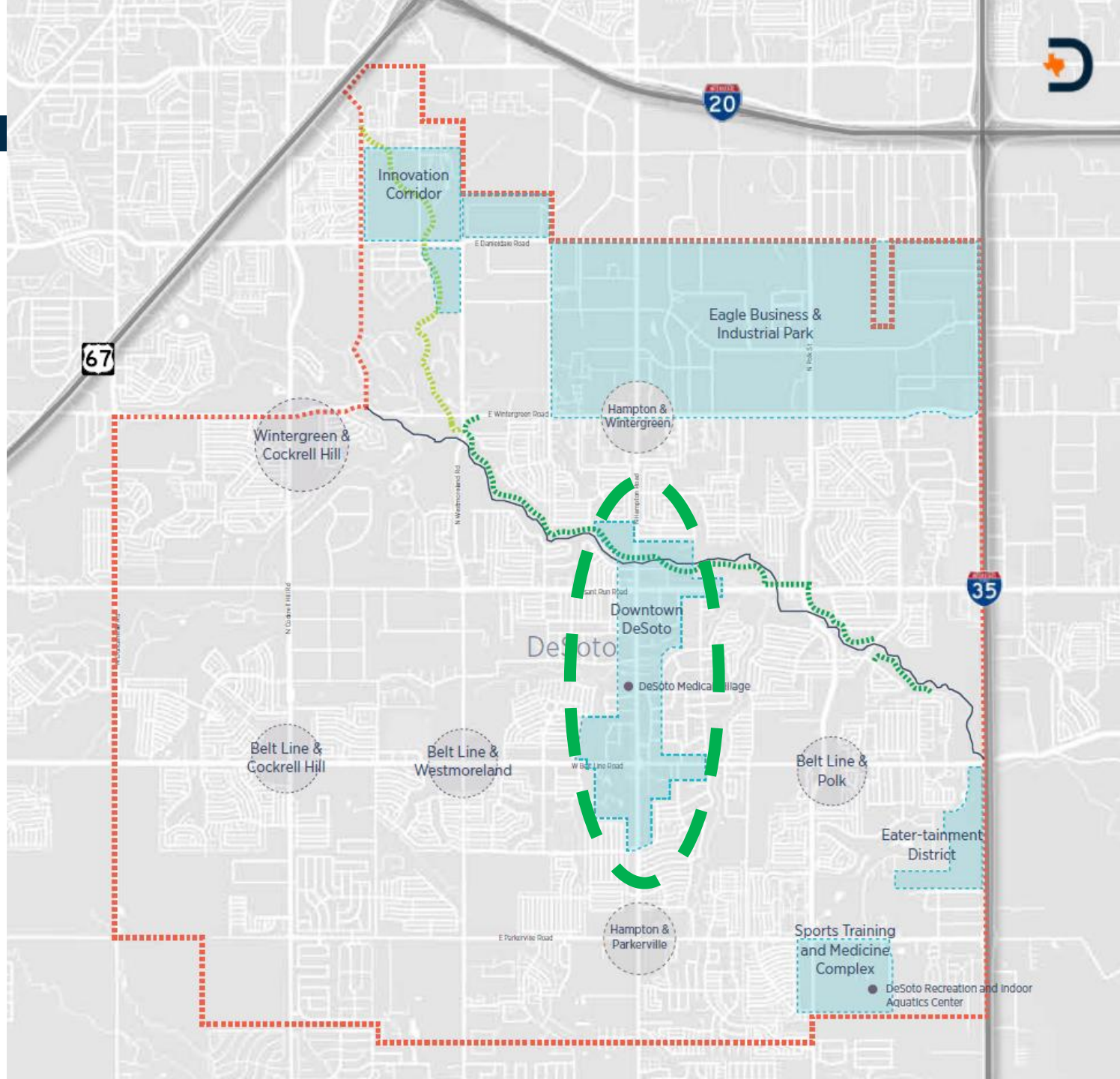
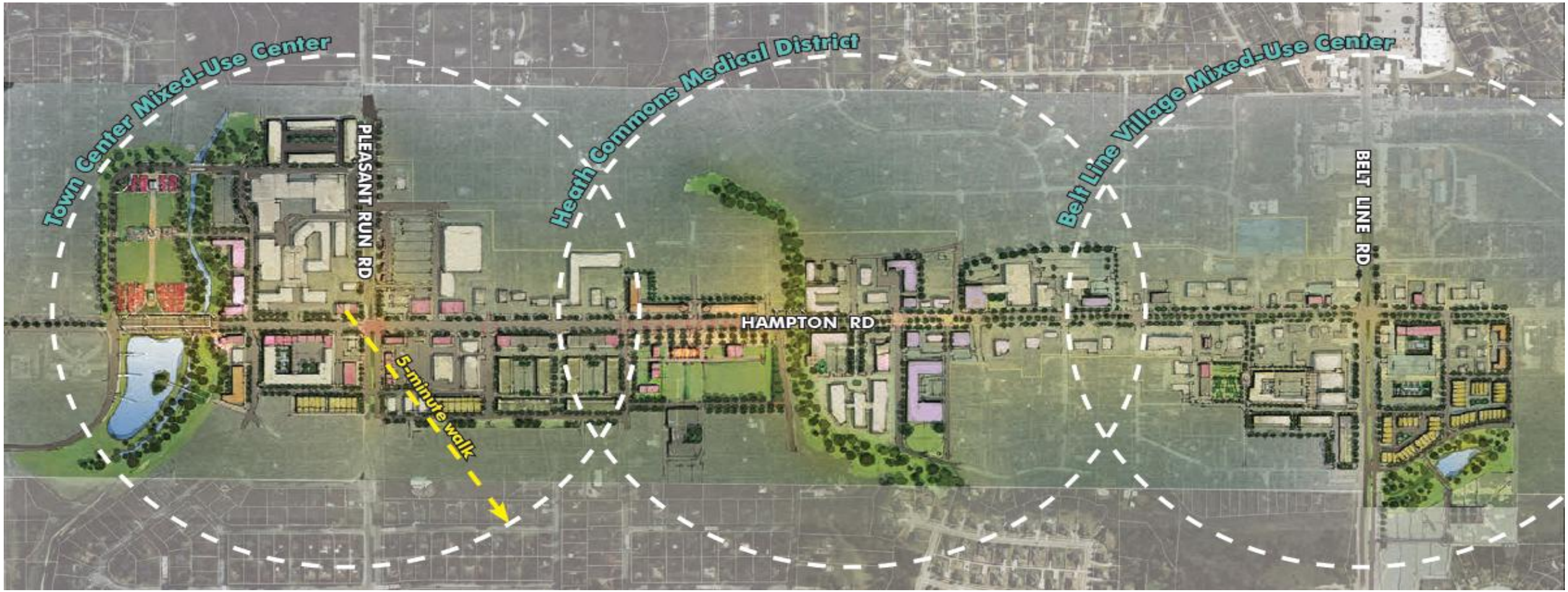


Hampton Road Corridor



Walkability | Placemaking | Connectivity | Green Streets | Cultural Preservation

EnvisionHamptonRoad.com

DeSoto TEXAS

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

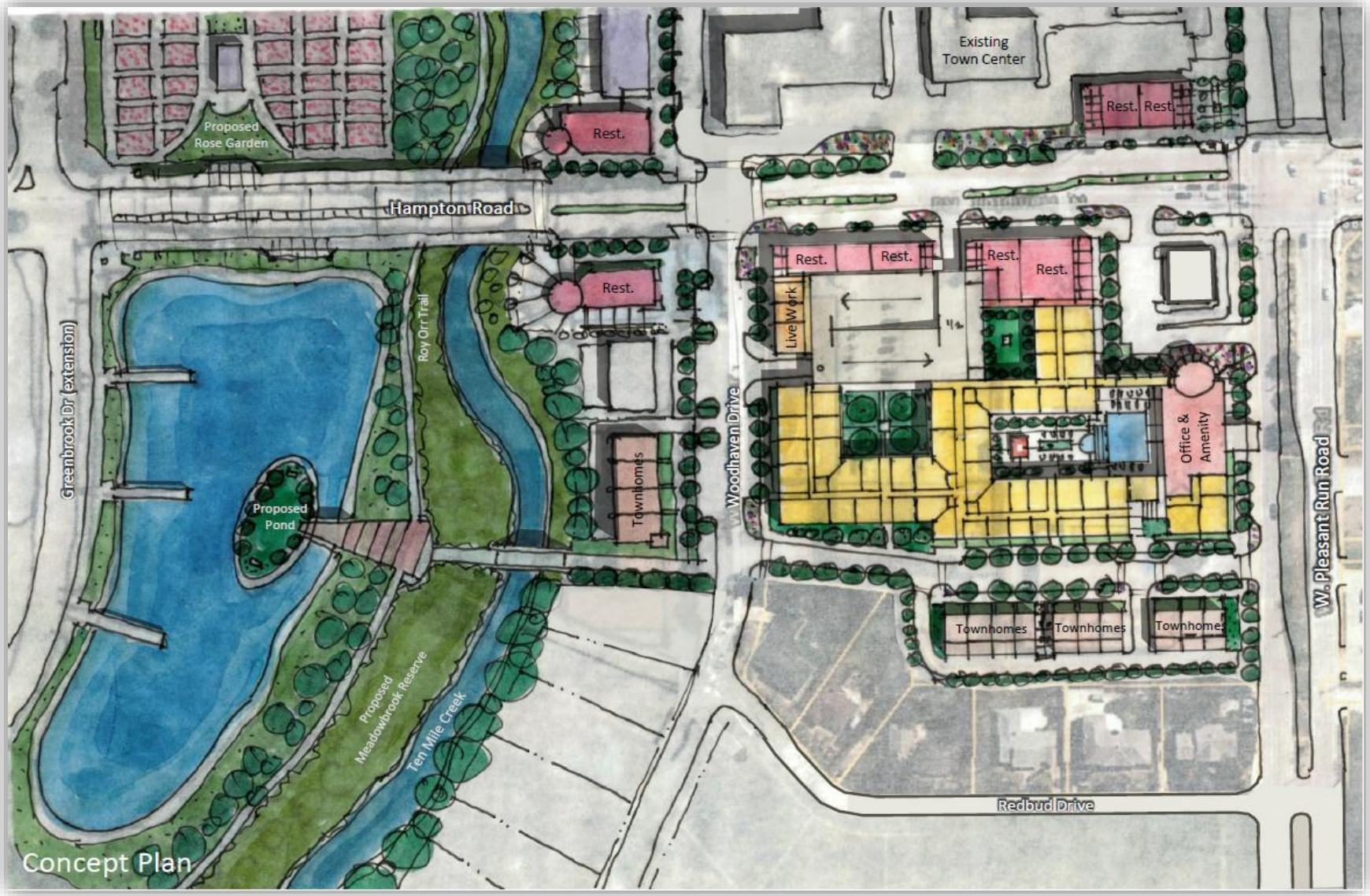
DeSoto — TEXAS —

Hampton Commons - Conceptual

- Generate New Market Comparable to Spur Further Redevelopment Northward
- Provide a Key "Entry Experience" into the City's Center District
- Leverage Public Property to Create the Development District
- Create a Memorable Destination and Community Experience
  - Restaurants
  - Retail
  - Offices
  - Townhomes
  - Green Bioway

Hampton Town Center - Conceptual

- Expand Current Development Footprint Westward and Northward
- Provide Key "Entry" Experience into the City's Center District
- Blend of Private Uses Including Retail/Restaurant, Small Office and Residential
- Delivers New and Exciting Public Programming Along Ten Mile Creek
  - Rose Gardens
  - Public Art Installations
  - Natural Reserve & Pond
  - New Streetscape



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

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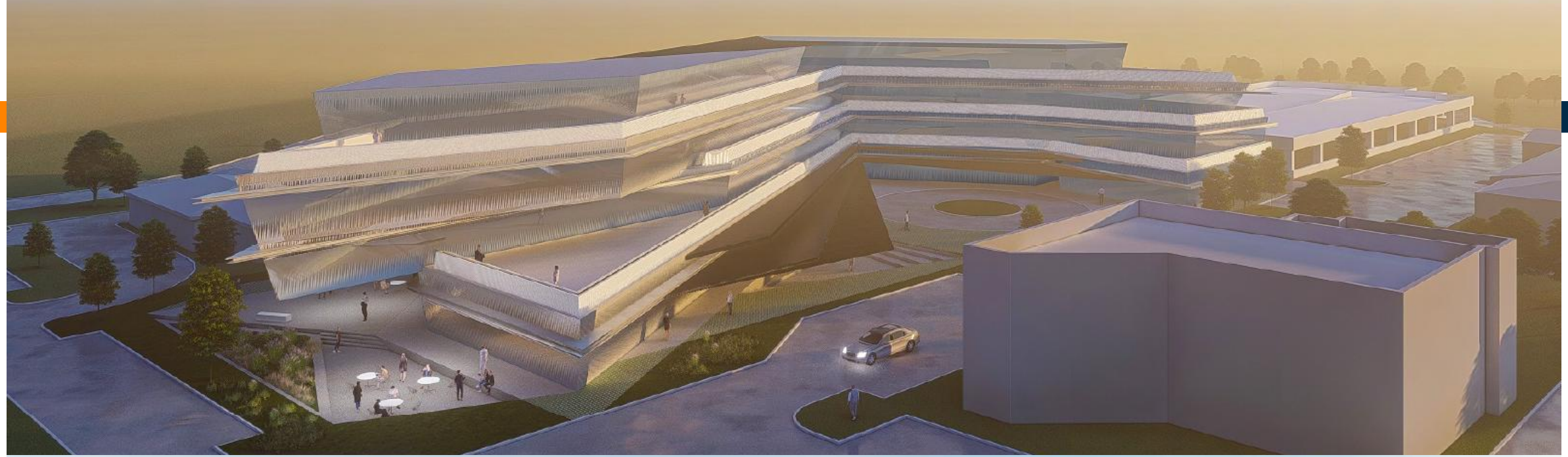

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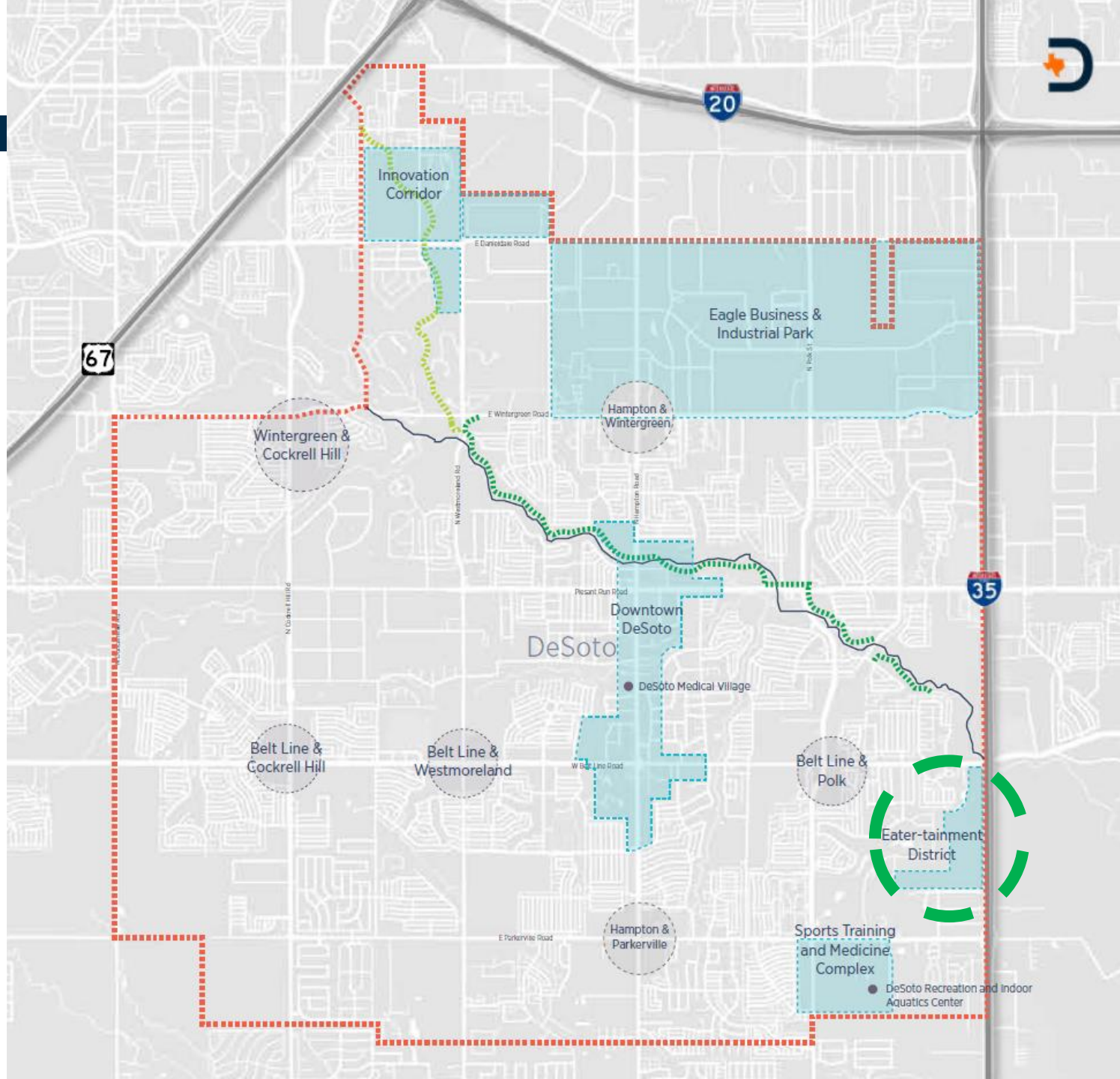
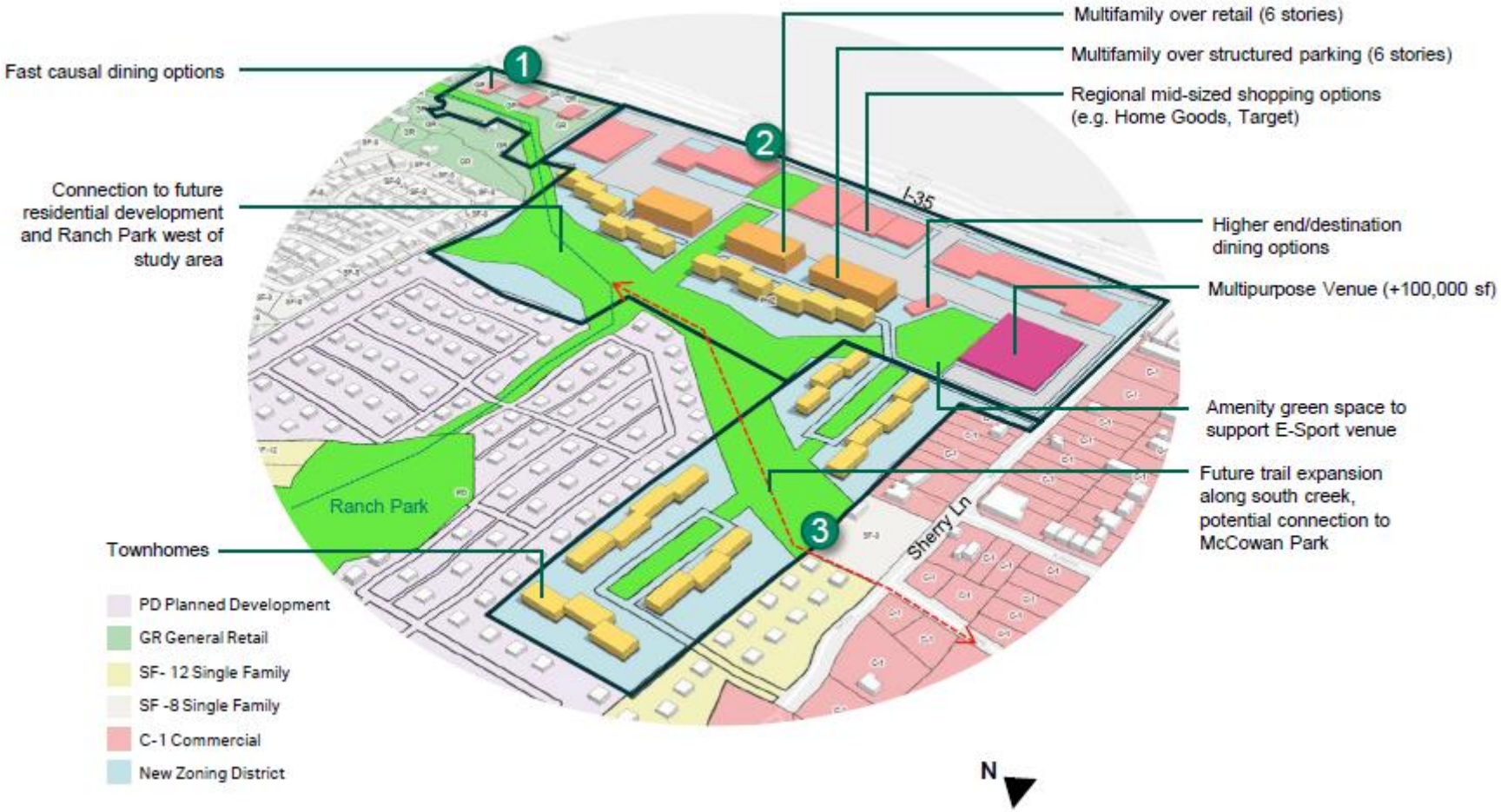


Eater-tainment District - Conceptual

- This district is situated with a large frontage along the busy 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

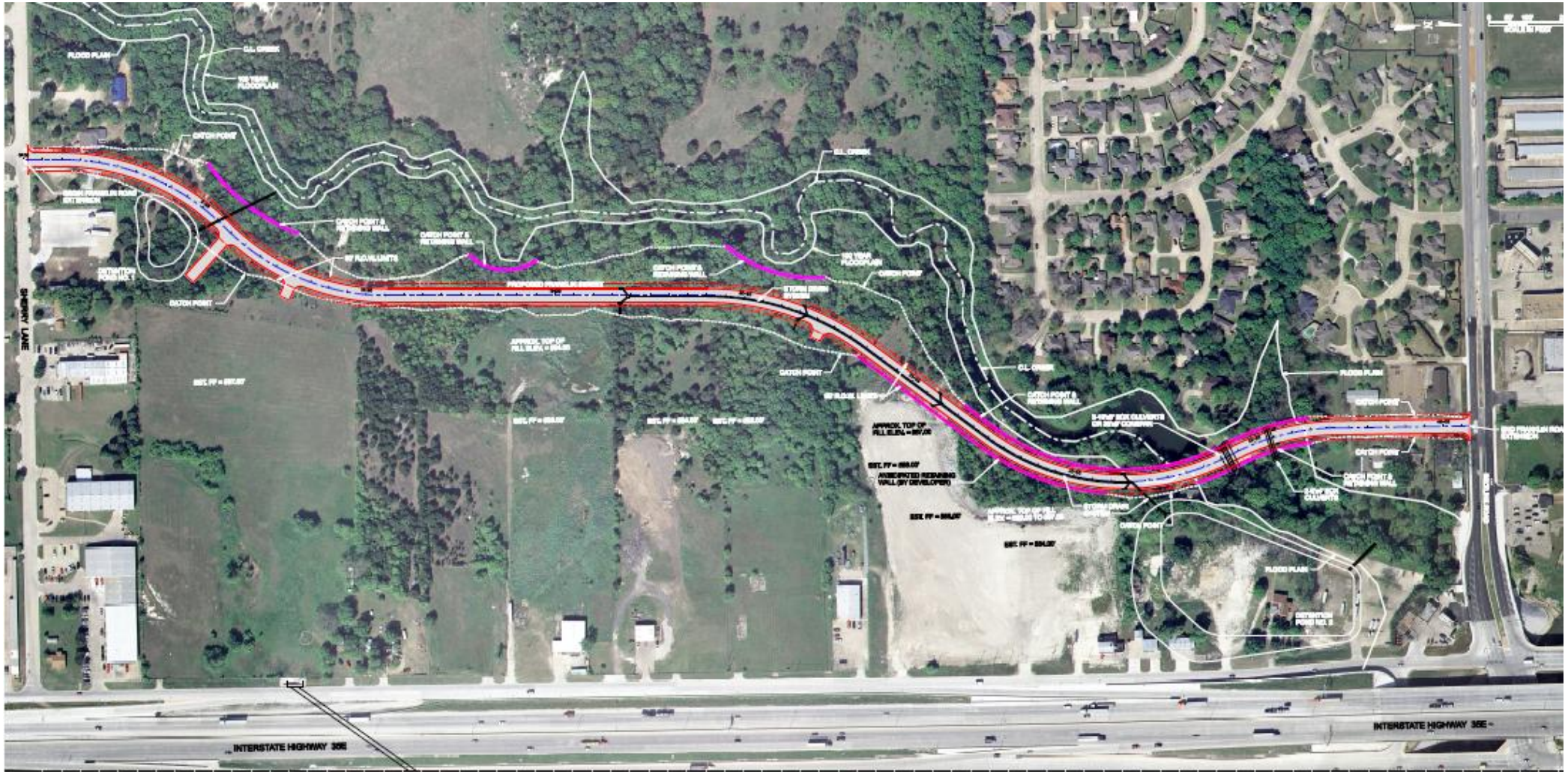
Eater-tainment District - Conceptual

- 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 and natural open space network and provide connections to other parks and amenities in the community.



DeSoto TEXAS

Eater-tainment District - Conceptual



DeSoto TEXAS

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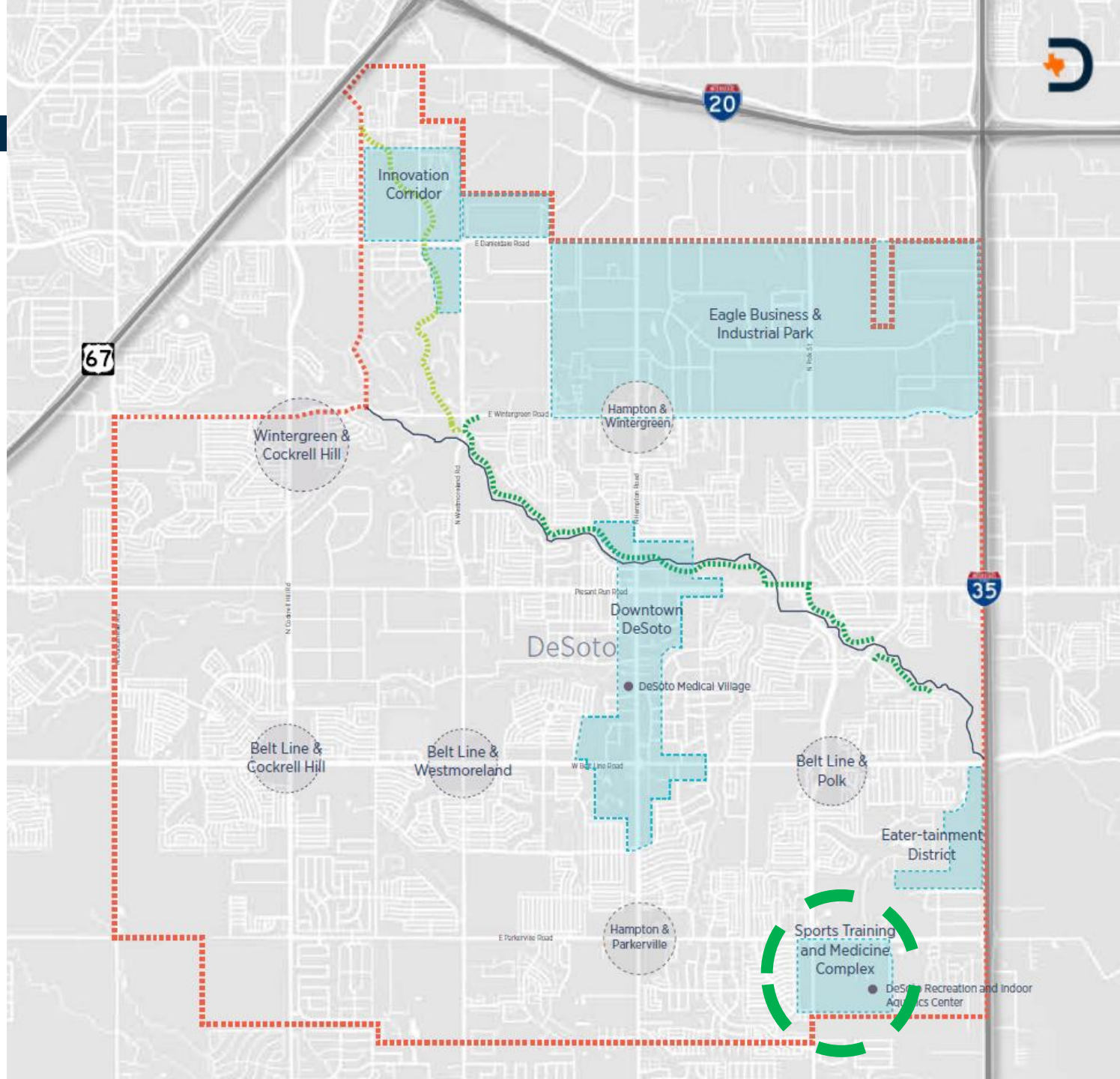
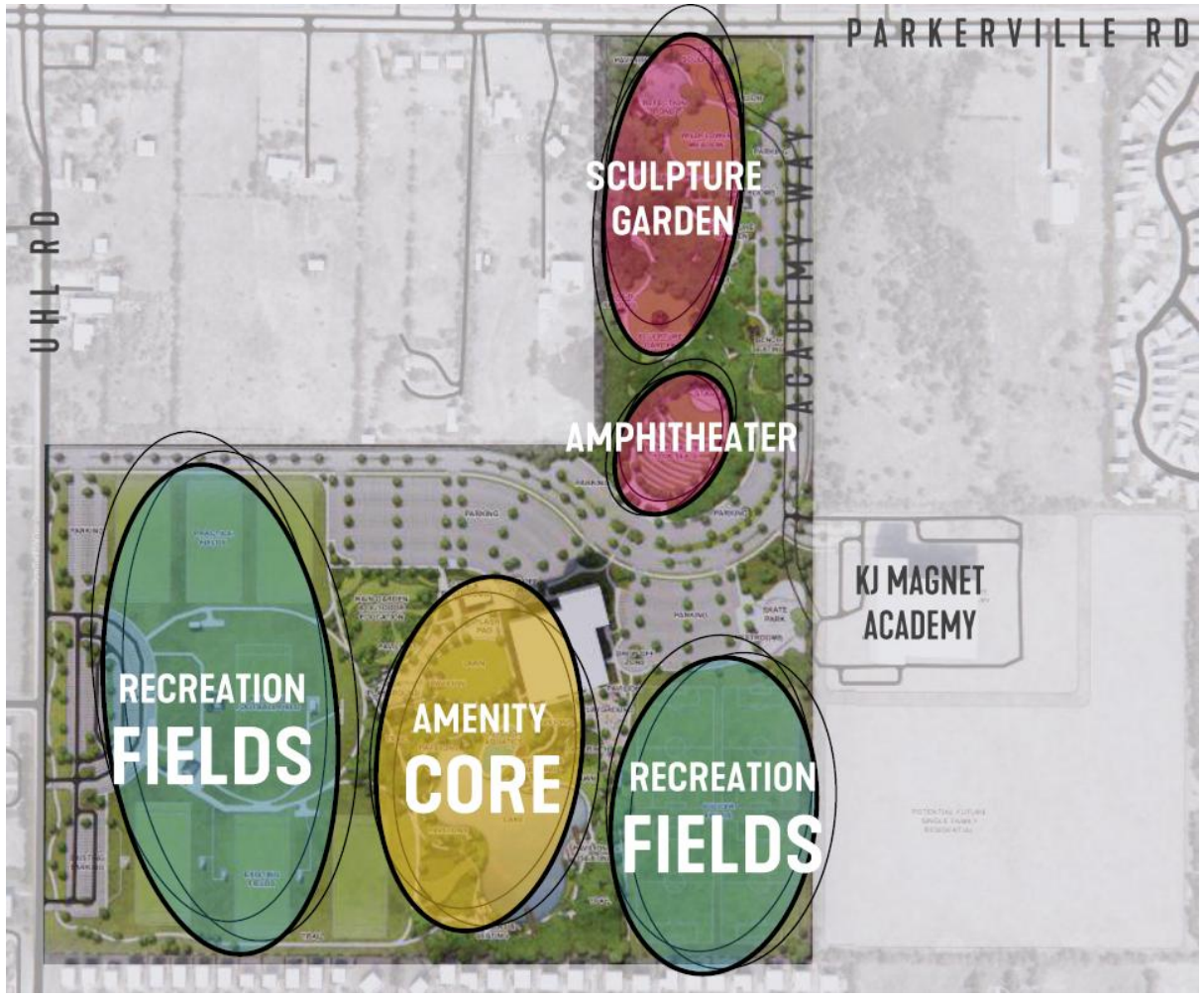


Curtistene S. McCowan Park Masterplan

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



DeSoto TEXAS

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 (Aquatics and Recreation 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.

Manhattan Construction Group

POST L GROUP

KAI

DeSoto TEXAS

Aquatics and Recreation Center

DeSoto
TEXAS

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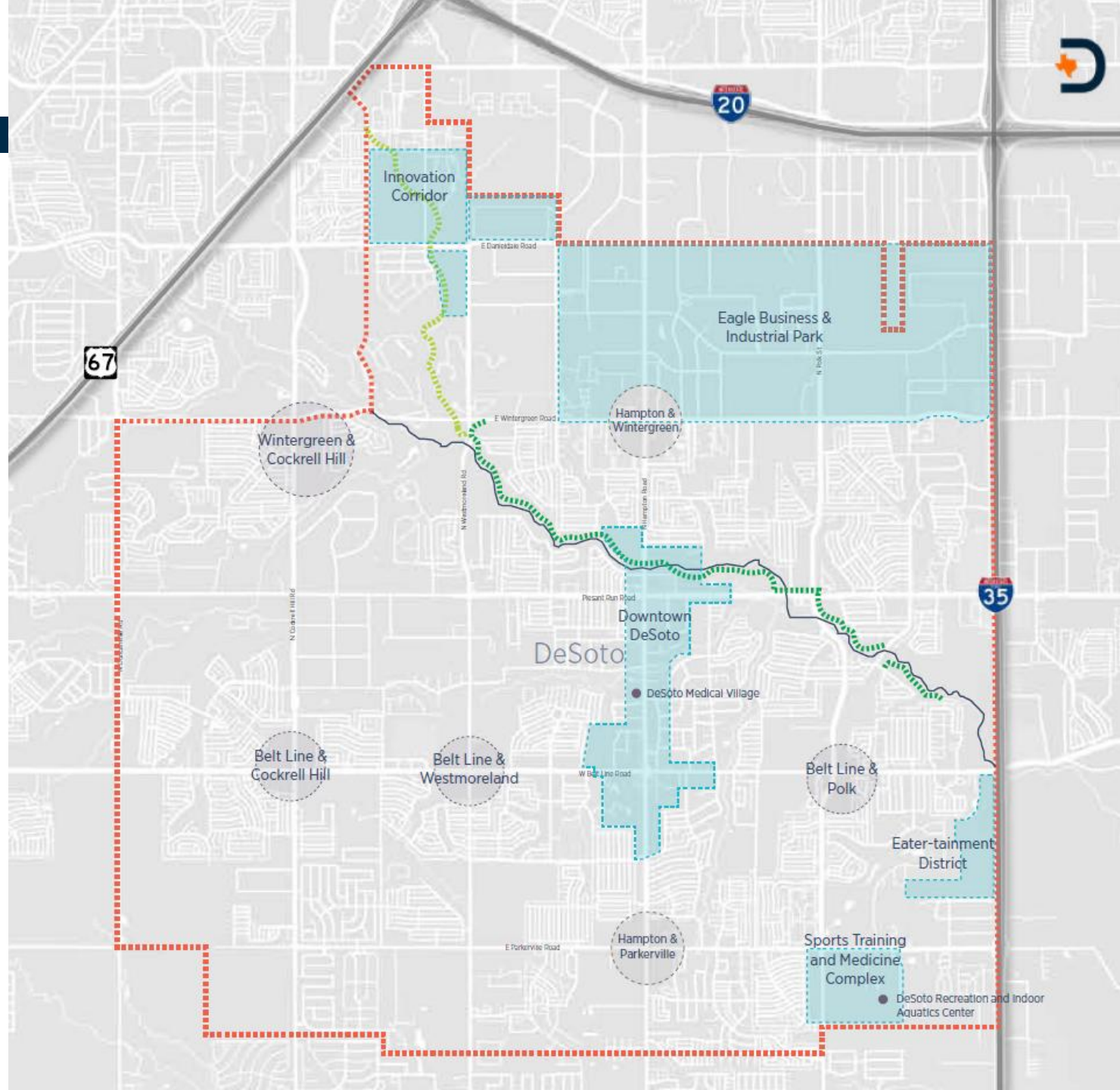

Where Do We Grow From Here?

- 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.

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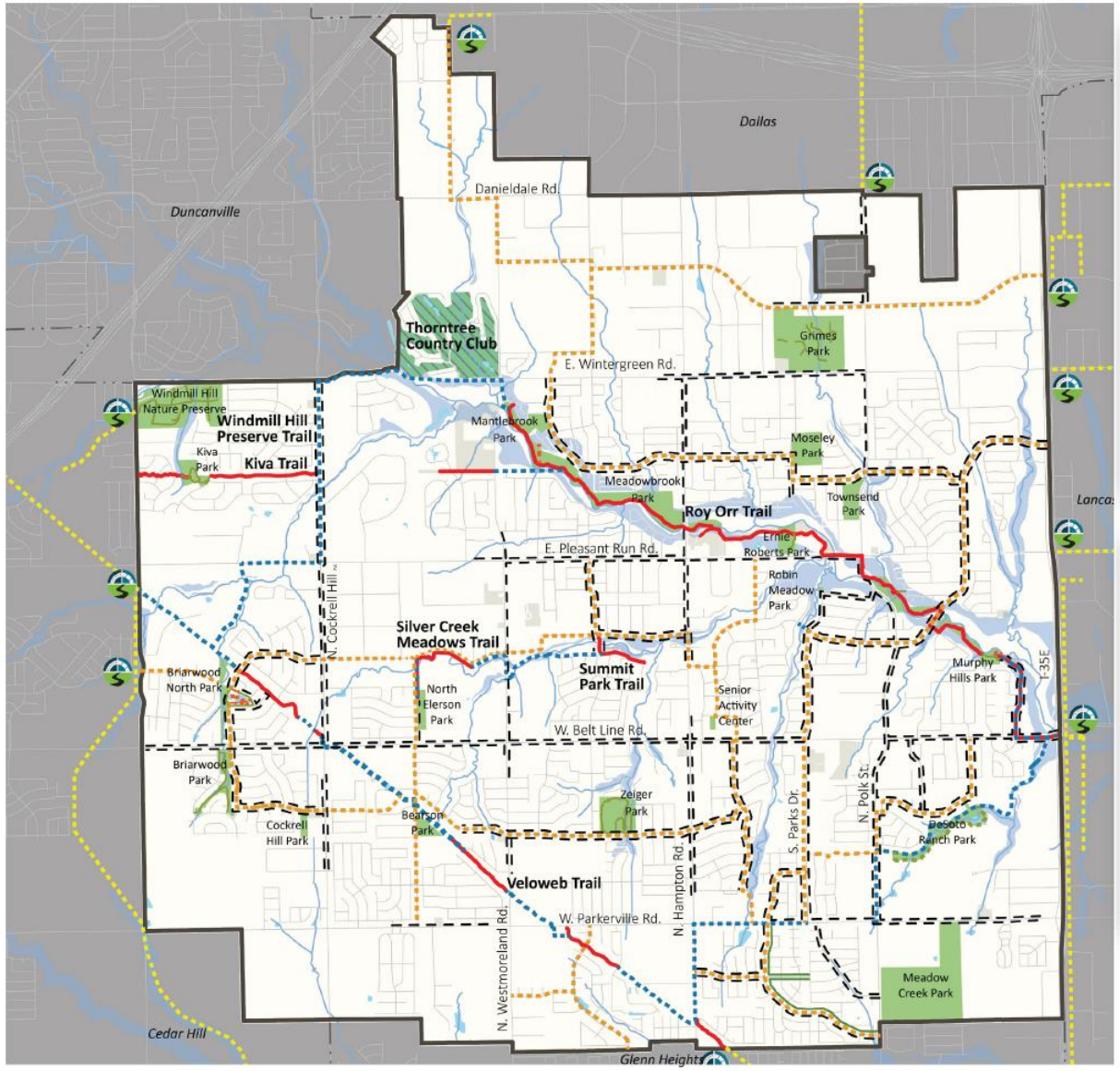
TEXAS

Parks, Recreation, Open Space & Trails Master Plan

LEGEND:

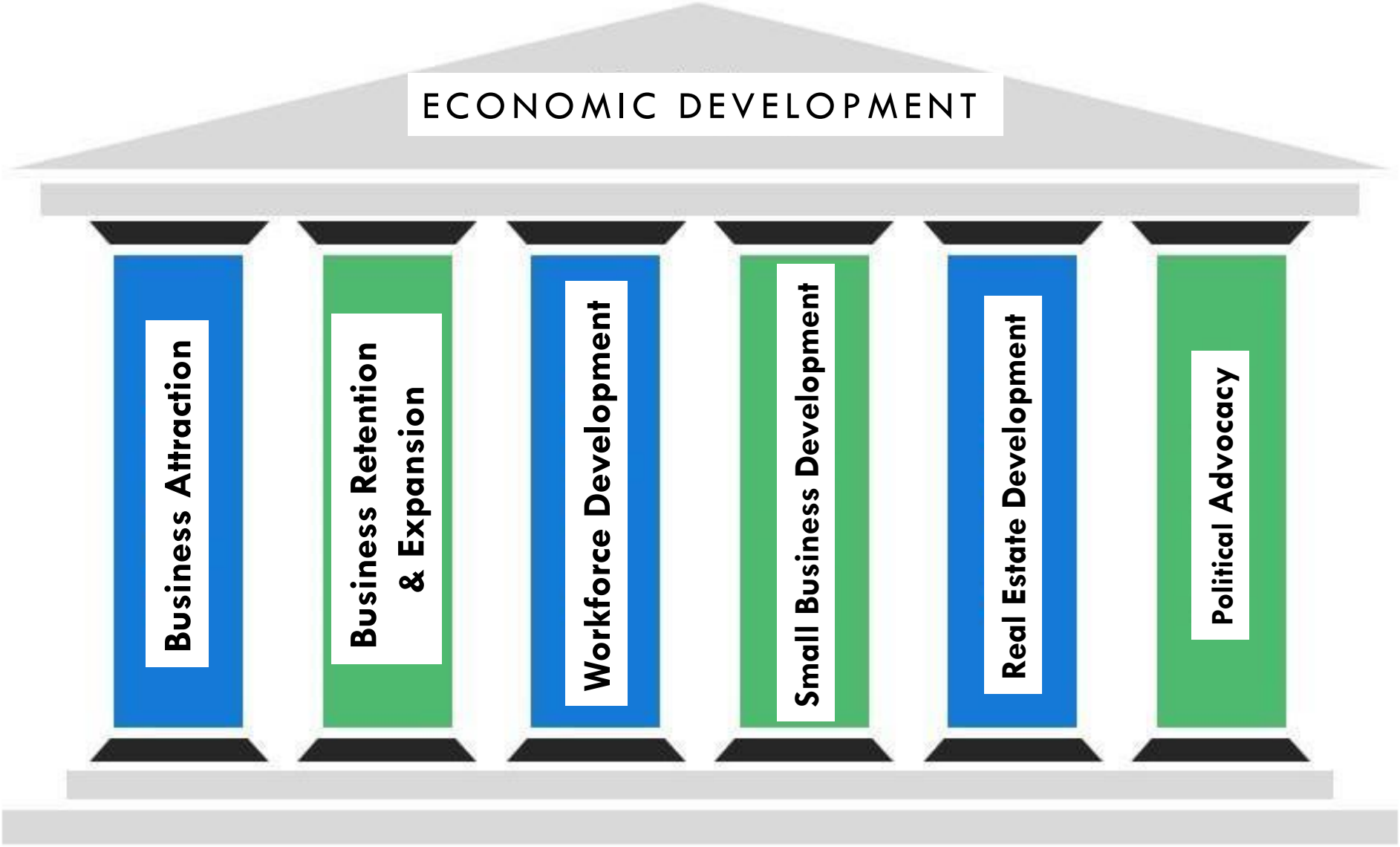
- Existing Trails
- Sidewalk
- Park Trails
- Future On-Street Bike Route
- Future Off-Street Trail
- Future Adjacent City Trail & Bke Route
- Trail Connection to Neighborhing City
- Existing Parks
- City Boundary
- Flood Zone
- Golf Club
- Water Bodies
- Creeks



Proposed and Future Trails
Map 6

DeSoto TEXAS

Pillars of Economic Development



Economic Development Strategy – Getting to a YES!

"Economic Development is a **PROCESS** – not an **EVENT**."

DeSoto TEXAS

Engaging Across the Region

DRC
DALLAS REGIONAL CHAMBER

THE COUNTY OF DALLAS
STATE OF TEXAS

DAC
DESOTO AREA CHAMBER

TEAM TEXAS

INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL

THE DEC NETWORK

BIONTX

THBI
TEXAS HEALTHCARE & BIOSCIENCE INSTITUTE

TEXAS WORKFORCE COMMISSION

WORKFORCE SOLUTIONS
GREATER DALLAS

TEDC
TEXAS ECONOMIC DEVELOPMENT COUNCIL

DALLAS COLLEGE

DESOTO INDEPENDENT SCHOOL DISTRICT

North Central Texas Council of Governments

TEXAS Economic Development Corporation

BSW
BEST SOUTHWEST PARTNERSHIP
Where Growth and Opportunities Meet

ONCOR

IIPOD
International Inland Port of Dallas

DeSoto TEXAS

Small Business Support

THE DEC NETWORK

DESOTO AREA CHAMBER

DESOTO DEVELOPMENT CORPORATION TEXAS

The Team

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Project Coordinator
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