

# 23<sup>rd</sup> Annual Economic Development Summit





**Mark Kuneman**

**DDA Chairman**

**Merry Munson Wyatt**

**DDF Chairwoman**

**Welcome to the Summit!**





# DDA Board Members



Mark Kuneman  
Chairman



Charles Pool



John Hoover



Janet Gott Douglass



David Spindle



# DDF Board of Directors



Merry Munson Wyatt  
Chairwoman



Dr. Chad  
Cruce



Sarah  
Bergeron



Dr. Molly  
Harris



Mac  
Miles



Spence  
Redwine



Rhonda  
Borgne



Adam  
Doty



DeeAnn Abner



Brad Sylvester



D.C. Ramsey



Tom Gissler



# DDA Staff



Tony Kaai,  
President



Rebeckah Flanagan,  
Vice President of  
Operations



Tiffany Barney-Harolds,  
Vice President of  
Business Development

*TONY  
KAAI*

---

*BUILDING A  
COMMUNITY  
FOR 25 YEARS*



*JUNE  
1,  
2000*

## Tony Kaai

was hired as President of the  
Business and Industrial Foundation of  
Denison, Inc.,  
and  
Denison Industrial Foundation, Inc.

Shortly after being hired, Tony changed the names  
of these two non-profit organizations respectively  
to:

Denison Development Alliance (DDA)  
and  
Denison Development Foundation  
(DDF),

to focus on the development of Team Denison.





# *DURING THE FIRST TEN YEARS:*

- Tony facilitated big projects coming to Denison such as:
  - Kwikset (now Assa Abloy)
  - Ruiz Foods
  - Florestone, etc.
- He aided the DDA in acquiring land for the Foundation Business Park for future industry and manufacturing in Denison.
- He was instrumental in creating a vision for the Downtown area that would attract residents and visitors to Downtown Denison.
- His desire to acquire the Johns Manville plant at US Highway 75 near the Oklahoma Border sent him on a decades-long search to find the owner after the plant shut down in the early 1980s.





## *DURING THE NEXT TEN YEARS:*

- He aided the Denison Development Foundation to acquire the Eisenhower Business Center to help create income to incentivize
  - small business growth,
  - fund grants for targeted business such as the Destination Creation Grant, and
  - fund the alley access grant for Downtown businesses affected by the D3 construction on Main Street.
- With the help of the DDF he closed a deal to bring HeyDay Entertainment to Gateway Village, which helped attract more family entertainment venues such as Urban Air.
- He implemented the façade grant program to renovate the downtown corridor to historic standards.
- He implemented the fire suppression grant to hopefully prevent another catastrophic fire, which occurred to Downtown Denison on October 9, 2019.
- He aided the DDA in acquiring the Johns Manville property from the owner who was physically located in California.

## *DURING THE PAST FIVE YEARS:*

- He aided businesses through the implementation of an E-Commerce Grant to overcome the challenges of the COVID shutdowns and become E-Commerce capable.
- He has sold all land in the Foundation Business Park to industries and manufacturers that plan to bring primary jobs to Denison.
- He has been instrumental in bringing several targeted businesses to Denison, specifically to the Downtown area, to help it thrive.
- He has overseen bringing infrastructure to DDA owned properties to prepare them for future development, including water, sewer and roads.
- After years of extensive demo and clean up to the Johns Manville plant, the Johns Manville site is now ready for future development, a feat that only Tony Kaai could pull off!





*TONY'S MOST IMPORTANT  
PRIORITIES BEYOND DENISON*



*FUN TONY KAAI  
FACT:*

*THE FISH MURAL  
NEAR THE DDA/DDF  
OFFICE WAS  
FINISHED  
ON  
APRIL 4, 2024...*





# *TONY'S BIRTHDAY!*

*(THE ADDITION OF TONY'S NAME  
TO THE BOAT WAS ENTIRELY HIS  
STAFF'S IDEA!)*

# *HAPPY 25<sup>TH</sup> ANNIVERSARY FROM THE ENTIRE GANG!*

## DDA Board:

Mark Kuneman – Chairman

Charles Pool – Vice Chairman

David Spindle – Member

Janet Gott Douglass – Treasurer

John Hoover – Secretary

## DDA Crew:

Tiffany Barney-Harolds – Vice President of Business Development

Rebeckah Flanagan – Vice President of Operations

## DDF Board:

Merry Munson Wyatt –  
Chairwoman

Dr. Chad Cruce – Vice Chairman

Sarah Bergeron – Treasurer

Mac Miles - Secretary

Dr. Molly Harris – Past President

DeeAnn Abner – Member

Adam Doty - Member

Rhonda Borgne – Member

Spence Redwine – Member

Tom Gissler – Member

D.C. Ramsey – Member

Brad Sylvester – Member

Dr. Michael Courtright – Senior  
Member

David Pryor – Senior Member

Bill Retz – Senior Member

Robert Sylvester – Senior Member

Robert Crawley – Senior Member

John Bullard – Senior Member

*AWARD  
TIME!*

Thank you, Tony,  
for your 25 years  
of service to the  
Denison  
Community!

(and for your wonderful service to the DDA  
office in exterminating the rat that plagued  
our office for many months...)









**Diana Theall, IOM**

**President/CEO,  
Denison Area  
Chamber of  
Commerce**

**Taking Care of Business**



# HOW TONY KAAI REALLY CATCHES FISH

*Antoyings TV*





**AREA CHAMBER OF COMMERCE**

***"PROMOTE AND SERVE OUR BUSINESSES AND THE COMMUNITY"***

***THE VOICE OF BUSINESS, THE HEART OF THE COMMUNITY***

Welcome  
637  
TOTAL  
MEMBERS

*Thank you for your investment in our community*



Welcome  
118  
NEW  
MEMBERS

*Thank you for your investment in our community*



CONNECTING BUSINESSES AND ORGANIZATIONS

# RIBBON CUTTINGS

THE COMMUNITY AND FUTURE PARTNER AND CLIENTS

50+





CONNECTING BUSINESSES AND ORGANIZATIONS

**MAIN  
EVENTS**

THE COMMUNITY AND FUTURE PARTNER AND CLIENTS

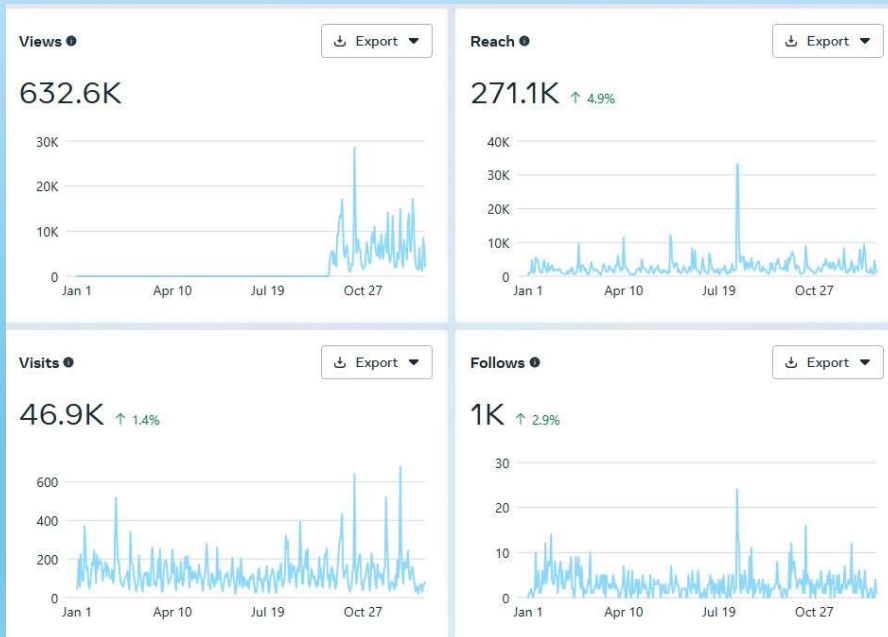
**30**

# SOCIAL MEDIA BY THE NUMBERS

## FACEBOOK/INSTAGRAM

### FOLLOWERS

9,147 FB/1,800 IG





# SCOTT SCHOLARS HOT COCOA COMPETITION

## 2024

## 6 YEAR TOTAL



*presented by*  
*Scott Middle School Scott Scholars*  **First United**  
SPEND LIFE WISELY<sup>®</sup>

*Hot Cocoa Competition*  
**2024 HOT COCOA COMPETITION**

 **LEGEND BANK**  
 **First State Bank**

**GRAND TOTAL**

**\$15,913.90**

 **FTNB**  
First Texas National Bank  
 **Simmons Bank**  
MEMBER FDIC



*presented by*  
*Scott Middle School Scott Scholars*  **First United**  
SPEND LIFE WISELY<sup>®</sup>

*Hot Cocoa Competition*  
**2024 HOT COCOA COMPETITION**

**GRAND TOTAL FOR 6 YEARS**

**\$83,291**



**EXCITING  
ANNOUNCEMENT!!!**



STATE OF TEXAS | GOVERNOR'S

**SMALL BUSINESS  
SUMMIT**







**Dr. David Kirkbride**

**Superintendent,  
Denison ISD**

**Denison ISD – Ahead of the Curve**



DENISON ISD  
***AHEAD OF  
THE CURVE***



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2023 **DENISON ISD**

**BOND**

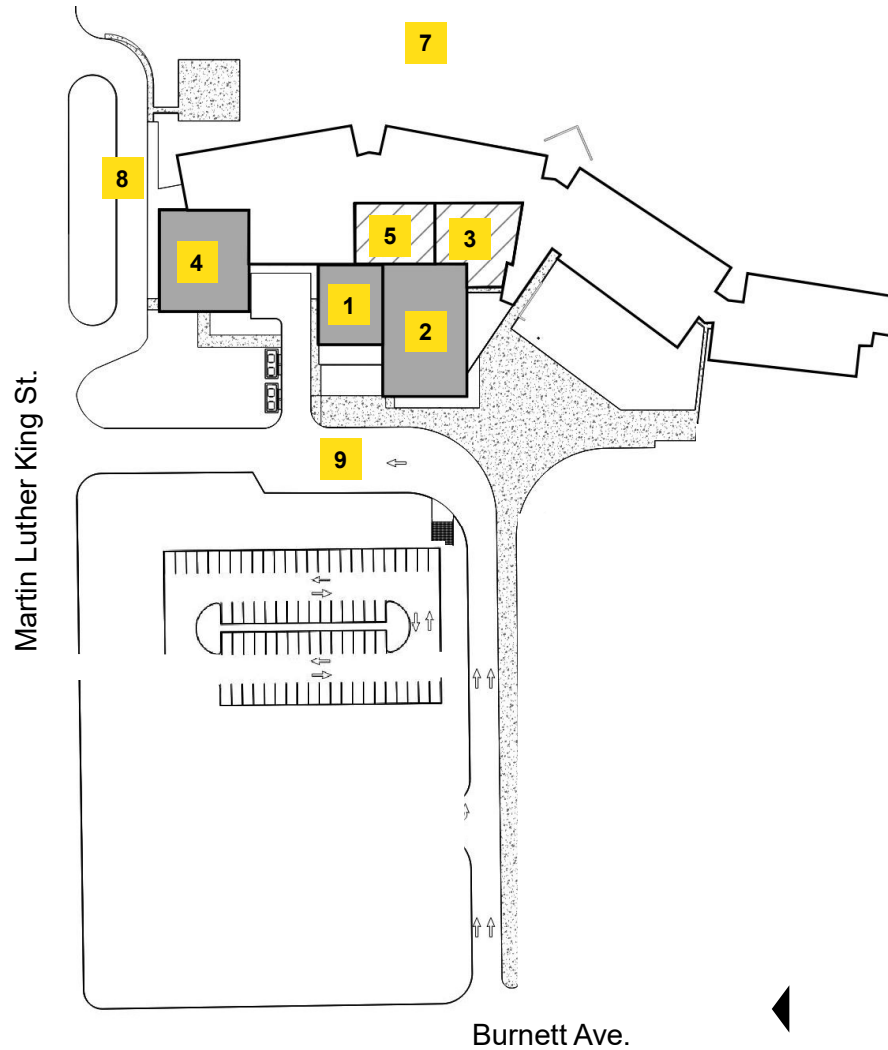
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HONORING. EMBRACING. INSPIRING



# Terrell Site Plan

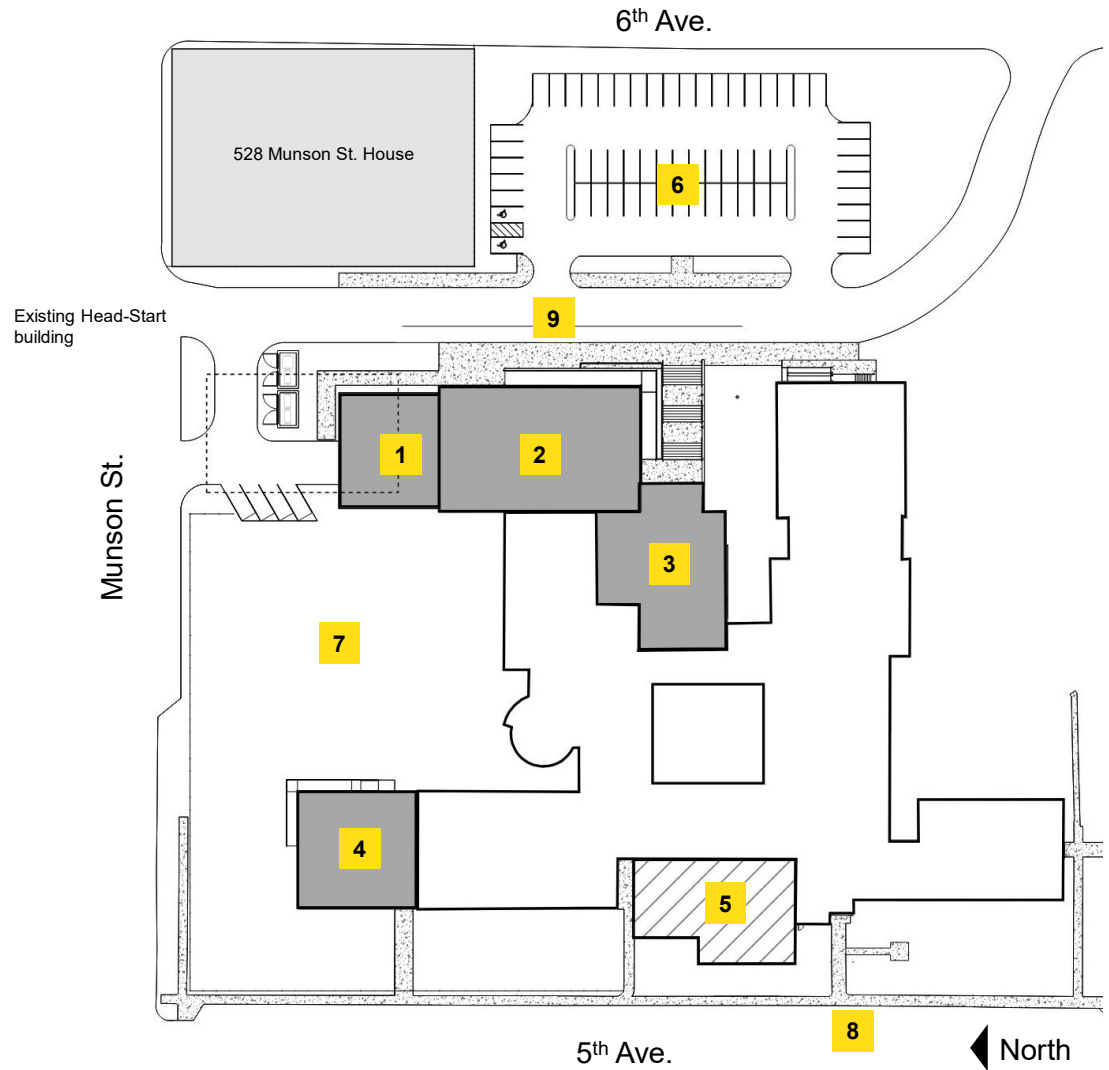
- 1 KITCHEN ADDITION
- 2 CAFETERIA ADDITION
- 3 ADMIN RENOVATION
- 4 STORM SHELTER/ CLASSROOM ADDITION
- 5 RENOVATED LIBRARY
- 6 NEW PARKING LOT
- 7 PLAYGROUNDS
- 8 BUS DROP-OFF
- 9 PARENT DROP-OFF





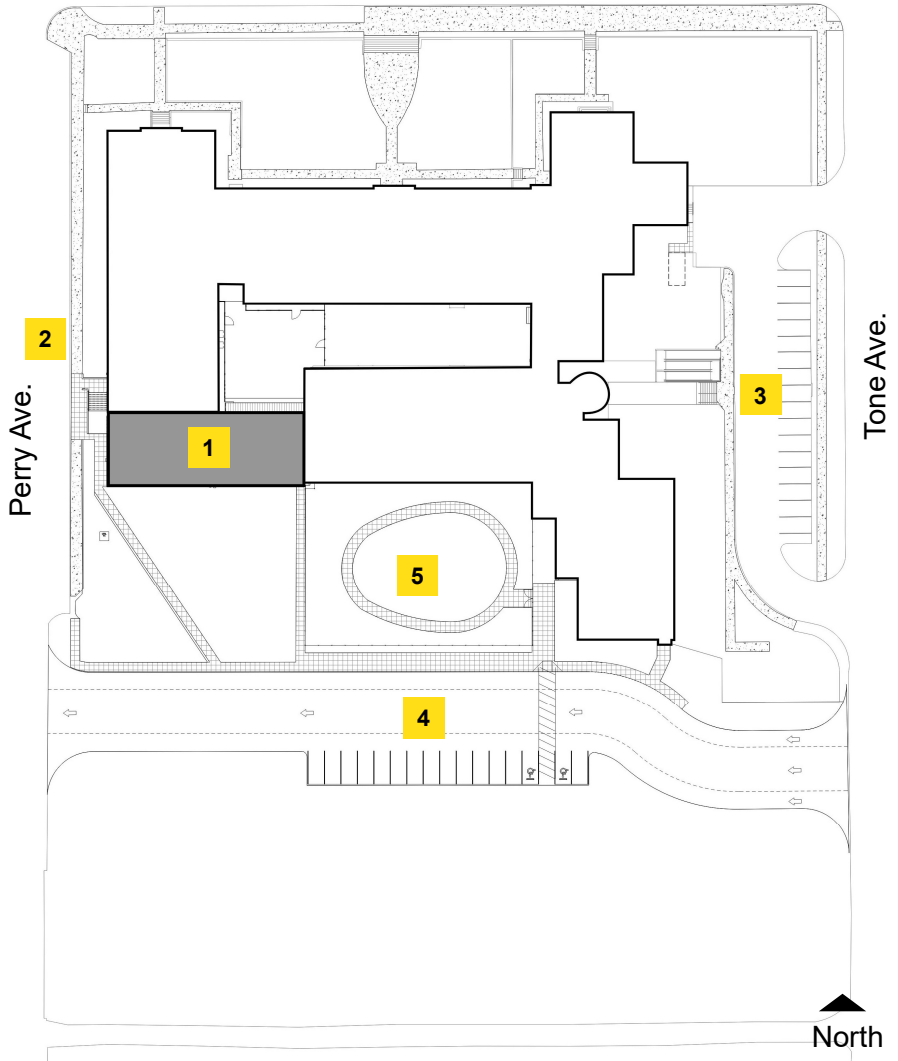
# Lamar Site Plan

- 1 KITCHEN ADDITION
- 2 CAFETERIA ADDITION
- 3 ADMIN ADDITION
- 4 STORM SHELTER/ CLASSROOM ADDITION
- 5 RENOVATED CLASSROOMS
- 6 NEW PARKING LOT
- 7 PLAYGROUNDS
- 8 BUS DROP-OFF
- 9 PARENT DROP-OFF



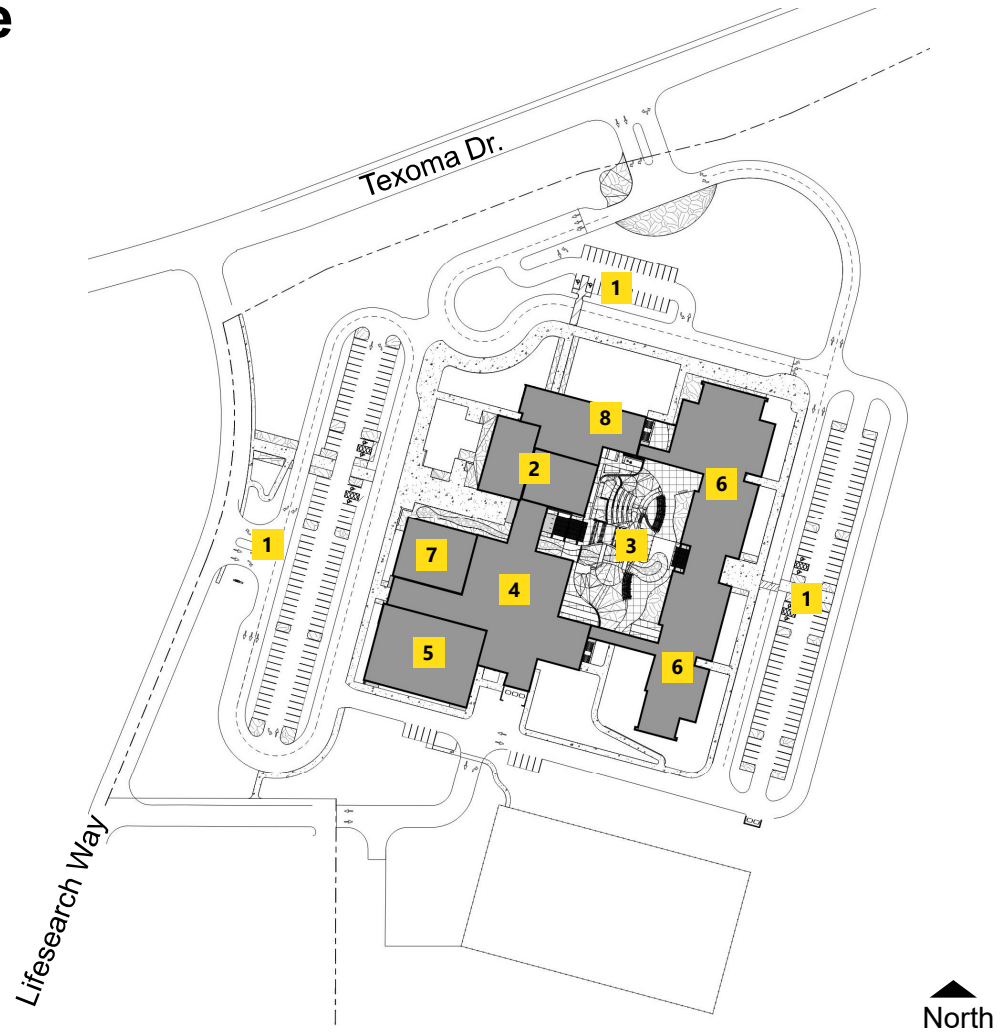
# Houston Pre-K Site Plan

- 1 STORM SHELTER/ CLASSROOM ADDITION
- 2 BUS DROP-OFF
- 3 PARENT DROP-OFF
- 4 NEW PARKING LOT AND DRIVES
- 5 PLAYGROUNDS



# New B. McDaniel Intermediate

- 1 DRIVES AND PARKING
- 2 ADMIN & LIBRARY
- 3 COURTYARD
- 4 CAFETERIA
- 5 GYM
- 6 CLASSROOM WING
- 7 FINE ARTS
- 8 SPECIAL EDUCATION



North

# New B. McDaniel Intermediate



## 2024-2025 DENISON ISD LONG-RANGE PLANNING COMMITTEE MEMBERS

### **Dr. George Hatfield (CO-CHAIR)**

Former DISD Assistant Superintendent

### **Mrs. Kelly Spiegel (CO-CHAIR)**

District Representative

### **Board Representatives**

**Ward 1** Wade Graves, Hal Hinton

**Ward 2** David Spindle, Megan Christensen

**Ward 3** Doug Brown, Tim Neal

**Ward 4** Jaimee Owens, Lyndsi Scott

**Ward 5** Patty Pool, Jayna Brown

**Ward 6** Kimberly Cassell, Diana Williams

**Ward 7** Spence Redwine, Melinda Parker

**Chamber of Commerce** John Akers

**City of Denison** Amy Lay

**Denison Development Alliance** Charlie Pool

### **Campus Representatives**

**Houston Elementary** Whitney Melton

**Hyde Park Elementary** Suzanne Hall

**Lamar Elementary** Caitlyn Stowers

**Mayes Elementary** Hillary Evans

**Terrell Elementary** Daisy Lindsey

**B. McDaniel Intermediate** Kari Piazza

**Scott Middle School** Ty Dehorney

**Denison High School** Meredith Doty

**Pathways High School** Jessica Atterbury

### **Principal Representatives**

**Elementary** Emily Barnett, Becky Suthers

**Secondary** Alvis Dunlap, Caleb Noble, Angela Butler

### **Teacher Representatives**

**Elementary** Laurie Alvarez, Joel Luper

**Secondary** Brooke Morrison, Rickey Thomas

### **At-Large**

#### **Members:**

Teresa Adams

Sherry Christie

Lance Claborn

Andru Gilbert

Horace Groff

Brian Hander

Jerry Hatfield

Jeff Humphrey

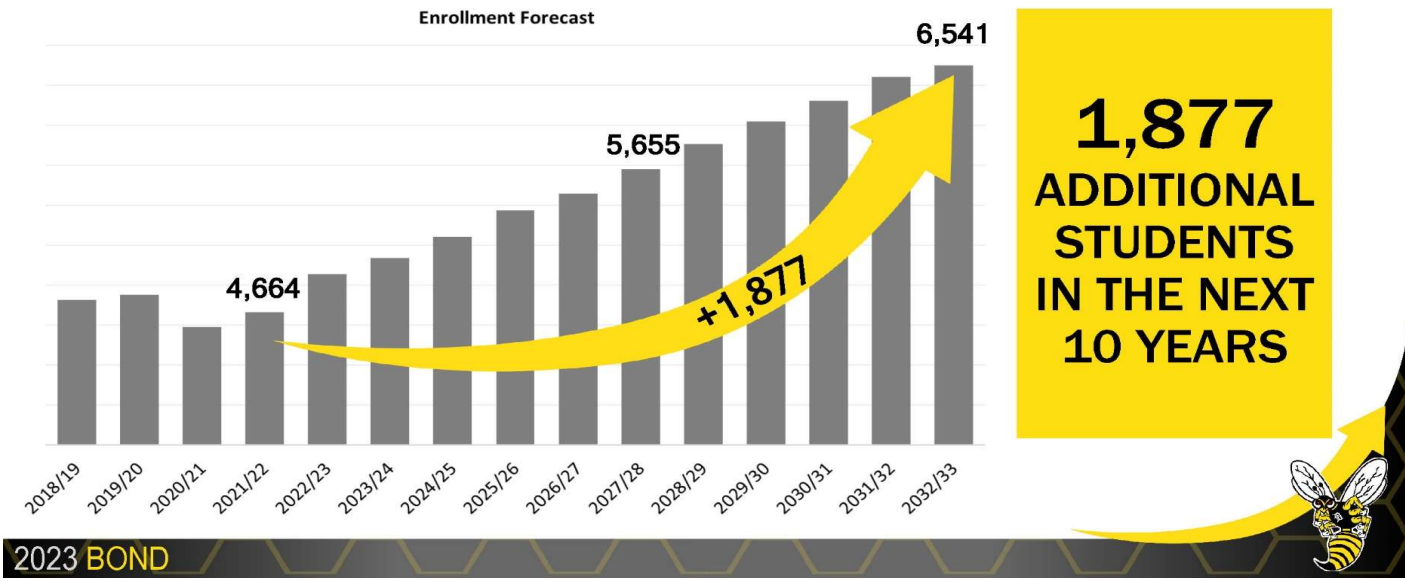
Tom Redwine

Kyle Uber

# March 2023

## DEMOGRAPHIC PROJECTIONS

### DEMOGRAPHICS & ENROLLMENT PROJECTIONS

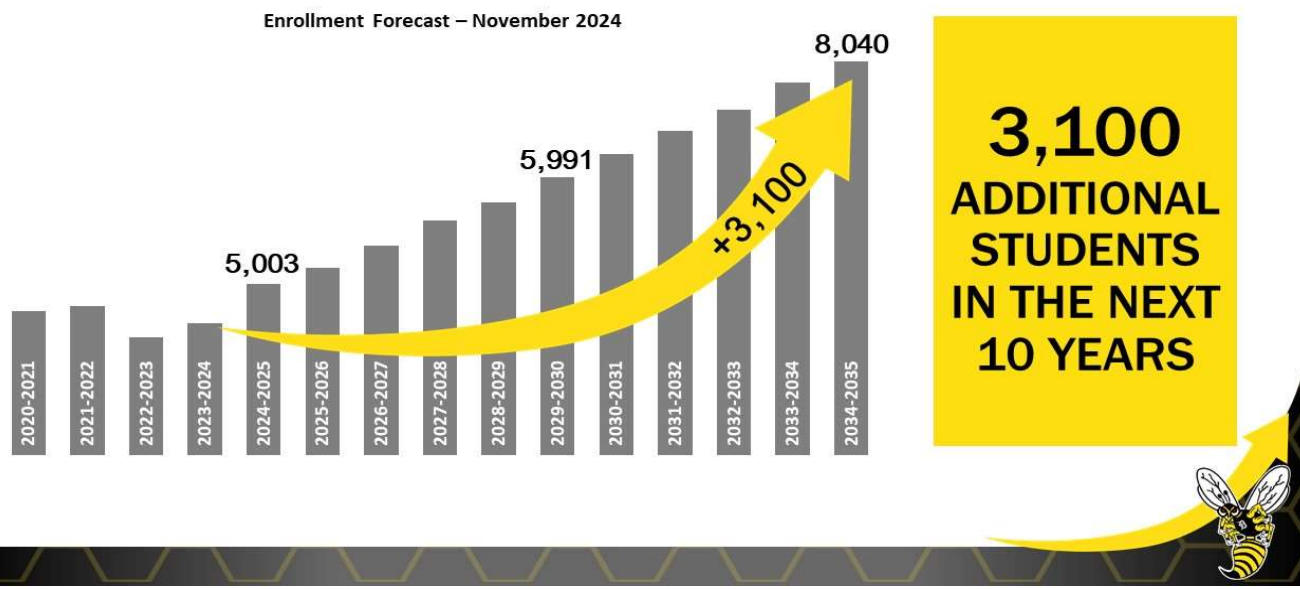


**6,541** TOTAL STUDENTS BY 2032

# November 2024

## DEMOGRAPHIC PROJECTIONS

### DEMOGRAPHICS & ENROLLMENT PROJECTIONS

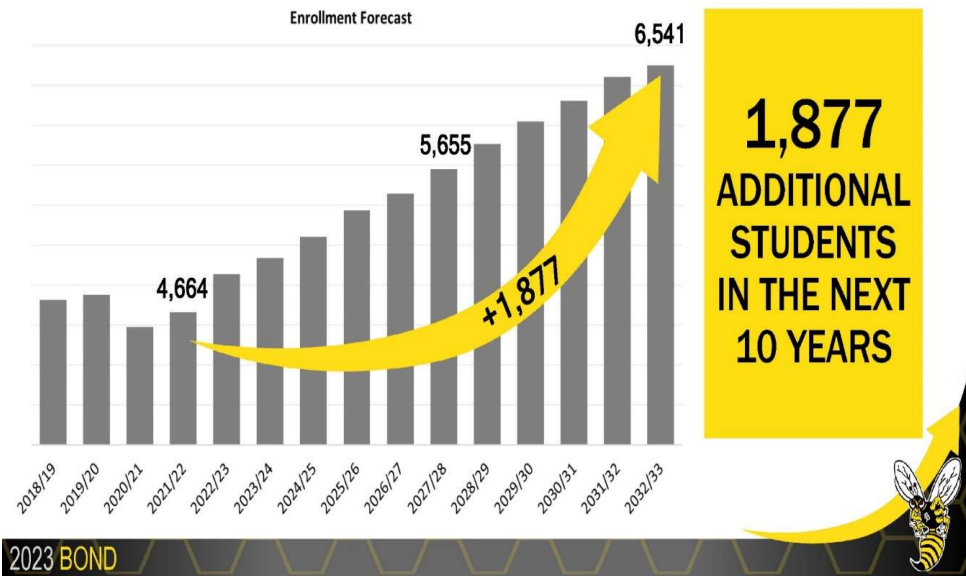


**8,040** TOTAL STUDENTS BY 2034

# March 2023

## DEMOGRAPHIC PROJECTIONS

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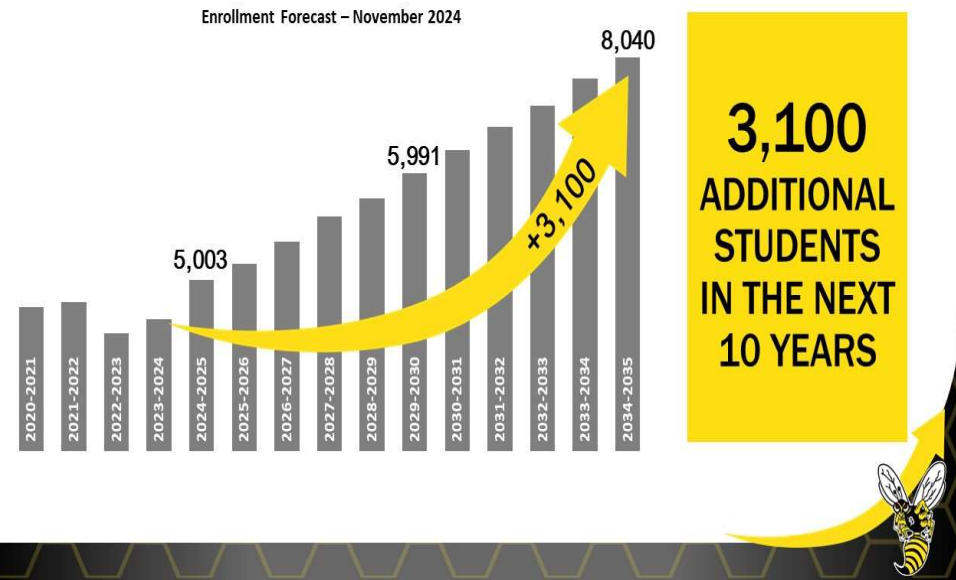


**6,541** TOTAL STUDENTS BY 2032

# Nov 2024

## DEMOGRAPHIC PROJECTIONS

### DEMOGRAPHICS & ENROLLMENT PROJECTIONS



**8,040** TOTAL STUDENTS BY 2034





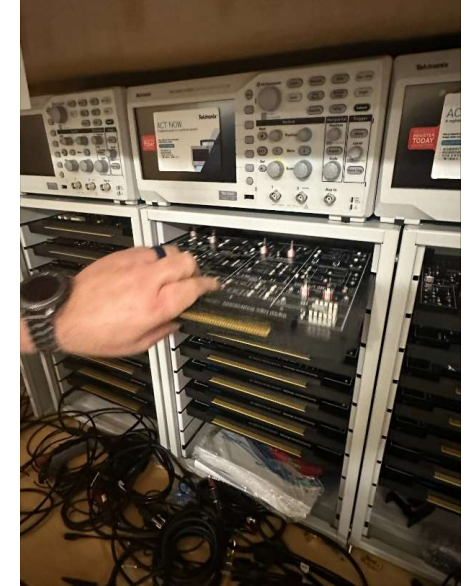
# Denison High School Engineering Lab

MADE POSSIBLE BY THE DENISON DEVELOPMENT ALLIANCE AND  
WORKFORCE SOLUTIONS TEXOMA WITH A GRANT OF \$244,000



# Denison High School Engineering Lab

*MADE POSSIBLE BY THE DENISON DEVELOPMENT ALLIANCE AND  
WORKFORCE SOLUTIONS TEXOMA WITH A GRANT OF \$244,000*



# Educate Texas

## District STEM Planning Grant

*Denison ISD*



**EDUCATE TEXAS**  
at COMMUNITIES FOUNDATION of TEXAS

# Educate Texas

## Our Collaborative WHY

### Texas Higher Education

COORDINATING BOARD

Building a  
Talent Strong Texas

60% of Texans ages 25-64 will receive a degree, certificate, or other postsecondary credential of value by 2030.

550,000 students will complete postsecondary credentials of value each year.



EDUCATE TEXAS  
at COMMUNITIES FOUNDATION of TEXAS

*Increase postsecondary degree and certificate attainment (adding **85K+** new degrees in the state by 2025), **with a focus on equity for all students.***

### District STEM Engagement



Funded by TI Foundation

Graduate approximately 2800 students with postsecondary and IBC credentials by 2025.



EDUCATE TEXAS  
at COMMUNITIES FOUNDATION of TEXAS

# “WHERE DOES TEXAS SCHOOL FUNDING COME FROM?” VIDEO



**RAISE**  
YOUR HAND TEXAS



# “FUND SCHOOLS FIRST” WEBSITE

TEXAS PUBLIC SCHOOLS ARE COMMITTED TO IMPROVING STUDENT OUTCOMES, BUT THE BUYING POWER OF THE BASIC ALLOTMENT **HAS DECREASED BY \$1,340 SINCE 2020.**





*IT'S GREAT TO BE A*  
***YELLOW JACKET!***





**Mike Gudgel**

**Chief of Police,  
Denison Police  
Department**

**Who Ya Gonna Call?**



# Crime Reduction Overview

*Mike Gudgel, Denison Chief of Police*

January 17, 2025



# Crime Rate Decreases (2021-2024)

## Crime Rate

2021

8%

2022

31%

2023

24%

2024

6%

*Showing consistency in our efforts to protect our city.*

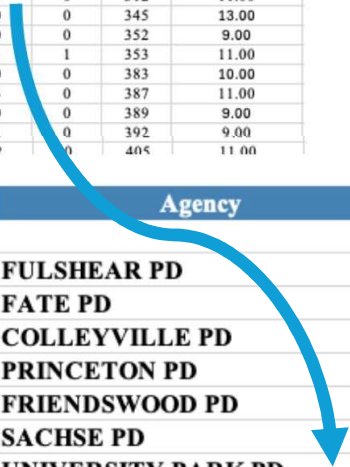


# Statewide Comparison

Denison ranks **8th lowest** in crime rate among Texas cities (*53 total*) with populations between **25,000 and 50,000**.

	Agency	Population	Murder	Rape	Robbery	Domestic Assault	Burglary	Larceny	Auto Theft	Arson	Sex Traffik	Total	Rate per 1000
1	FULSHEAR PD	25,579	0	0	0	5	15	91	3	0	0	114	4.00
2	FATE PD	25,400	0	5	0	15	11	89	4	0	0	124	5.00
3	COLLEYVILLE PD	25,748	0	5	0	9	9	116	6	0	1	146	7.00
4	PRINCETON PD	26,171	1	25	6	23	24	116	14	1	2	212	8.00
5	FRIENDSWOOD PD	40,678	2	7	1	20	21	189	34	1	0	275	7.00
6	SACHSE PD	32,671	0	2	2	10	37	203	27	1	0	282	9.00
7	UNIVERSITY PARK PD	25,080	0	2	3	3	147	116	25	0	0	296	12.00
8	DENISON PD	27,261	3	12	4	47	52	145	34	3	0	300	11.00
9	ANNA PD	27,436	0	15	3	36	40	196	21	1	0	312	11.00
10	SAGINAW PD	26,007	1	14	9	23	31	231	36	0	0	345	13.00
11	FORNEY PD	37,242	1	16	6	22	23	228	56	0	0	352	9.00
12	SOUTHLAKE PD	31,024	0	3	0	9	22	296	21	1	1	353	11.00
13	SOCORRO PD	39,445	0	22	12	53	37	161	98	0	0	383	10.00
14	CIBOLO PD	35,851	0	24	1	35	28	270	26	3	0	387	11.00
15	HUTTO PD	41,911	1	7	2	15	68	280	16	0	0	389	9.00
16	KELLER PD	45,024	0	7	2	22	44	287	29	1	0	392	9.00
17	LA PORTE PD	37,221	0	7	6	61	54	231	44	2	0	405	11.00
18	COPPELL PD	41,719	0	5	6	20	30	363					
19	MIDLOTHIAN PD	40,287	0	8	4	32	32	363					
20	HARKER HEIGHTS PD	34,540	4	14	9	48	42	289					
21	PROSPER PD	41,777	0	9	4	7	71	364					
22	SCHERTZ PD	43,461	0	9	6	55	51	280					
23	GREENVILLE PD	32,547	2	18	10	42	65	320					
24	CLEBURNE PD	35,075	1	21	2	68	40	324					
25	ALVIN PD	28,742	1	15	7	32	51	347					
26	LAKE JACKSON PD	27,432	1	13	4	51	44	411					
27	DEER PARK PD	33,033	1	13	4	30	42	415					
28	NACOGDOCHES PD	31,936	4	26	12	43	74	390					
29	DEL RIO PD	34,466	0	18	2	30	140	383					
30	SAN JUAN PD	36,008	2	0	21	95	106	385					
31	WEATHERFORD PD	39,115	0	27	7	49	71	478					
32	CONVERSE PD	30,522	0	3	13	107	112	379					
33	EAGLE PASS PD	28,315	0	1	8	47	141	455					
34	ROSENBERG PD	41,900	1	22	10	55	83	515					
35	CORSICANA PD	25,782	0	31	12	85	115	436					
36	SEGUIN PD	35,581	5	15	12	62	89	558					
37	COPPERAS COVE PD	38,602	1	73	10	68	76	521					
38	WAXAHACHIE PD	47,535	0	21	4	84	57	601					
39	SHERMAN PD	45,941	3	29	16	145	215	378					

	Agency	Population
1	FULSHEAR PD	25,579
2	FATE PD	25,400
3	COLLEYVILLE PD	25,748
4	PRINCETON PD	26,171
5	FRIENDSWOOD PD	40,678
6	SACHSE PD	32,671
7	UNIVERSITY PARK PD	25,080
8	DENISON PD	27,261
9	ANNA PD	27,436
10	SAGINAW PD	26,007



## How We Got Here

### Community Policing & Partnerships

- Offering Community Training Opportunities

### Neighborhood Programs

- Coffee with a Cop
- National Night Out
- Citizens Police Academy

### Ongoing Officer Training

## Why it is Important

- Future Residents
  - Attracting families to a safe and thriving community
  - Ensuring neighborhoods are welcoming and secure
- Local Businesses
  - Supporting economic growth through a safer environment
  - Encouraging investments and boosting customer confidence
- Community Trust
  - Strengthening relationships between law enforcement and residents
  - Building confidence in public safety and city leadership

# ISO Rating



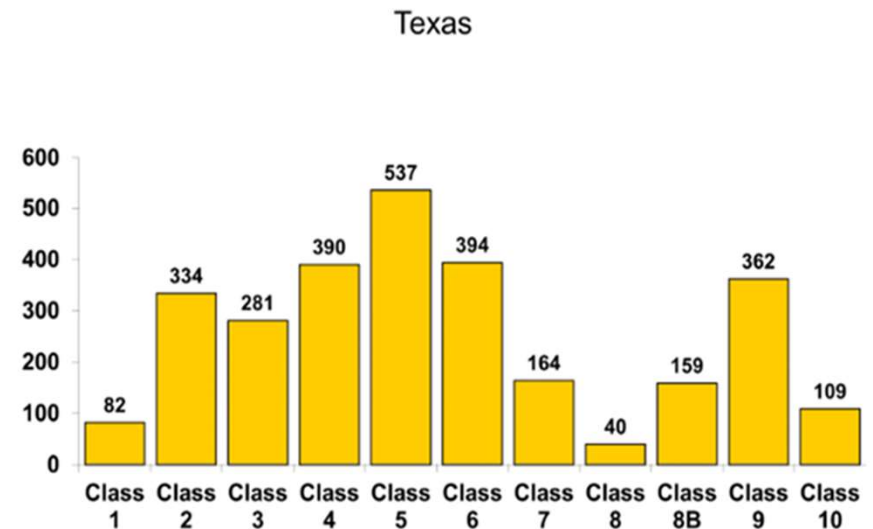
# ISO

## Elite Status

- Among more than 50,000 fire departments graded by ISO
- Only 82 agencies in Texas and 411 in the U.S. with a Class 1 rating (top .008%)

## Commitment to Excellence

- Reflects the dedication and hard work of Team Denison
- Validates efforts to provide exceptional emergency services for residents and visitors



# ISO Insurance Rates

## Predicted insurance rates over 10 years with ISO rating:

Residential (9,361 homes) \$170,370,200.00

Business (1,200 businesses) \$356,052,000.00

## Predicted savings over ten years with ISO 1 rating:

Residential (9,361 homes) \$16,849,800.00

Business (1,200 businesses) \$14,835,360.00





# How We Achieved ISO 1

- Increased Training hours
  - 262 hours per person in 2023
  - 16,254.25 total hours in 2023
- Relocated Apparatus
- Added a Fire Marshal and Deputy Fire Marshal Position
- Computerized SOPs and SOGs by Best Practices Standards
- Increased Personnel Responding to Structure Fires



# Chief Gudgel's Famous Line on Forensic Files:



“NICE!”





**Dr. Jeremy McMillen**

**President,  
Grayson College**

**Constructing Success**



# CONSTRUCTING SUCCESS:

BUILDING FOR GROWTH &  
FILLING THE TALENT PIPELINE



# About Grayson



Located in North Texas, home of the Semiconductor Boom

Two Campuses

4,250 credit students annually

- 8% enrollment growth this year
- 50% first generation students
- Transfer Programs and Career/Technical Training
- Dual Credit- 1,350 students from 23 service area high schools
- Adult Education-700 students annually

630 Employees - 311 full time  
319 part-time



# Projects

- 01 **CTC Renovation**
- 02 **Police Relocation**
- 03 **Public Safety & Logistics**
- 04 **Health Sciences**
- 05 **Residence Hall**



# CTC Renovation

**Size:** 7,000 SF

**Completion Date:** Summer 2024





**Electrical Engineering**



**Electrical Engineering**



**Electrical Engineering**



**Electrical Engineering**

# Police Relocation

**Size:** 3,200 SF

**Completion Date:** Fall 2025



**Future Home: GCPD**



# **Public Safety & Logistics**

**Size:** 10,000 SF  
**Completion Date:** Fall 2025



**Future Home: Public Safety & Logistics**



# Health Sciences

**Size:** 211,000 SF, 4 stories  
**Completion Date:** Fall 2027



Health Sciences



Health Sciences



Health Sciences



**Health Sciences**



**Health Sciences**



**Health Sciences**



**Health Sciences**





**Health Sciences**

# Residence Hall

**Size:** 84,000 SF; 201 beds  
**Completion Date:** Fall 2026



**Residence Hall**



Residence Hall



Residence Hall



LEVEL 02

Residence Hall



Residence Hall



Residence Hall





**Residence Hall**



**LET'S CONNECT**



**@GraysonCollege**

info@grayson.edu  
grayson.edu

gcmasterplan.com







**Bruce Dawsey**

**Judge,  
Grayson County**

**Dallas is Coming Our Way!**







**Renee Waggoner**

**Assistant City Manager,  
City of Denison**

**Downtown Places and Spaces**



**DENISON**  
*Industrial Foundation*



# DOWNTOWN PLACES AND SPACES

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**The big illusion  
about parking lots**

**Most people don't realize**



# Parking Inventory

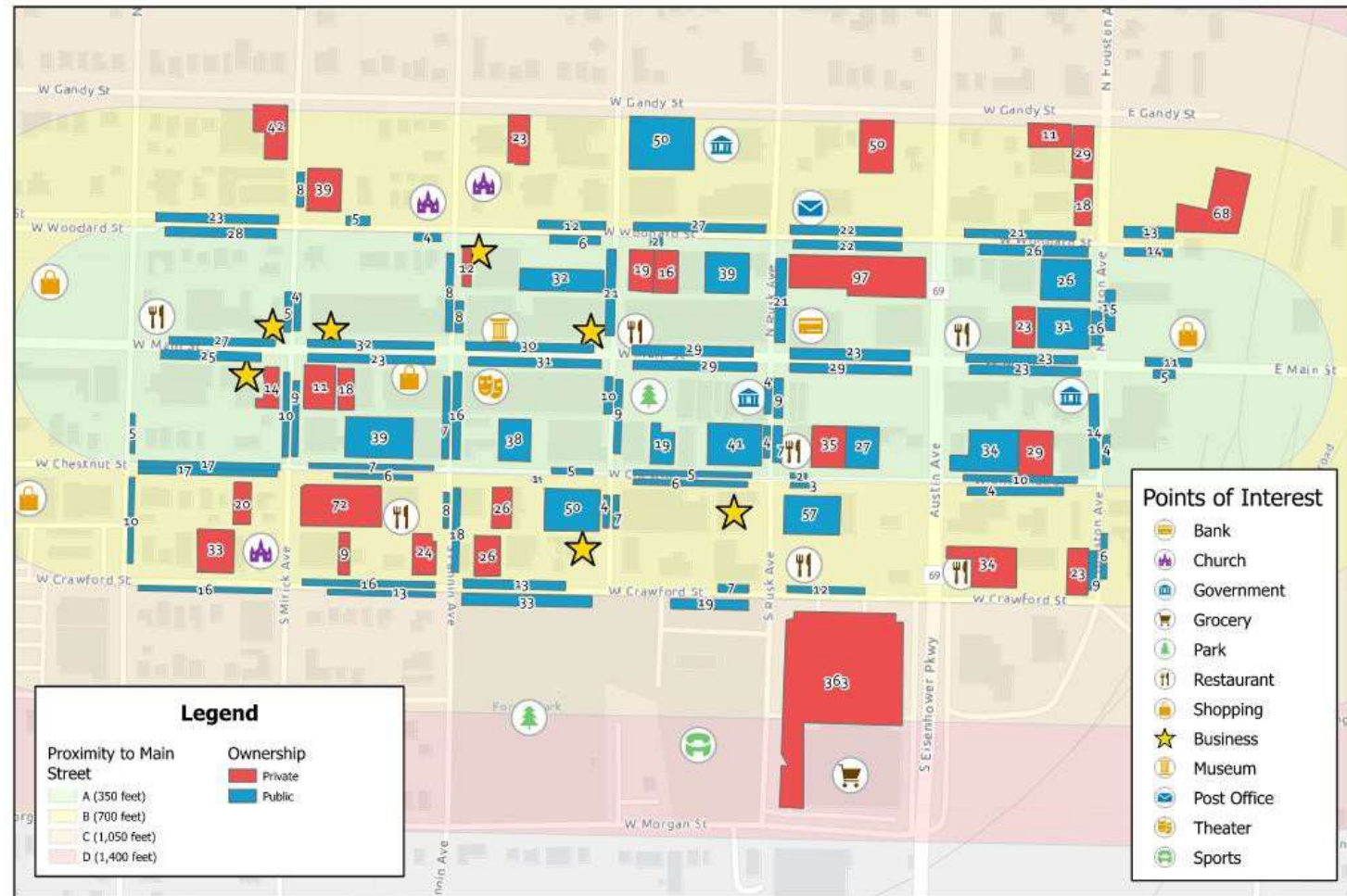


## Parking Inventory

- On-Street Parking - Public
  - 1,053 Spaces
- Off-Street Parking - Public
  - 483 Spaces
- Private Parking
  - 1,184 Spaces
- Total Parking Supply
  - 2,720 Spaces
  - 56% Public

## Occupancy Review Dates:

- Friday April 26<sup>th</sup>, 2024
- Saturday April 27<sup>th</sup>, 2024
  - *Doc Holiday Festival*
- Friday June 14<sup>th</sup>, 2024
  - *Music on Main*
- Thursday July 11<sup>th</sup>, 2024
- Friday August 30<sup>th</sup>, 2024
  - *High School Football - BOTA*



## Parking Branding, Signage & Advertising

- Unified Signage Strategy
- Name Parking Lots
- Add Signage, Info Maps  
& Update Website
- Branding of Parking Strategy



- 1 Depot District South**
- 2 Depot District North** (Across From Katy Depot)
- 3 MKT Lot** (Behind Railroad Museum and MKT train mural)
- 4 Rail Car Lot**
- 5 Conductor Lot** (City Hall)
- 6 Library Locomotive Lot** (Alliteration)

- 7 Steam Engine Lot** (Smoke stack used to be on Snow White Dry Cleaners)
- 8 Roundhouse Lot** (Roundhouse Design to be had after Heritage Park Construction)
- 9 Rail Crossing Lot** (Crossing from Main Street, Touchdown Alley)
- 10 Engineer Lot**
- 11 Chestnut Station Lot** (Gathering of people)



**321  
W. MAIN  
STREET**

Denison  
Visitor's Center









**D.C. Ramsey**

**Chairwoman,  
Silo Mural Task Force**

**Paint the Silo**





# *PAIN'T THE SILO*

*Honoring the Battle of the  
Ax*



# The Battle of the Ax: A Century of Pride

Since **1901**, the Battle of the Ax has been a symbol of friendly rivalry, community pride, and Denison's rich history.

**Longest standing rivalry in the state of Texas.**

*Ye Old Battle Ax trophy created in 1949.*



# *"Paint the Silo" Committee Members*

*DC Ramsey (Chair)*

*Brian Hander*

*Stanley Morrison*

*Dr. Mike Courtright*

*Rayce Guess*

*Bill Retz*

*Zac Duce*

*Donna Dow*

*Tiffany Barney*

*Tony Kaai*

# Why the silo?

The downtown silo is a **centerpiece** of Denison, standing tall as a **blank canvas** for our community's pride.

Goal: Transform it into a bold, vibrant landmark that celebrates **Denison's spirit and history.**

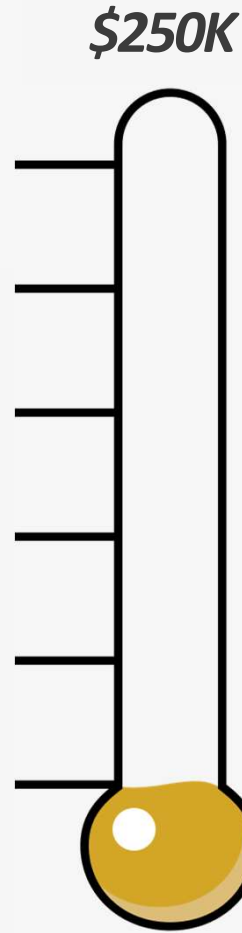


Let's bring this vision to life!!!

Goal is to raise **\$250k** by June 2025

Budget includes prep, equipment rental, lighting, artist, and ongoing maintenance.

Generous donor matching dollar for dollar up to **\$50K TODAY!**





# Recognizing Donors



**\$25,000+**  
"The Ax Champion"

**\$10,000**  
"All-State Yellow Jacket"

**\$5,000**  
"Touchdown Hero"

**\$1,000**  
"First Down Club"

**\$500**  
"Yellow Jacket Booster"



Be Part of  
Denison's Legacy



[buttergive.com/DenisonSilo](https://buttergive.com/DenisonSilo)

OR

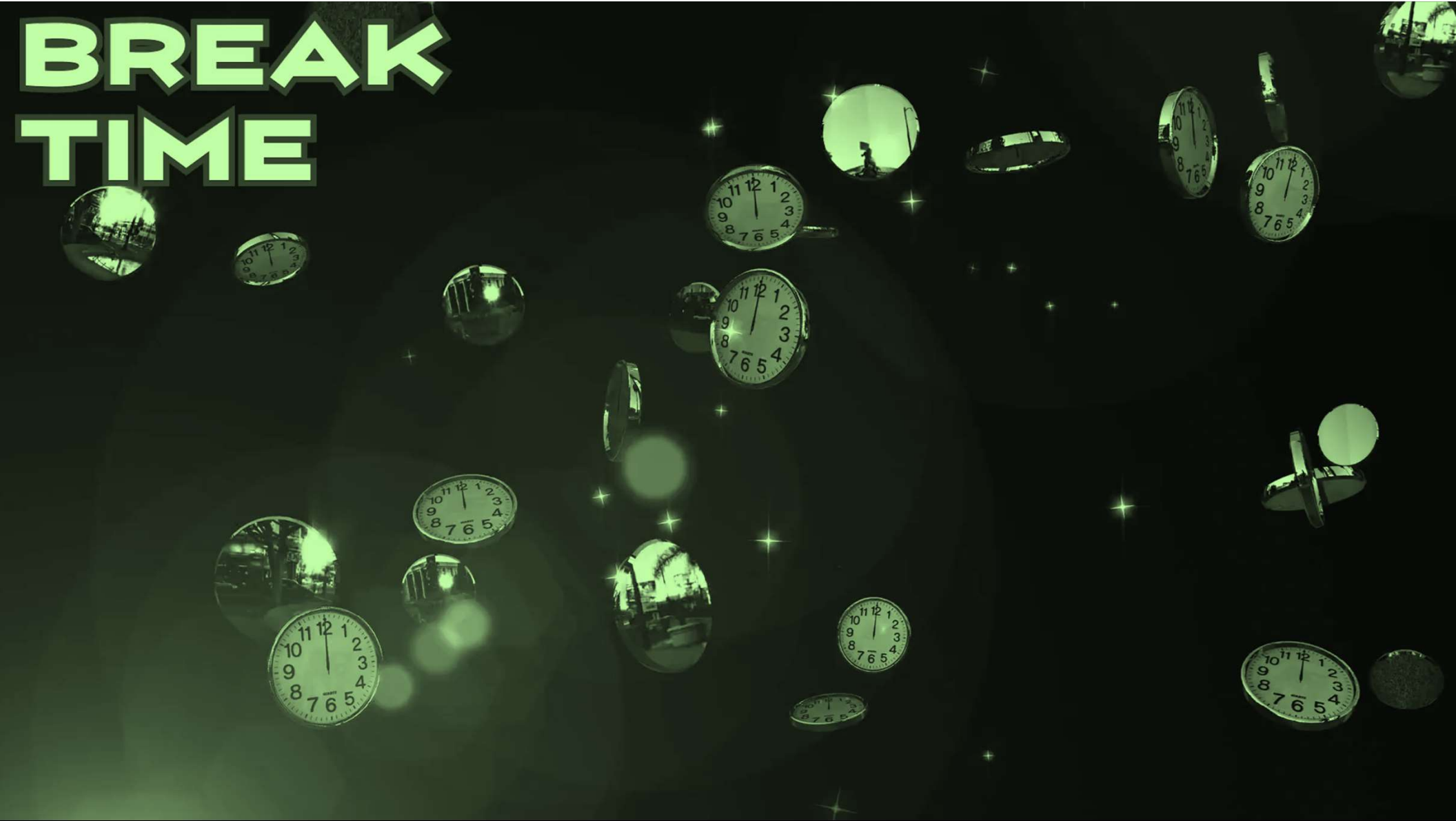
TEXT "SILO" to 53555







# BREAK TIME



The Break is Over In...

29:59

*Be Part of Denison's Legacy*

*Donate to the Silo Project:*



# Welcome Back to the 23<sup>rd</sup> Annual Economic Development Summit



**Don Day**

Owner of DFA, Ltd.

**Rhonda Borgne**

Partner, KD Properties

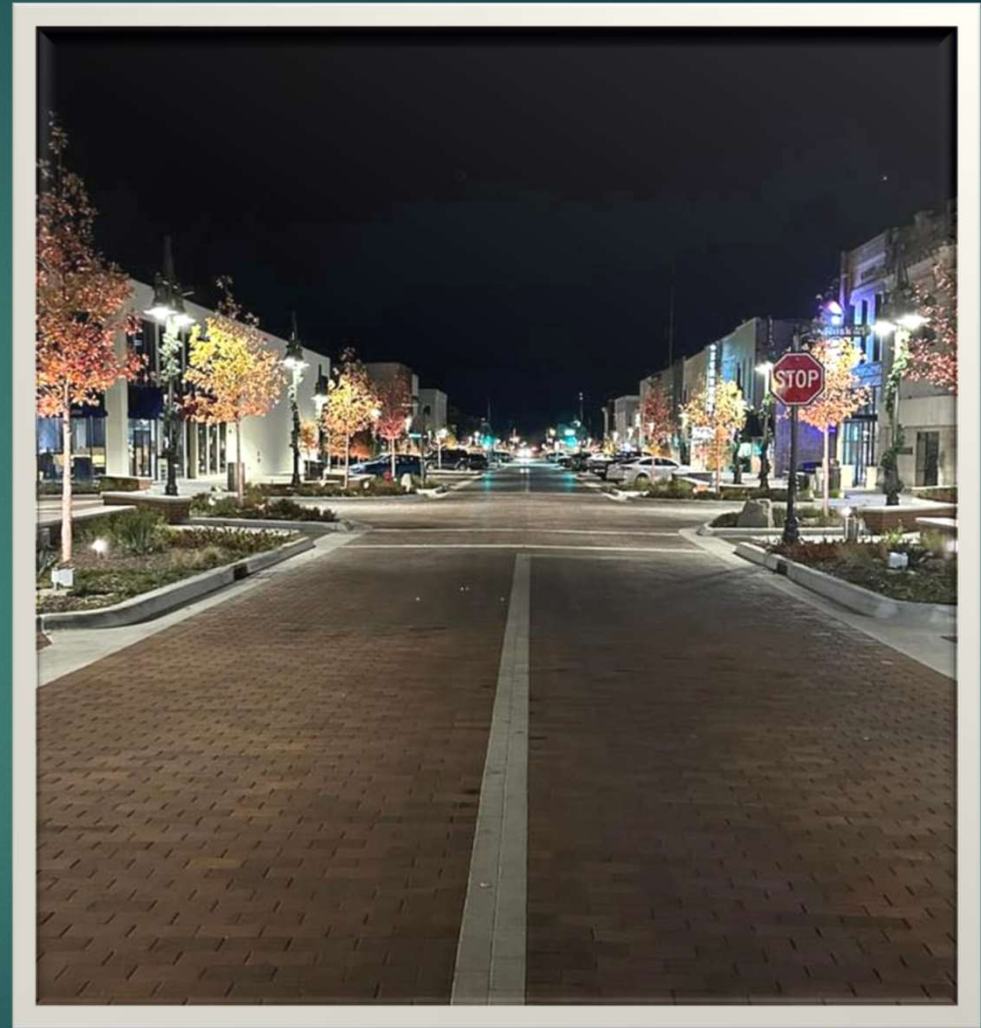
**From Ashes to Awesome**



# DFA, LTD & KD PROPERTIES DENISON TO DATE

---

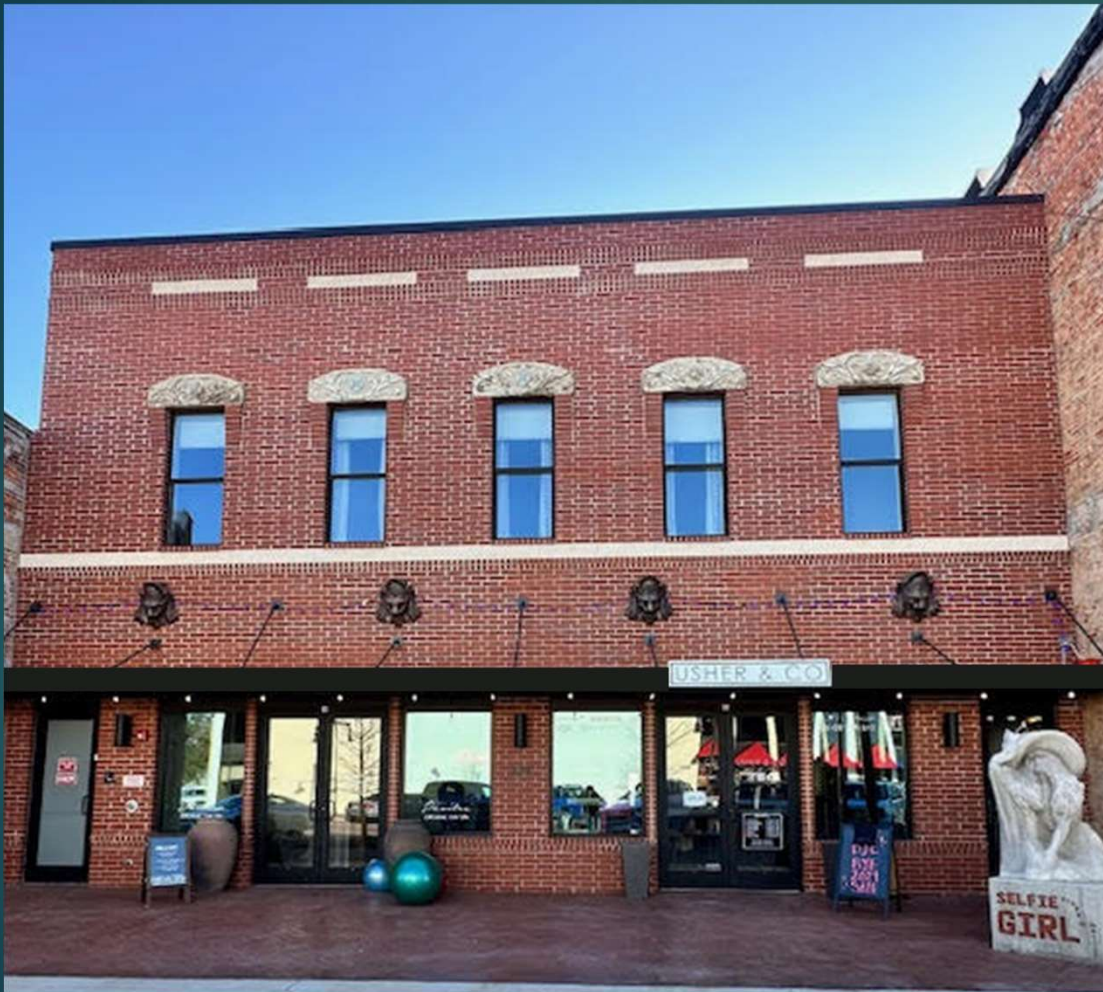
- 225 W MAIN – FUTURE DINING, RETAIL AND RESIDENTIAL
- 226 W MAIN – PAVITRA DAY SPA, USHER & CO. BOUTIQUE AND THREE LOFTS
- 231 W MAIN - DEVILED EGG CO., KRAYUS GAMES & 21 EXECUTIVE SUITES
- 313 W MAIN – PREMIERE BABY IMAGING
- 317 W MAIN – BIG CHEEZEES PUB & GRUB, FOUR LOFTS
- 318 W MAIN - LANDON WINERY
- 323 W MAIN – EMILY’S KITCHEN RESTAURANT & TWO LOFTS
- 331 W MAIN - 34 CHOPHOUSE
- 501 W MAIN – DISCOUNT TOBACCO & TWO LOFTS
- 225 W CRAWFORD – DENISON FOOD TRUCK PARK – UNDER CONTRACT



# 226 W MAIN

BEFORE





# 226 W MAIN

## The Four Lions Building

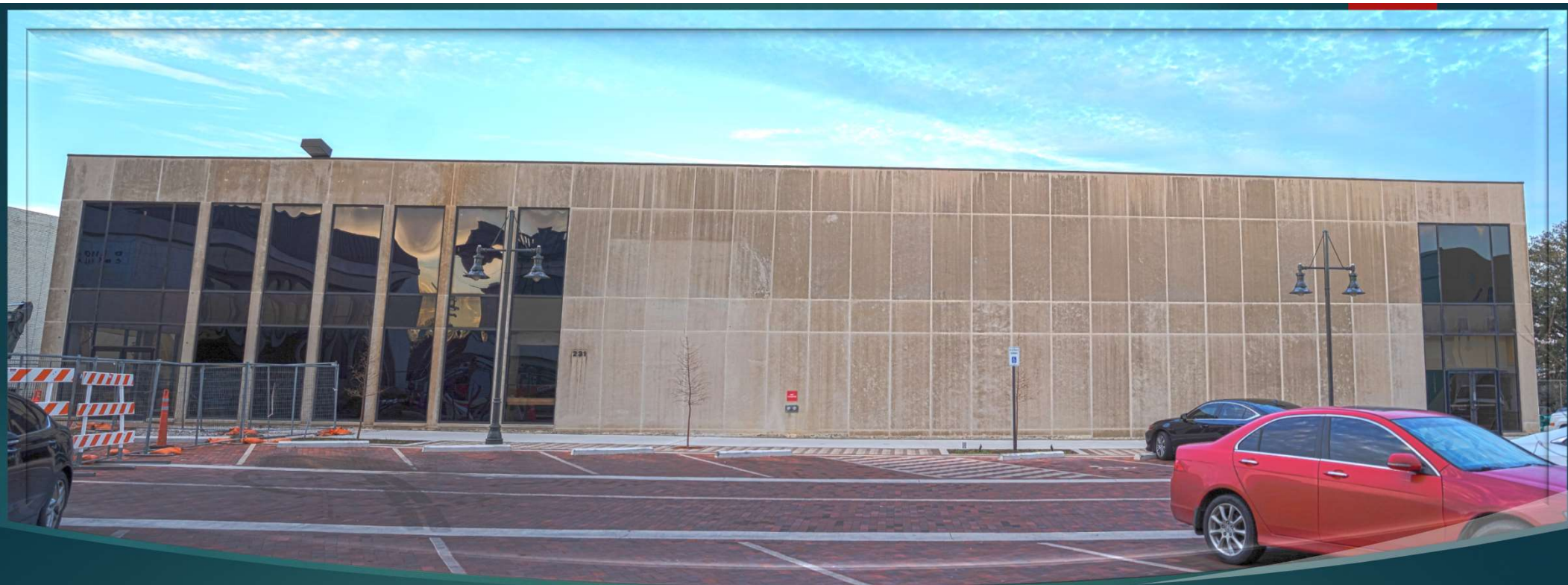
- PAVITRA DAY SPA
- USHER & CO BOUTIQUE
- THREE RESIDENTIAL LOFTS



# "SELFIE GIRL"

SCULPTURE BY ARTIST  
JAKE DOBSCHA





231 W Main

FORMERLY CHASE BANK

231 W  
MAIN

RED WHITE &  
BLUE  
BUILDING

RETAIL, OFFICE &  
DINING



313  
W MAIN

Premiere Baby Imaging



318  
W MAIN

Previously

The  
Book Rack





LANDON  
WINERY



318 W  
MAIN

LANDON  
WINERY





331 W  
MAIN

Previously  
Independent  
Bank

331 W  
MAIN

34 Chophouse  
& Doc's Lounge



THIRTY FOUR



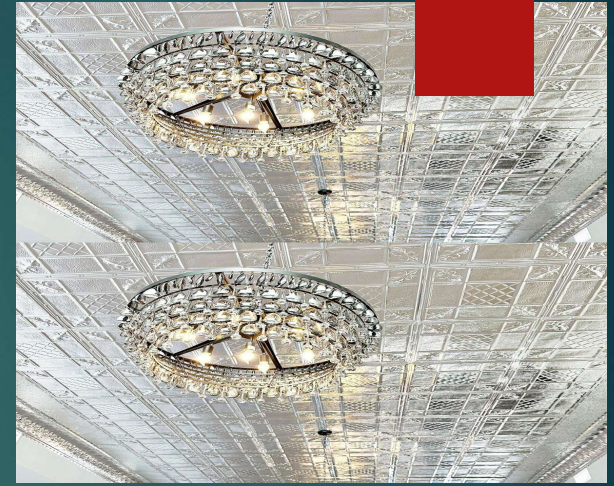
# 501 W MAIN BEFORE





# 501 W MAIN

RETAIL & TWO  
RESIDENTIAL  
LOFTS



225 W  
CRAWFORD

DENISON FOOD TRUCK  
PARK



323 W  
MAIN

BEFORE



# 323 W Main

TODAY

EMILY'S KITCHEN

A Breakfast, Lunch &  
Dinner Restaurant

Two Residential Lofts

Opening January 11, 2025



317 W  
MAIN

TODAY



# 317 W MAIN

TWO RETAIL SPACES

FOUR LOFTS



CONCEPT DRAWING



225 W  
MAIN

LOTS ON  
MAIN

# 225 W MAIN ST

FUTURE DOWNTOWN  
RESIDENTIAL LIVING

DINING and RETAIL  
Estimated construction  
planned for 2025





USHER & CO

*Davitra*

ORGANIC DAY SPA

---



DEVILED EGG CO.



KRAYUS  
GAMES



Premiere Baby Imaging  
SONOGRAM STUDIO





ADDITIONAL  
EXECUTIVE  
BUSINESSES

231 W  
MAIN

Red White &  
Blue Building

HOLLEY HOMES

PLUMMER &  
ASSOCIATES

EZRA GRANT  
SERVICES

HARWOOD  
AGENCY

TEXOMA  
COUNSELING

BALANCING  
ACT

DOUGLASS  
DEVELOPMENT

MEDICAL SUPPORT  
CENTER

YOUR SPECIALIZED  
DIETITIAN

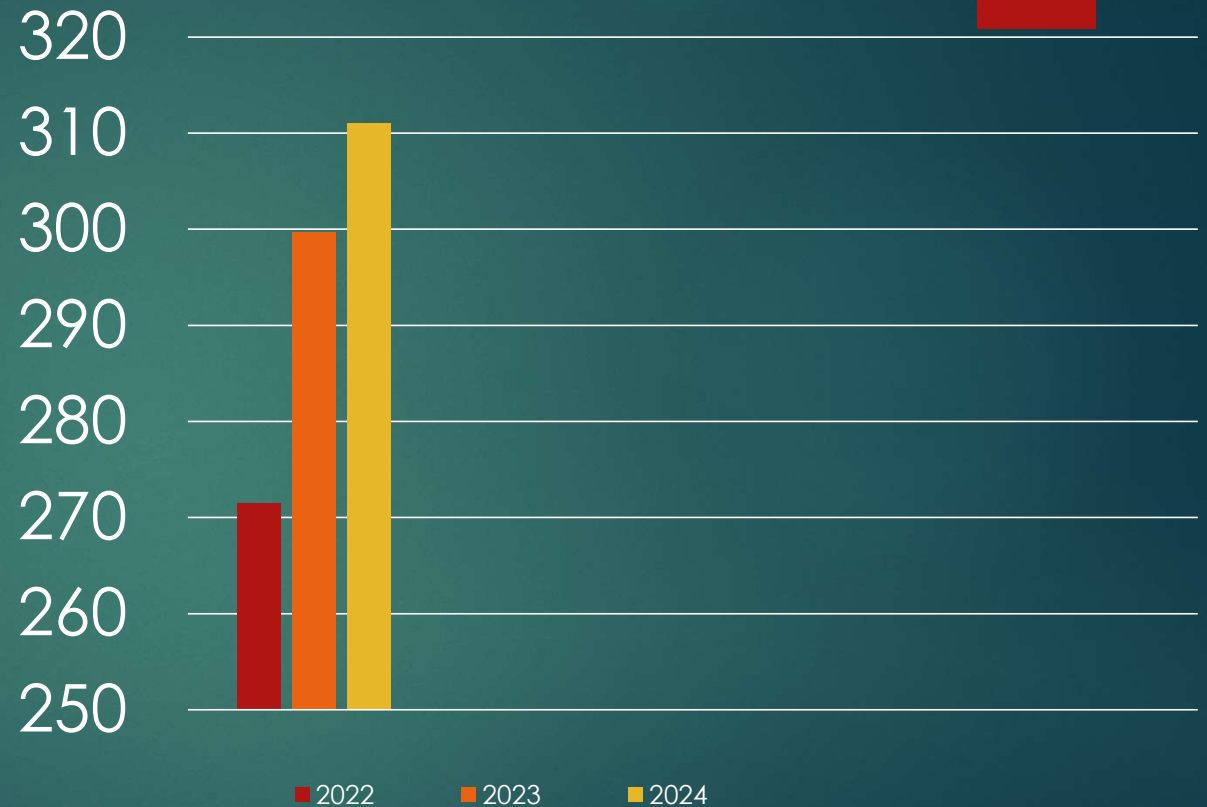
MARY CHAVEZ

CAMMS  
SYSTEMS

## ECONOMIC IMPACT

- Additional jobs creation
- Increased residential living
- Sales tax growth
- Property tax values doubled

### HISTORIC DOWNTOWN VISTORS





**Kristin Brittan**

Owner of Texas Creamery

**Jeff Persichitte**

Manager of Texas Creamery

**We All Scream for TX Ice Cream!**



**DENISON**  
*Industrial Foundation*



# We All Scream for Ice Cream!

Kristin Brittan, Owner  
Jeff Persichitte,  
President



Hey Sugar Candy/TX Creamery



# About Us



- **HEY SUGAR Candy Store** was founded by a 10-year-old in a vintage AirStream trailer
- Opened our first store in 2012 and we now have 7 Candy Stores in Texas and Oklahoma
- We needed better ice cream than what we were buying elsewhere, so we created TX Creamery in 2020
- We wanted a smooth and creamy ice cream without all of the preservatives that are in most other ice cream brands



# Proud To Have Clean Ingredients

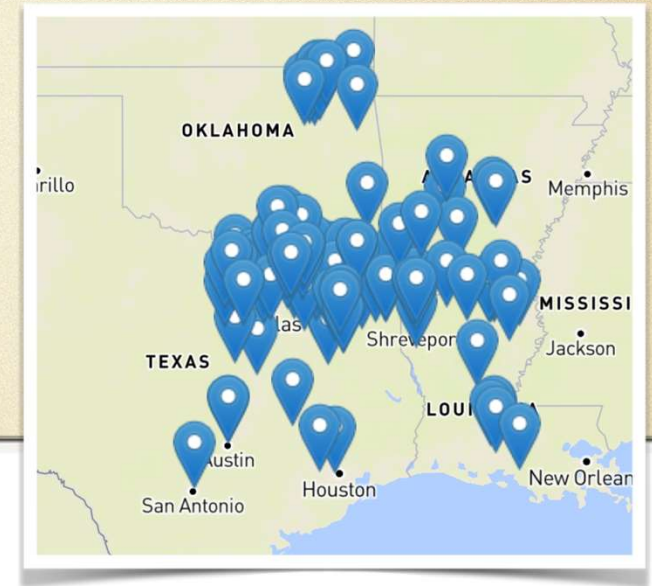
- Only high quality 16% BST free milk base
- No artificial colors
- No artificial preservatives
- No high fructose corn syrup
- No artificial sweeteners



# More Screams for Ice Cream

TX Creamery can now be purchased in retail stores throughout

- Texas,
- Oklahoma,
- Arkansas, and
- Louisiana!



Now available at:

sam's club

Central Market

Brookshire's MART

Reasor's

HEY SUGAR  
Candy Store

Super Foods

# We've Outgrown our Britches

- Our current facility in Southlake, TX is at max capacity
- We are relocating to 301 W. Main Street in Denison, TX in 2025



# Ice Cream and a Show

- State of the art automation in an open kitchen so you can see the magic!
- See how ice cream is made with behind-the-scenes tours!



# Tasting Room

- A place to gather and enjoy your favorite ice cream as well as try out new flavors as they are developed!



# Texas by the Scoop!









**Fanchon Stearns**

**CIP/Engineering Manager,  
City of Denison**

**Water You Waiting For?**





# Water You Waiting For?

---

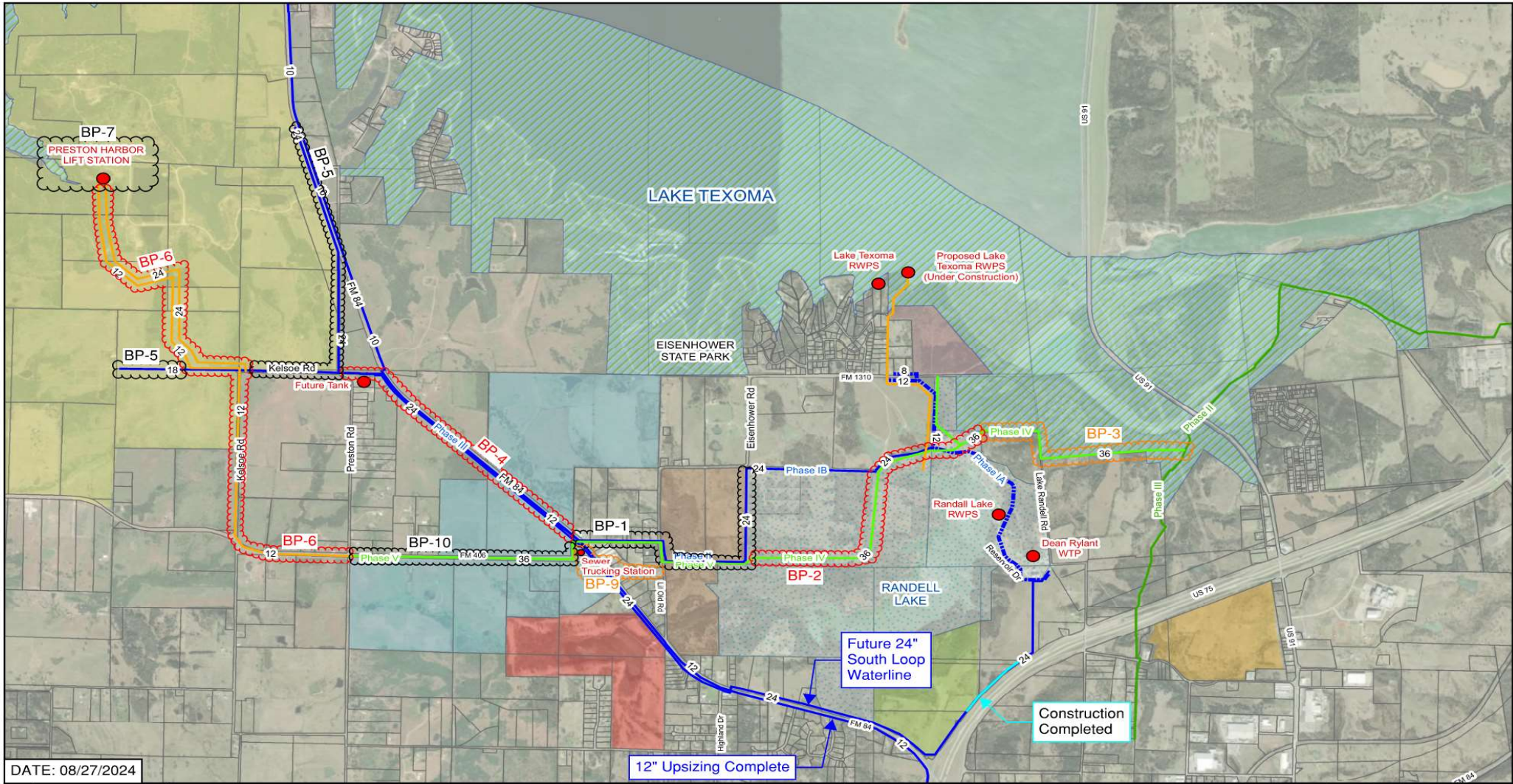
CITY OF DENISON CAPITAL IMPROVEMENTS

FANCHON STEARNS, CIP/ENGINEERING MANAGER  
DDA 32<sup>ND</sup> ANNUAL ECONOMIC DEVELOPMENT SUMMIT

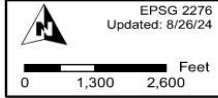


# Northwest Denison Development





DATE: 08/27/2024



Legend			
	Denison Owned Property		Proposed Northwest Interceptor
	USACE Property		Duck Creek Interceptor
	Parcel Boundary		Force Main
	Potable Water		24" Texoma Line

**City of Denison  
Northwest Utilities**



**PLUMMER**  
14755 Preston Rd Ste 425  
Dallas, TX 75254

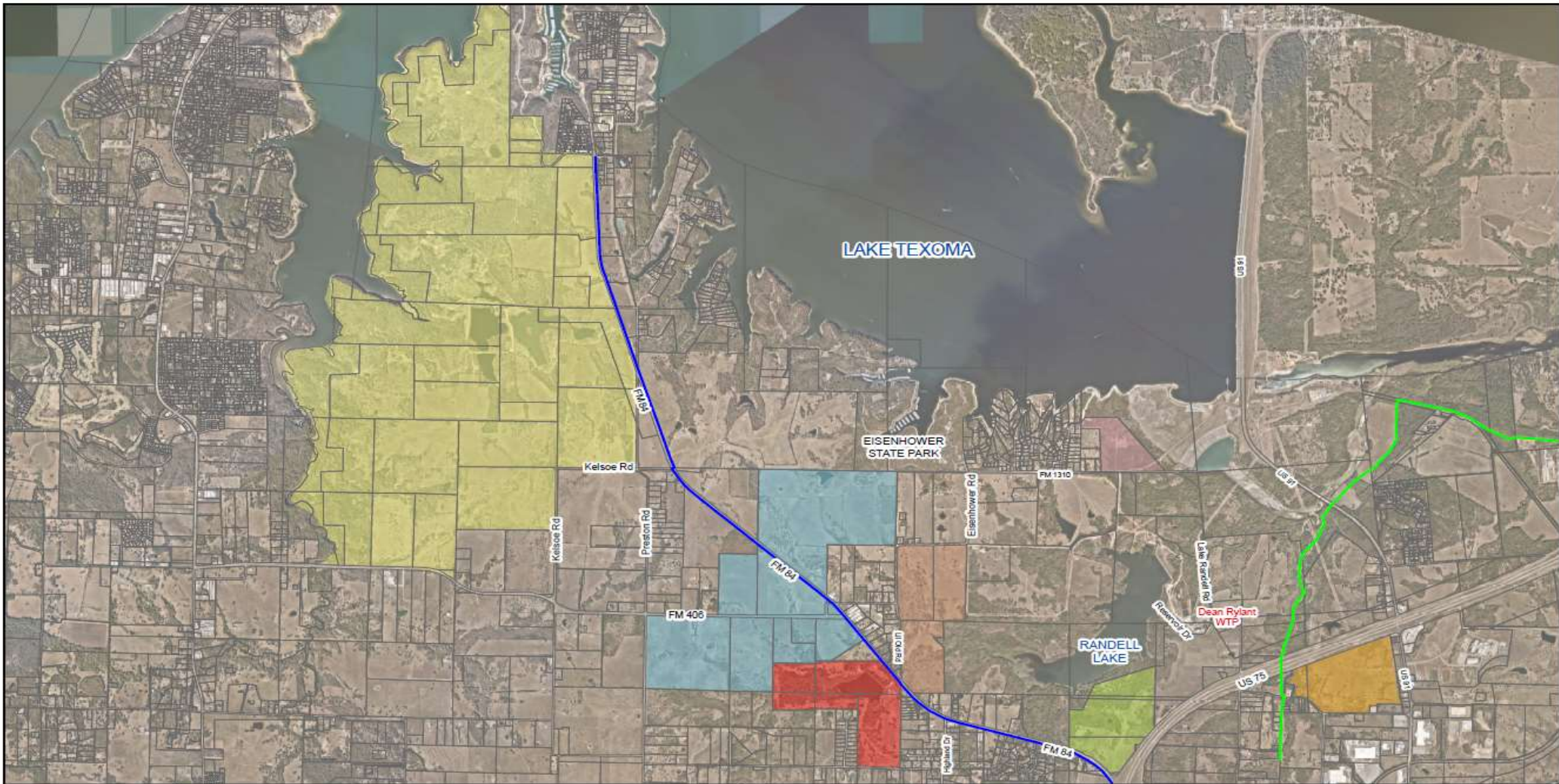























 EPSG 2276  
 Updated: 10/17/24  
 0 1,750 3,500 Feet

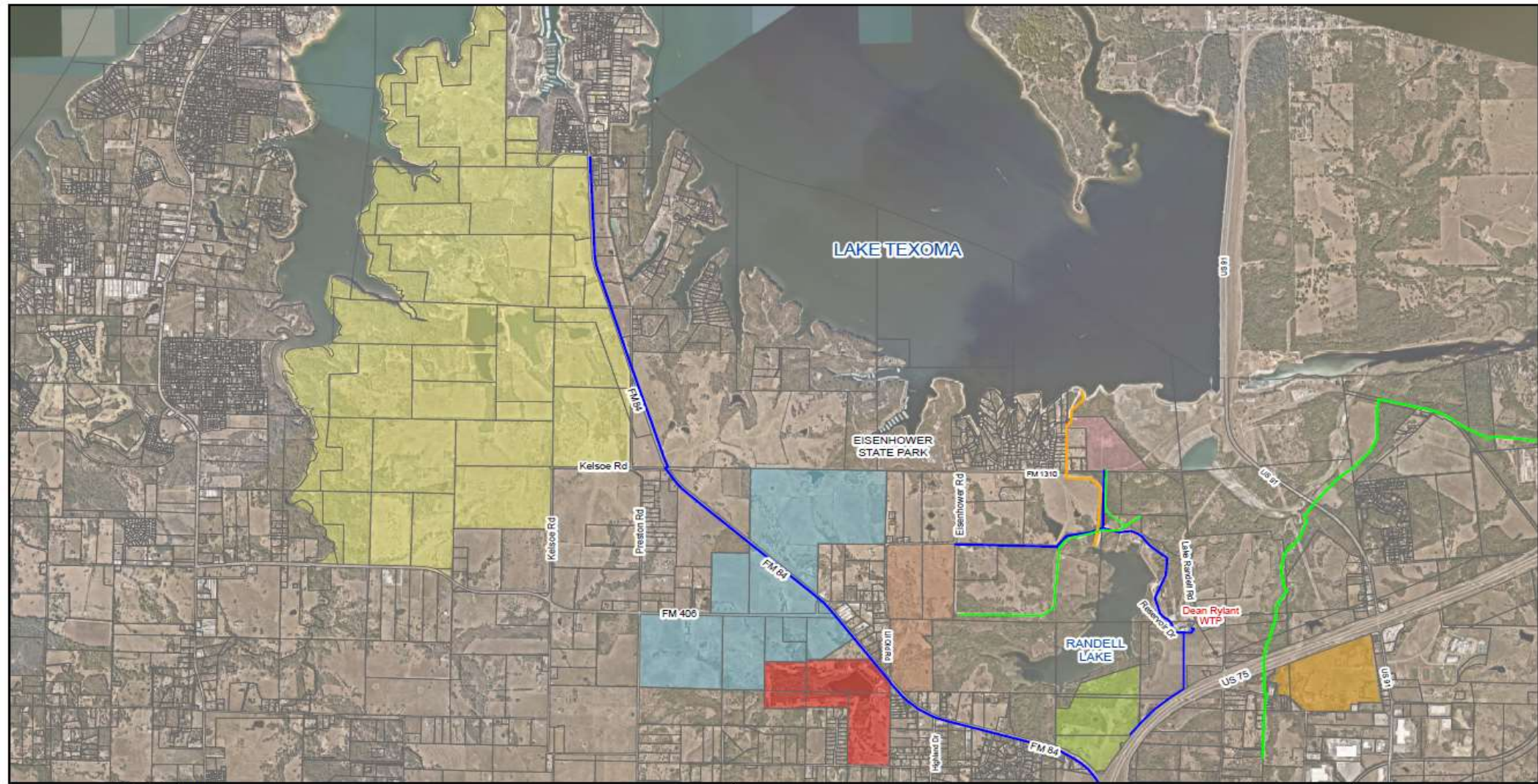
Legend		Developments	
	SEWER LINE		AGAM
	WATER LINE		DGCC
	RW/SEWAGE FORCE MAIN		Preston Harbor
			AGAM
			Eisenhower Ranches
			Camp Denison
			Hills of Texoma

## City of Denison Northwest Development

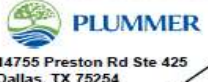



**PLUMMER**  
 14755 Preston Rd Ste 425  
 Dallas, TX 75254

C:\Users\OneDrive - Plummer\Denison NW WL\_WWL\06 Drawings\_Figures\6-2 GIS\Figures\PH Meeting

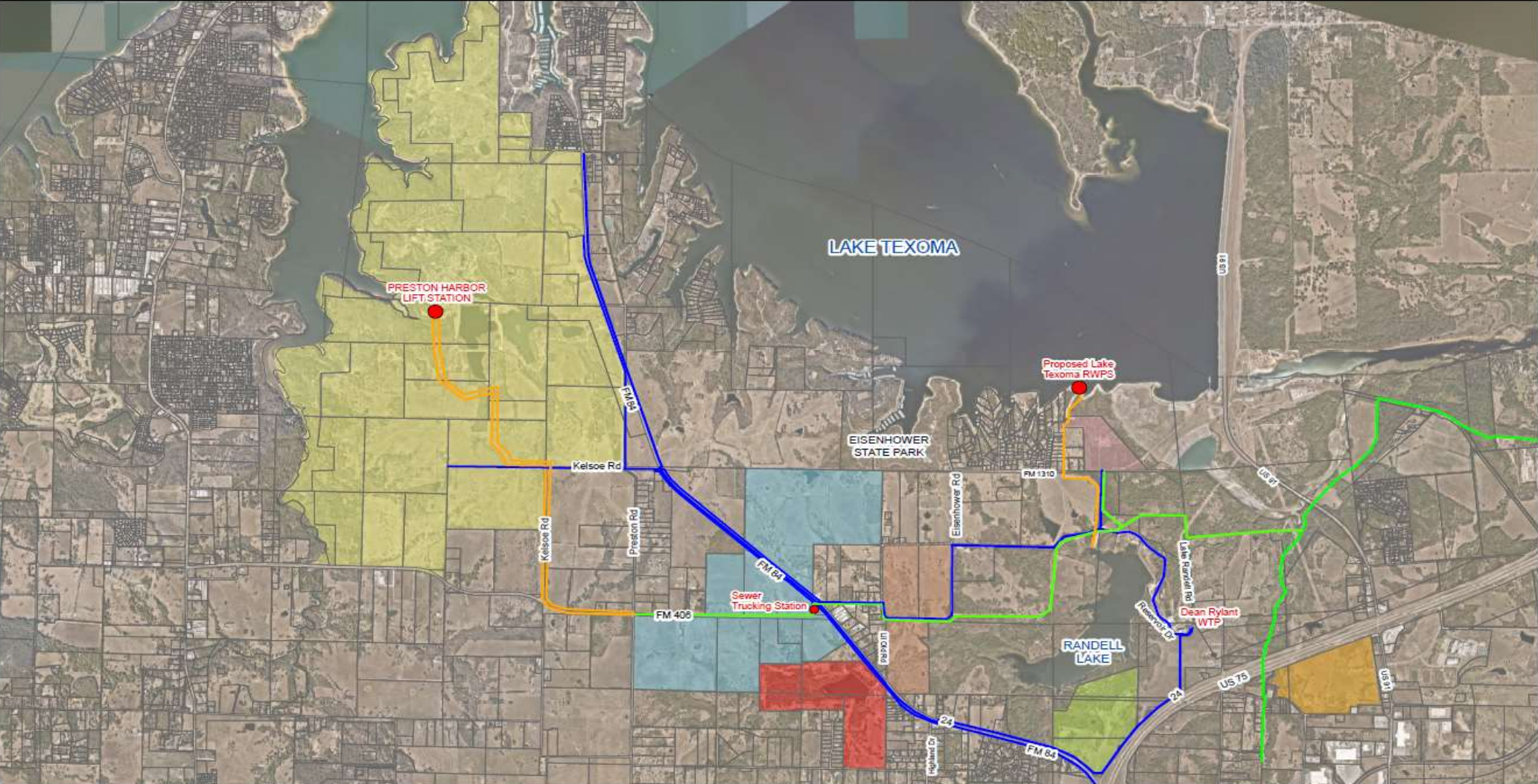


## City of Denison Northwest Development



Legend		Developments	
<span style="color: green;">—</span>	SEWER LINE	<span style="background-color: #90EE90; border: 1px solid black; display: inline-block; width: 15px; height: 10px;"></span>	DDA
<span style="color: blue;">—</span>	WATER LINE	<span style="background-color: #ADD8E6; border: 1px solid black; display: inline-block; width: 15px; height: 10px;"></span>	AGAM
<span style="color: orange;">—</span>	RW/SEWAGE FORCE MAIN	<span style="background-color: #FF6347; border: 1px solid black; display: inline-block; width: 15px; height: 10px;"></span>	DGCC
		<span style="background-color: #FFD700; border: 1px solid black; display: inline-block; width: 15px; height: 10px;"></span>	Preston Harbor
		<span style="background-color: #FFA500; border: 1px solid black; display: inline-block; width: 15px; height: 10px;"></span>	Hills of Texoma
		<span style="background-color: #FFB6C1; border: 1px solid black; display: inline-block; width: 15px; height: 10px;"></span>	Camp Denison
		<span style="background-color: #FFDAB9; border: 1px solid black; display: inline-block; width: 15px; height: 10px;"></span>	Eisenhower Ranches

EPSG 2276  
 Updated: 10/17/24  
 0 1,750 3,500 Feet



EPSG 2276  
Updated: 10/17/24

0 1,750 3,500 Feet

Legend		Developments	
	SEWER LINE		AGAM
	WATER LINE		Eisenhower Ranches
	RW/SEWAGE FORCE MAIN		DDA
			Camp Denison
			Preston Harbor
			Hills of Texoma
			DGCC

## City of Denison Northwest Development

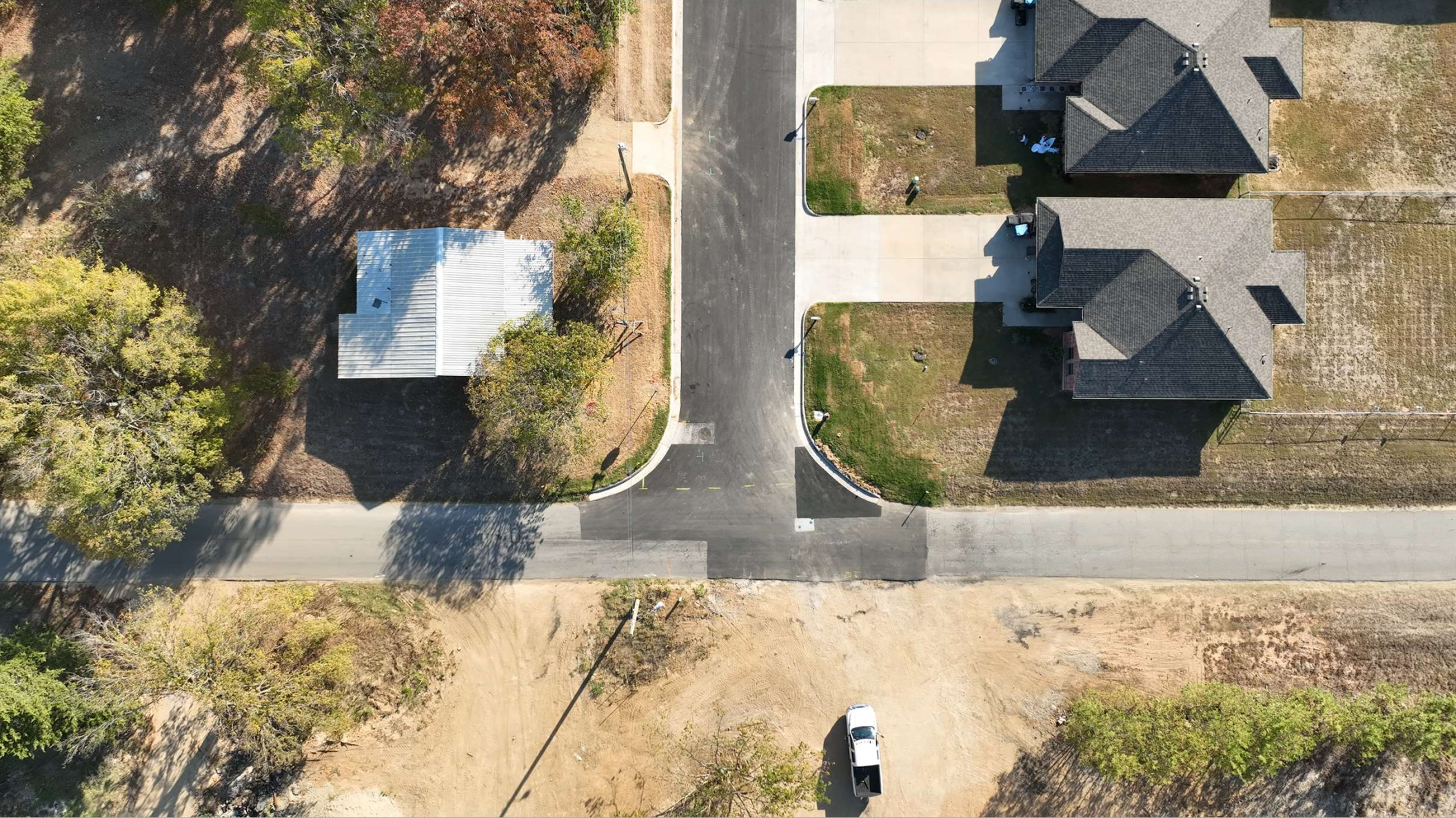


**PLUMMER**

14755 Preston Rd Ste 425  
Dallas, TX 75254

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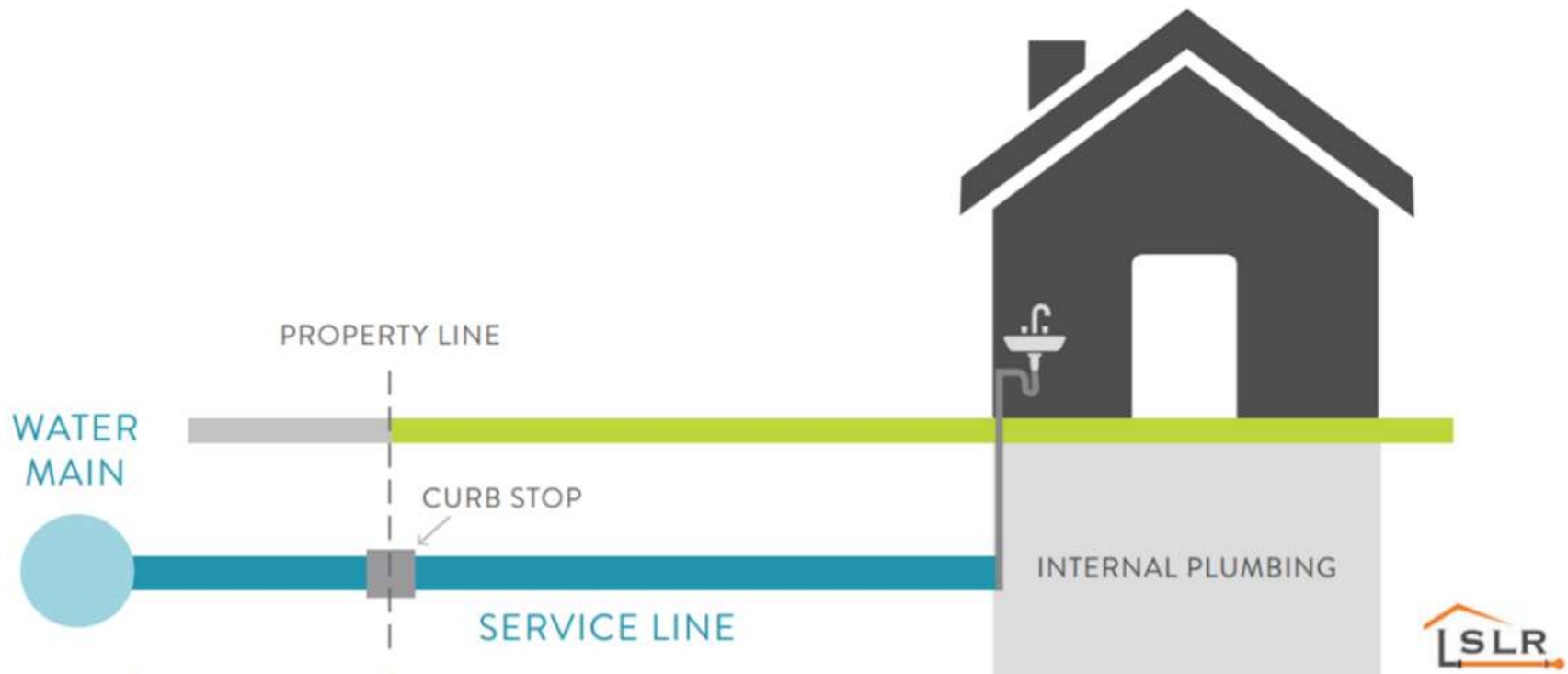












A photograph of three colorful rubber ducks floating in clear, rippling blue water. The ducks are purple, blue, and yellow, arranged from top-left to bottom-right. The text is overlaid on the water.

**Water you waiting for?**

**Opportunity is here.**



**David Craig**

CEO, Craig International

**Mehrdad Moayedi**

CEO, Centurion American  
Development Group

**A Vision Becomes Reality**





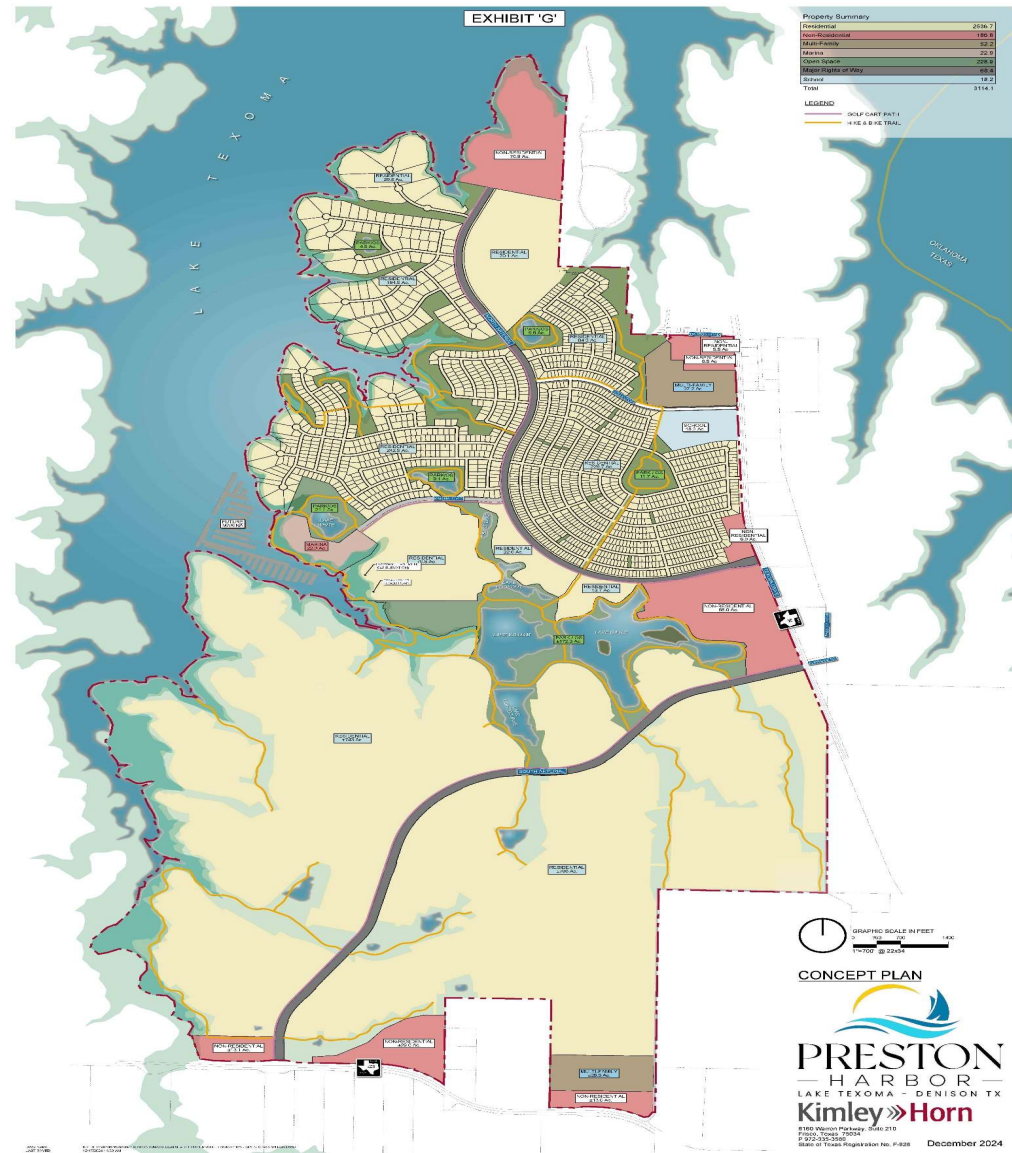
PRESTON

— HARBOR —

LAKE TEXOMA - DENISON TX



# Overall Master Plan



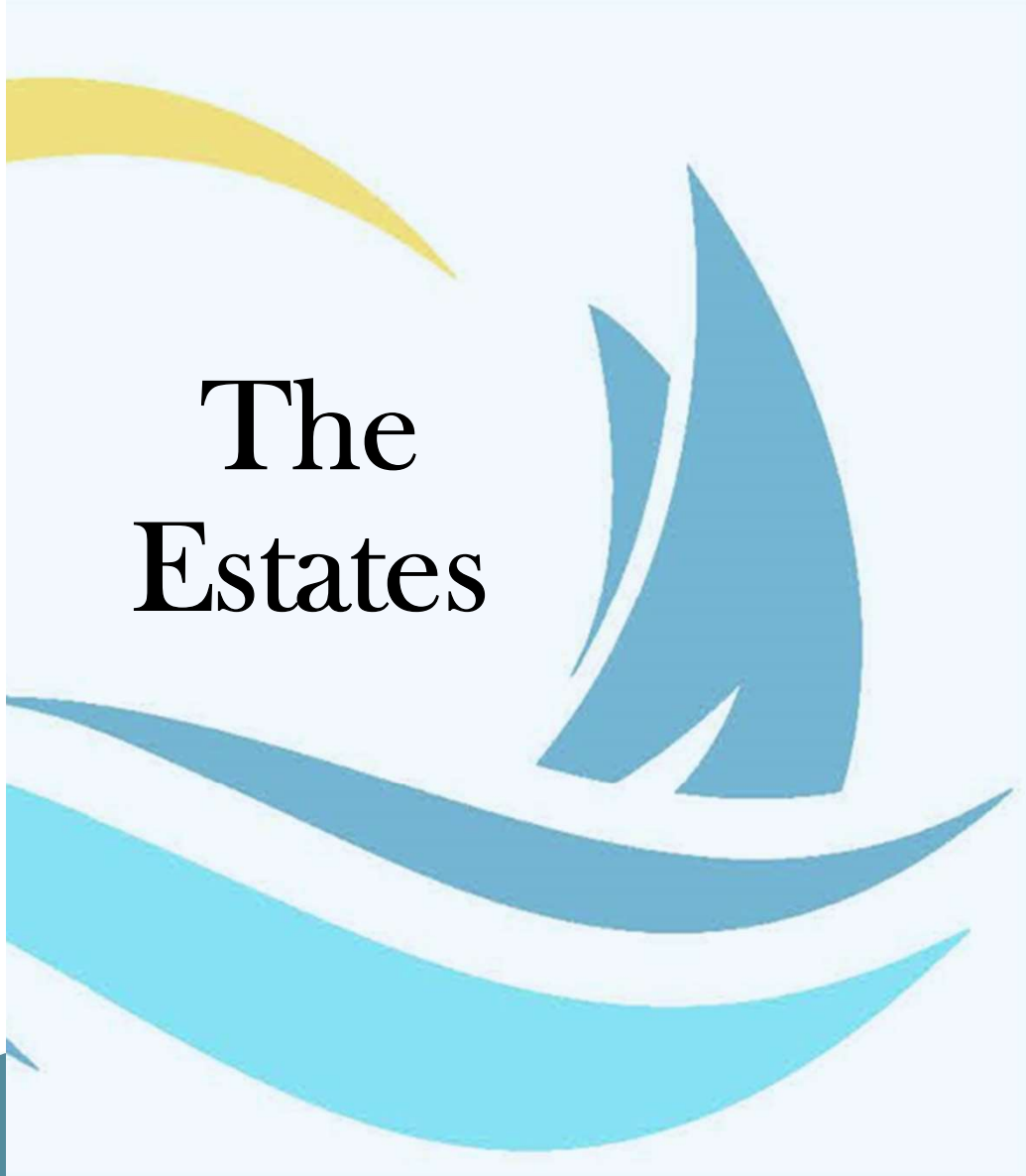


**Preston Harbor  
Concept Plan**  
Denison, Texas  
October 2024

Overall Lot Type Summary	Lots	Percent	Mbs.
Office	8	8%	
Lake	18	17%	
Greenbelt	34	33%	
Commercial	31	30%	
Arterial	12	12%	
<b>SF Res. Total</b>	<b>103</b>	<b>100%</b>	

**Kimley»Horn**

1100 Warren Parkway, Suite 210  
Denison, TX 75021  
P 012-203-5249  
K 012-203-5249  
www.kimleyhorn.com

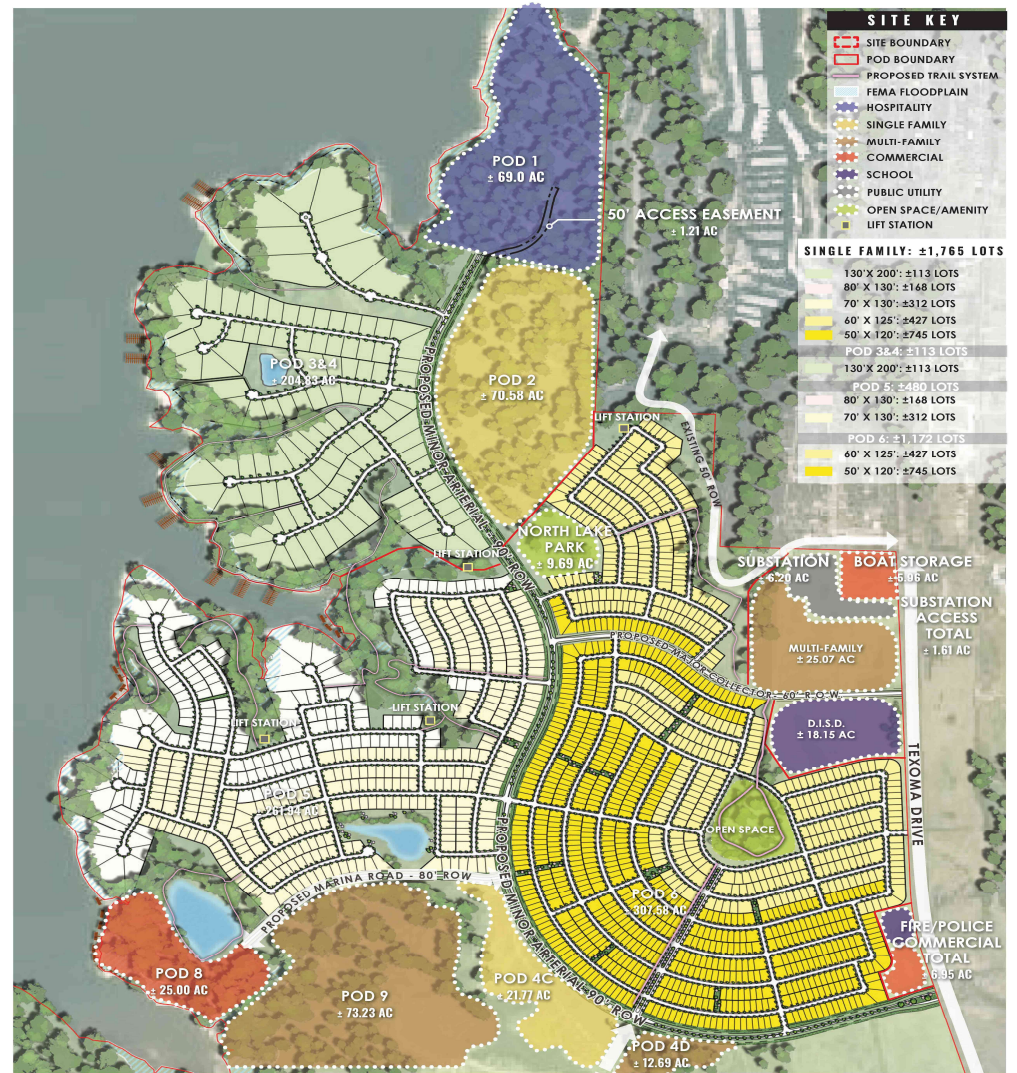


# The Estates



CENTURION AMERICAN

# Conceptual Site Plan



# North Lake Park Amenity Center Plan



Drawing: J:\Projects\179\179.dwg with: A:\Users\jg\Projects\CAD179 - Preston Harbor - Amenity Center\JWB\CAD179.dwg Saved By: StationsB Show  
 Date: 1/27/2024 12:28:44 PM  
 Plotted by: StationsB Plot Date: 1/27/2024 12:28:44 PM

THESE DOCUMENTS ARE FOR INFORMATION ONLY AND NOT INTENDED FOR CONSTRUCTION OR BIDDING PURPOSES.	
Submitted: 1-26-2020	
1" = 40' - 0"	
Be in one inch on original drawing. If not one inch on this sheet, show scale in necessary.	
The Scale	
<b>AMENITY CENTER PLAN</b>	
<b>LAYOUT PLAN AND PAVING PLAN</b>	
<b>Preston Harbor</b>	
City of Denton, Grayson County, Texas	
PLAN NUMBER	DATE
PROJECT	SHEET
CAD179	LO1
PLATE	SHEET
4	LO1



**Tony Kaai, CEcD**

**President,  
Denison Development  
Alliance**

**State of the City**



# 2024 State of the City Denison



*Moving Forward. Kicking Back.*



# In Memoriam



Tom Akins, DDA Board



Kristine McKinney, DDF Board

# Population and Population Change for Texas Metropolitan Areas, 2020 - 2023



Metropolitan Statistical Area	Population		Change 2020-2023	
	Apr-20	Jan-23	Numeric	Percent
Austin-Round Rock-Georgetown	2283371	2448463	165092	7.2%
<b>Sherman-Denison</b>	<b>135543</b>	<b>145044</b>	<b>9501</b>	<b>7.0%</b>
Dallas-Fort Worth-Arlington	7637387	8060528	423141	5.5%
Tyler	233479	245426	11947	5.1%
Killeen-Temple	475367	496700	21333	4.5%
College Station-Bryan	268248	279718	11470	4.3%
Houston-The Woodlands-Sugar Land	7122240	7416564	294324	4.1%
San Antonio-New Braunfels	2558143	2662490	104347	4.1%
<b>State of Texas</b>	<b>29145505</b>	<b>30301595</b>	<b>1156090</b>	<b>4.0%</b>
Midland-Odessa	340391	352007	11616	3.4%
Lubbock	321368	331892	10524	3.3%
Longview	286184	294063	7879	2.8%
McAllen-Edinburg-Mission	870781	893365	22584	2.6%
Waco	277547	283887	6340	2.3%
Abilene	176579	180426	3847	2.2%
Laredo	267114	272271	5157	1.9%
Amarillo	268691	272560	3869	1.4%
Brownsville-Harlingen	421017	424884	3867	0.9%
El Paso	868859	873059	4200	0.5%
Wichita Falls	148128	<b>148573</b>	445	0.3%
Victoria	98331	<b>98270</b>	-61	-0.1%
Beaumont-Port Arthur	397565	395752	-1813	-0.5%
Corpus Christi	421933	418873	-3060	-0.7%
San Angelo	122888	<b>121630</b>	-1258	-1.0%
Texarkana	92893	<b>91532</b>	-1361	-1.5%

# Growth Rates by Place in the 289 & 377 Corridor

Ranking	Place	Population		Change 2020-2023	
		Apr-20	Jan-23	Numeric	Percent
10	Celina	16739	33013	16274	97.2%
33	Prosper	30174	40708	10534	34.9%
40	Pilot Point	4381	5700	1319	30.1%
73	Gunter	2060	2420	360	17.5%
115	Pottsboro	2488	2797	309	12.4%
173	Collinsville	1866	2026	160	8.6%
255	Tioga	1142	1211	69	6.0%
383	State of Texas	29145505	30301595	1156090	4.0%
475	Whitesboro	4074	4197	123	3.0%

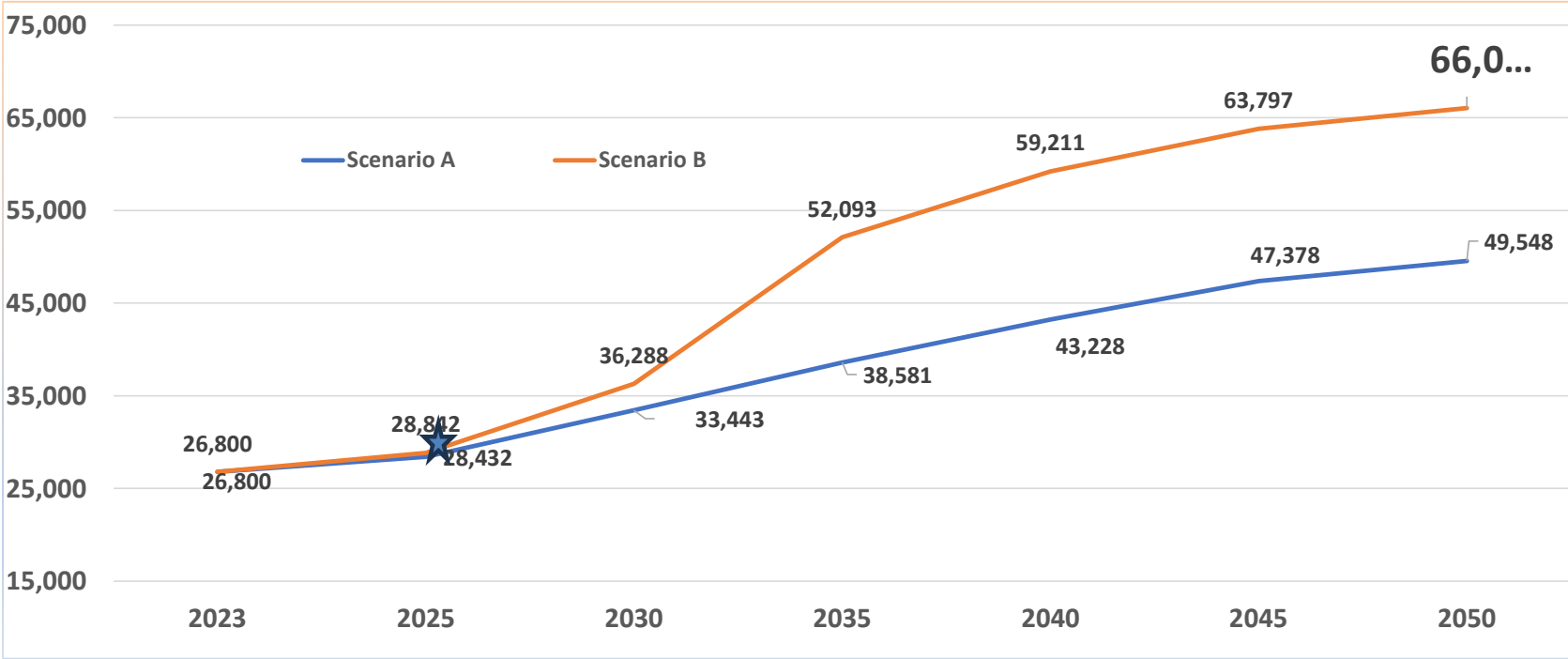
# Growth Rates by Place in the US 75 Corridor

Ranking	Place	Population		Change 2020-2023	
		Apr-20	Jan-23	Numeric	Percent
20	Anna	16896	25712	8816	52.2%
21	Van Alstyne	4369	6596	2227	51.0%
22	Melissa	13901	20930	7029	50.6%
128	McKinney	195308	217672	22364	11.5%
308	Sherman	43645	45809	2164	5.0%
216	Denison	24479	26179	1700	6.9%
362	Howe	3571	3724	153	4.3%
383	State of Texas	29145505	30301595	1156090	4.0%

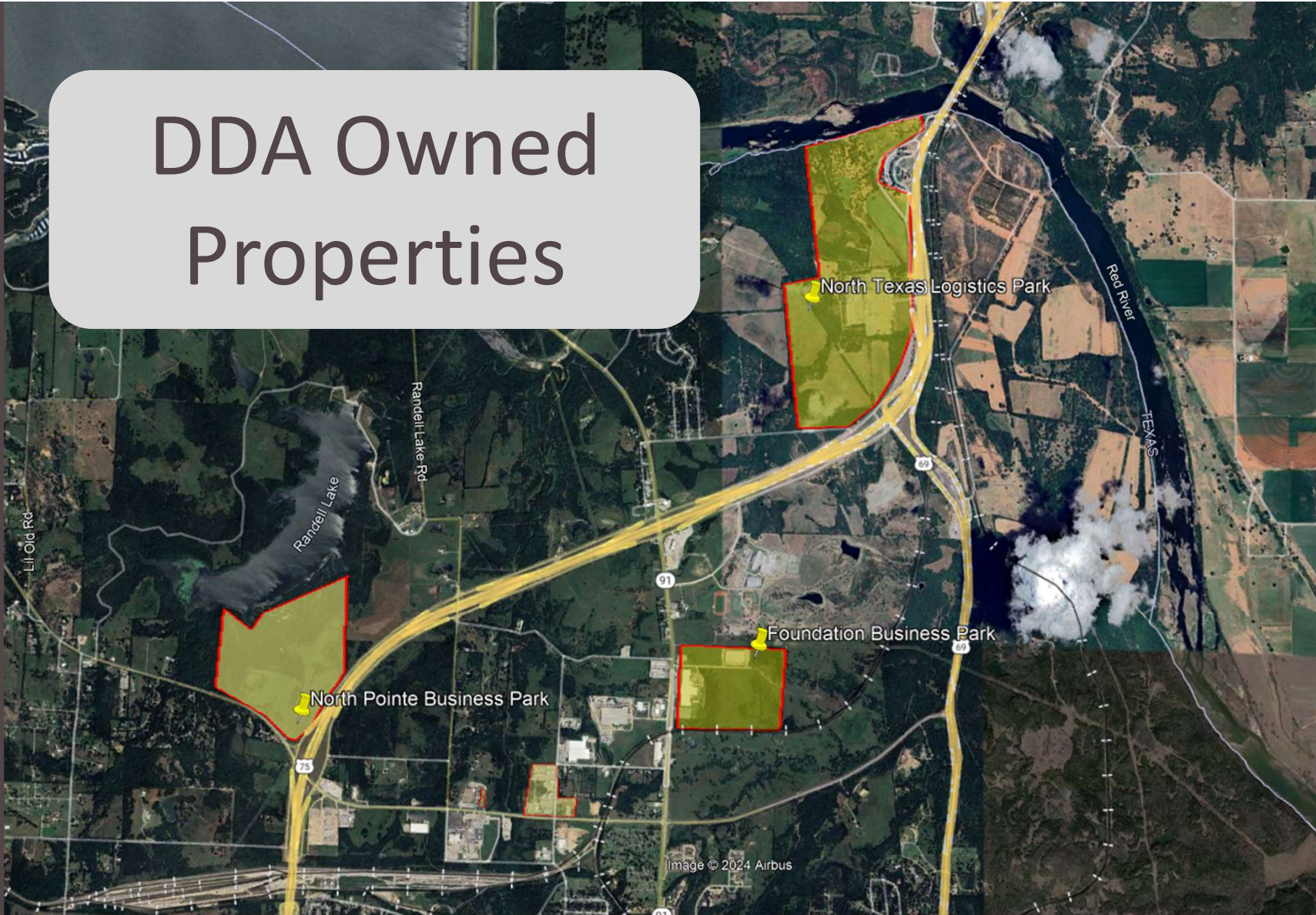
# Most Charming Cities in North America

1. Decatur, Georgia
  2. Whitehorse, Canada
  3. Langley, Canada
  4. Zanesville, Ohio
  5. Bainbridge Island, Washington
  6. Brockville, Canada
  7. Denison, Texas
  8. Duncan, Canada
- Owen Sound, Canada
  - Kerrville, Texas

# Projected Growth

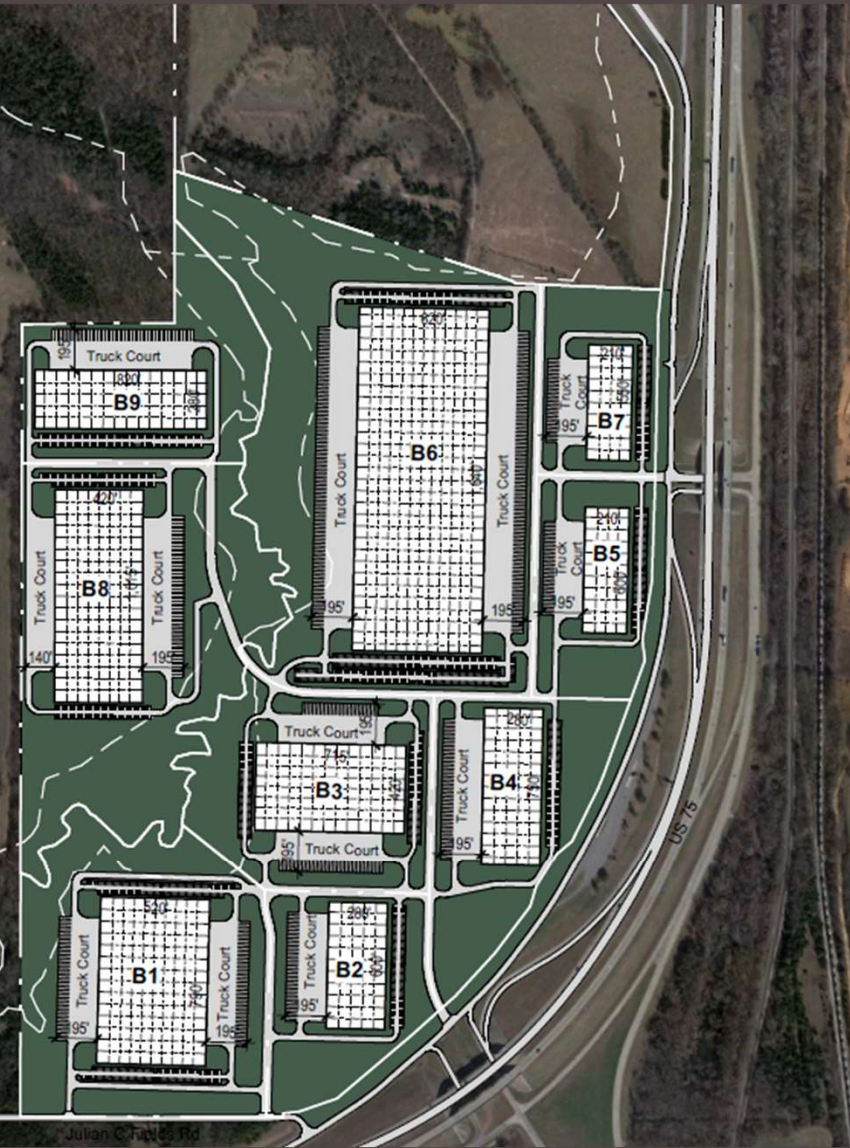


# DDA Owned Properties



# North Texas Logistics Park

Building 1 Site Acreage	35.06 AC	Building 4 Site Acreage	20.02 AC	Building 7 Site Acreage	11.70 AC
Building 1	410,800 SF	Building 4	210,000 SF	Building 7	115,500 SF
Car Parking	284	Car Parking	134	Car Parking	120
Trailer Parking	98	Trailer Parking	56	Trailer Parking	33
Building 2 Site Acreage	15.91 AC	Building 5 Site Acreage	13.30 AC	Building 8 Site Acreage	42.00 AC
Building 2	168,000 SF	Building 5	126,000 SF	Building 8	426,300 SF
Car Parking	128	Car Parking	123	Car Parking	214
Trailer Parking	43	Trailer Parking	37	Trailer Parking	64
Building 3 Site Acreage	23.99 AC	Building 6 Site Acreage	68.26 AC	Building 9 Site Acreage	19.89 AC
Building 3	300,300 SF	Building 6	1,016,800 SF	Building 9	229,600 SF
Car Parking	212	Car Parking	568	Car Parking	172
Trailer Parking	71	Trailer Parking	240	Trailer Parking	56





## Shell Buildings Available

See highlighted Buildings

## Location & Highway Access

Easily Accessed via US Hwy 75, FM 84 & State Hwy 91, on the Texas-Oklahoma Border <10 Miles from North Texas Regional Airport and only 79 miles from Dallas-Fort Worth International Airport.

## Water & Sewer Service

City of Denison: Water Delivered via 8" line.

## Electrical Service

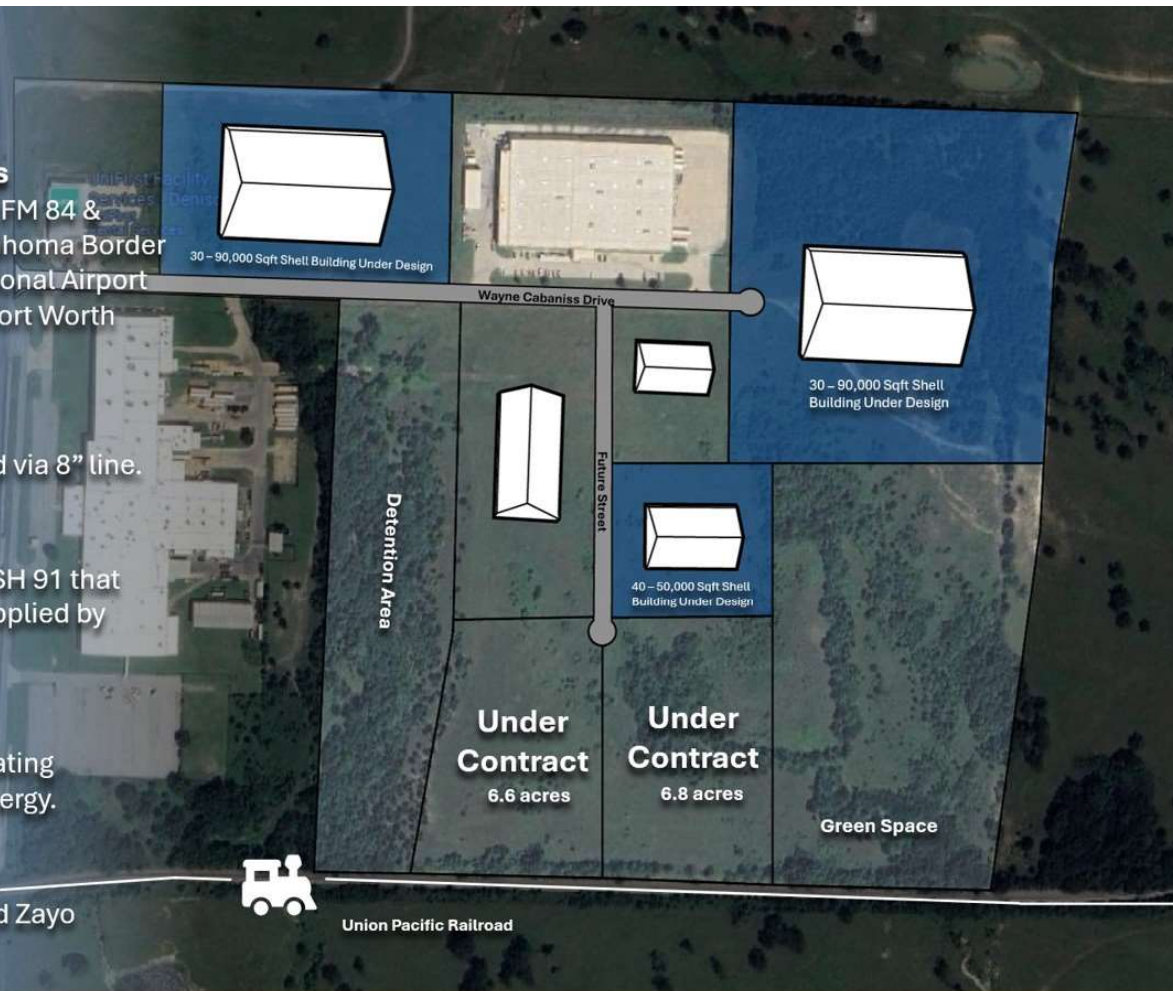
3 Phase Distribution line along SH 91 that serves Florestone Products. Supplied by Oncor.

## Natural Gas Service

4" poly line with 35-pound operating pressure. Supplied by Atmos Energy.

## Fiber Optics

Supplied by Sparklight, AT&T and Zayo



# Foundation Business Park

# Bluestem Road





# LinkedIn Sales Automation Outreach

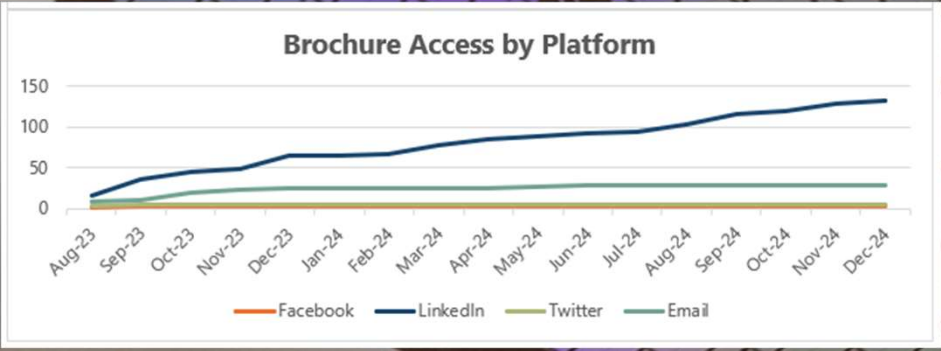


## Marketing Analytics

Advanced Manufacturing Properties Marketing (Lifetime)			
QR Code	Engagement (Growth over last month)	Source	Viewer Location (in last 30 days)
Denison's Business Advantage	68 (5%)	Brochure	United States (3)
Texoma Technology Park	8 (0%)	Brochure	--
Foundation Business Park	0 (0%)	Brochure	--
North Texas Logistics Park	13 (0%)	Brochure	--
Brochure Access by Platform			
Facebook	3 (0%)		--
LinkedIn	131 (2%)		Germany (1) United States (2)
Twitter (X)	4 (0%)		--
Email	29 (0%)		--

Month	Requests Sent	Requests Accepted	Requests Accepted %	Prospects Replied	Prospects Replied %
October	293	36	12%	3	8%
November	1375	250	18%	53	21%
December	1262	418	33%	110	26%
<b>Total</b>	<b>2930</b>	<b>704</b>	<b>24%</b>	<b>166</b>	<b>24%</b>

## LinkedIn Post Outreach!!



LinkedIn Groups	Members/Connections
Troy Weber - Weber Advisors Inc.	7,151
DDA	569
Logistics Consulting	101,840
Semiconductor Professionals Group	166,274
World Class Supply Chain Management	91,147
Third Party Logistics	103,672
Semiconductor - Sales & Marketing	52,269
3PL Professionals	22,895
Texas Instruments	13,100
Supplier Quality Engineers & Supplier Development Engineer Network	9,352
Purchasing Professionals - Best in class	511,808
<b>LI Post Recipients ==&gt;</b>	<b>1,080,077</b>

## What is a Foreign Trade Zone?

- A Foreign Trade Zone, or FTZ, is an area of land physically in the U.S. but considered outside of U.S. customs territory for duty and customs “entry” purposes
- Most countries have some version of this type of program, commonly referred to as “free trade zones”, “free ports”, “inward processing”, “bonded warehouses” or with similar terminology
- FTZs have been around since the 1930s but have seen an explosion of growth in the last decade





230 W. Main Street

130 W. Woodard St.



Before

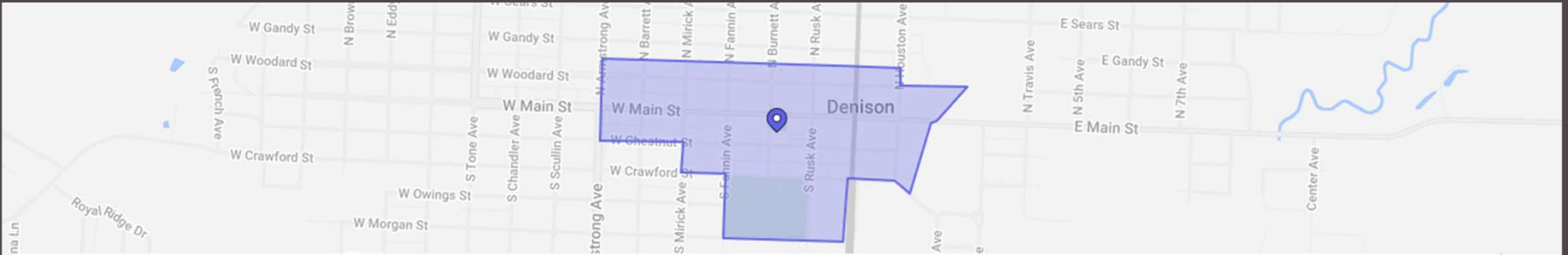


After

# 123 & 125 W. Main St.







## Downtown Denison

162 South Burnett Avenue, Denison, TX 75020



2024

Over 10 Min

Add Filter



Export

### Metrics ?

Property:

Downtown Denison / South B...



Visits	2.2M	Panel Visits	190.4K
Visitors	311K	Visits YoY	-0.7%
Visit Frequency	7.34	Visits Yo2Y	+1.4%
Avg. Dwell Time	90 min	Visits Yo3Y	-2.7%

# Number of Unique Visitors to Downtown Denison

Downtown Denison / South B...

Visits	2.2M
Visitors	311K
Visit Frequency	7.34
Avg. Dwell Time	90 min



New DDA/DDF Office  
115 N. Rusk Ave.  
Denison, TX 75020





**Shelley Luther**

**TX House Rep., Dist. 62**

**Brent Hagenbuch**

**TX State Senator, Dist. 30**

**Legislative Priorities**



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**Robert Crawley**

**Mayor,  
City of Denison**

**Planning for Excellence in 2025**



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