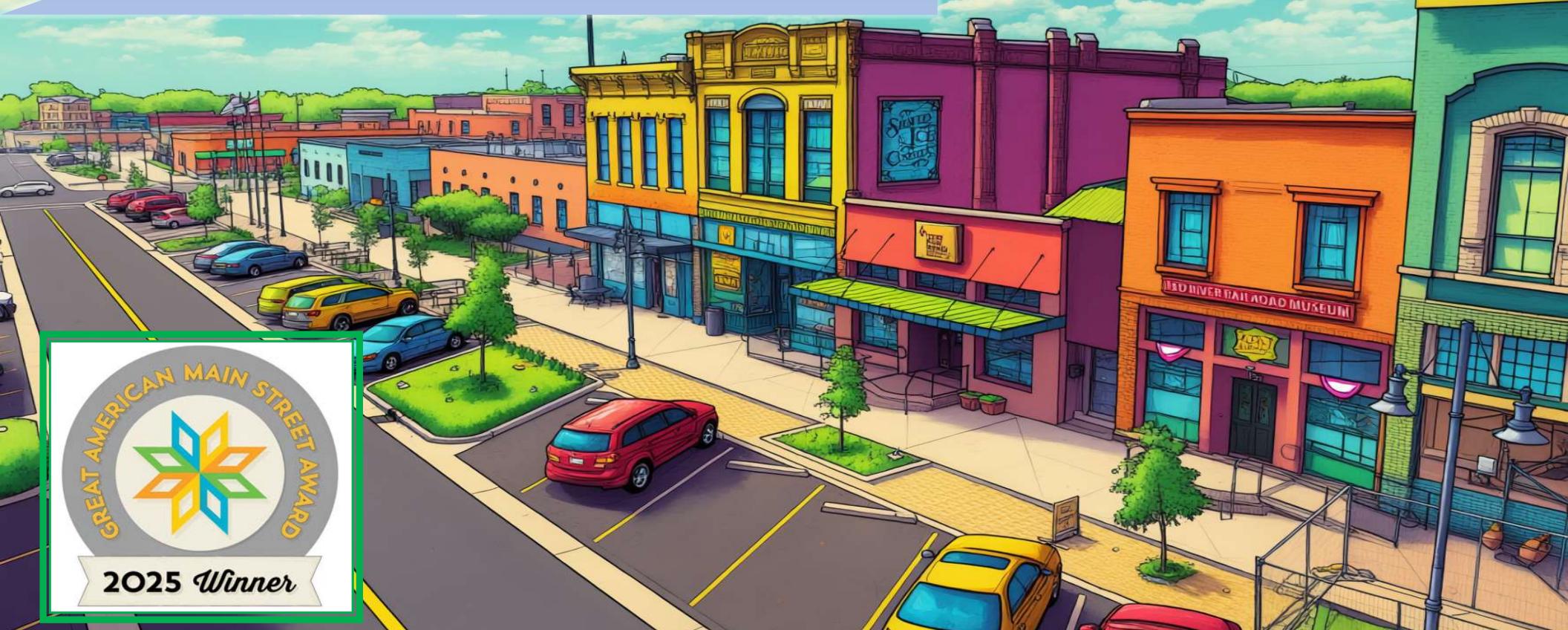


24th Annual Economic Development Summit





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



Dr. Molly
Harris



Adam Doty



Mac
Miles



Spence
Redwine



Rhonda
Borgne



Joe
Piazza



DeeAnn Abner



Brad Sylvester



D.C. Ramsey



Tom Gissler



DDA Staff



Tony Kaai,
President



Tiffany Barney-Harolds,
Vice President of
Business Development



Sarah Bergeron,
Vice President of
Operations



Diana Theall, IOM

President/CEO, Denison Area Chamber of Commerce

Stronger Community.
Stronger Businesses.



Strengthening Local Economies from Within

Connecting, Supporting &
Empowering Small Businesses





“True impact begins at home. When you build a strong local community, you create the foundation that allows you to lift others.”

Networking that Builds Stronger Communities

- We delivered on the call for more networking opportunities
- Stronger communities are built through regular connection
- Affordable events ensure everyone can participate





Quarterly Luncheons

- Focus on business, leadership, and community growth
- Sample topics:
 - Surviving a Disaster: Is Your Business Prepared?
 - Stars Among Us: Celebrating Local Talent
 - History of Denison: Community, Chamber & DISD
 - 24 Hours in the President's Bunker – 9/11 Story
 - Keeping Denison Safe – Crime reduction & Fire ISO 1 rating
 - Preventing Burglary & Theft in Business

Quarterly Coffee & Chats

Founded in 2022 to focus on local and legislative topics

Meet elected officials and candidates before elections

Community updates on major developments



Our Membership Impact

80% of members are small businesses with 10 or less employees

They are the backbone of our community and large sponsorships are always within their reach

Their need for visibility and connection is greater than ever

Combined sponsorships offer a solution for small business. 10 \$100 sponsorships = 1 major \$1,000



Chamber Ca\$h: Keeping Dollars Local

Since 2022, over \$20,000 returned to small business members

No cost to merchants to participate

Keeps member sponsorship dollars circulating in THEIR business

Over \$9,000 distributed annually for public redemption

Redeemable at 50+ locations – better than a gift card!

DENISON AREA CHAMBER OF COMMERCE



313 W. Woodard, Denison | 903.465.1551 | DENISONTEXAS.US



SHOP TO WIN!

PRESENTED BY



CHAMBER CASH
PRIZES

John Kermit and Abigail
HILL FAMILY
FOUNDATION

SPEND \$25 AT
PARTICIPATING
BUSINESSES

HOSTED BY



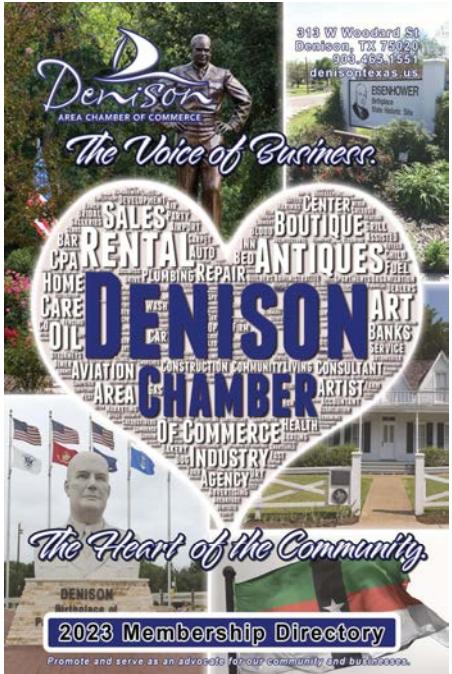
ONE MONTH TO
SHOP & WIN!!

NOV. 6 - DEC. 4

2024, 12,800 TICKETS - **\$320,000**

2025, 14,650 TICKETS - **\$366,250**

SPENT AT OUR CHAMBER MEMBER STORES!



Advertising & Visibility for Every Budget

Digital billboard packages scaled for small business budgets

Membership Directory – smaller version at less cost allowing businesses of all sizes to advertise

Affordable advertising opportunities
every month for every budget



The Gold Coat Ambassador Program

Grows future leaders and boosts business visibility

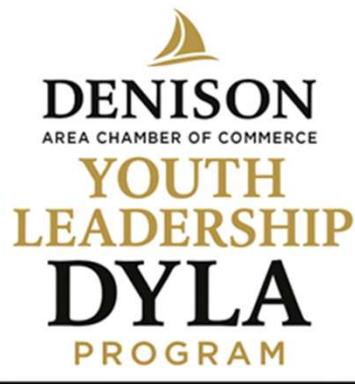
90% of ambassadors report business growth through participation

Host 60+ ribbon cuttings annually

Lead major events: GLOWI, Fall Fest Clay Shoot, Parades and Quarterly Luncheons

Represent the Chamber at every major event

Member Recruitment and Retention is a top priority



***THE SINGLE
BIGGEST WAY TO
IMPACT AN
ORGANIZATION
IS TO FOCUS ON
LEADERSHIP
DEVELOPMENT”***

**JOHN C.
MAXWELL**



Scott Scholars Hot Cocoa Entrepreneur Program

- Builds future leaders
- Teaches 8th graders about starting a business and giving back
- Huge impact for our area non-profits
- 2025 raised \$19,236 2nd HIGHEST YEAR!

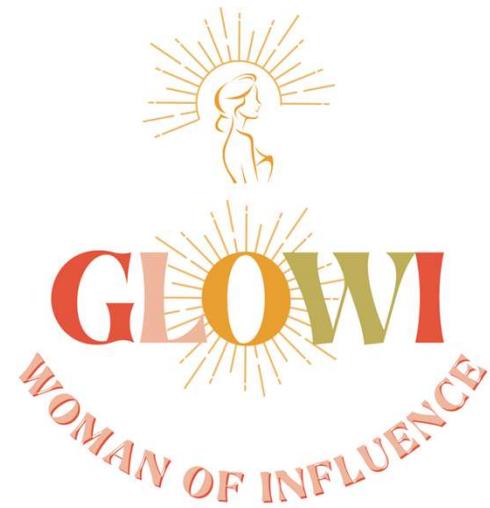
**GRAND TOTAL FOR 7 YEARS
\$102,515!!!**

Growing Regionally

**"Coming together is a beginning.
Keeping together is progress. Working
together is success" (Henry Ford)**

After we built a strong community, we knew we were ready to reach out regionally.

GLOWI was born



- Exists to celebrate women who have made a profound impact on Grayson County through **leadership, innovation, and unwavering dedication**. These prestigious awards honor women whose contributions span a variety of sectors—business, education, healthcare, social services, arts, culture, and more.
- A committee of **seven accomplished women leaders** carefully designs the event to ensure it remains both **classy and respectful**, recognizing not only individual excellence but also the collective achievements of women shaping our community.
- The first **COUNTYWIDE** event of its kind in Grayson County, encouraging collaboration across all city limits.





#TEAMDENISON

*"Alone, we can do so little;
together, we can do so
much" Helen Keller*

From Chris Romain,
Split Window Studios



130 shares
over 25,000 views

- *I'm a kid of [Denison, Texas](#). I grew up under these streetlights, pedaling past storefronts that raised me. Today we turned that love into a "Thriller" homage for our Chamber of Commerce, not for clout, but for culture. I believe God put a story in me and a responsibility on me: show the world who WE are. Neighbors. Builders. Donors of time and heart. The Chamber fuels that spirit every day, and I'm honored to stand shoulder to shoulder with people who give more than they take. This work is service. It's bigger than us. We'll leave this place better than we found it. Thankful is an understatement. .*

Our Mission and Growth

Promote and advocate
for our businesses and
community

- Chamber membership has doubled since 2018 to over 660 members
- Facebook followers has increased from 3,000 to OVER 10,000
- Gold Coat Ambassadors have grown to over 50 strong
- 63% of people will shop at a chamber member first





Thank you from our staff and Board of Directors
for supporting our Chamber



Dr. David Kirkbride
Superintendent, DISD

Dustin Anderson
CTE Director, DISD

Where Tradition Meets Innovation





DENISON ISD

IT'S GREAT TO BE A YELLOW JACKET!

DENISON ISD BOND23 NEW CONSTRUCTION



LAMAR ELEMENTARY



TERRELL ELEMENTARY



HOUSTON EARLY CHILDHOOD



NEW B. Mc DANIEL INTERMEDIATE CAMPUS
OPENING FALL 2026



NEW B. Mc DANIEL INTERMEDIATE CAMPUS

OPENING FALL 2026

DENISON ISD BOND23 SUMMER 2026 PLANS



CURRENT DISD ADMIN BLDG.



CURRENT PATHWAYS HS



CURRENT B. McDANIEL BLDG.

DENISON ISD BOND25 PROJECTS



NEW TURF



NEW BUSES

DENISON ISD BOND25 PROJECTS



NEW STUDENT AND TEACHER DEVICES



NEW INTERACTIVE DISPLAYS

DENISON ISD LAND AQUISITION





DENISON ISD

IT'S GREAT TO BE A YELLOW JACKET!



DENISON ISD

**CAREER &
TECHNOLOGY
EDUCATION (CTE)**

ADVISORY COMMITTEE

GOAL #1

Increase
student access
and equity
in CTE programs

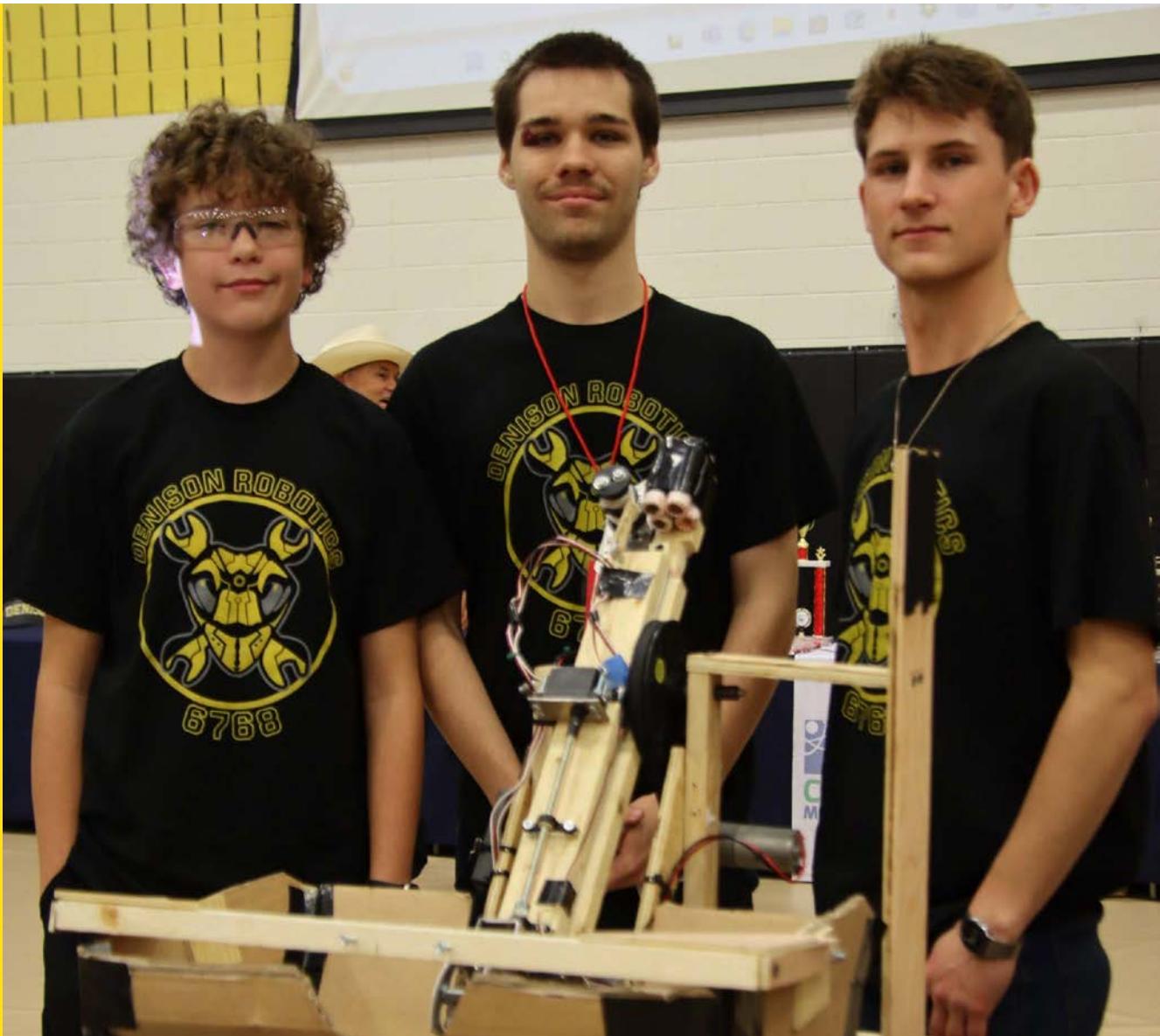
DENISON ISD CTE



GOAL #2

Strengthen
business, industry,
and higher
education
partnerships

DENISON ISD CTE



GOAL #3

Modernize
and grow
high-demand
CTE pathways

DENISON ISD CTE



GOAL #4

Prepare
students for
post-secondary
success through
credentials
and skills

DENISON ISD CTE



THIS MATTERS *for students*

CAREER READINESS

Students gain real-world skills and certifications that make them post-high school employable.

COLLEGE READINESS

Dual credit and OnRamps courses help students transition confidently to college-level work.

INDUSTRY CONNECTIONS

Work-based learning, internships, and mentorships help students discover their passion and purpose.

CONFIDENCE & BELONGING

CTE helps students see their strengths, find their voice, and feel valued for their talents.

ECONOMIC MOBILITY

Students can earn high-wage, high-demand credentials that open doors for themselves and their families

THIS MATTERS *for business & community*

BUILDS A FUTURE WORKFORCE PIPELINE

Local employers gain access to students who are already trained in industry-aligned skills.

STRENGTHENS LOCAL PARTNERSHIPS

Businesses, colleges, and schools work together to keep talent here in Denison.

SAVES TIME AND MONEY

Companies spend less on training and recruitment when students graduate job-ready.

DRIVES COMMUNITY GROWTH

A skilled workforce attracts new businesses, supports existing ones, and boosts the local economy.

BUILDING STRONGER PATHWAYS

for students & our community

PROGRAM EXPANSION

Grow CTE pathways in high-demand areas (e.g., Construction, Health Science, Robotics, Welding, Culinary).

INDUSTRY-BASED CERTIFICATIONS

(IBCs) Increase student attainment through targeted support and testing opportunities.

COMMUNITY PARTNERSHIPS

Deepen collaboration with business, industry, and postsecondary partners for work-based learning.

EQUITY & ACCESS

Ensure all students, including special populations and rural learners, can complete pathways and earn credentials.

CONTINUOUS IMPROVEMENT

Use data and feedback to refine programs (aligned with Perkins V and CLNA).

DENISON ISD CTE PROGRAMS



DENISON ISD CTE

- ◆ **Agriculture, Food & Natural Resources**
Animal Science
Ag Tech and Mechanical
Plant Science-Floral Design
- ◆ **Architecture & Construction (Carpentry)**
- ◆ **Arts, A/V Technology & Communications**
- ◆ **Business, Marketing & Finance (Marketing and Sales)**
- ◆ **Hospitality & Tourism (Culinary Arts)**
- ◆ **Health Science**
- ◆ **Human Services**
Cosmetology
Family and Community Services
- ◆ **Information Technology**
- ◆ **Manufacturing (Welding)**
- ◆ **STEM (Engineering & Robotics)**
- ◆ **Education & Training**

DENISON ISD CTE PROGRAMS



DENISON ISD CTE

CURRENT STRENGTHS

- ◆ Wide variety of program offerings
- ◆ Strong teacher expertise
- ◆ Partnerships with Grayson College for dual credit

DISTRICT GOALS

- ◆ Raise certification pass rates across clusters
- ◆ Expand dual credit offerings in high-demand fields
- ◆ Strengthen advisory involvement in curriculum decisions
- ◆ Provide targeted professional development for teachers
- ◆ Develop new industry partnerships

DENISON ISD CTE PROGRAMS



DENISON ISD CTE

EET PROGRAM

Through a grant from District partners at Workforce Solutions Texoma and the Denison Development Alliance, a new Electrical Engineering Technology lab is up and running at Denison HS. Students now have the most modern equipment they can get their hands on to learn with and grow their skill set.

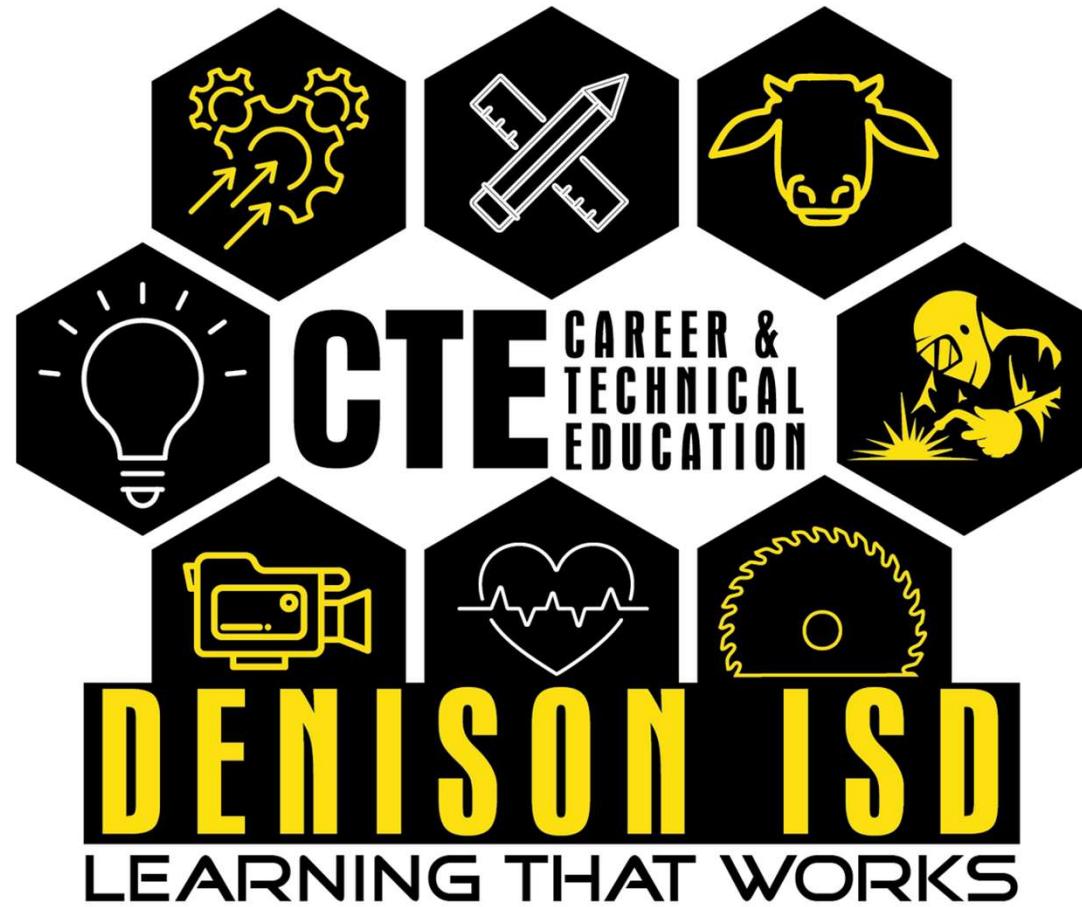


HOW *can you help?*

- ◆ Participate in classroom speaking, tours, or mentoring
- ◆ Provide internship or job shadowing opportunities
- ◆ Support teacher externships or professional development
- ◆ Promote CTE opportunities within the community

DENISON ISD CTE





It's great to be a Yellow Jacket!



THANK YOU

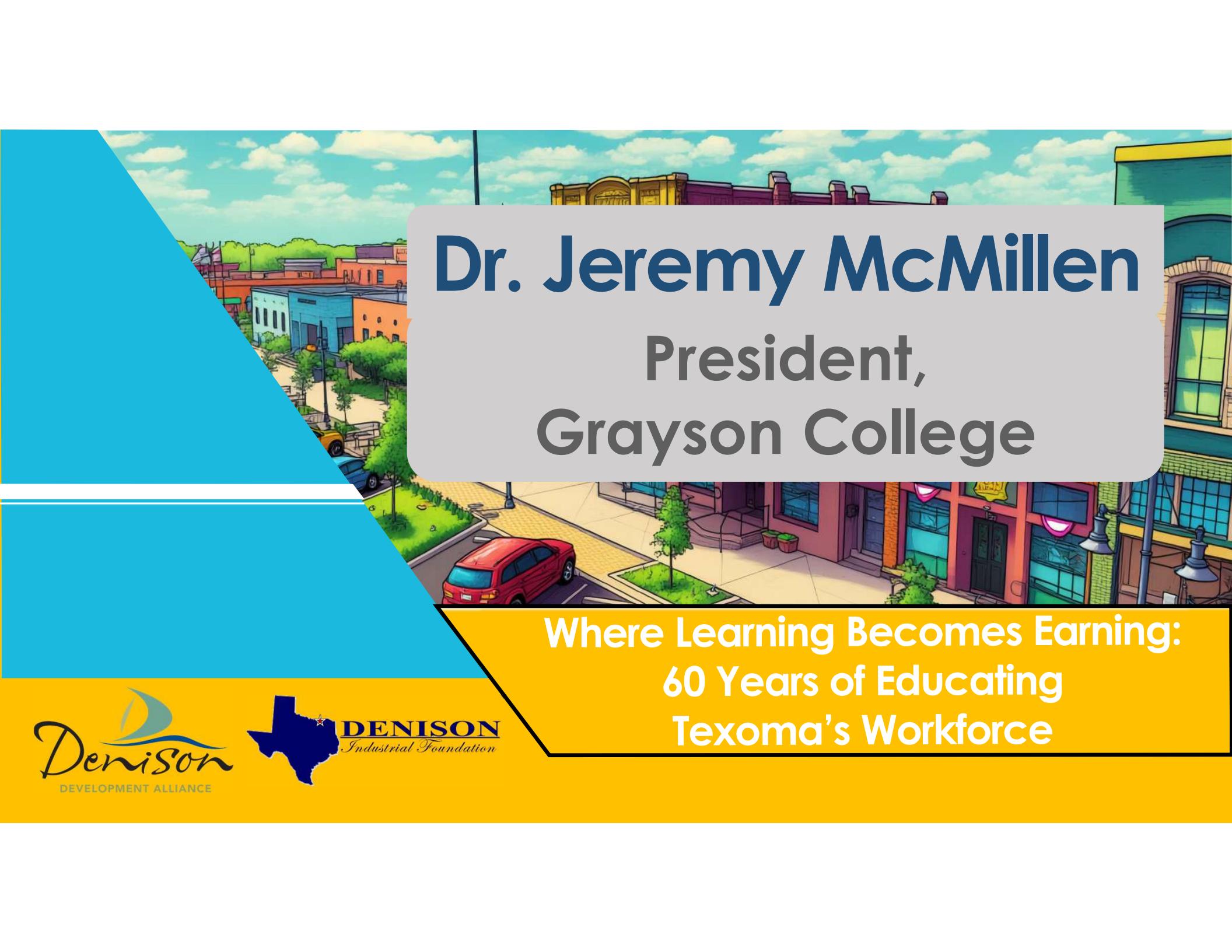
DUSTIN ANDERSON

DENISON ISD DIRECTOR OF CAREER & TECHNOLOGY EDUCATION

danderson@denison.net

(903)462-7250

www.denisonisd.net



Dr. Jeremy McMillen

President, Grayson College

Where Learning Becomes Earning:
60 Years of Educating
Texoma's Workforce



Where Learning Becomes Earning:

60 Years of Educating Texoma's Workforce

**Dr. Jeremy McMillen,
President**



Sixty years of Student Success!



Located in North Texas, home of the Semiconductor Boom

Two Campuses – Denison & Van Alstyne

5,400 students annually

- 9% enrollment growth over last 2 years
- 50% first generation students
- Career Ready, Transfer Programs and Career/Technical Training
- Dual Credit students from 23 service area high schools
- Adult Education ~ 700 students annually

640 Employees – 321 full time
319 part-time

Current Projects



CTC Renovation – Completed February 2025



Police Relocation – Completed August 2025



Public Safety & Logistics – Completed October 2025

04

Residence Hall – To be Completed Fall 2026

05

Health Sciences – To be Completed Fall 2027





Size: 7,000 SF
Electrical Engineering Technology Ribbon Cutting – February 2025



Size: 3,200 SF
Police Department Ribbon Cutting - August 2025



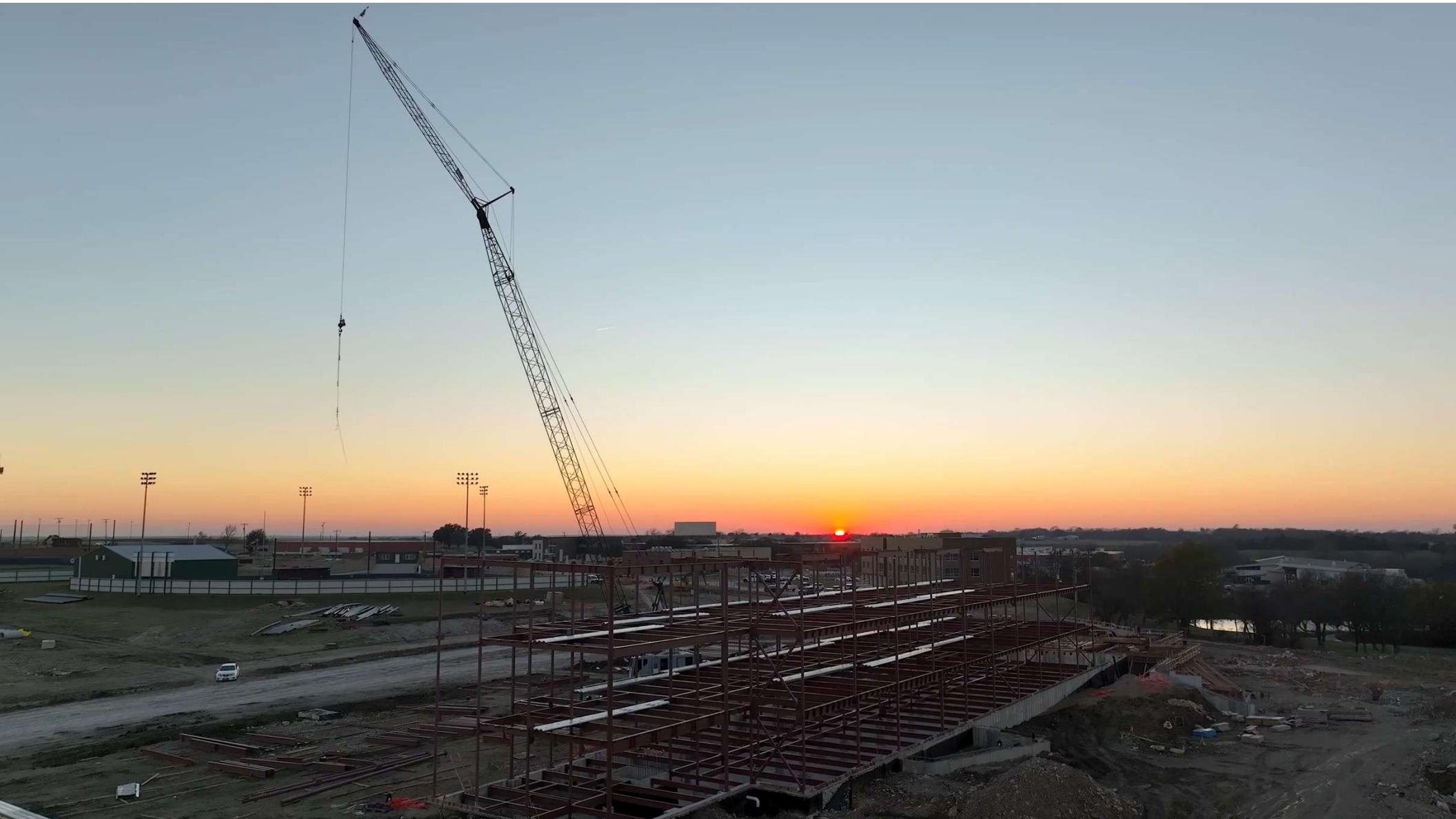
Size: 10,000 SF
Public Safety & Logistics Ribbon Cutting - October 2025

Residence Hall

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



Residence Hall



Health Sciences

Size: 211,000 SF, 4 stories

Completion Date: Fall 2027



Health Sciences



Future Growth & Programming

Future Programming

Fall 2026

- Blocked ADN Curriculum Begins
- Medic to RN/Bridge Program
- Orbital Welding
- Pipefitting
- Cloud AI
- Agribusiness

Fall 2027

- Diagnostic Medical Sonography
- Radiology - MRI
- Healthcare Administration (Bachelors Degree)

Summer 2028

- Pre-Licensure BSN
- Dental Hygiene (AAS Degree)

Fall 2028

- Respiratory Therapy, (AAS Degree and potentially Bachelors degree)

Summer 2029

- Dental Hygiene (Bachelors Degree)

Note: Timeline & programs presented are subject to change.

Potential Future Programs:
Plumbing, Construction, Diesel Mechanics

Bachelors Degrees

Bachelors in Nursing

- RN-BSN (Current)
- Medic to RN (Fall 2027)
- Pre-Licensure BSN (Summer 2028)

Healthcare Administration (Fall 2027)

Dental Hygiene (Summer 2029)

Respiratory Therapy (Fall 2028/2029)

Business Administration

Education - Secondary

Organizational Leadership

Construction

Note: Timeline & programs presented are subject to change and are contingent upon accreditation and legislative action..



Maintenance & Operations Facilities



South Campus Expansion



Student Connection Center

Sixty years of student success!



gcmasterplan.com



Michelle Lemming

President/CEO, Texoma Community Foundation

Committed to Hope and Wellness





Inspiring Hope & Purpose

DENISON DEVELOPMENT ALLIANCE - 2026



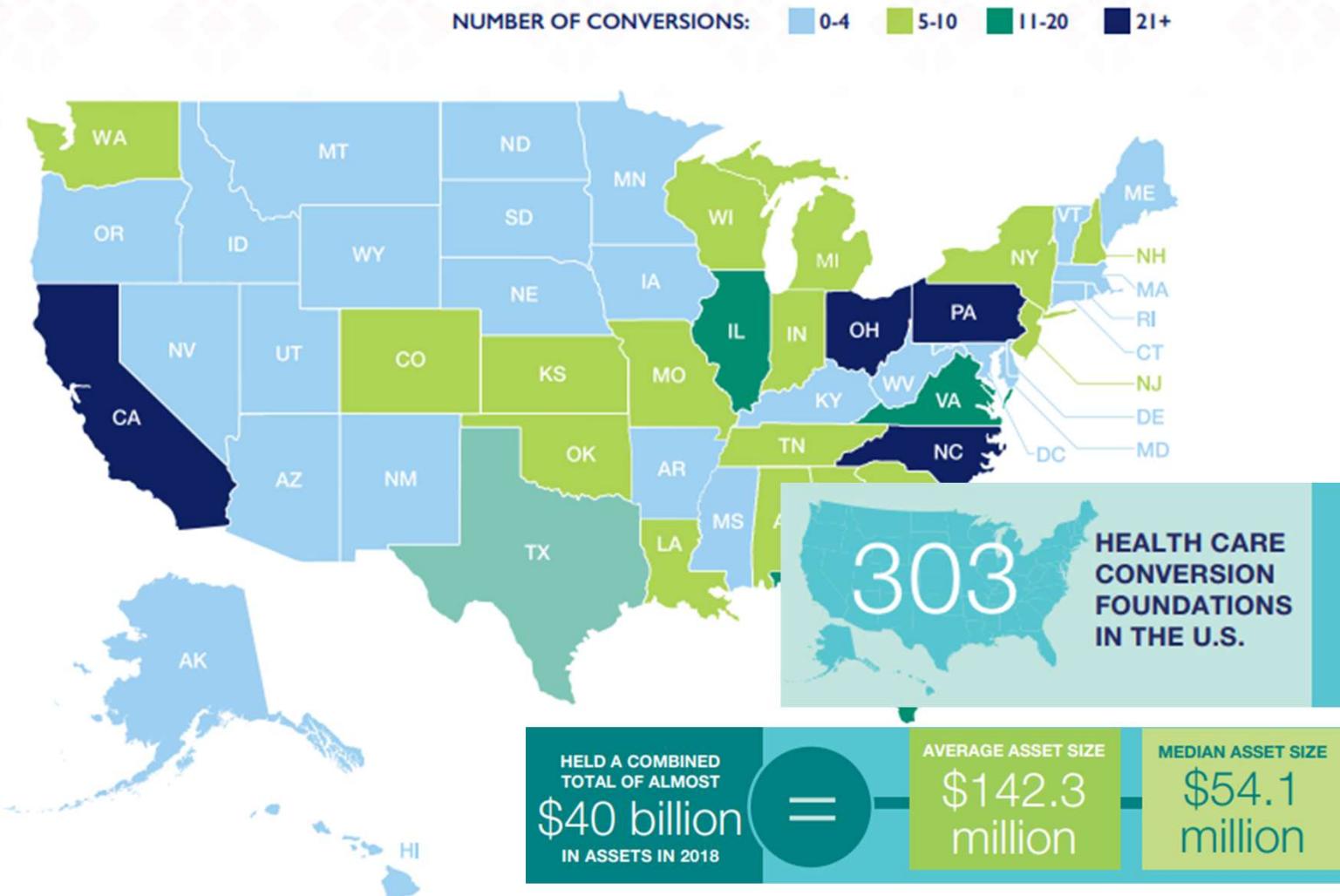
■ A DENISON LEGACY OF CHARITY ■



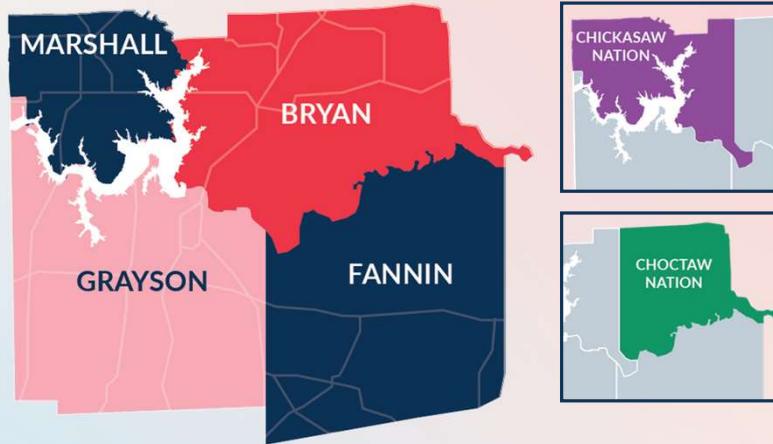
Texas

13 CONVERSION FOUNDATIONS

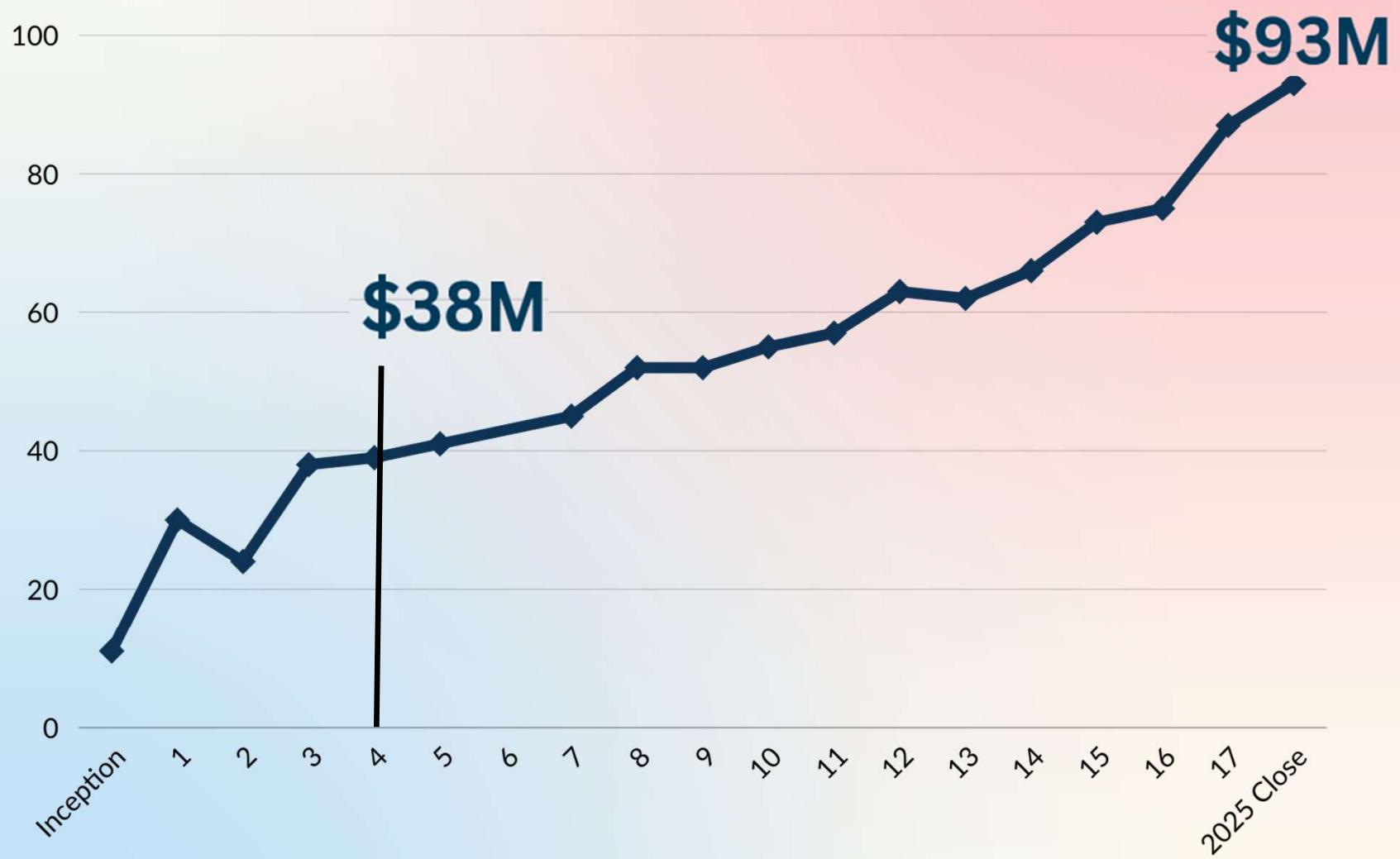
- Baptist Health Foundation of San Antonio
- East Texas Medical Center Foundation
- Episcopal Health Foundation
- Gulf Coast Medical Foundation
- Knapp Community Care Foundation
- Methodist Healthcare Ministries of South Texas, Inc.
- Paris Health Foundation
- Paso del Norte Health Foundation
- San Angelo Health Foundation
- South Plains Foundation
- St. David's Foundation
- Texoma Health Foundation
- Valley Baptist Legacy Foundation



OUR EXPANDED COMMUNITY



TCF is building hope & purpose
in the lives of residents in our
4-county service area that crosses
2 states and is home to 2 tribal nations.



\$5.2 M

distributed for
charitable programs
and initiatives to help
our residents live long,
healthy lives.

7%

 **VISION, MISSION** **OUR VISION**

That every Texoman feels a sense of

 **HOPE &** **PURPOSE****OUR MISSION**

To improve the health & wellbeing of **OUR NEIGHBORS** in the communities that we serve in Oklahoma and Texas.



*Our mission is
> than health*



*-and our assets
belong to the
community we serve.*



SAME MISSION: NEW NAME



Our 3 Long-Term Benchmarks



Reduce
Suicide Rates



Lower
Substance Use Rates



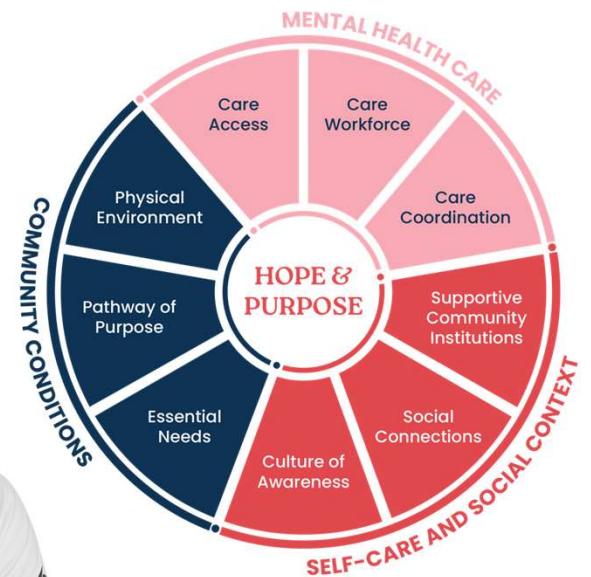
Mentally Healthy Days

Empowering Hope, Inspiring Purpose

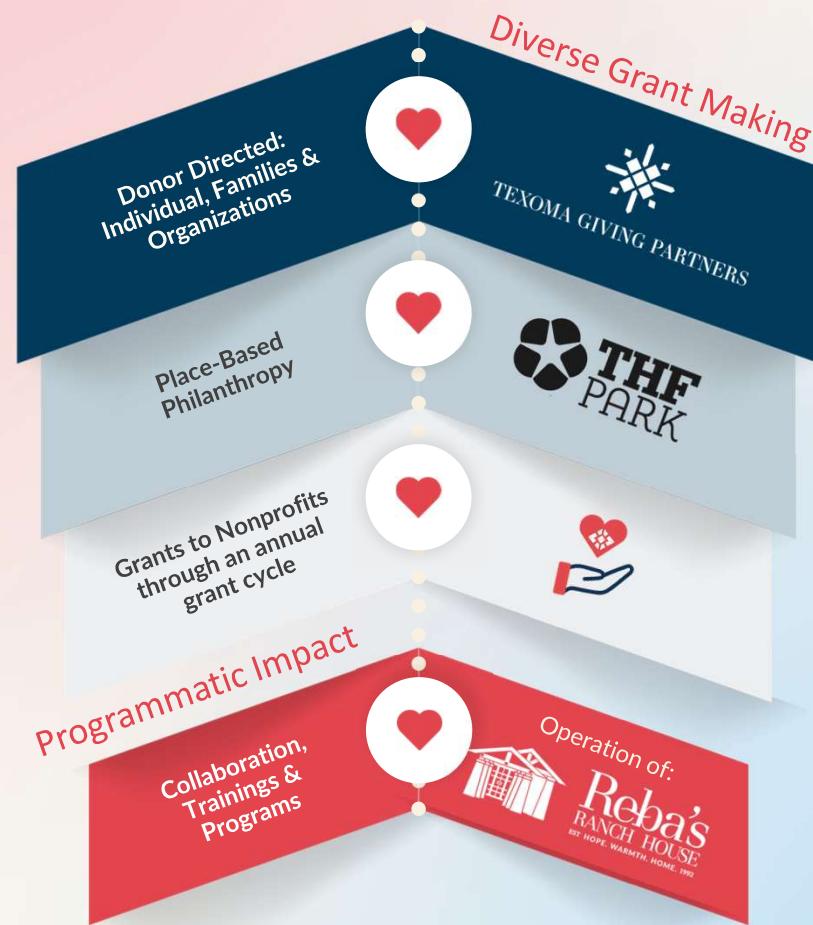
A TOOL FOR COMMUNITIES

If, as a region, we can move these areas, we can move mental health and wellbeing in Texoma.

The framework is bigger than TCF can do alone. We invite you to come alongside us in this work.



INVESTING IN COMMUNITY





Every act of generosity,
whether large or small, fuels
a culture where Texomans
support one another in
meaningful ways.



This is the
Heart of Texoma.



THF PARK

Where we live
shapes how we live.

We delivered our final annual
grant to the City of Denison
to complete an

**\$8 million
investment**

in the THF Park
- a place for health and
wellness.





REBA'S RANCH HOUSE

Caring for loved ones.

Reba McEntire has been a philanthropic partner in our community for over 30 years.



1,896

nights to

334

guests

traveling from

148

cities

14

states

SUPPORTING NONPROFITS

When nonprofits thrive, Texoma thrives.



**Funding & Collaboration for a Stronger
Texoma**



OUR VALUES



OPEN
DOOR



OPEN
MIND



OPEN
HEART

Texas
Health and Human
Services

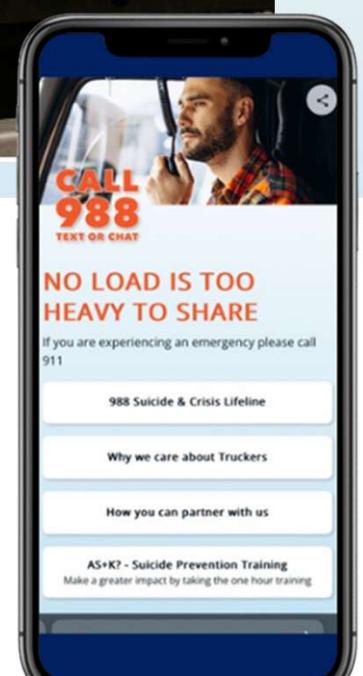
Texas Suicide Deaths by Industry - All Ages

Industry	Suicide Deaths in 2021	Suicide Deaths in 2022
U.S. Armed Forces - Combined	108	87
Architectural, Engineering, and Related Services	53	57
Automotive Repair and Maintenance	75	83
Computer Systems Design and Related Services	67	73
Construction	240	266
Electrical Contractors and Other Wiring Installation Contractors	51	62
Elementary and Secondary Schools	64	82
Food Services and Drinking Places	160	155
General Medical and Surgical Hospitals	81	92
Independent Artists, Writers, and Performers	49	39
Landscaping Services	44	46
Manufacturing	52	48
Non-Paid Workers	542	541
Oil and Gas Extraction	86	82
Plumbing, Heating, and Air-Conditioning Contractors	39	51
Police Protection	37	48
Retail Trade	136	124
Truck Transportation	95	134

6



TEXAS BEHAVIORAL HEALTH FUNDERS COLLABORATIVE



OUR BOARD

15
Member Board

1
Member/County

Permanent Seat
for Reba

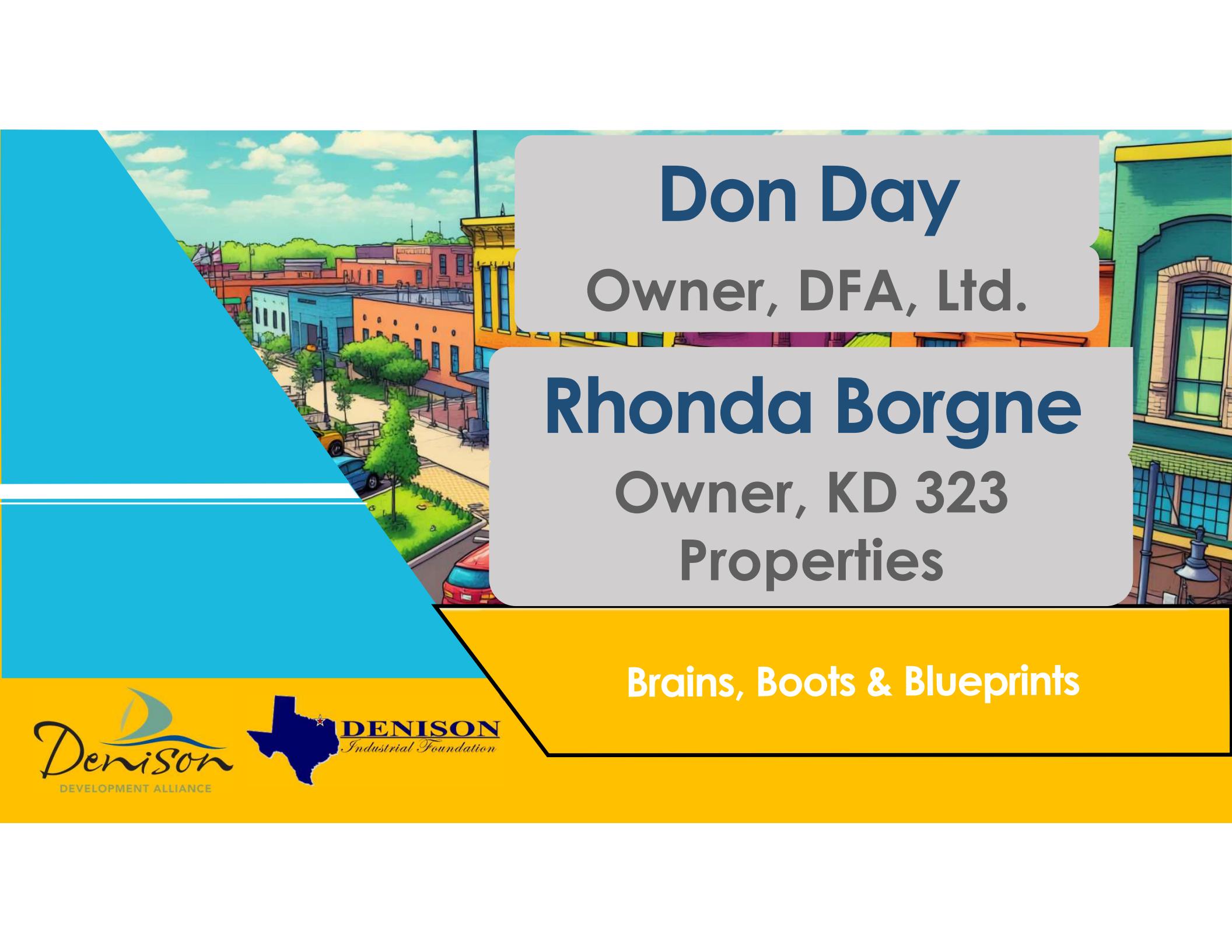
3 Three-Year Terms
for up to 9 years total





YOUR Foundation & Neighbor





Don Day
Owner, DFA, Ltd.

Rhonda Borgne
Owner, KD 323
Properties

Brains, Boots & Blueprints





DFA, LTD
KD Properties – Denison, LLC

DFA, LTD & KD PROPERTIES MAIN STREET DENISON PREVIOUS PROJECTS

- ▶ 1. 214 MAIN--SANAM ZAHIR BLDG
- ▶ 2. 231 MAIN--RED, WHITE & BLUE
- ▶ 3. 226 MAIN--4 LIONS BLDG
- ▶ 4. 313 MAIN—PREMIERE BABY IMAGING
- ▶ 5. 316 MAIN--LANDON WINERY
- ▶ 6. 331 MAIN--34 CHOPHOUSE
- ▶ 7. 501 MAIN--LEAPIN LITTLES
- ▶ 8. 225 CRAWFORD--FOOD TRUCK PARK



226 W MAIN

The Four Lions Building

- Two Retail Spaces
- Three Residential Lofts



231 W MAIN

- RESTAURANT
- RETAIL
- EXECUTIVE
OFFICE SUITES

231 W
MAIN

Red White &
Blue Building

ADDITIONAL
EXECUTIVE
BUSINESSES

FIRST TEXAS NATIONAL
BANK

THE SIMMS GROUP

PLUMMER &
ASSOCIATES

EZRA GRANT
SERVICES

YOUR SPECIALIZED
DIETITIAN

DR. PHILLIP BELLOWS

ARSTRAT

BALANCING
ACT

AESTHETICS BY AMY
VALBUENO

BAHN WEALTH
MANAGEMENT

MEDICAL SUPPORT
CENTER

CAMMS SYSTEMS

PC TATTS

HARWOOD
INSURANCE



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

C H O P H O U S E

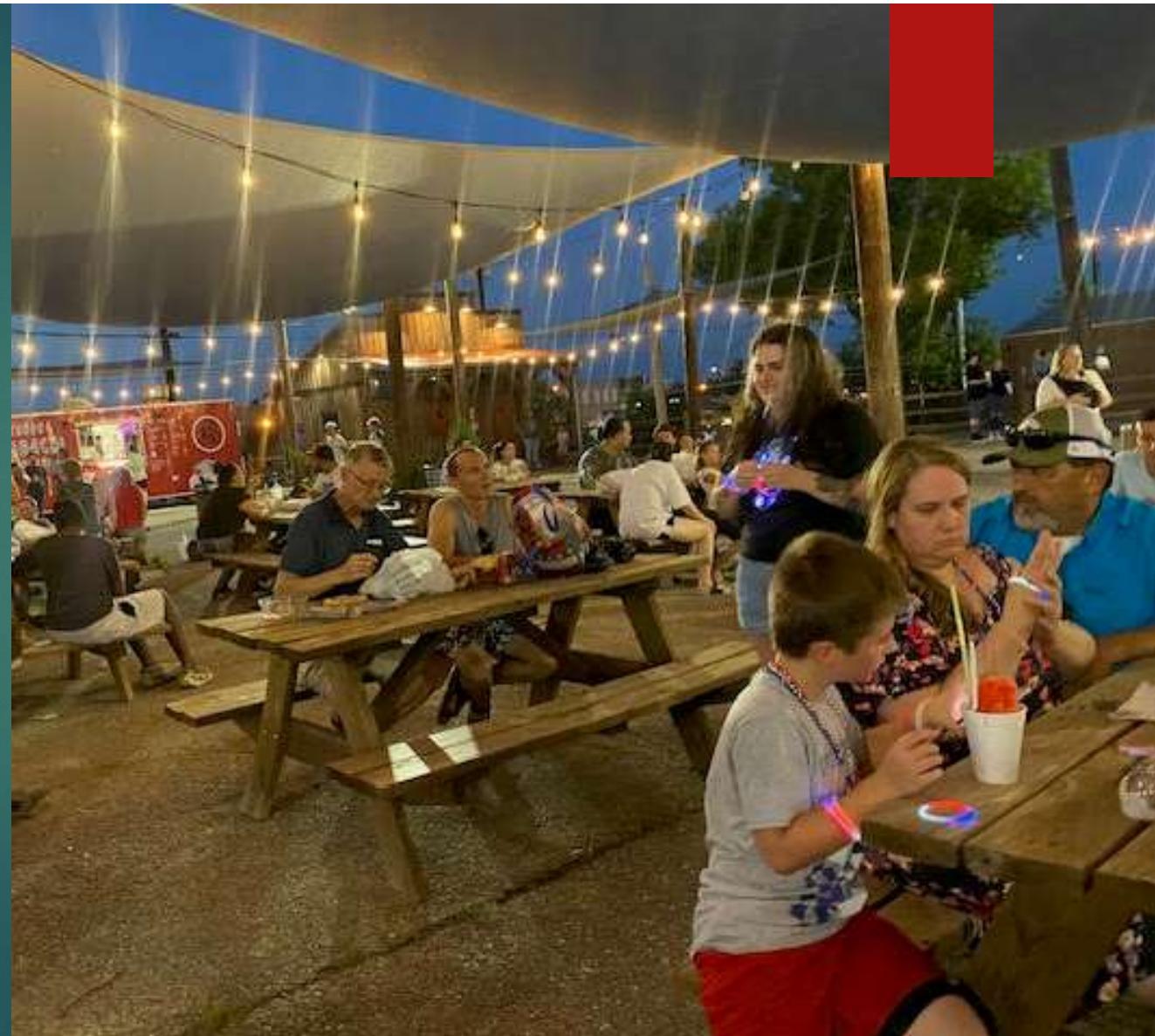
501 W MAIN

LEAPIN' LITTLES CHILDREN'S CONSIGNMENT
TWO RESIDENTIAL LOFTS



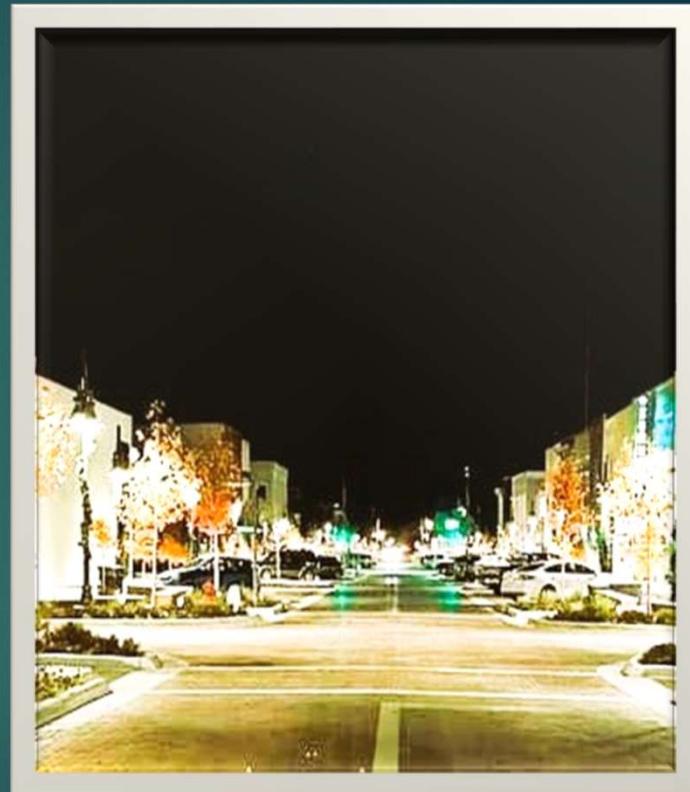
225 W CRAWFORD

►DENISON FOOD TRUCK
PARK



DFA, LTD & KD PROPERTIES DENISON NEW PROJECTS

1. 323 W MAIN--EMILYS KITCHEN AND 2 LOFTS-RAVE REVIEWS & LOCAL AWARD WINNER.
2. 317 W MAIN--JIMMY JOHNS, RB WEST AND 4 LOFTS--A BURN LOT PUT BACK IN SERVICE
3. 201W MAIN--A RESTAURANT OR RETAIL WITH 2 LOFTS– BEAUTIFYING EXISTING AND UPGRADING THE ENTRY TO DOWNTOWN & MAIN STREET.
4. 223 W MAIN—A THREE STORY BUILDING. NEW FINE DINING RESTAURANT, RETAIL AND 20 UPSCALE LOFT APARTMENTS AND/OR AIRBNB --AMPLE PARKING





323 W MAIN
BEFORE

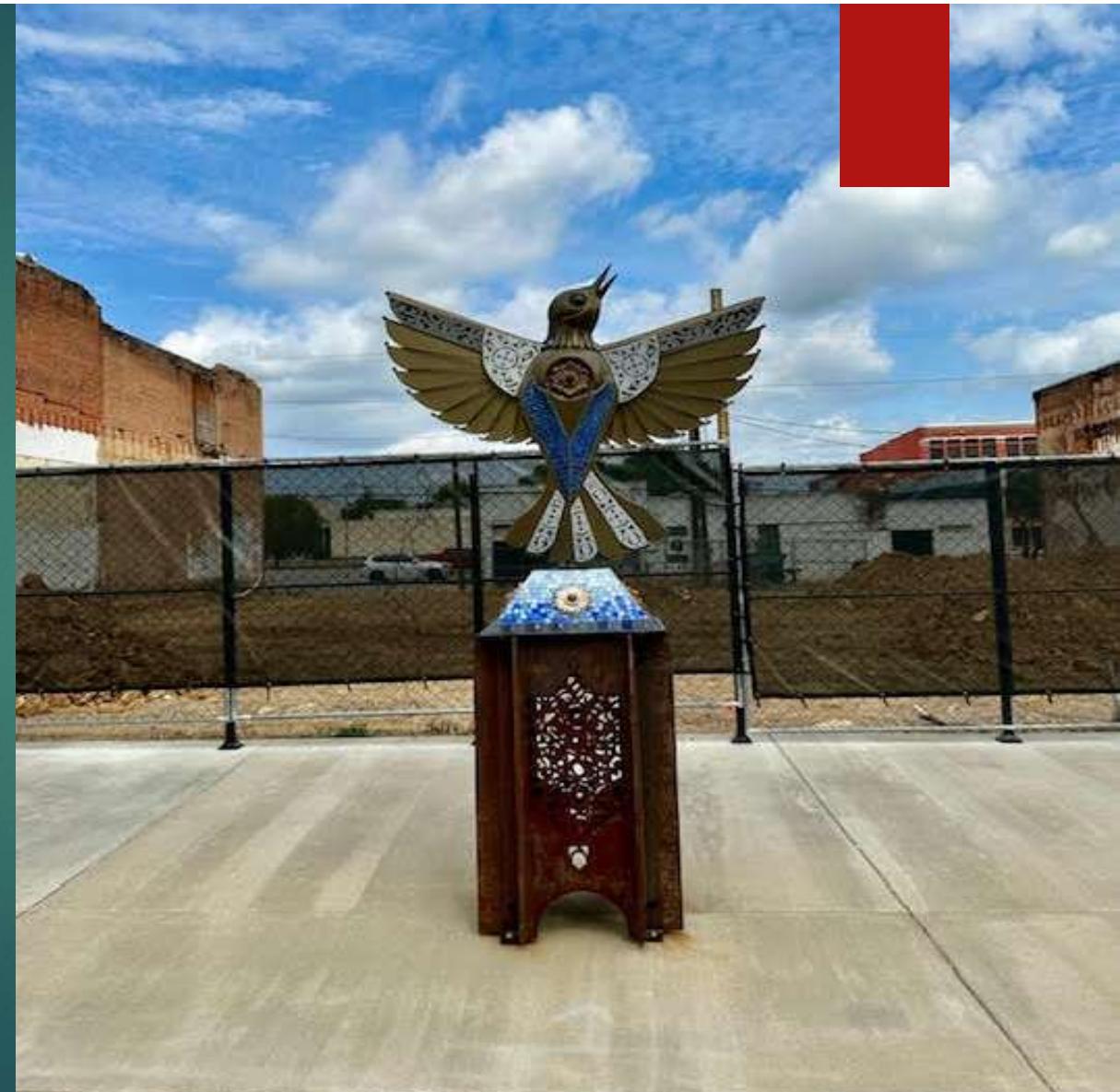
323 W Main

- ▶ Award winning Emily's Kitchen
- ▶ Two Residential Lofts
- ▶ Operator Emily Medrano Lopez



317 W MAIN

BEFORE





317 W MAIN

- RB WEST WESTERN RETAIL
- JIMMY JOHN'S SANDWICHES
- FOUR RESIDENTIAL LOFTS

201 W Main

TODAY



201 W MAIN

- ▶ DEMOLISH AND REBUILDING AS TWO STORY 3000 SF
- ▶ RESTAURANT/ RETAIL
- ▶ TWO RESIDENTIAL LOFTS



DFA LTD & Shearer Architecture & Associates

223 W MAIN

TODAY

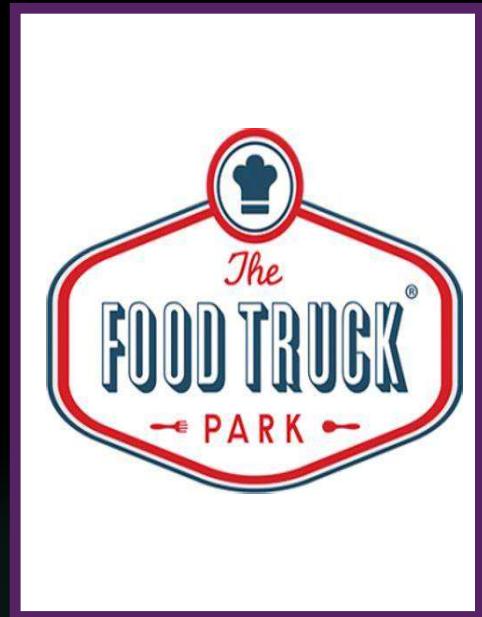


223 W MAIN

- ▶ FUTURE 6000 SF FINE DINING RESTURANT
- ▶ 3000 SF RETAIL
- ▶ 20 LOFTS/AIRBNB CONSIDERATION









Kitchen



Tadpoles to Teens

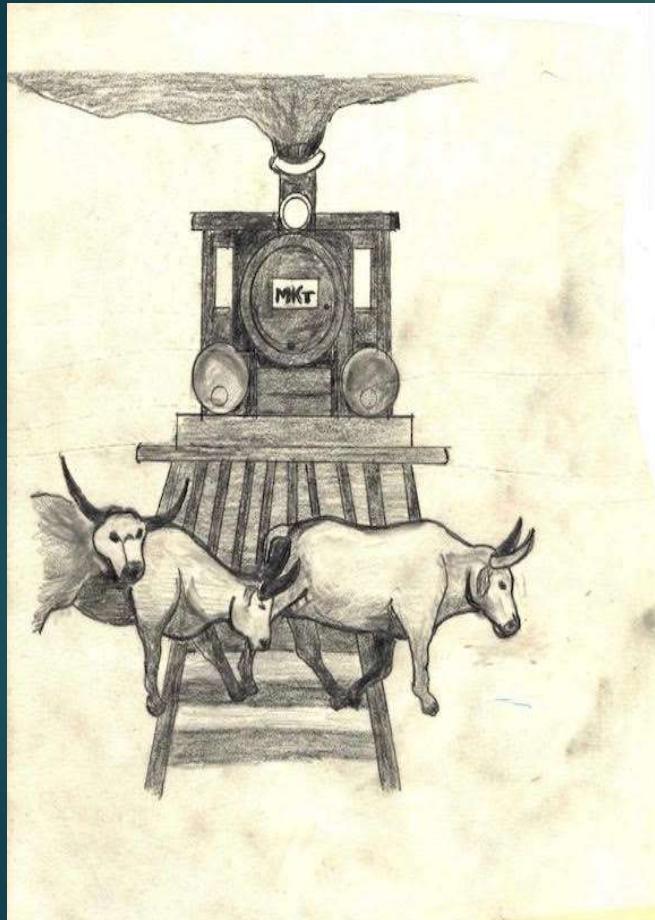


Summary of Development and Additions to Historic Downtown Denison Since 2022

- ▶ Six food and drink establishments
- ▶ Seven retail spaces
- ▶ 33 lofts
- ▶ 24 office spaces
- ▶ Completed buildings are at 99% capacity



223 W MAIN STREET



“Katy and Cattle”

226 W MAIN STREET



“Selfie Girl”

317 W MAIN STREET



“Friends”



Donna Dow

Main Street Director, City of Denison

Award Winning by Design











*Celebrating 30 Years of
Main Street, 2019*



2012



Downtown
Business
Owners



Downtown Texas Treasures

Business	Year Opened
Animal Hospital of Denison	1941
Fred Pilkilton Motors	1940
NAPA Auto Parks/N & N Automotive	1962
Munson Realty	1915
Johnson-Moore Funeral Home	1957
Grays Jewelry & Gifts	1939
Denison Electronic Supply	1952
Joys Hair Styling	1961
Main Street Lumber & Main Street Millwork	1951
Oden Insurance	1950
Snow White Dry Cleaning	1922
Bayless-Hall Insurance	1888
Texoma Barber Shop	1929
Watsons Drive-In	1956
Wayne's Shoe Repair & Boots	1940



Publicity

Local

KXII

KTEN

Herald Democrat

Social Media

Texas

Texas Time Travel blogpost

Heritage Traveler newsletter

Authentic Texas

Medallion

Texas Main Street (special)

National

The Municipal Magazine

Preservation Magazine

National Trust for Historic

Preservation 75th

Anniversary coffee table
book

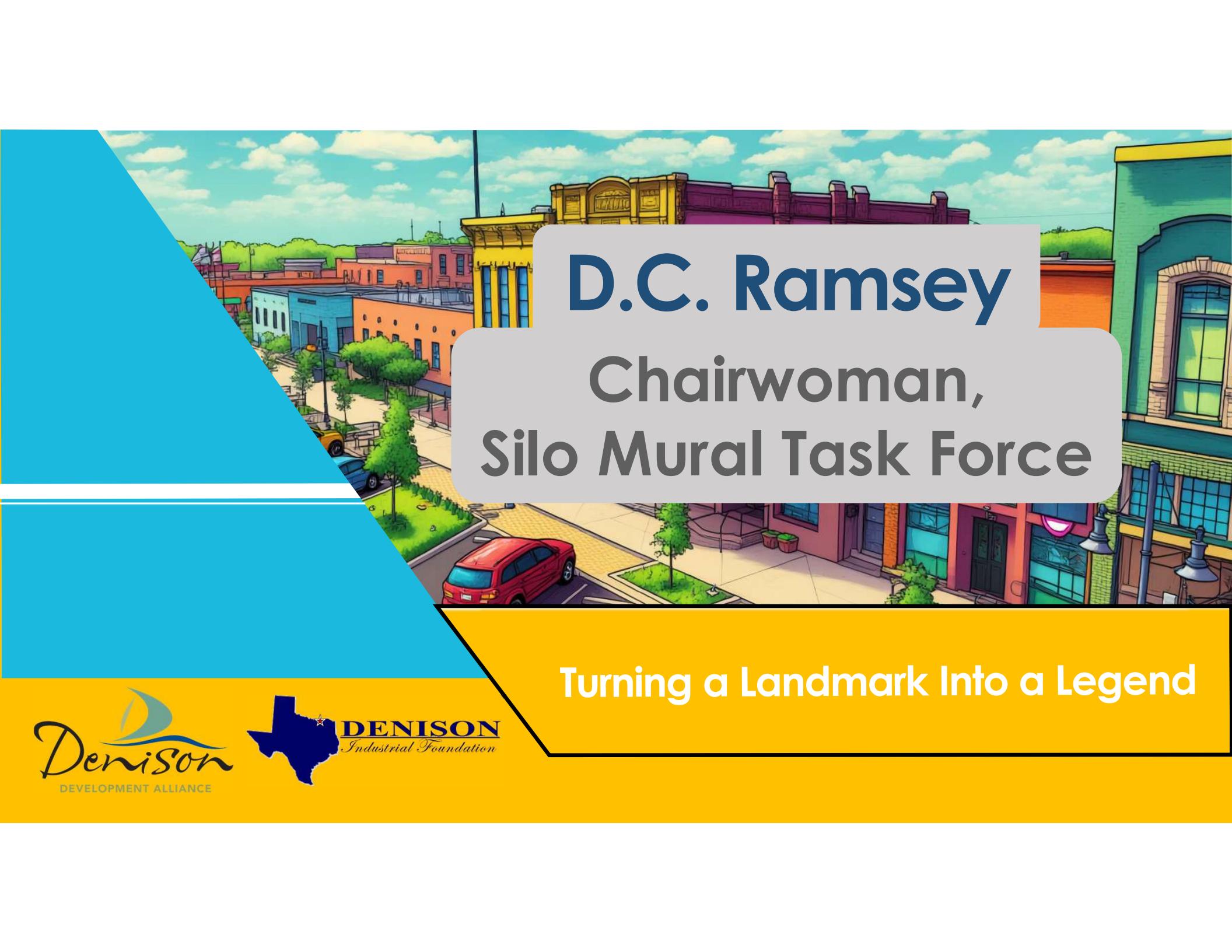


Denison – Denison Main Street





Congrats!
Denison Main Street
Denison



D.C. Ramsey

Chairwoman, Silo Mural Task Force

Turning a Landmark Into a Legend



DENISON SILO PROJECT

From Start to Finish



The Battle of the Axe: 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.



“Let’s paint
the silo!”

The idea to paint the silo came
from our very own councilman,
Dr. Michael Courtright!



Let's Doll !!!

Rear Admiral Bill Retz was instrumental in coordinating all the moving parts!



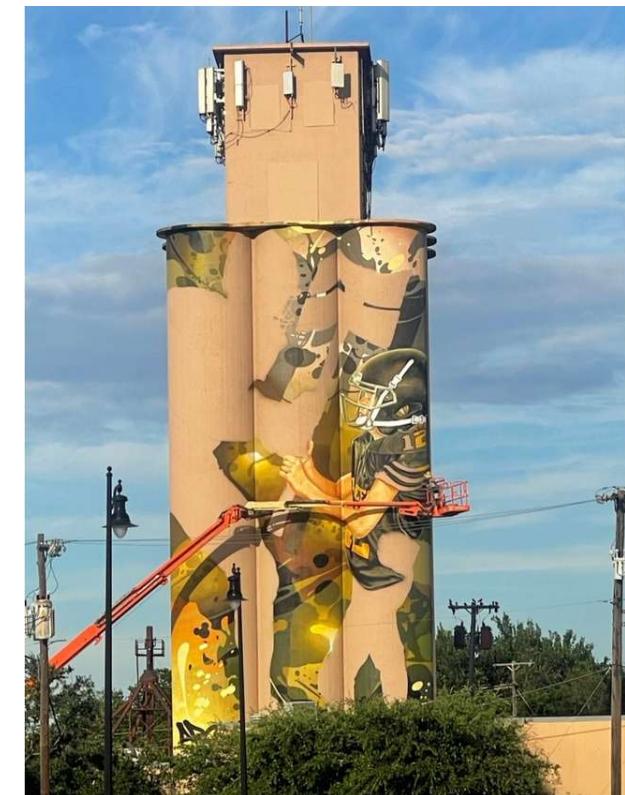


Prepping the
silo

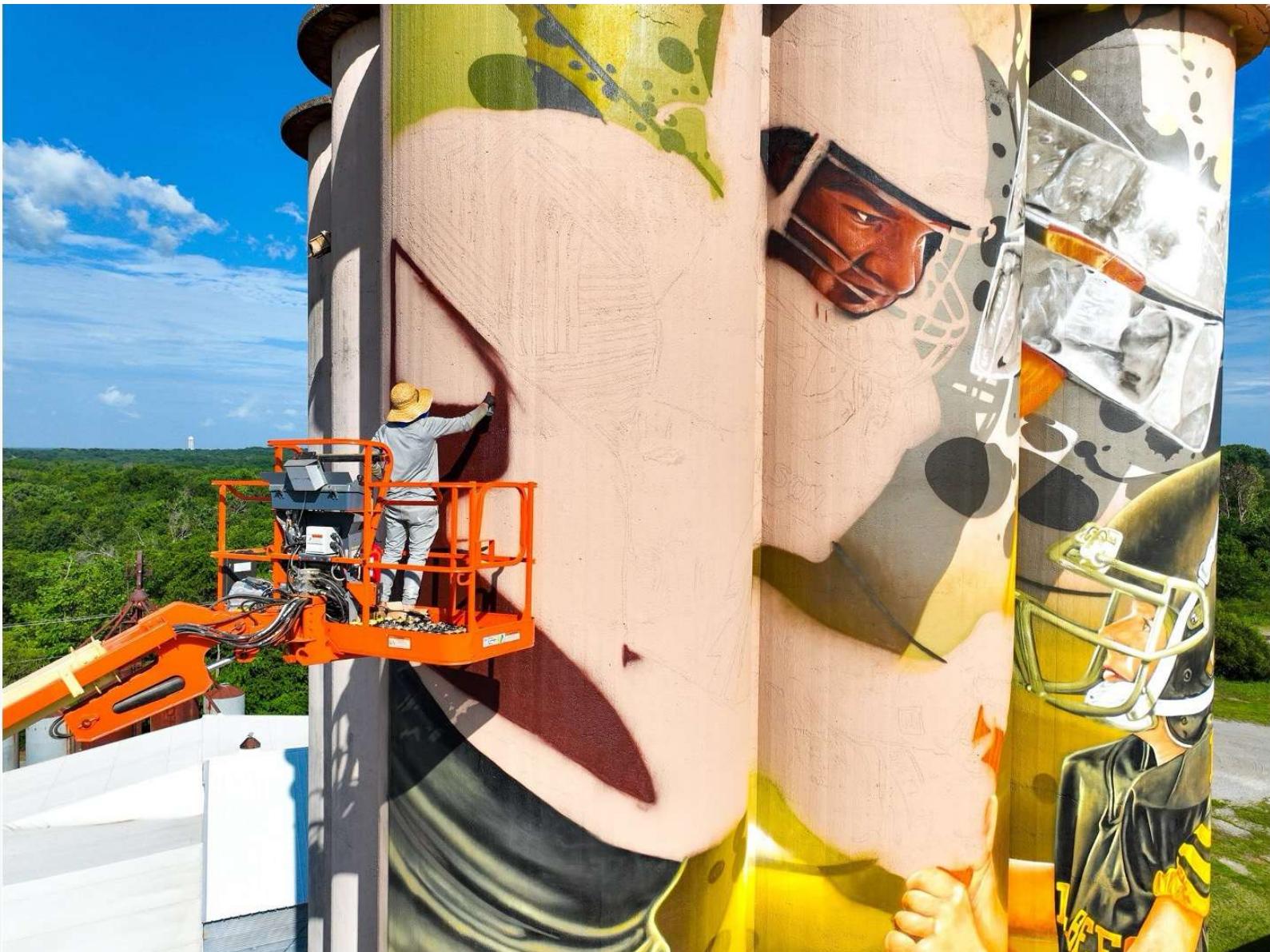
arcy →
begins his
stenciling...



The Progression

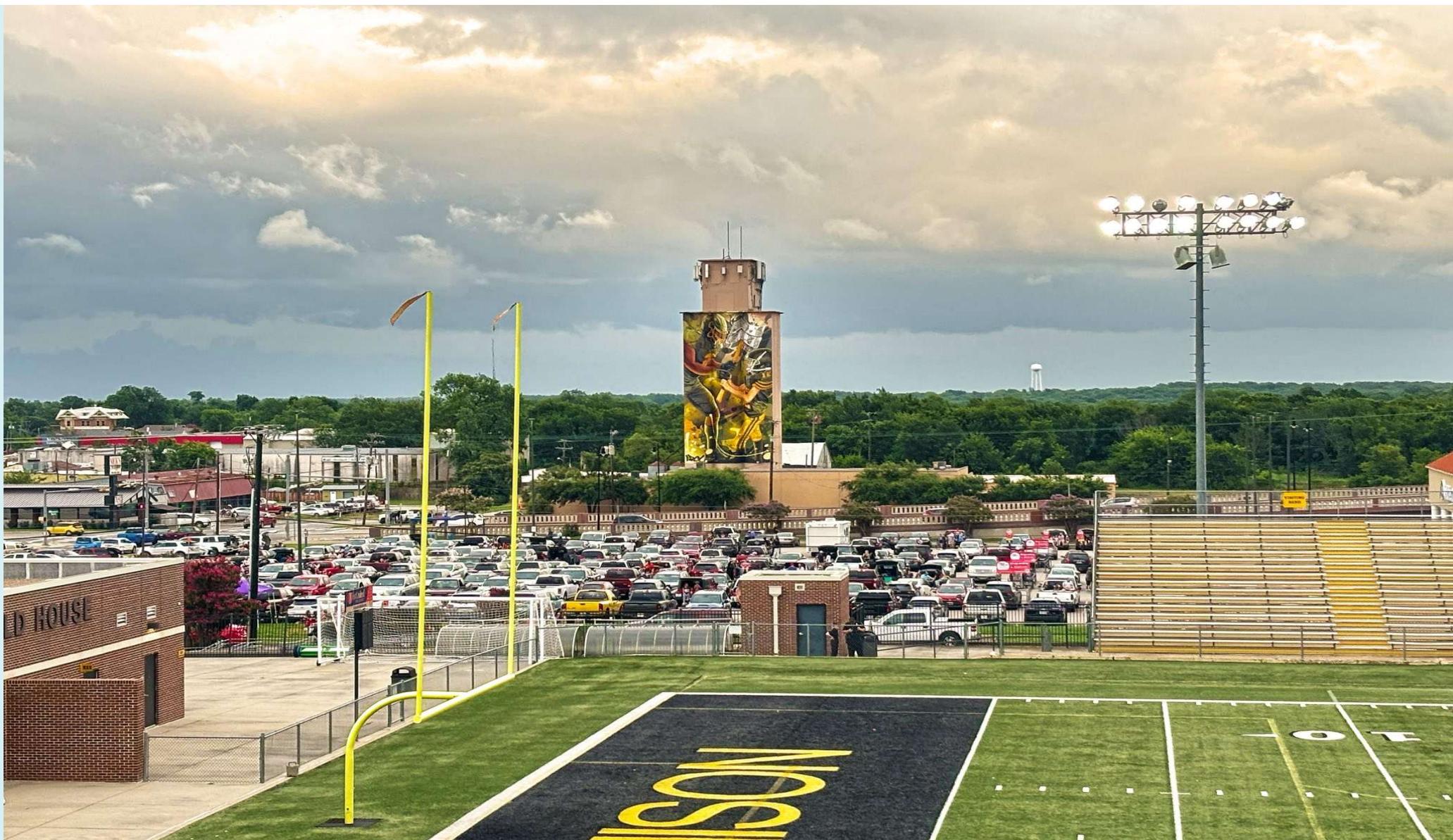




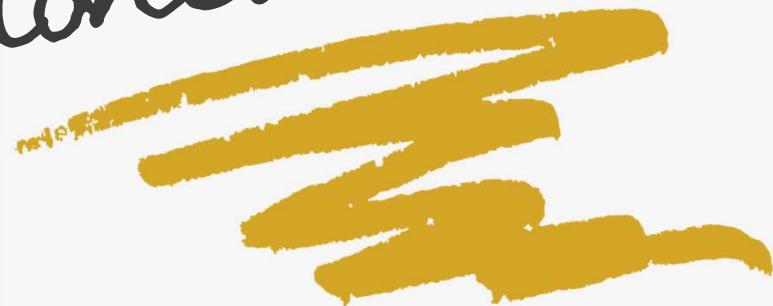








Job well
done!!



ARCY & Bill

“Paint the Silo” Committee Members

DC Ramsey (Chair)

Brian Hander

Stanley Morrison

Dr. Michael Courtright

Rayce Guess

Admiral William “Bill” Retz

Zac Duce

Donna Dow

Tiffany Barney-Harolds

Tony Kaai



Sila Donars!

**Thank you for
your
contributions!**

**We couldn't have
done it without
you!**





Welcome Back to the 24th Annual Economic Development Summit





Lightning Round!

Emily's Kitchen

Desk & Easel

Elevate Golf

RB West

Jimmy Johns

The George Tavern

Stafford House Provisions

Shawnda Rains Studio

Wheeler BBQ

Fresh Faces. New Places.





Emily's Kitchen

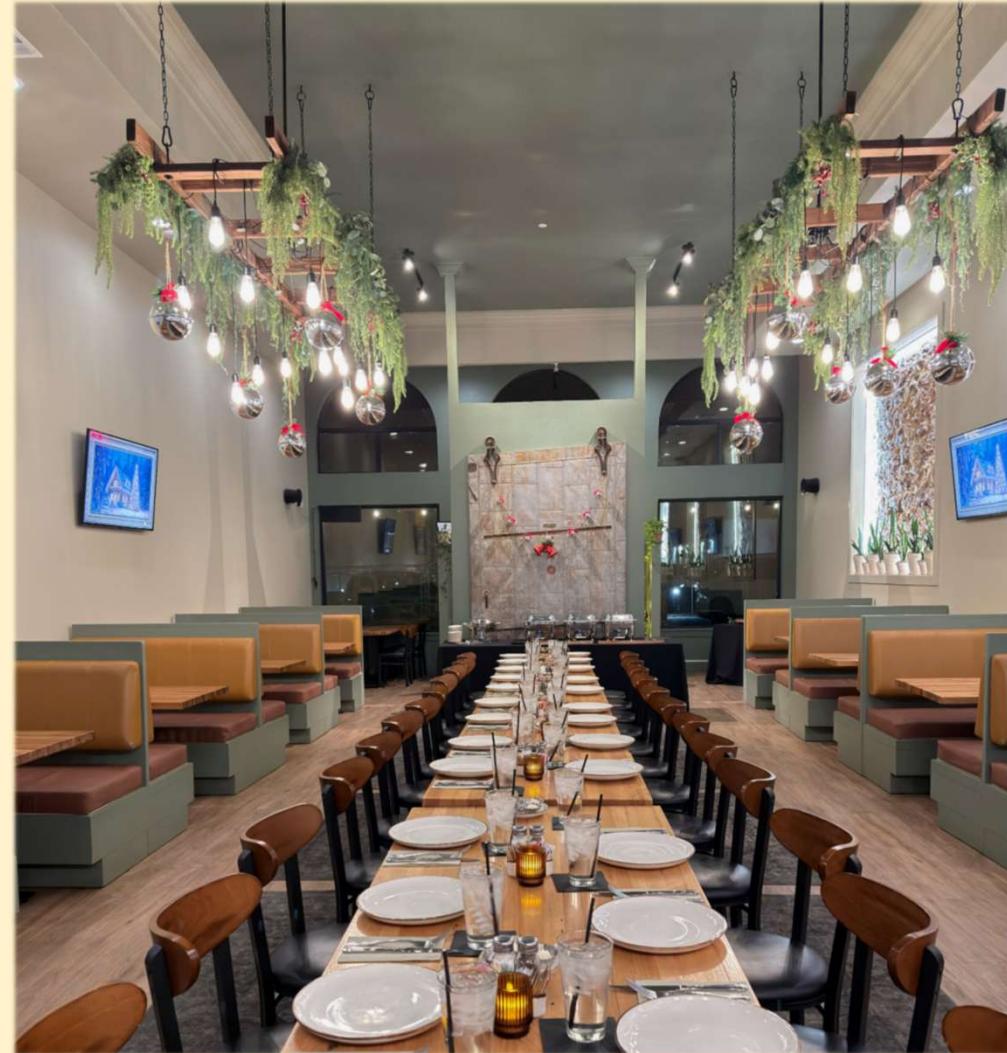
Emily Lopez



323 W. Main St.
Denison, TX
75020







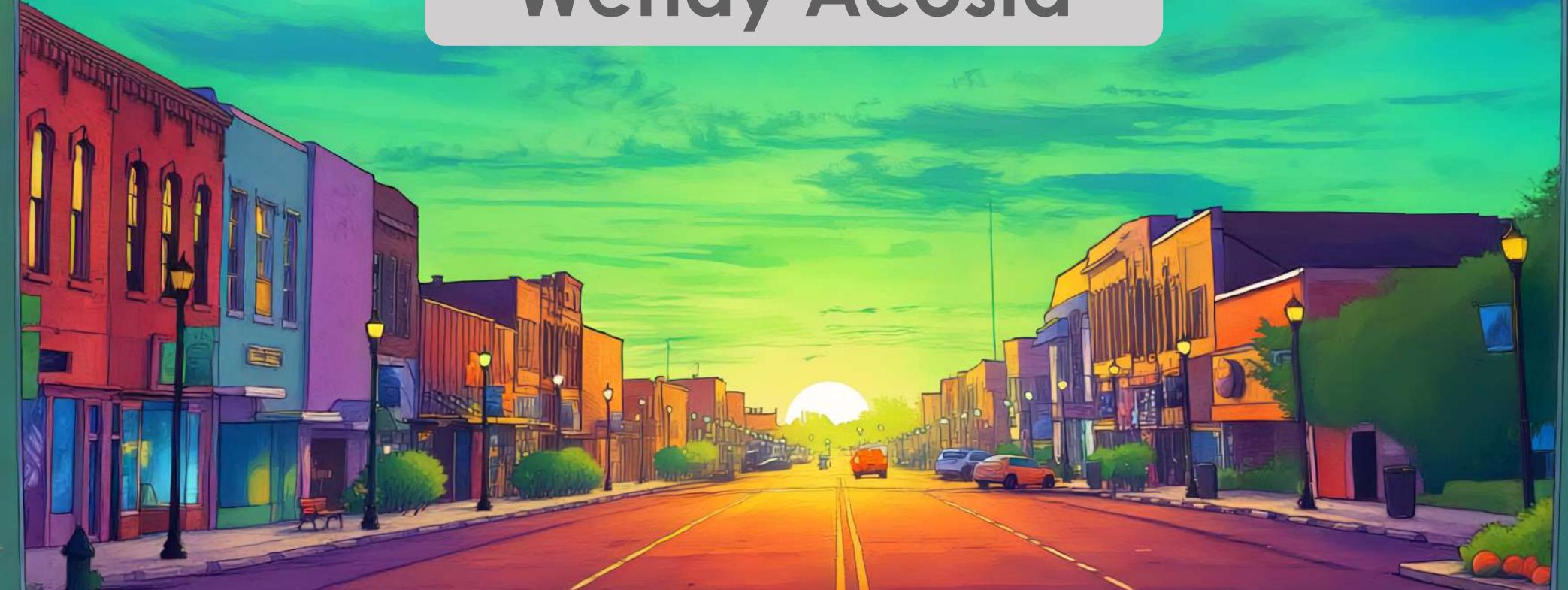




Emily's
Kitchen

Desk & Easel

Wendy Acosta

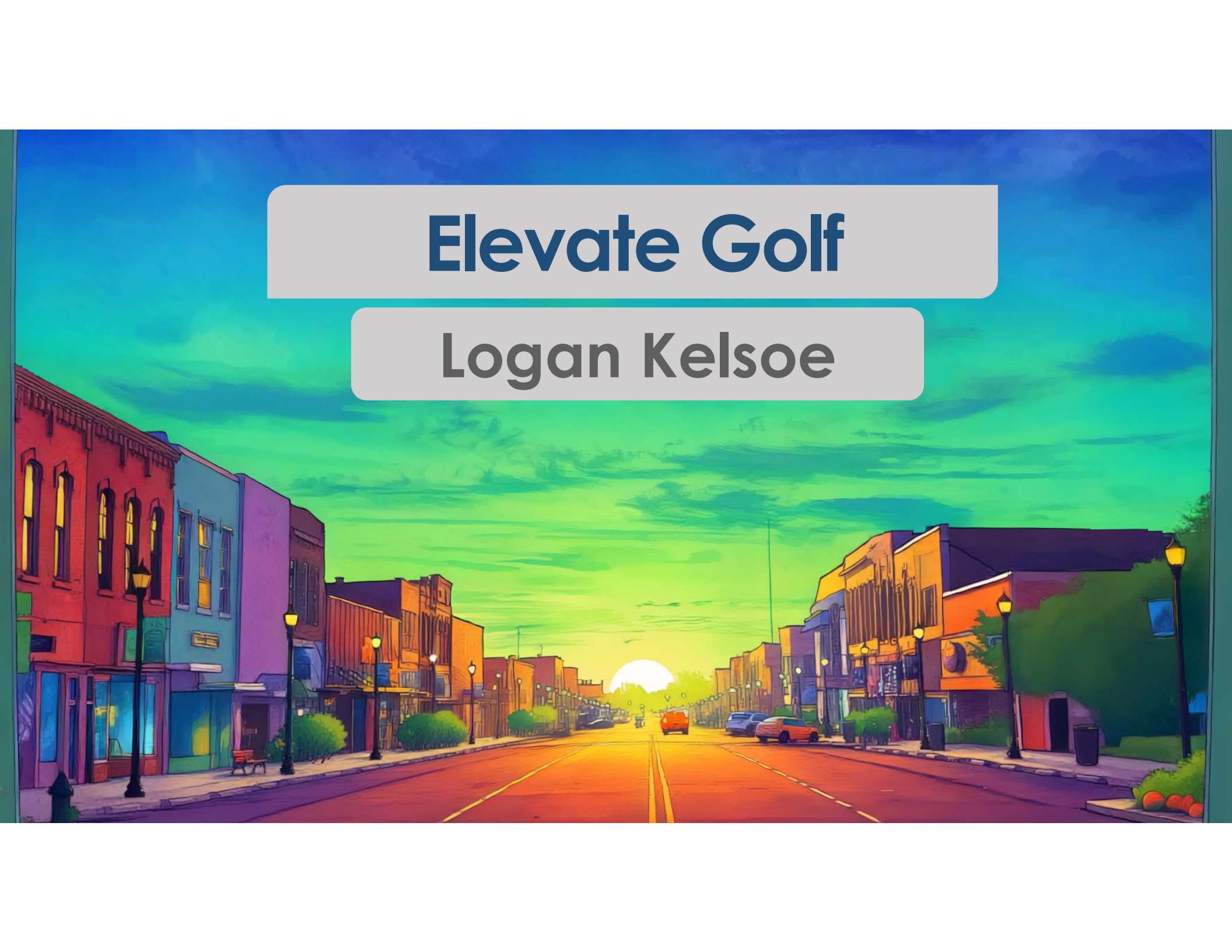


GROWING 2026!



Creative Coworking
••• and Event Space

3x the offices, more services, and more time for you to
grow your business!



Elevate Golf

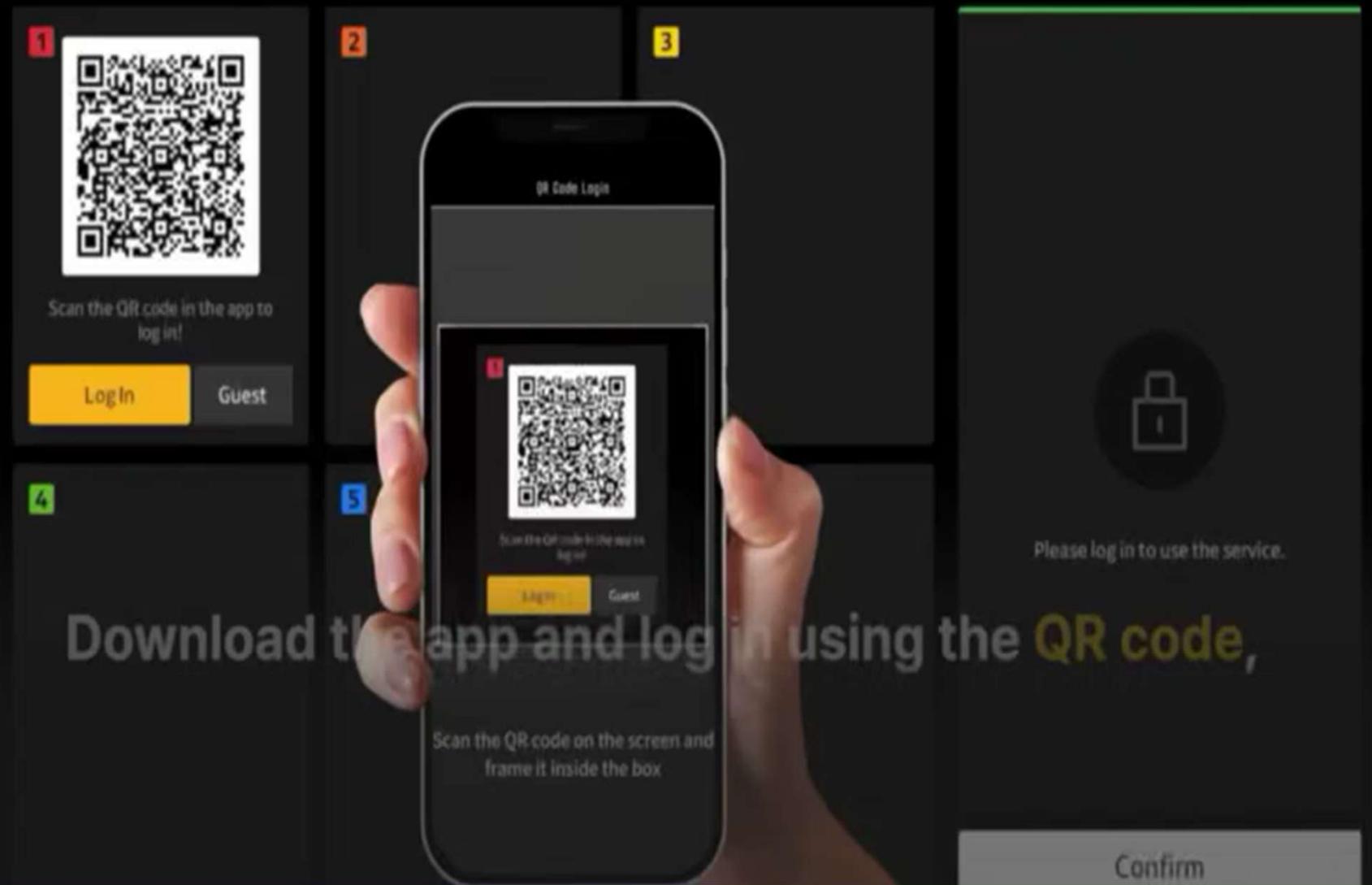
Logan Kelsoe













RB West

Rhonda Borgne



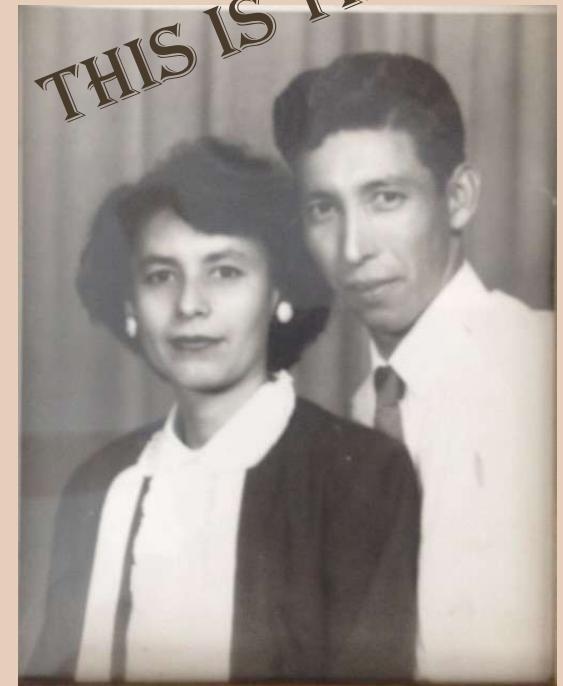
GIANT SEEDS



RBWEST
WESTERN TRENDS



THIS IS THEM!!



THIS IS
BRITNEY!

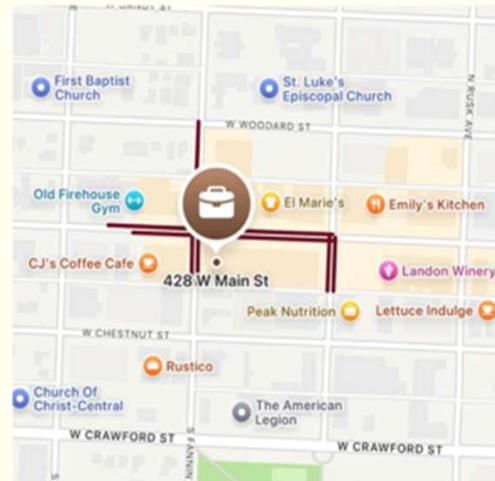


THIS IS
KIANA!



THIS IS THE MERCH!





**317 W Main Street
Denison, TX**

Rbwest.com

@rbwest_western_trends

RB WEST





Jimmy Johns

Marty Rauchwerger

WELCOME TO JJ's





The **Good Stuff**

The flavor of premium meats, combined with fresh-baked bread and hand-sliced veggies is what makes a Jimmy John's sandwich your go-to lunch or any-occasion option.



The Freshest Ingredients

We use fresh vegetables because we don't hate salads, we just feel bad for them. We slice our provolone cheese and premium meats in-house every day, because packaged pre-sliced meats doesn't have the same ring to it. And we bake bread all day, every day because stale bread isn't bread, it's...croutons.





Fresh Baked Bread

Our French bread and wheat sandwich bread are baked right in the store where you can see it. French bread is baked all day every day, every 4 hours. If no bread is more your style, we prep fresh leaves of lettuce to make your favorite sandwich into a lettuce-wrapped Unwich®. All sandwich, no bread.

Catering Made Easy

Made to order on our fresh-baked bread, using hand-sliced meats and crisp veggies. We'll feed as few or as many as ya need!

ORDER CATERING



Feed Your Hungry Crew

Catering Bundles, Party Boxes, Wraps Boxes, and Box Lunches are totally customizable. Choose your crew's favorite sandwiches and wraps, or try something new! And most importantly, don't forget to grab plenty of sides, desserts, and drinks.



ON-SITE CATERING PRESENTATION

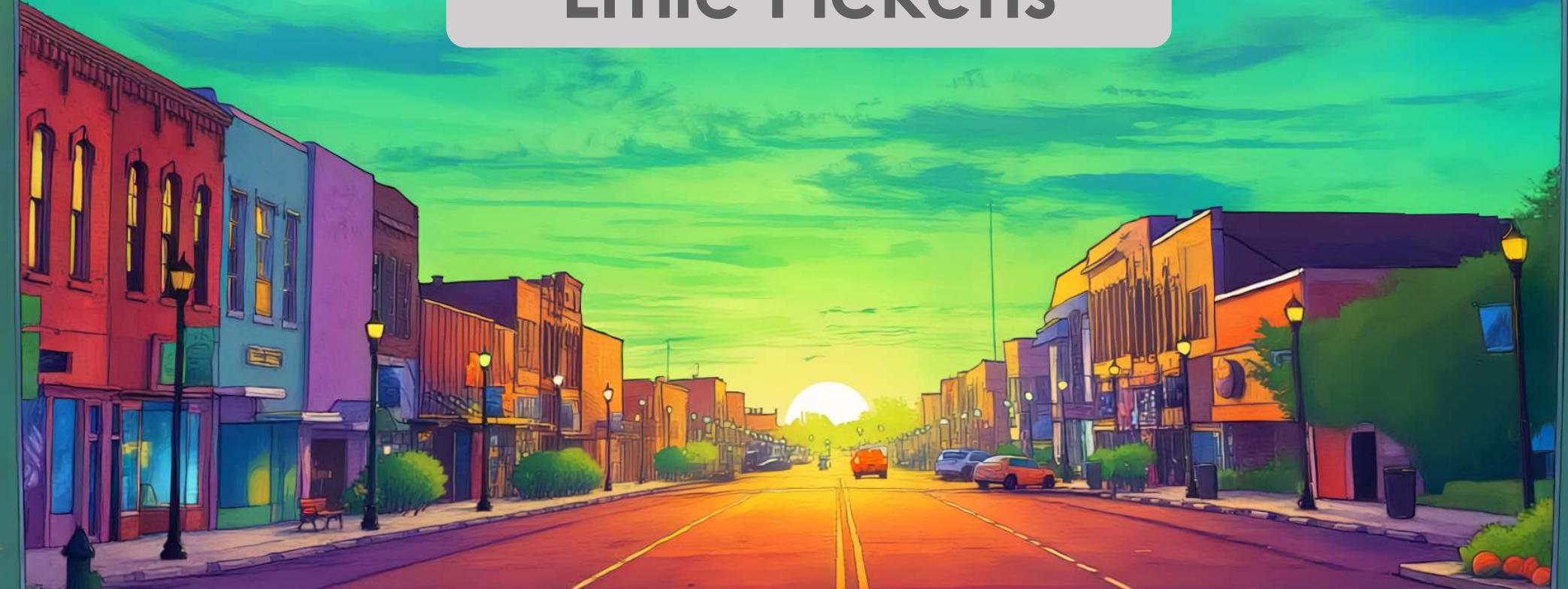
Set up catering items in the order shown below. All items should be moved forward with no large gaps between them.

Remove all items from bread boxes and bags.



The George Tavern

Ernie Pickens



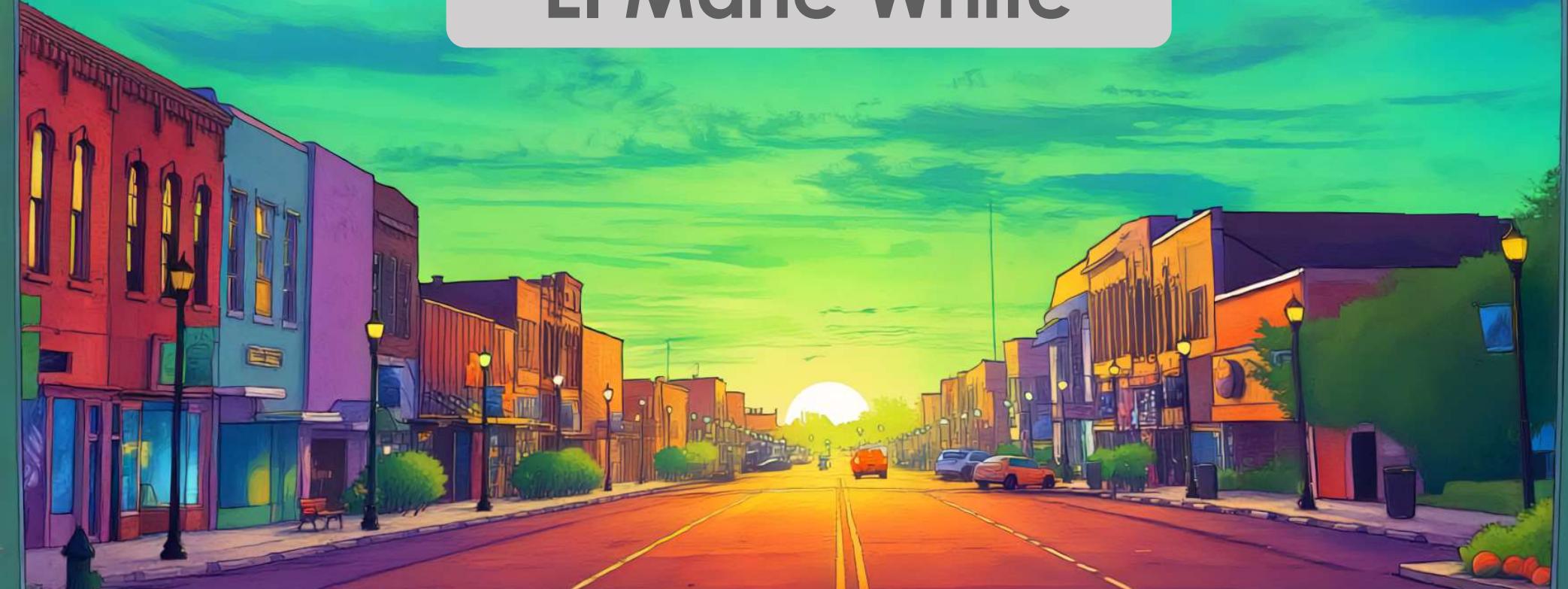
THE GEORGE TAVERN





El Marie's Boutique

El Marie White



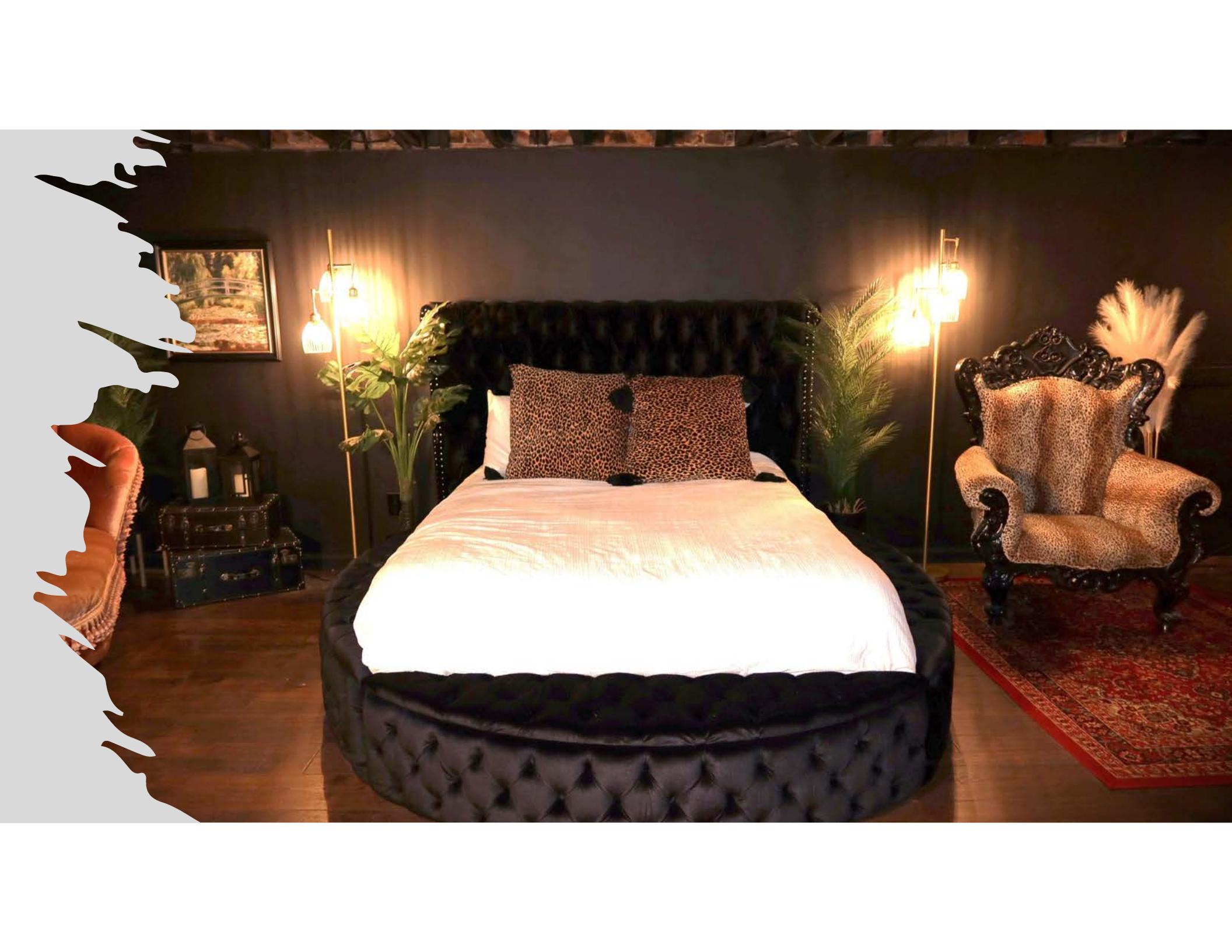


EL MARIE'S

Mail



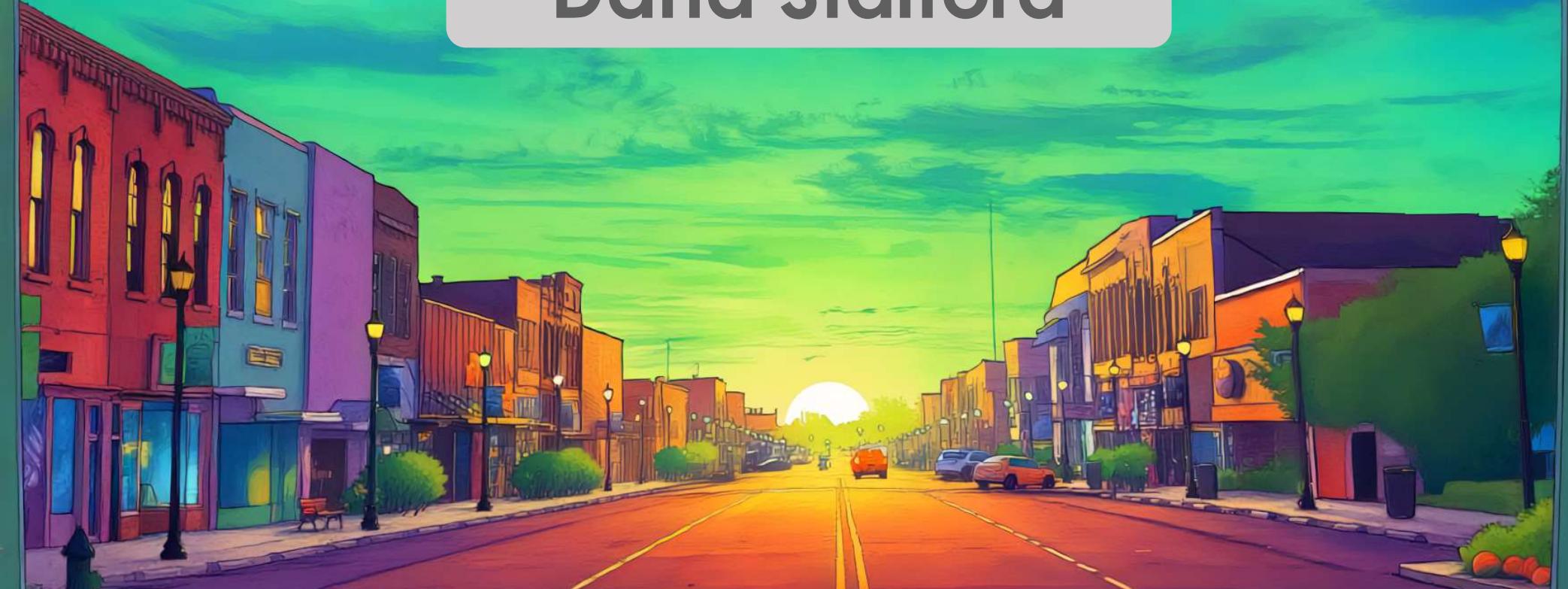






Stafford House Provisions

Dana Stafford











Shawnda Rains Entertainment

Shawnda Rains





SHAWNDA RAINS ENTERTAINMENT



BLAIR KUDELKA
"STAR SEARCH"

PREMIERS
JANUARY 20TH
ON NETFLIX



BAILEY RAE
"THE VOICE"
TOP 9



BILLIE JO
"CBS THE ROAD" TOP 5
"REAL COUNTRY"



BAYLIE BROWN
"AMERICAN IDOL"
TOP 20



KADIE LYNN
"AMERICA'S GOT TALENT"
SEMI-FINALIST



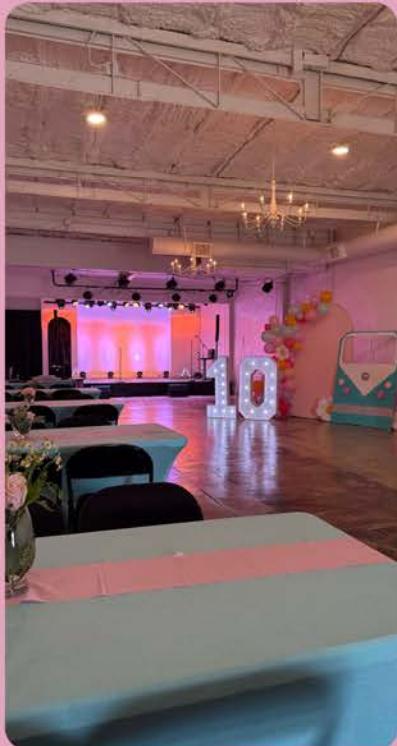
HOLLY TUCKER
"THE VOICE"
TOP 6

NATIONAL TV APPEARANCES

EVENT SPACE

TheMain

THEATER AND EVENTS



EVENT RENTALS
PARTIES
CONCERTS
CORPORATE EVENTS





BUILDING ENTERTAINERS. NOT JUST SINGERS

624 & 626 WEST MAIN ST. DENISON, TX

SHAWNDARAINSENTERTAINMENT.COM

903-436-4152

@SHAWNDARAINSSTUDIOS

@THEMAINTHEATER



Wheeler BBQ

Dante Ramirez



211 N HIGHWAY 75 DENISON, TX 75020









211 N HIGHWAY 75 DENISON, TX 75020



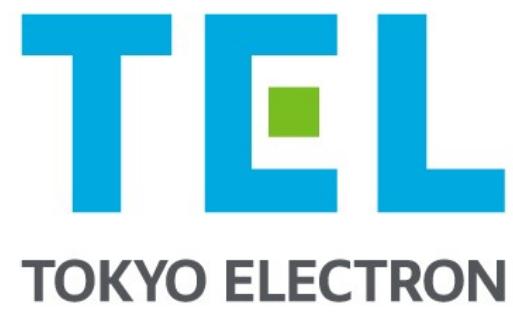


Paul Coniglio

Senior Director, Tokyo Electron (TEL)

Technological Innovation
in Semiconductors







Fanchon Stearns

Assistant Director of Public Works –
Capital Improvements and
Engineering,
City of Denison

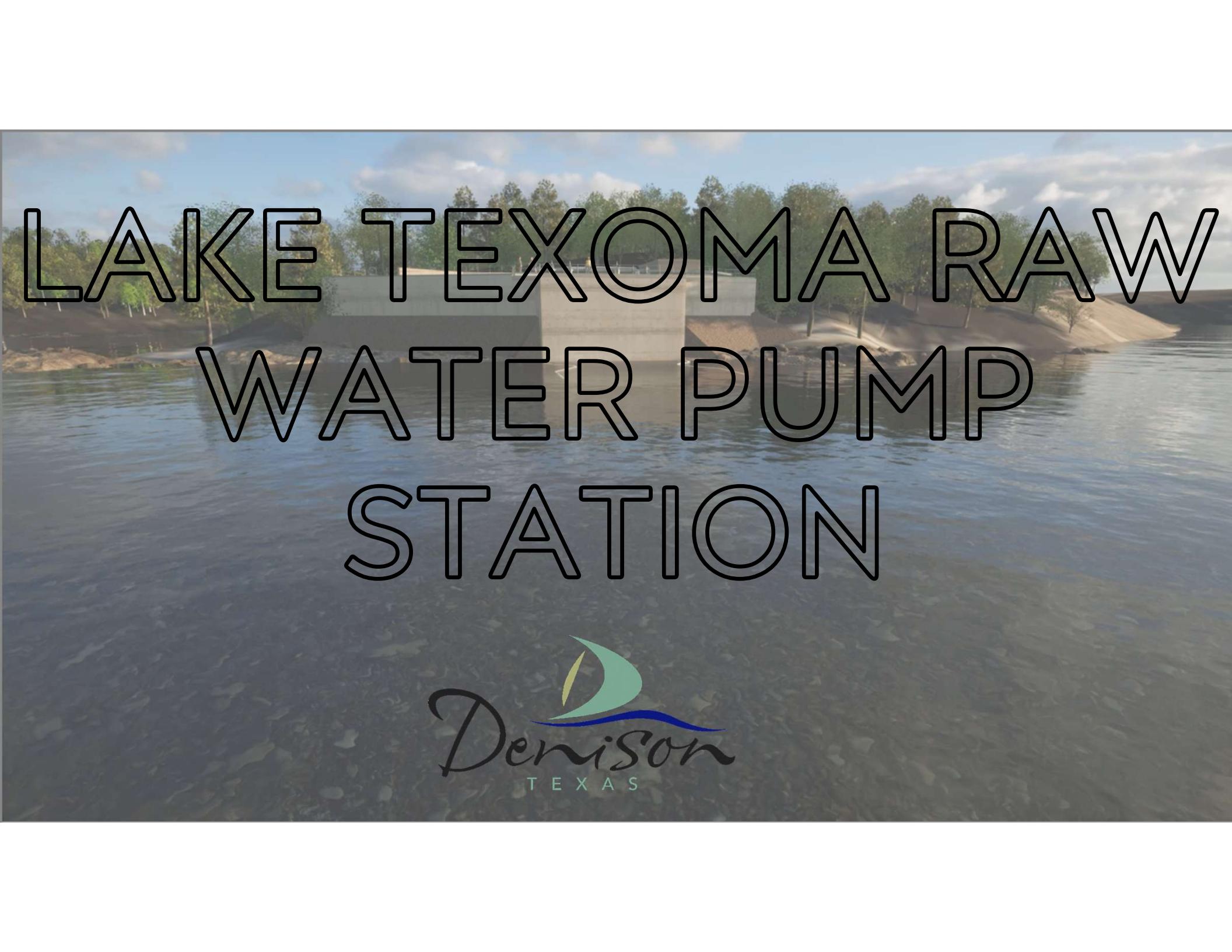
Built for What's Coming





WATER VENTURED
WATER GAINED



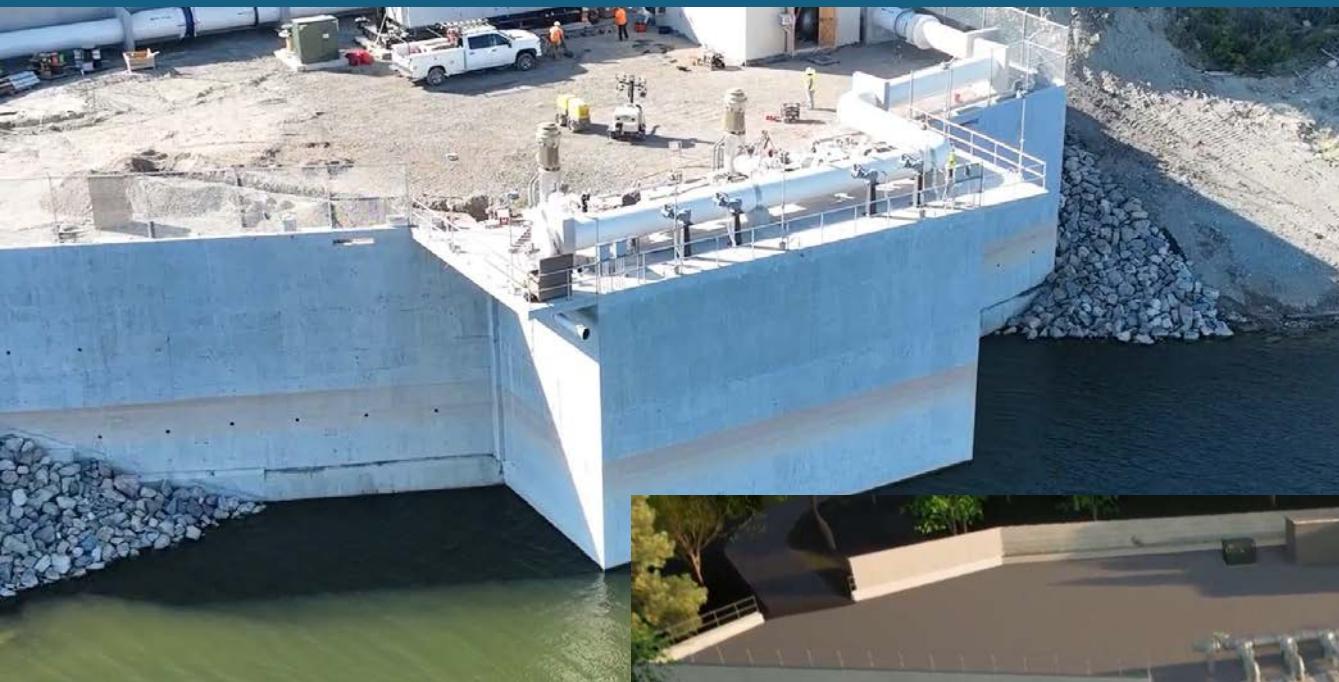
A photograph of a lake with a concrete dam in the background. The water is calm with some ripples. A line of trees is visible behind the dam under a blue sky with scattered white clouds.

LAKE TEXOMA RAW WATER PUMP STATION





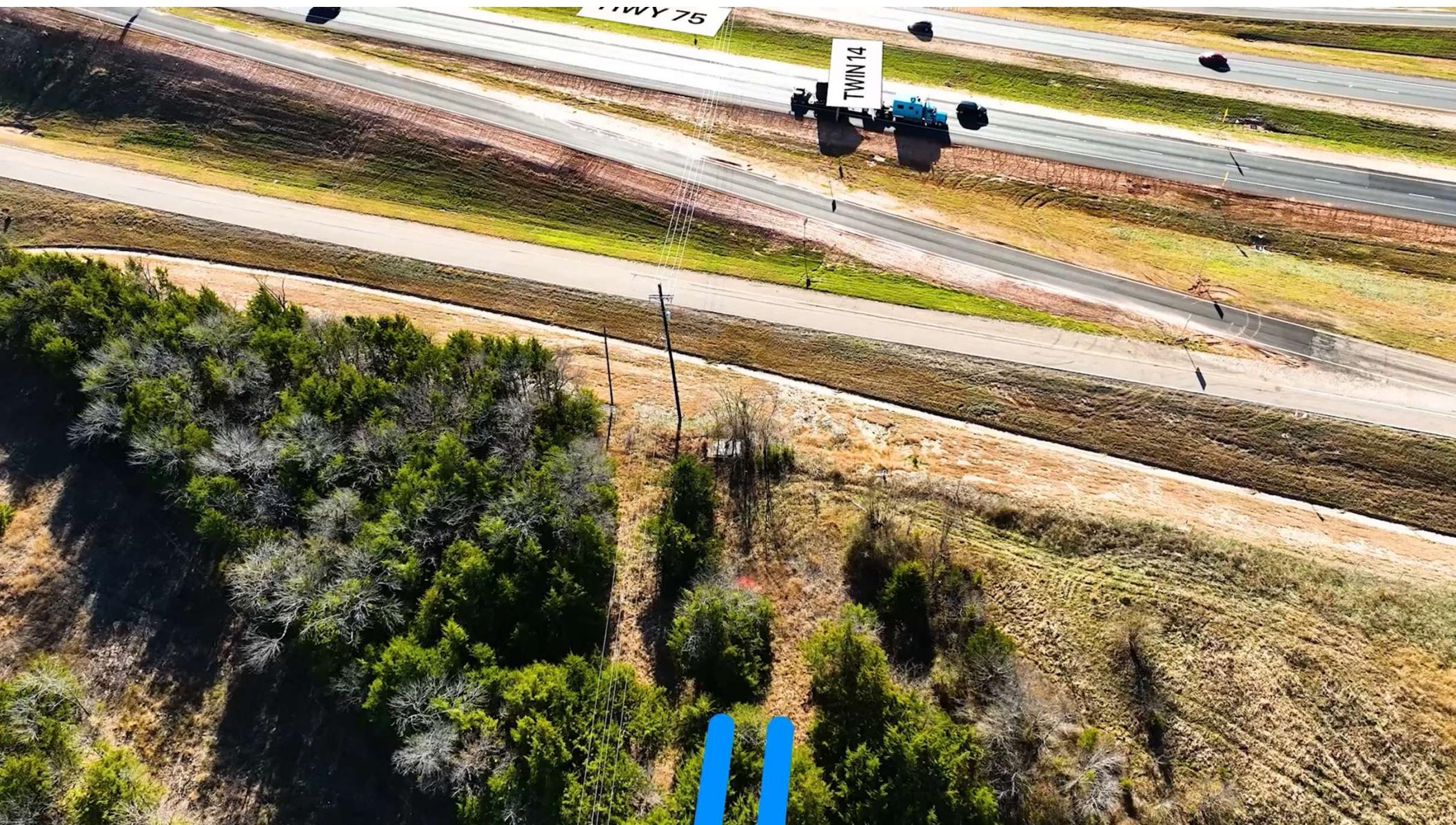


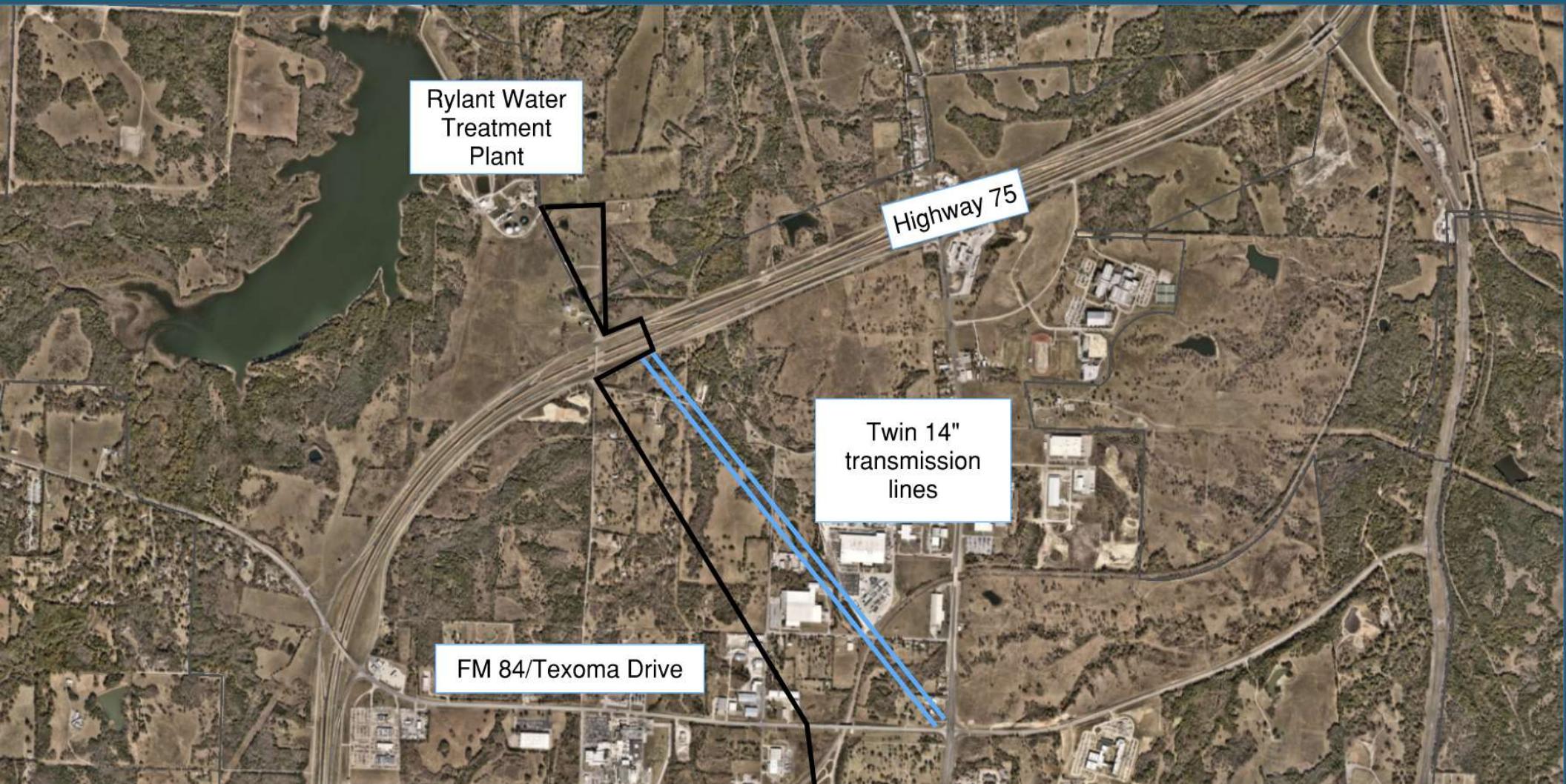


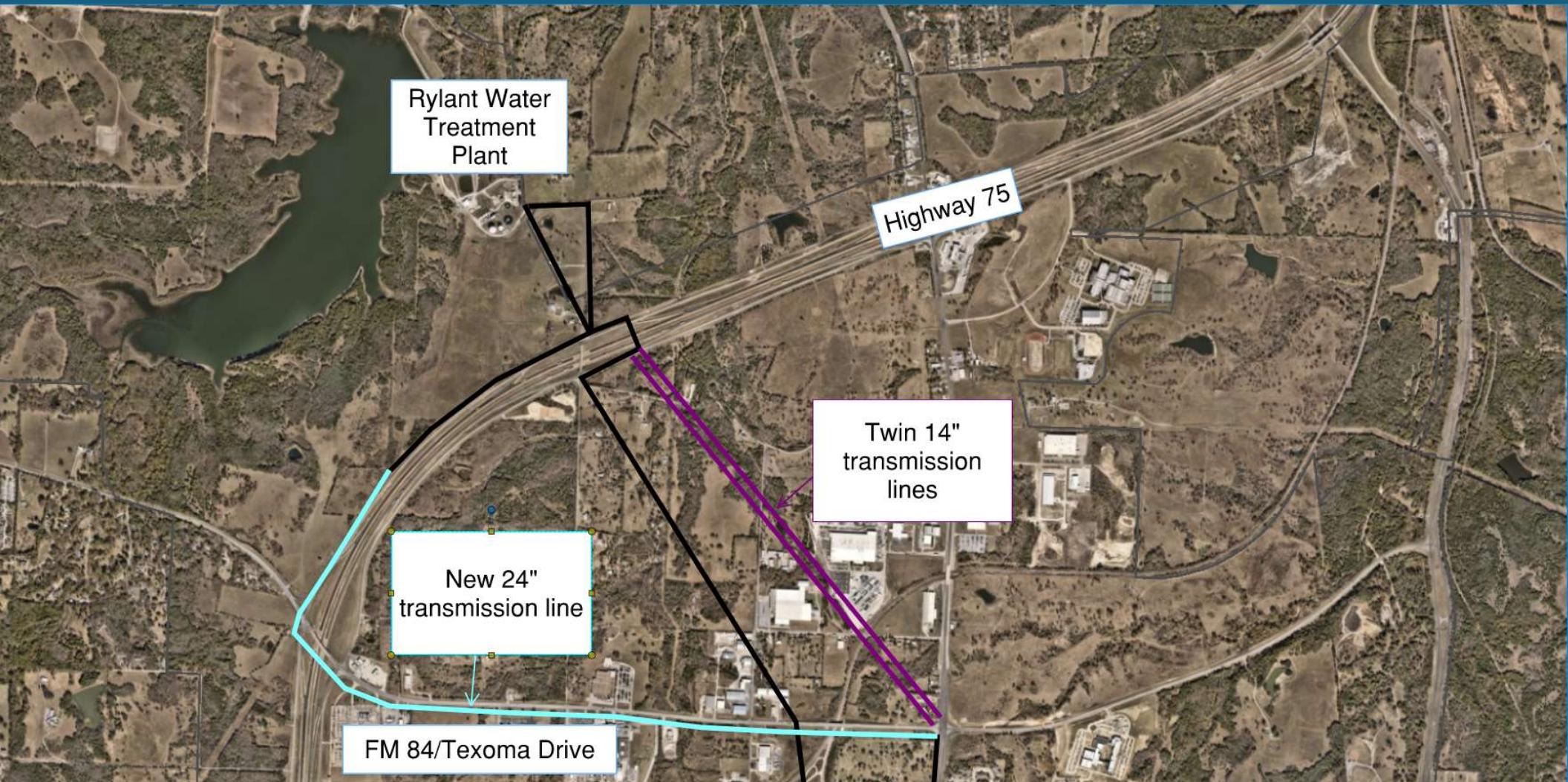
An aerial photograph of a multi-lane highway. A white truck with a large white trailer is driving on the highway. The trailer has "TWIN 14" written on it. The highway is marked with "HWY 75". The surrounding area is a mix of green vegetation and dry, brownish ground.

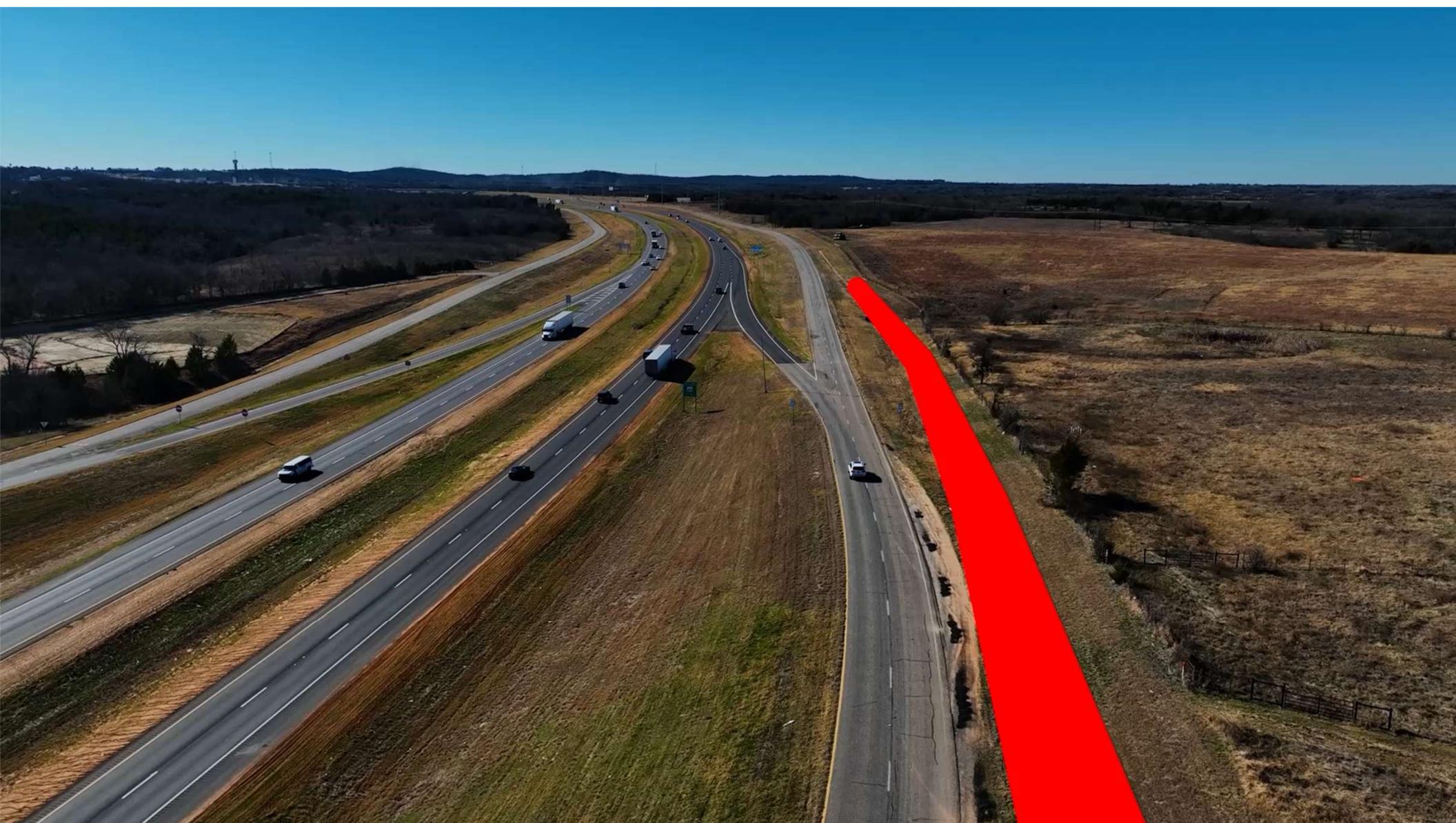
WATER SYSTEM IMPROVEMENTS







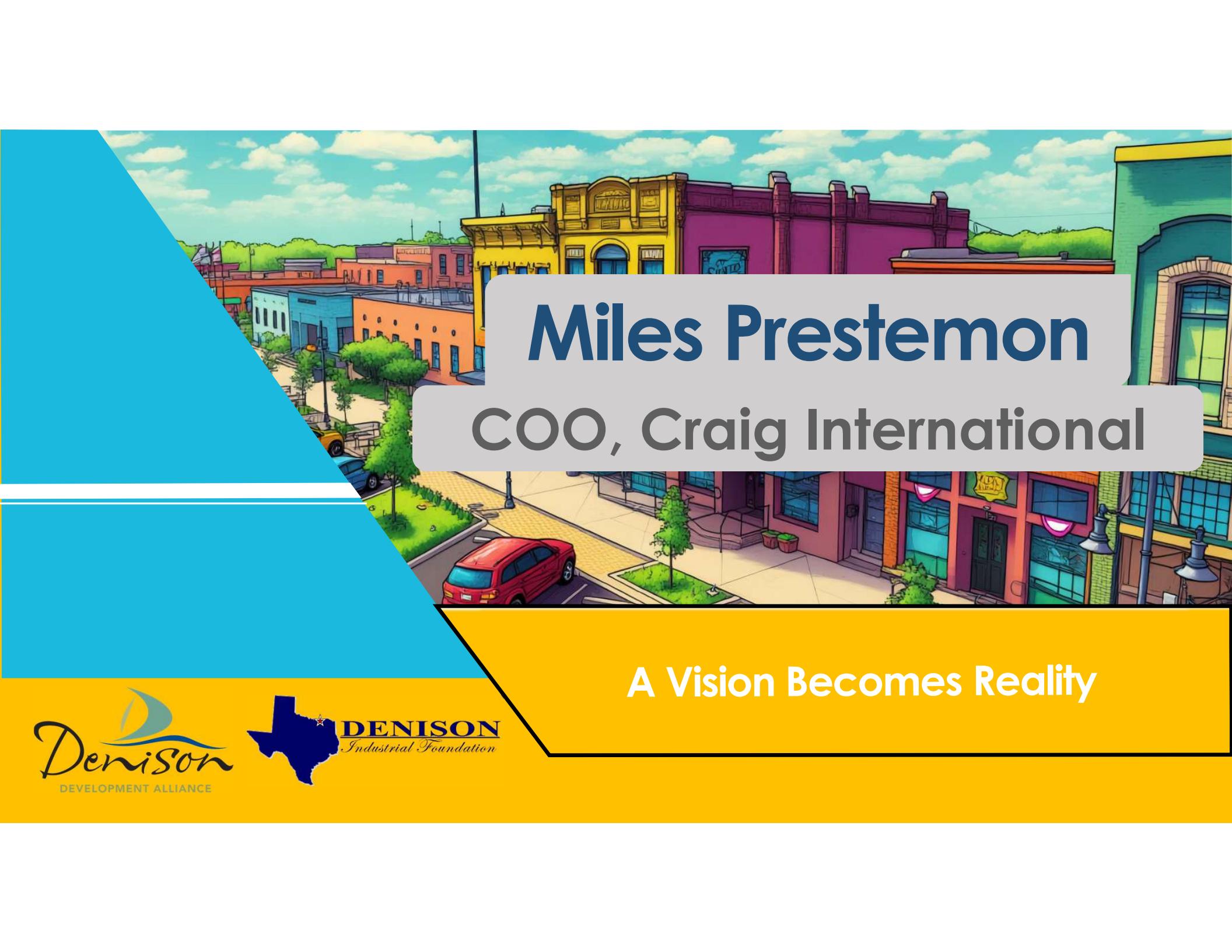




A close-up photograph of a person's hands washing a head of green lettuce in a white sink. The person is wearing a red long-sleeved shirt and a light blue bracelet on their left wrist. Water is splashing onto the lettuce. In the background, a metal wire mesh and a portion of a white tiled wall are visible.

THANK
YOU





Miles Prestemon

COO, Craig International

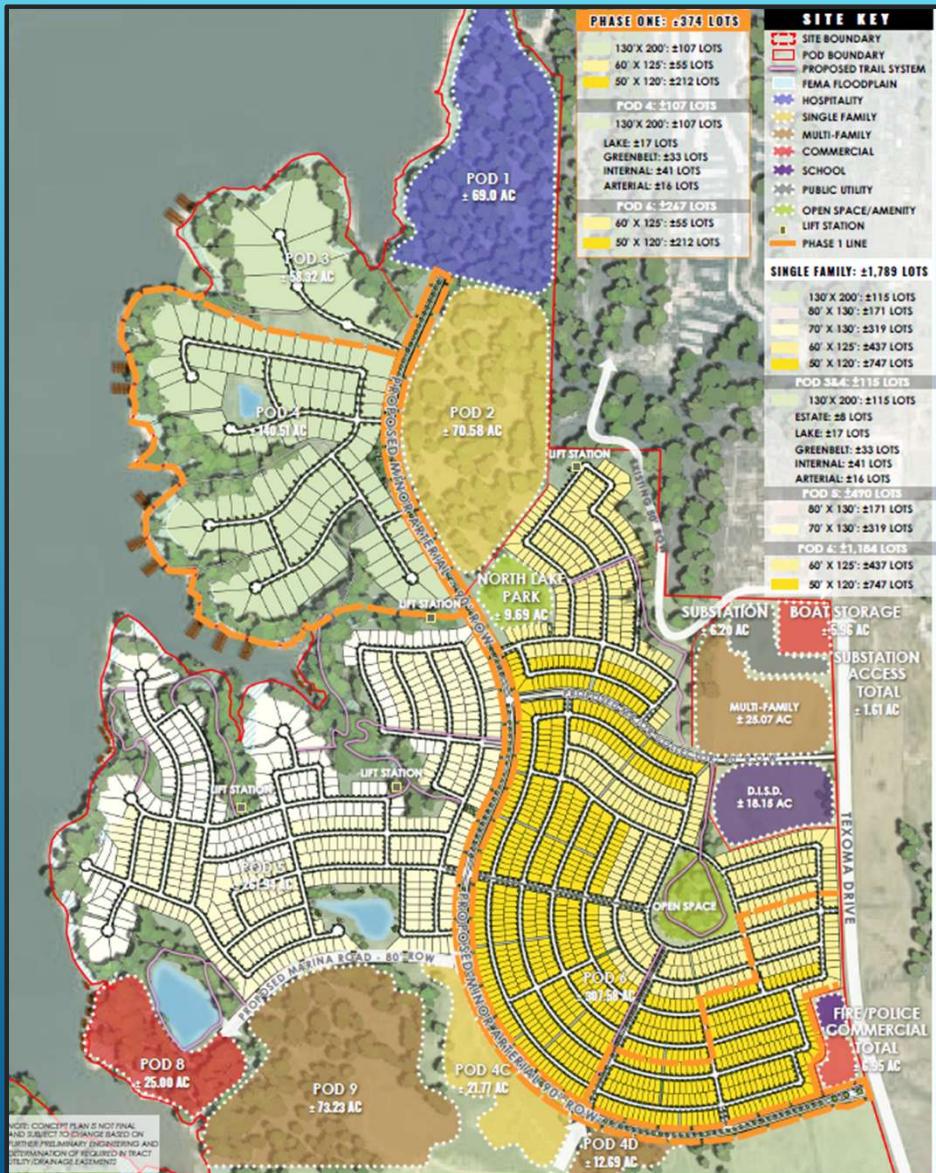
A Vision Becomes Reality





PRESTON
— HARBOR —
LAKE TEXOMA - DENISON TX

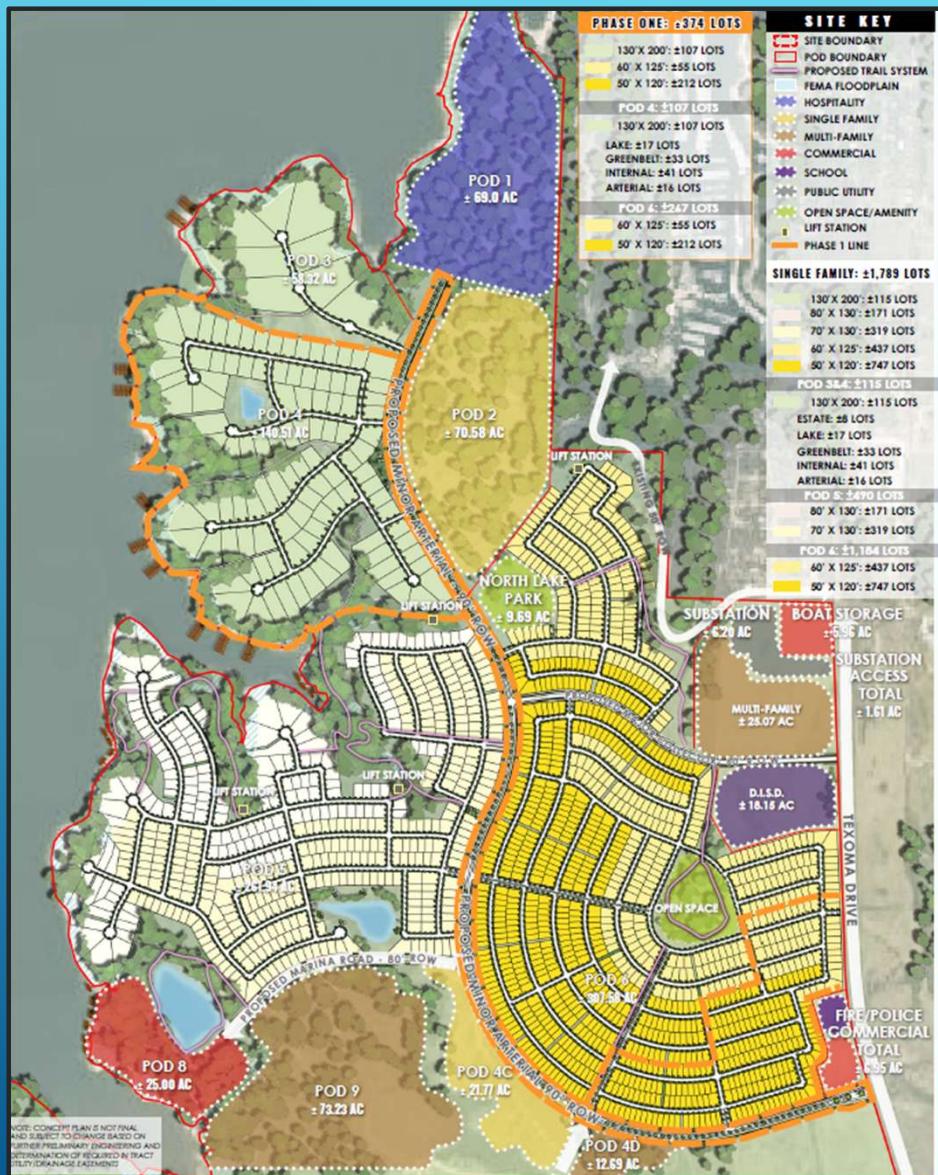
OVERVIEW CENTURION CLOSING 7/28/2025



PURCHASED 550 ACRES

COMPRISED OF 1184 50' AND 60' LOTS

50'	747
60'	437



PHASE 1 LOTS 267

50'	212
60'	55

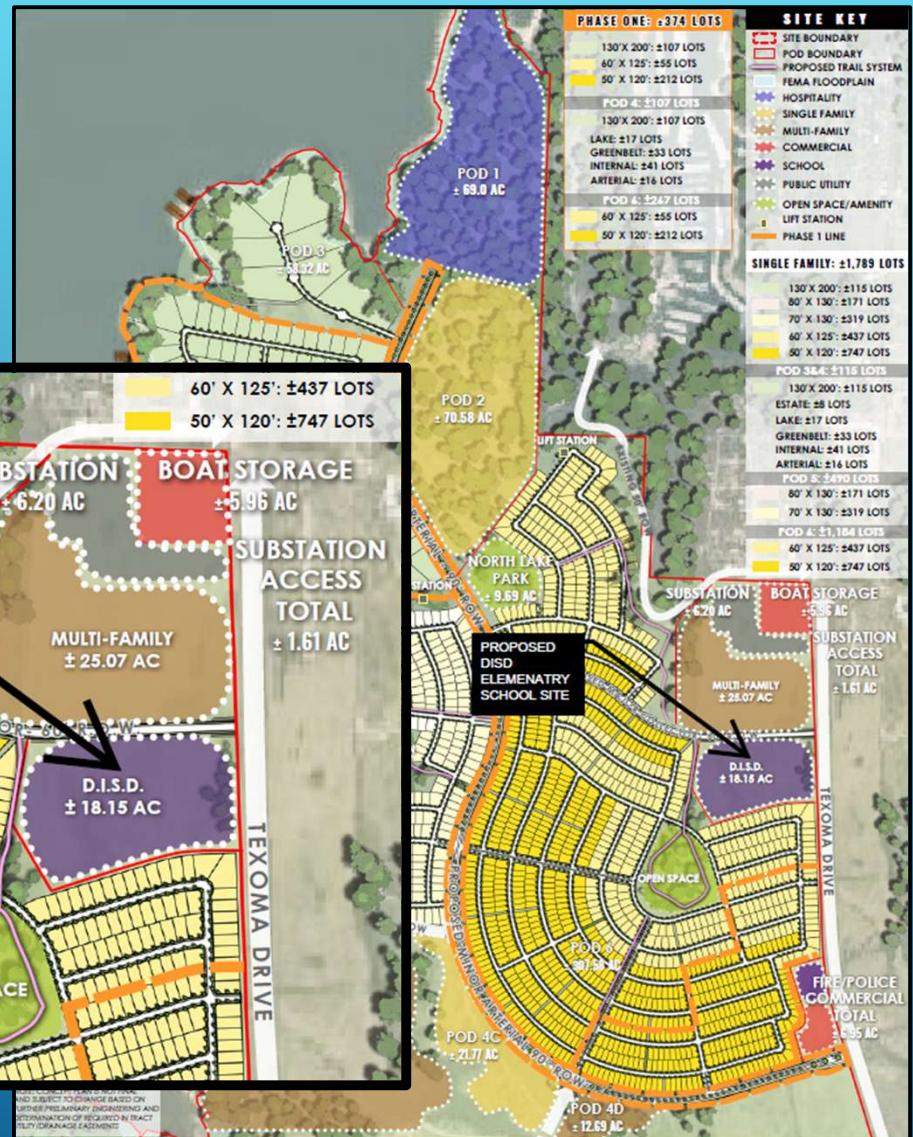
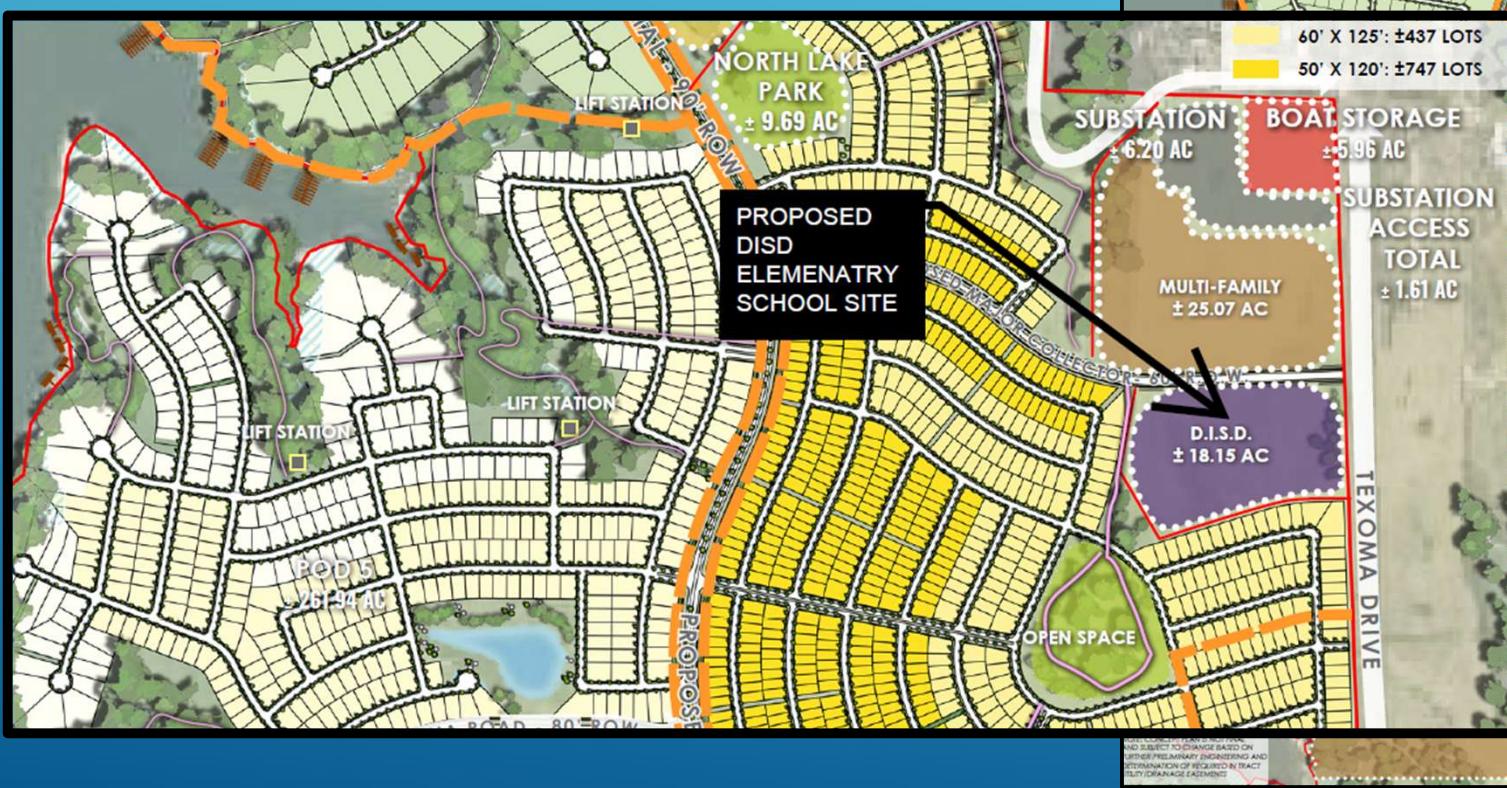
ESTATE LOTS TOTAL 115

Phase 1	Flex
107 est	8

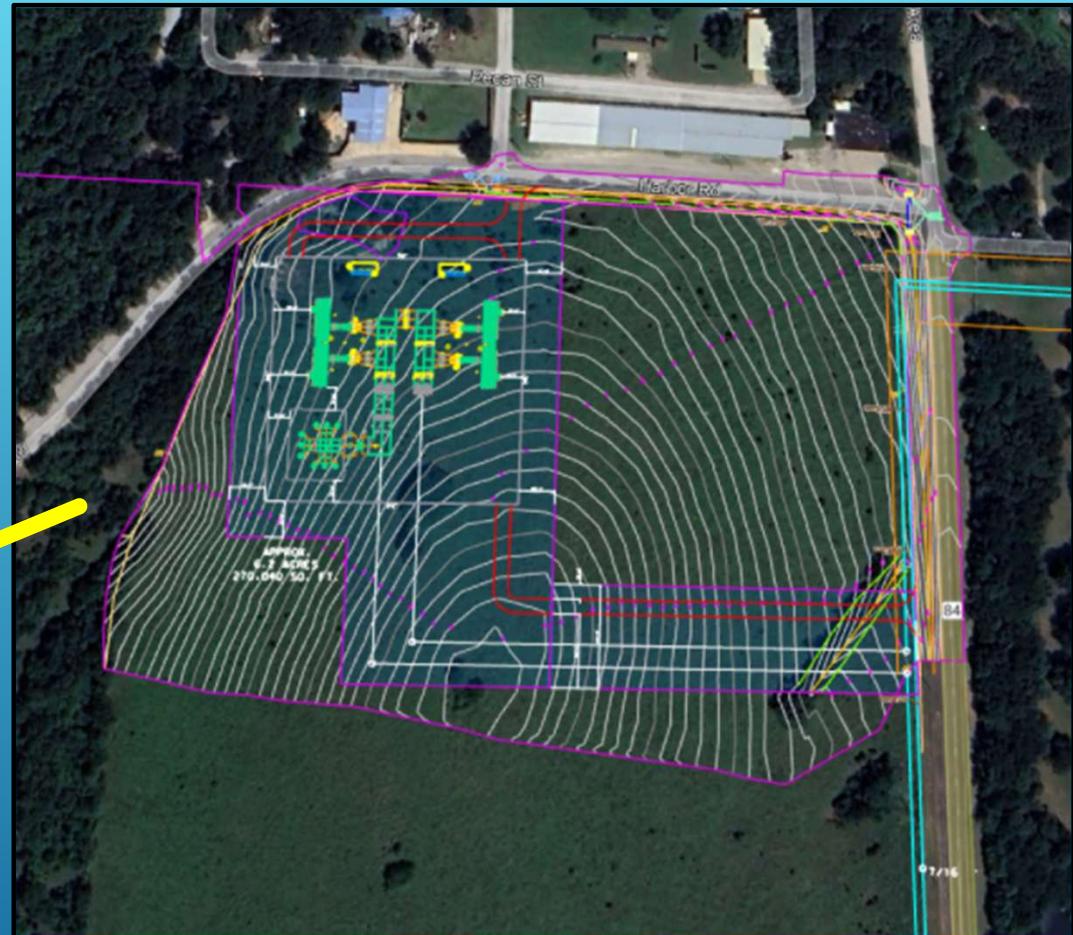
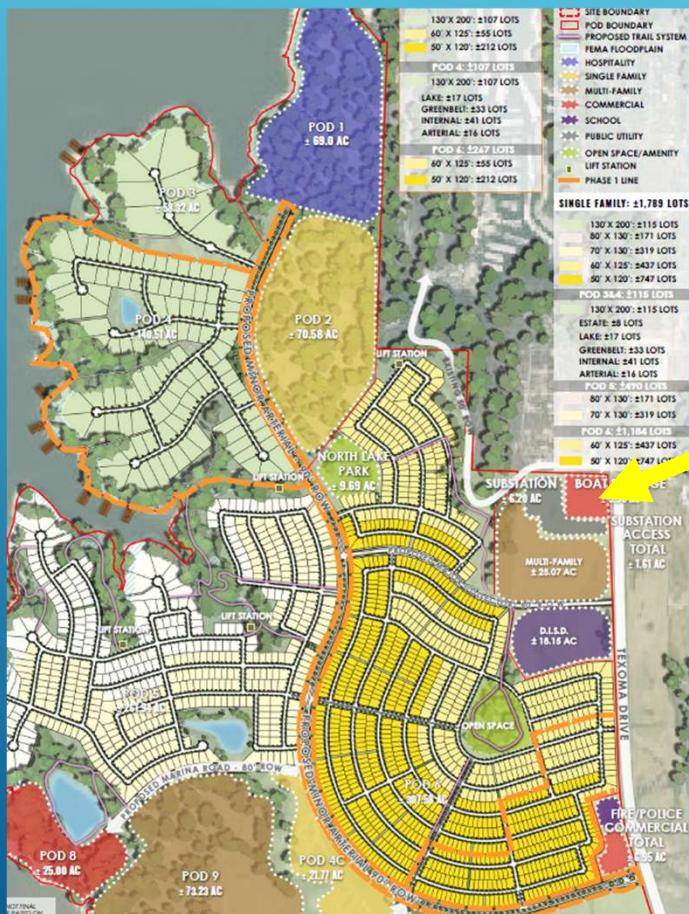


DISD 18.15 ACRES

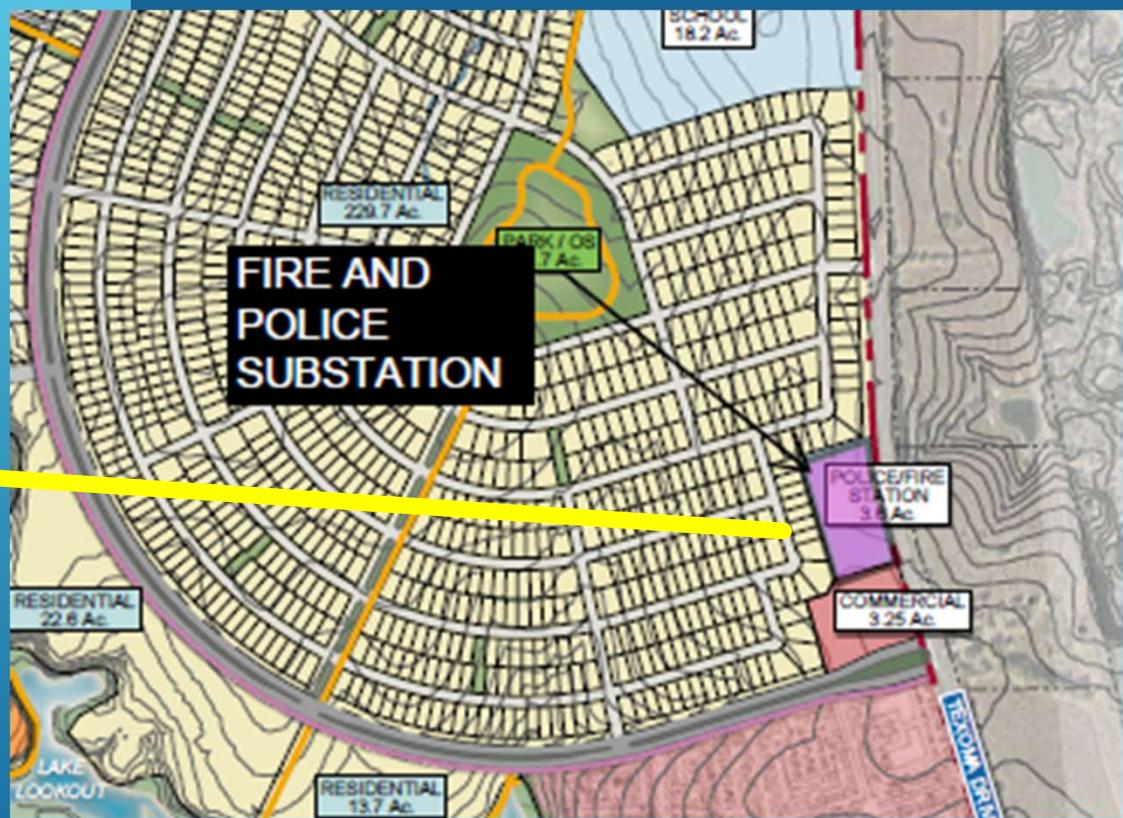
D.I.S.D. LOCATOR MAP



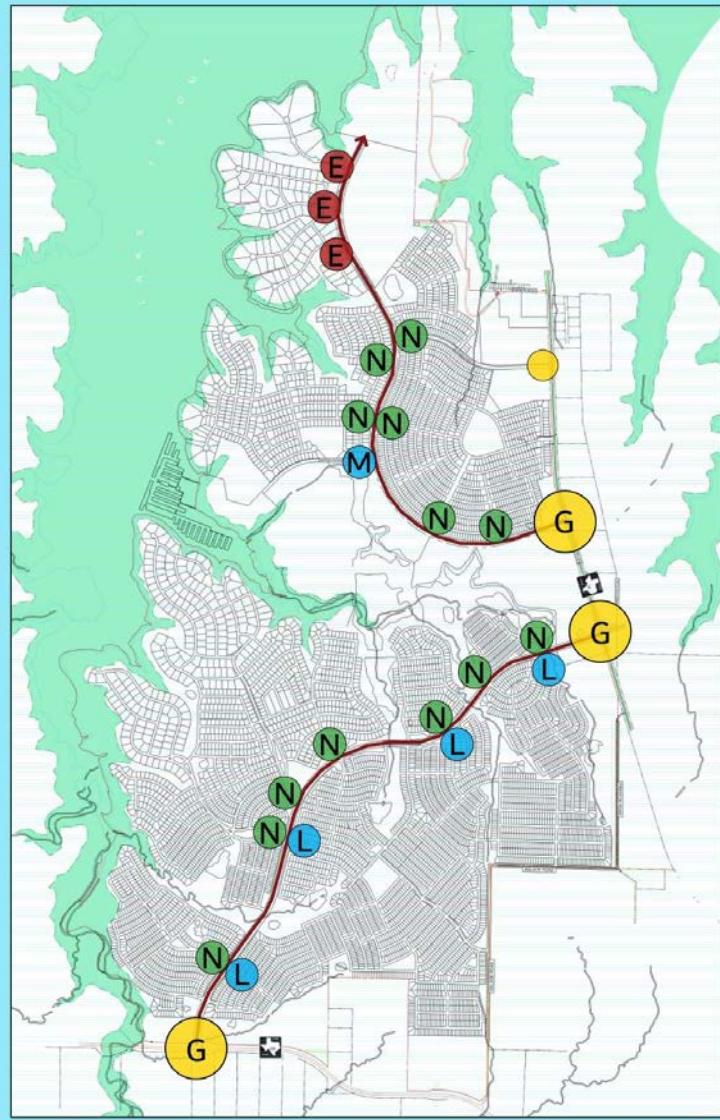
ONCOR SUBSTATION LAYOUT



FIRE AND POLICE SUBSTATION 3.6 ACRES



KFM SLIDES OF ENTRYS



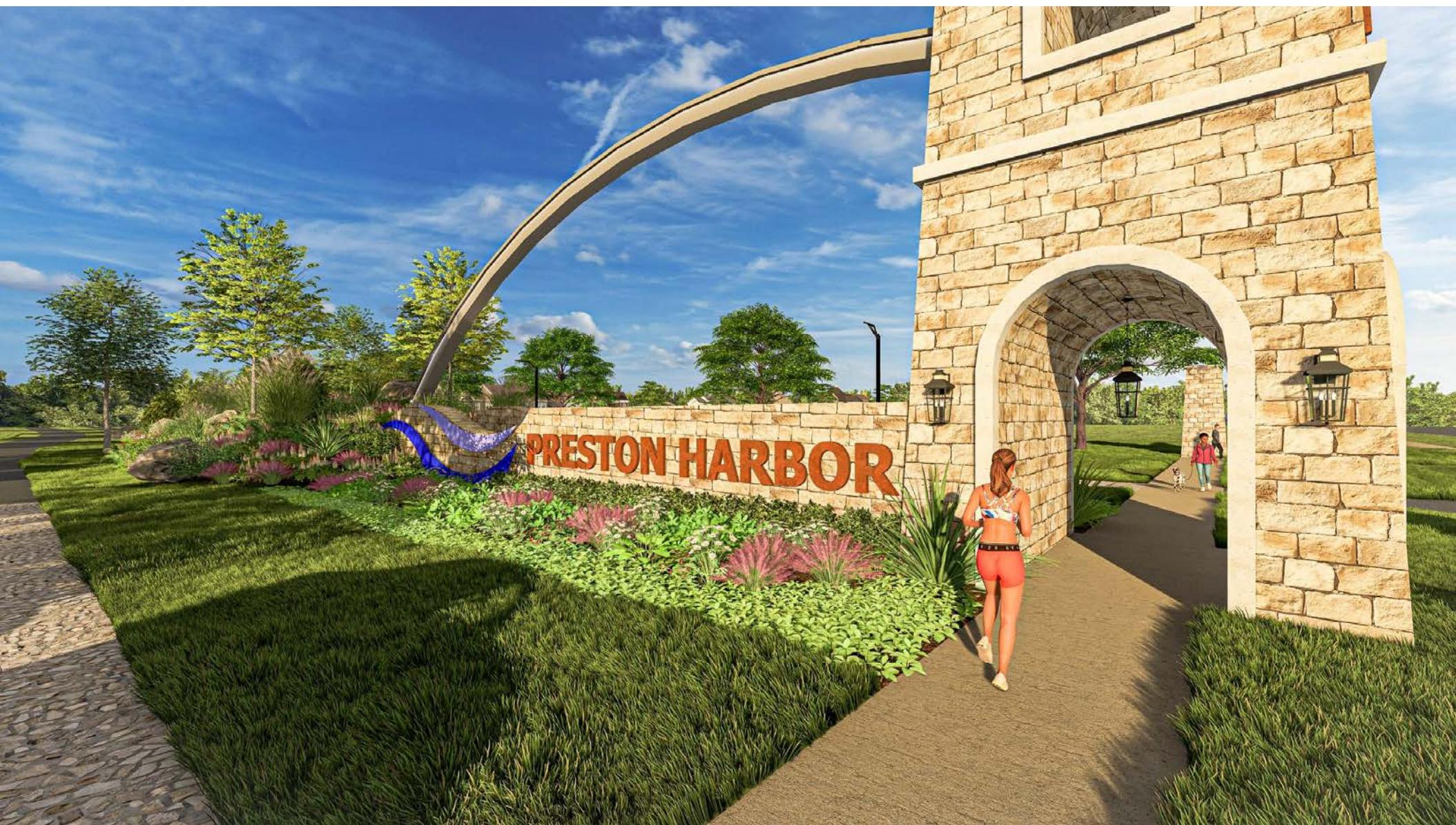
LEGEND:

- G Gateway / Subdivision Entry
- E Residential Entry: Estates
- N Residential Entry: Neighborhood
- L Residential Entry: Latitude Margaritaville
- M Marina Entry









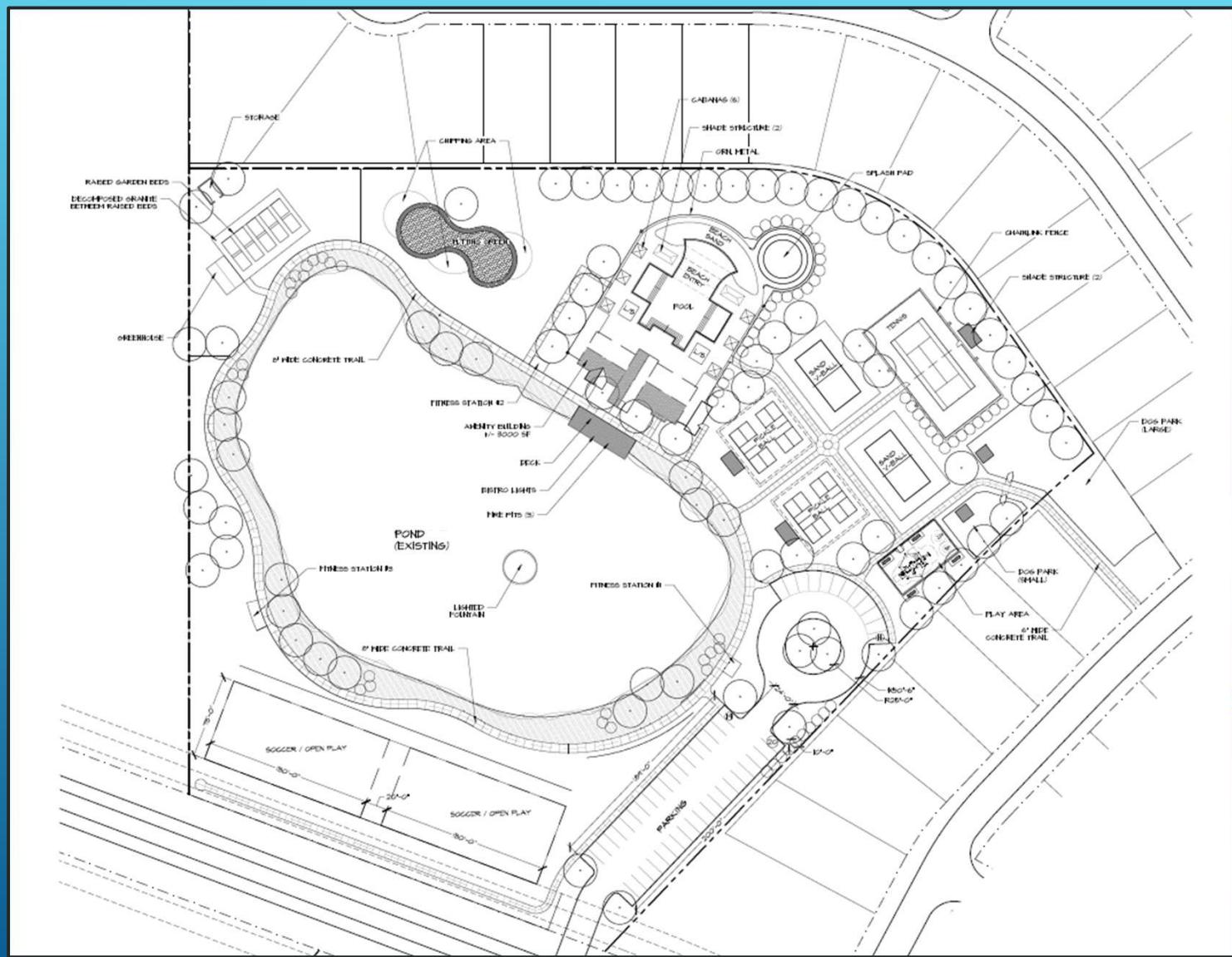














STUDIO SCHAFFER

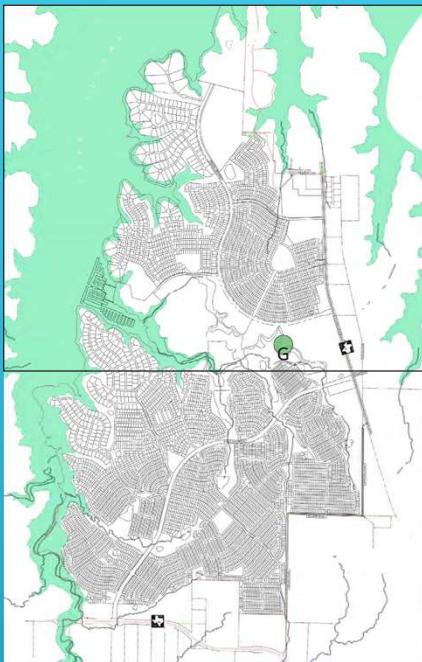


PHASE 1 INTERNAL LAKE REGION HIKE & BIKE TRAIL POCKET PARK



Vision & Concept

LAKE GAYLE COMMUNITY PARK



PRESTON
HARBOR

Kimley-Horn

Vision

LAKE GAYLE COMMUNITY PARK



PARK AMENITIES:

- Open Play Areas
- Children's Play Area
- Multi-Use Pavilion
- Concessions
- Dog Park
- Picnic Areas
- Shade Structures

- Walking Paths
- Dock & Rentals
- Fishing Pier
- Pollinator Gardens
- Multi-Use Court
- Auto and Cart Parking



Vision

POD 4D



REGIONAL LIFT STATION





Goats clearing wooded areas



Goats clearing shoreline





ESTATES ROAD CONSTRUCTION

MARGARITAVILLE RESORT



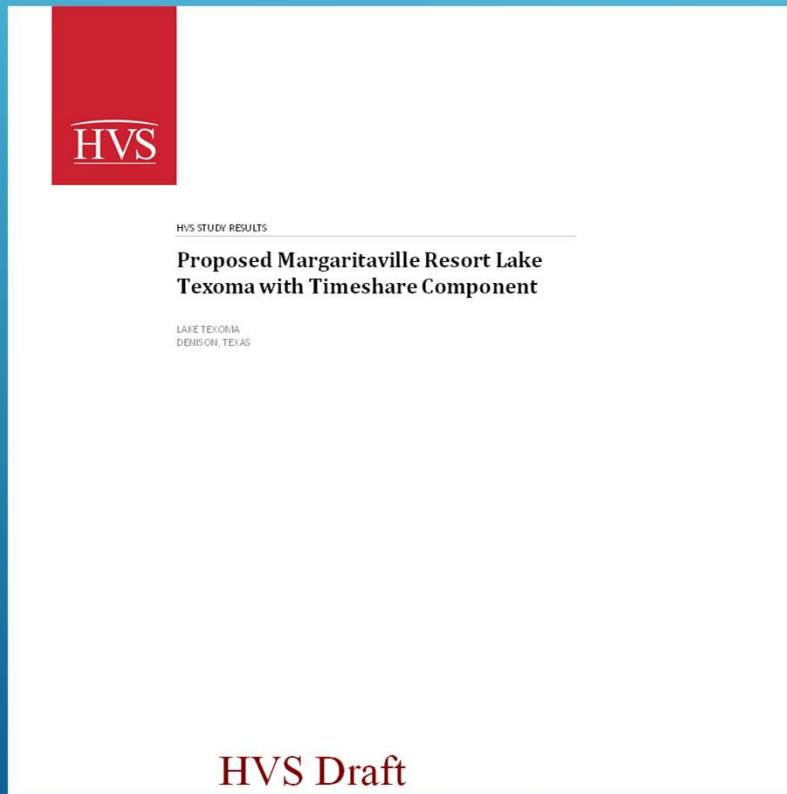
dreamstime.com

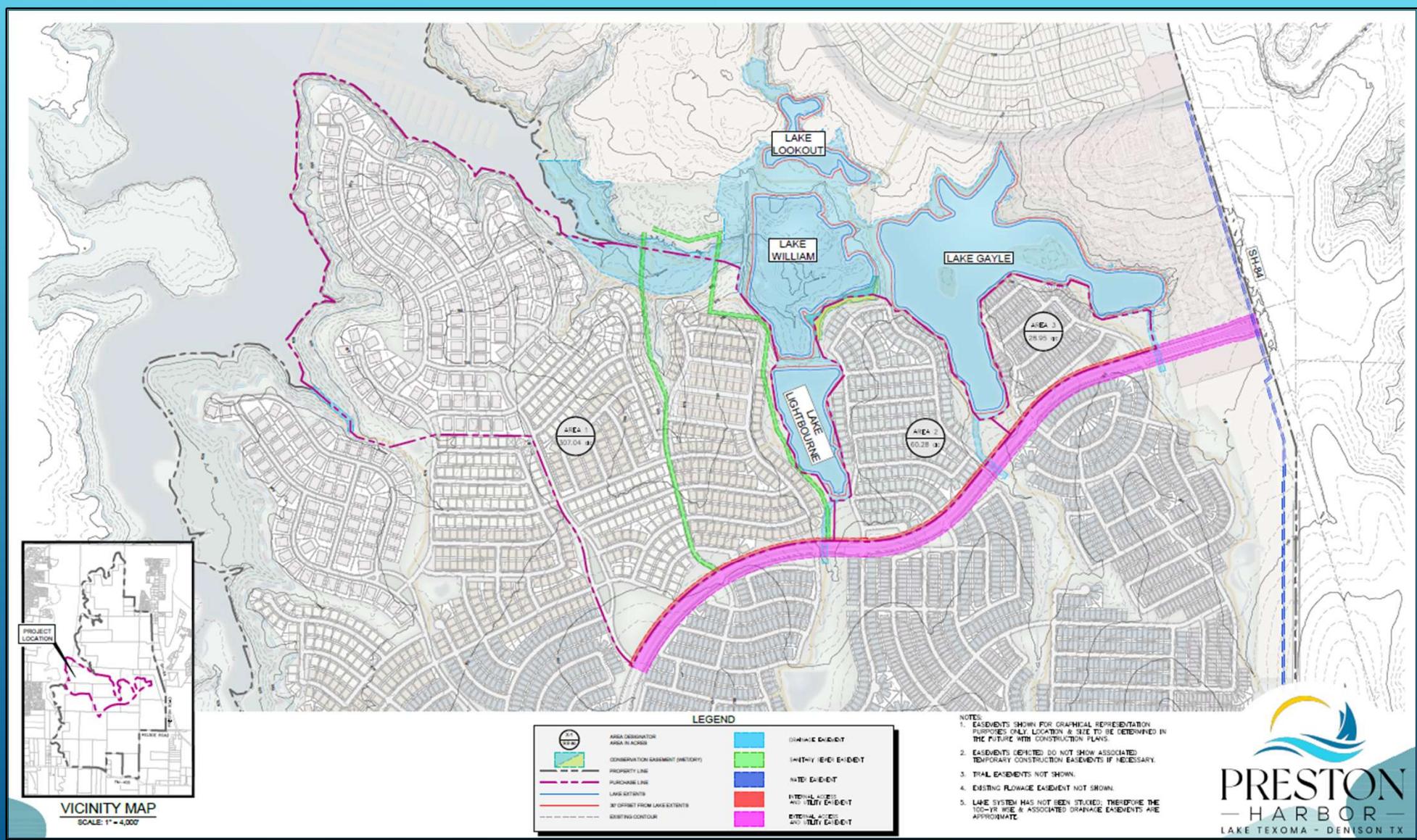
ID 152886050 © Sharonreed1

DEVELOPER PHOENIX DEVELOPMENT PARTNERS

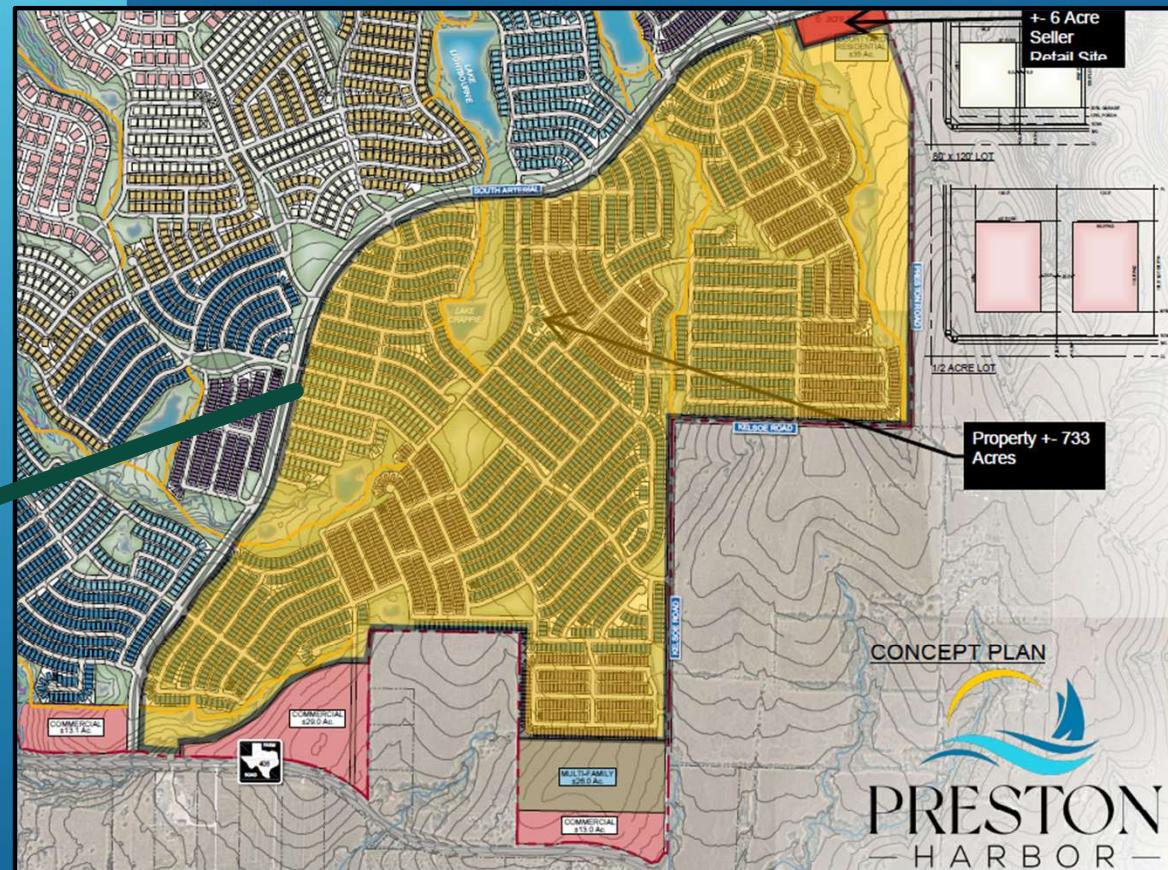
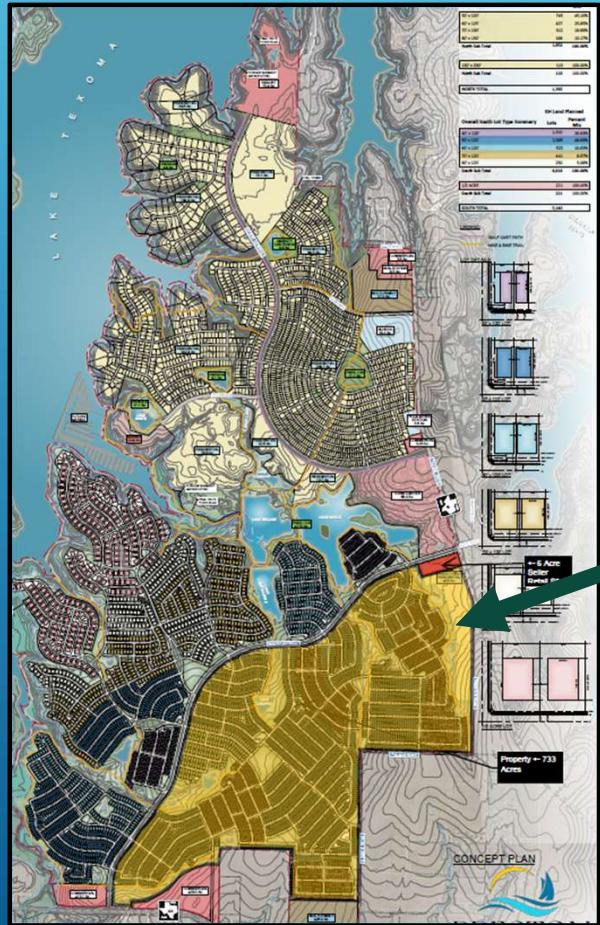


HVS STUDY MARGARITAVILLE RESORT TIMESHARE COMPONENT





FUTURE ACTIVE ADULT COMMUNITY – 3500 HOMES



Groundbreaking Ceremony





PRESTON
— HARBOR —
LAKE TEXOMA - DENISON TX



Calvin Daniels

Co-Owner/Partner, Travelers on Main, LLC

Historic Roots. Modern Momentum.



Historic Roots. Modern Momentum.
The Travelers Hotel – Denison, Texas



Historic Roots, Modern Momentum

Travelers Redevelopment • Denison, Texas
Presented at the Denison Development Alliance Summit



Proven Revitalization Experience

- Downtown Melissa Revitalization
 - Restored and activated underutilized historic spaces
 - Drove increased foot traffic and business activity
 - Proven model we intend to replicate — and surpass — in Denison



Project Context & Intent

The Plan, & Vision

Support Denison's ongoing revitalization efforts and Downtown momentum that won The Great American Main Street Award

Adaptive reuse of a historic downtown Denison landmark.

Preserve original structure, materials, and character-defining features.

Activate downtown with a day-to-night destination and new residential presence.

Why This Building (Discovery + Community Memory)

The Building That Chose Us

The Travelers caught our eye even though it wasn't on the scheduled list—so we came back.

We spent ~a year scouting downtown Denison and touring multiple historic properties.

In online research, nearly every mention prompted stories: first dates, birthday dinners, and events.

That pattern made the mission clear: preserve the bones and reactivate the place.

It's an amazing place, my father and his two brothers were the third owners of the building and ran it as the Travelers Hotel restaurant in 1977.

The first floor was a steak house, second floor were banquet rooms, third floor offices/storage and they lived on the fourth floor. Right before he and his brothers sold the place, my father did all the legwork to have it designated as an historical land mark.

Community Comments

 What will you do with the upper floors? hotel? my great grandfather built this house for his family in 1910. I spent a lot of time in it visiting my great grandmother who died around 1960.

 I was part of the waitstaff in 1978 & 1979 while a student. Brandts were great to work for

 I'm so happy to see this. I love that building and I'm so glad it's going to be renovated and used again.

 Gorgeous. Very excited to see the finished building.

 Wonderful memories there as a restaurant. We have missed it! Glad to hear this! ☺



• Restaurant

BEFORE



CONCEPT (REALISTIC RENDERING • ILLUSTRATIVE)



What this activates

- Creates a downtown dining destination and evening energy.
- Increases foot traffic for adjacent businesses.
- Builds a strong anchor for events and tourism activity.

Projected impact

- Jobs: ~6~10
- On-site sales: Range-based (operator-driven)
- City benefit: sales tax + adjacency spend

*Planning-level and range-based; detailed pro forma and tax assumptions available upon request.

Concept renderings are illustrative • Final design subject to permitting/buildout

Second Floor • Salon & Barbershop

A Building Full of Memories

BEFORE



SALON CONCEPT



BEFORE



BARBERSHOP CONCEPT



Top Floor • Residential Lofts

BEFORE



CONCEPT (REALISTIC RENDERING • ILLUSTRATIVE)



What this activates

- Builds round-the-clock activity in historic downtown.
- Offers highly desirable downtown housing for potential residents.
- Promotes nearby businesses to loft dwellers and visitors they host.

**Planning-level and range-based; detailed pro forma and tax assumptions available upon request.*

Purpose-Driven Vision

- Adaptive reuse that respects historic architecture
- Business mix supports recurring economic activity
- Bottom floor restaurant with day-to-night dining concept
- Salon/barbershop to activate street-level frontage opens building to all of Denison
- Upper-level residential lofts for added foot traffic



Why This Matters for Denison



Corner of E. Main and S. Crockett

Preservation-first reinvestment in a visible downtown landmark.

Day + night activation: services + dining.

New residential presence to support downtown businesses year-round.

Jobs + recurring taxable activity aligned with Denison's growth momentum.

Thank you

Rebuilding Denison, Together





TONY KAAI

President,
Denison Development
Alliance

Destination Denison



[Video.mp4](#)

Destination Denison



Moving Forward. Kicking Back.

New Retail Businesses In Denison

- Two Handed Cookie Co.
- Goodwill ArtWorks
- Mt. Moon Collectibles
- The Den Fine Furnishings
- Leapin Littles
- Moody on Main
- Mathews-Gentry Cycle Works
- Val's Pizza Pasta
- The Sandwich King
- Roseclaire Coffee
- Redefined
- Velvet Lash Lounge
- Finke Farms Beef
- Guymon Bros. Mercantile
- The Right Spot
- **Whataburger**
- **7 Brew**
- **Take 5 Oil Change**
- **Dairy Queen**
- **Sugar and Spice Cafe**

GRANT/ LOAN TO GRANT	GRANT HISTORY	PRIVATE INVESTMENT	TOTAL EXPENDITURE	NUMBER OF PROJECTS
Facade	2014 – present	\$7,500,000	\$1,000,000	98
Destination Creation	2015 – present	\$1,900,000	\$750,000	16
Alley Access	2020 – present	\$78,000	\$45,000	17
E-Commerce Accelerator	2020 – present	\$327,000	\$182,000	40
Micro-Manufacturing	2020 – present	\$270,000	\$135,000	5
Fire Suppression	2021 – present	\$560,000	\$311,000	9
Targeted Building	2025	\$2,600,000	\$725,000	2
Targeted Business	2025	0	0	0



Land Size

±50 acres

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. 8" Sewer line.

Electrical Service

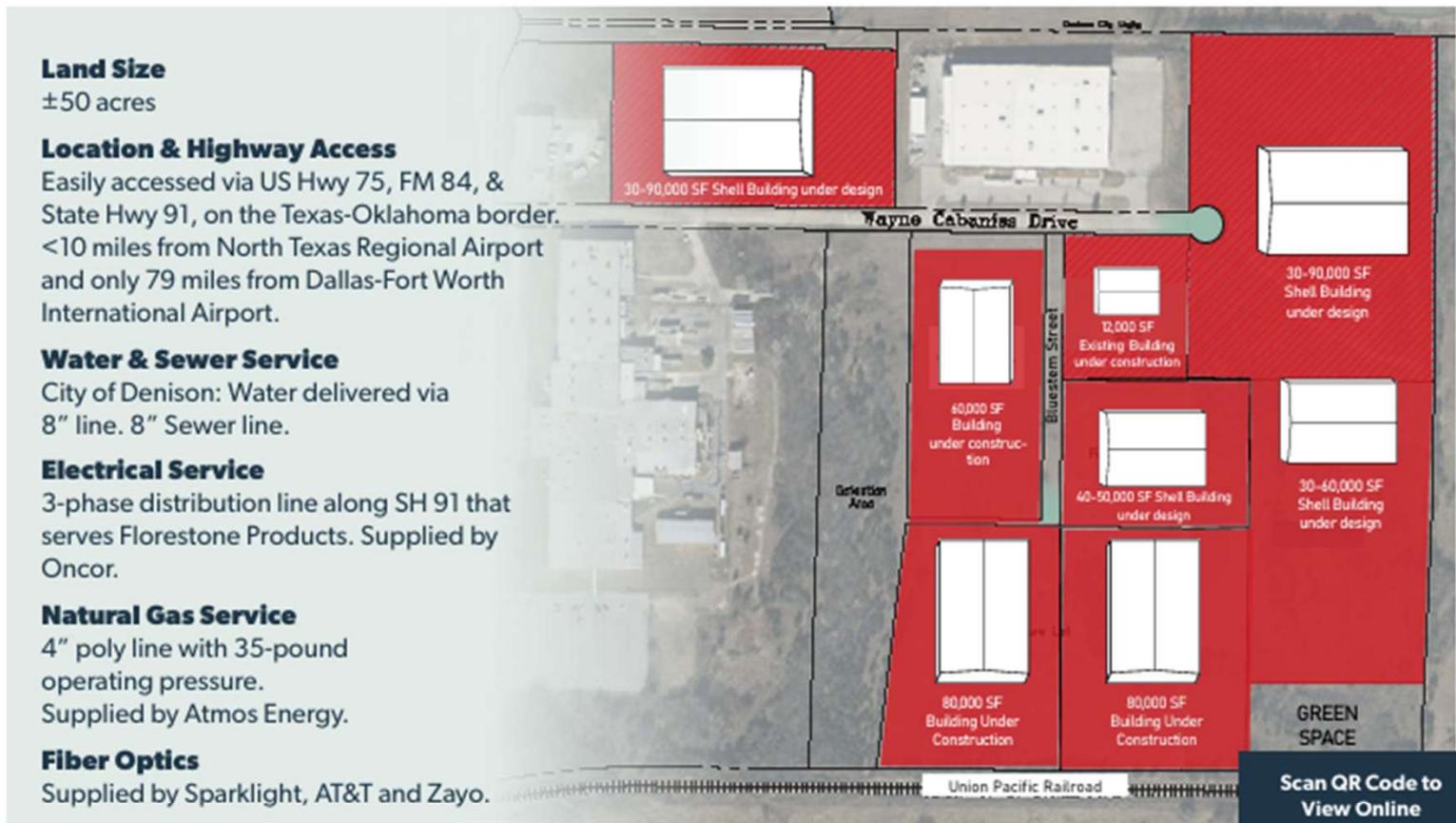
3-phase distribution line along SH 91 that serves Florestone Products. Supplied by Oncor.

Natural Gas Service

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

Fiber Optics

Supplied by Sparklight, AT&T and Zayo.



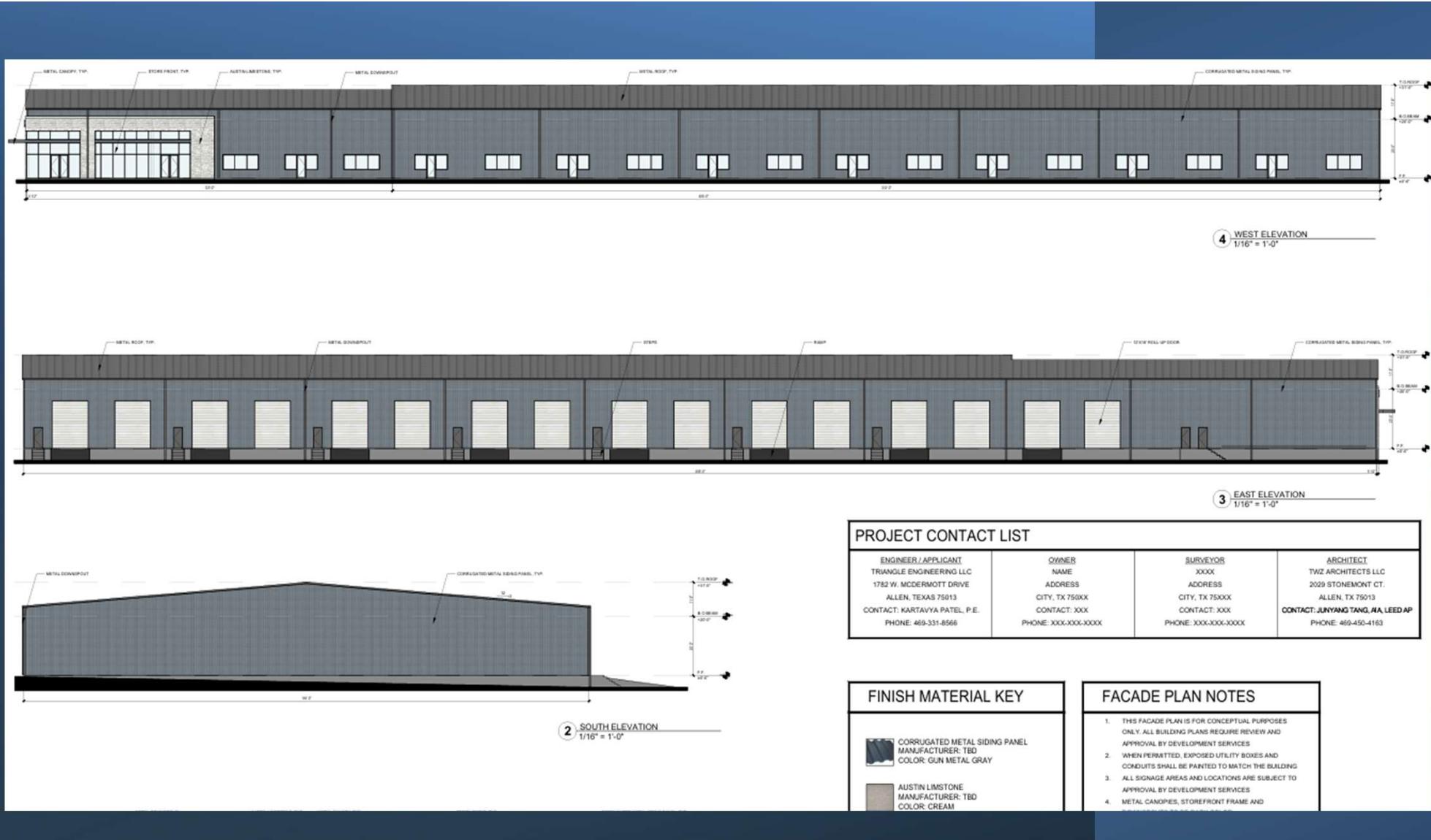
Scan QR Code to
View Online









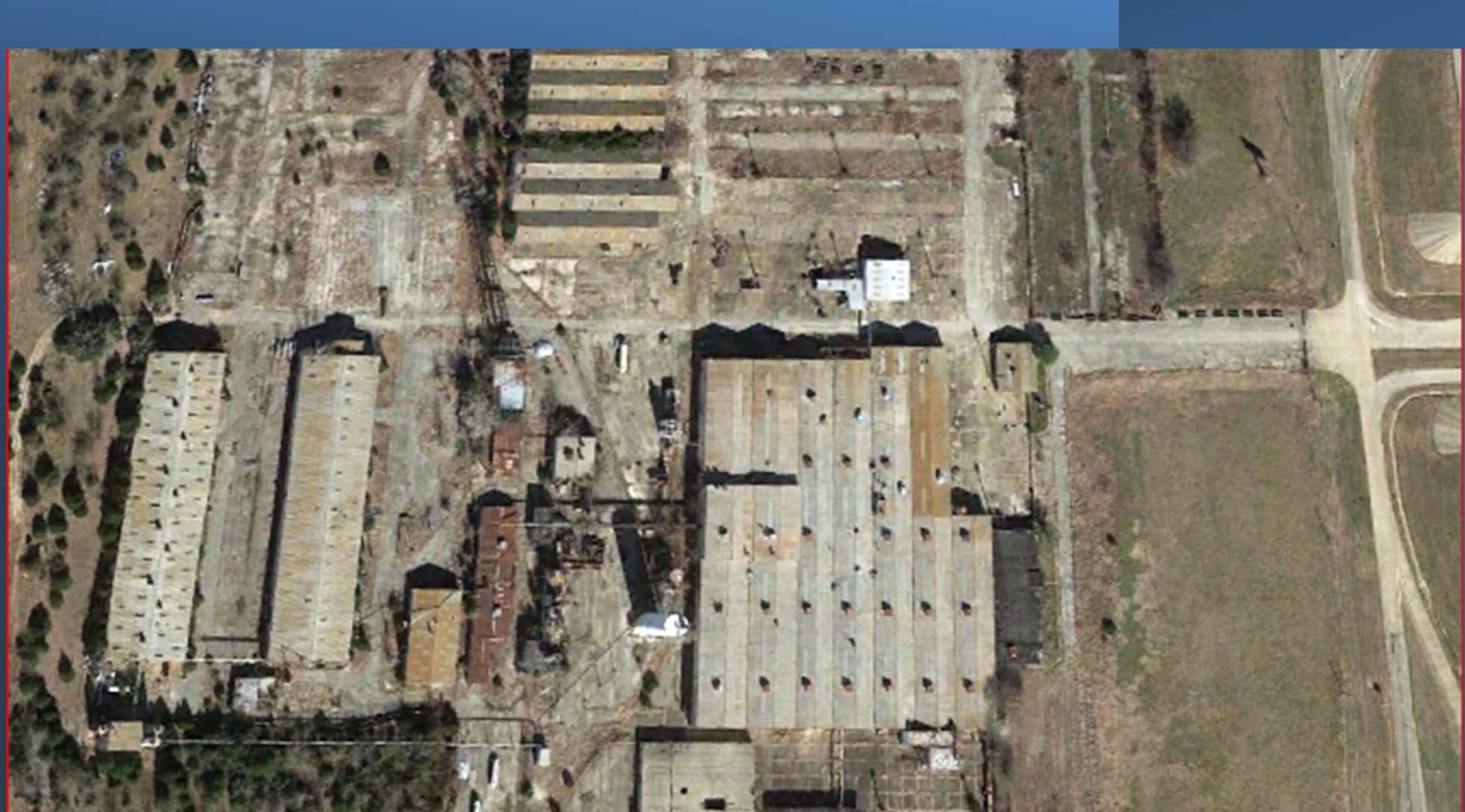


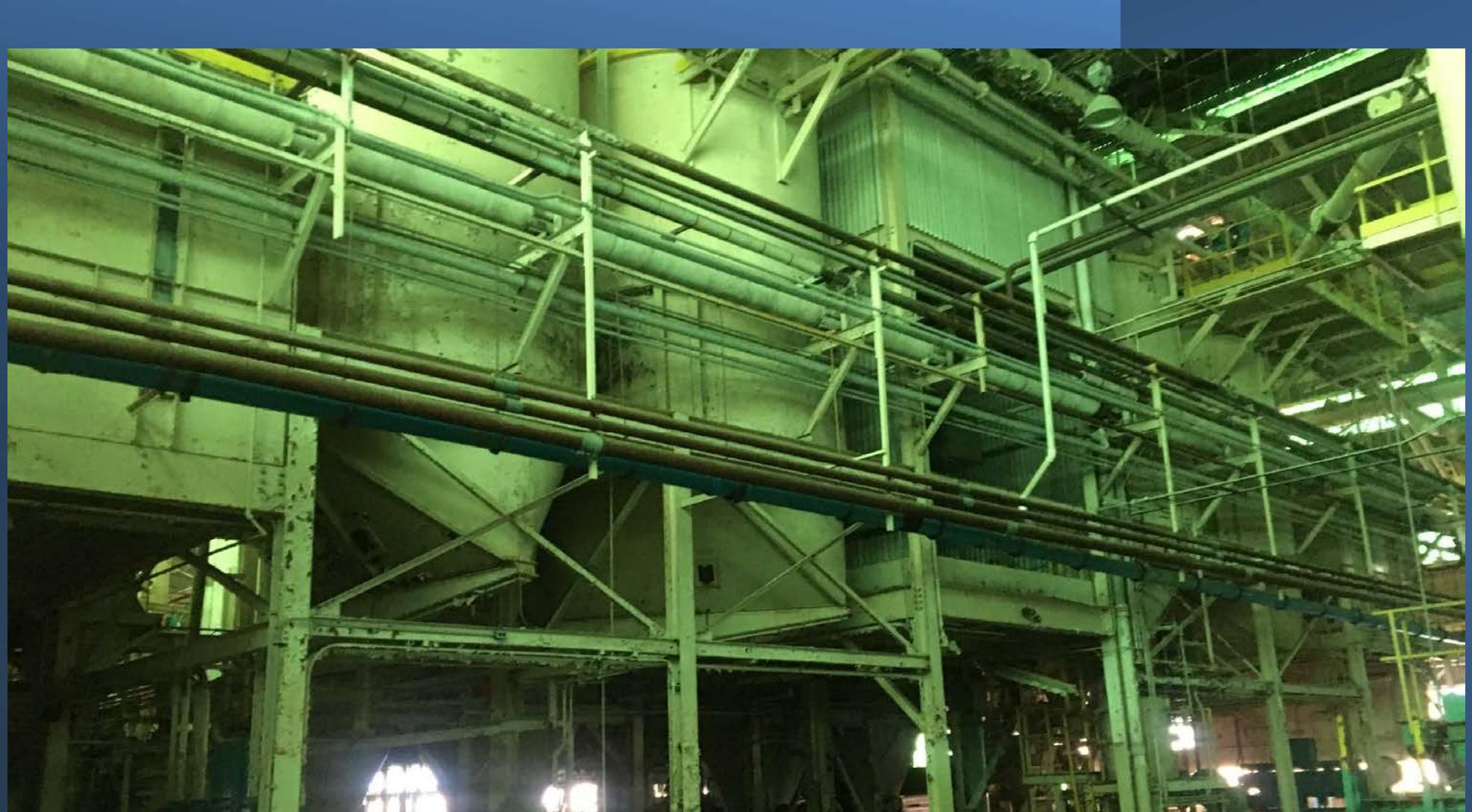
ASBESTOS



Air View of New Johns-Manville Transite Pipe Plant at Denison, Texas

SEPTEMBER 1958



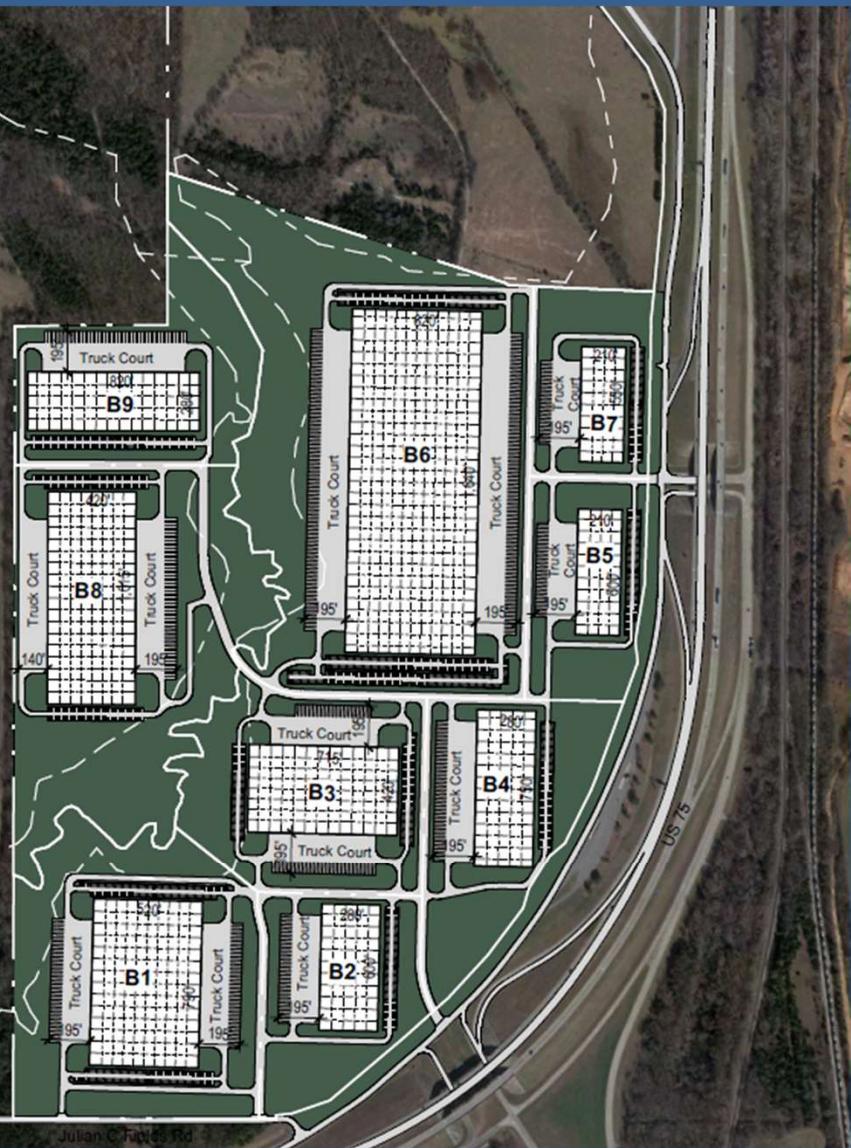




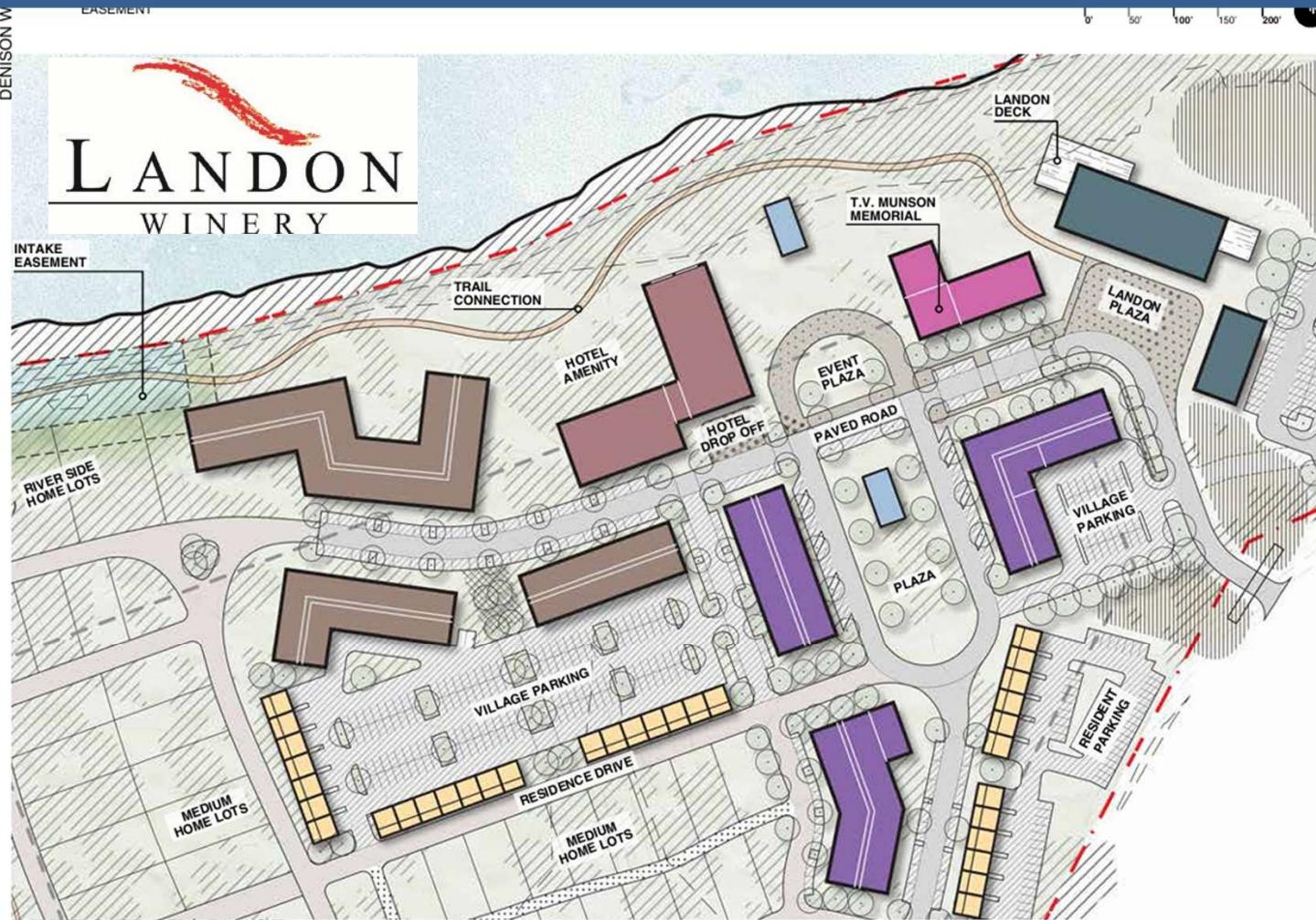


North Texas Logistics Park

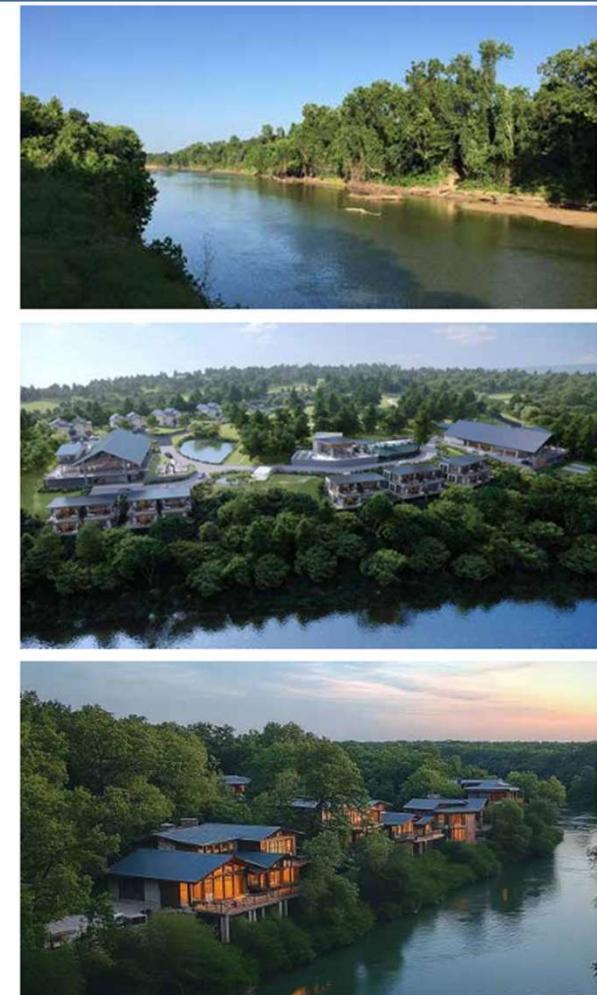
Building 1 Site Acreage	35.06 AC	Building 4 Site Acreage	20.02 AC	Building 7 Site Acreage	11.70 AC
Building 1	410,800 SF	Building 4	210,000 SF	Building 7	115,500 SF
Car Parking	284	Car Parking	134	Car Parking	120
Trailer Parking	98	Trailer Parking	56	Trailer Parking	33
Building 2 Site Acreage	15.91 AC	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

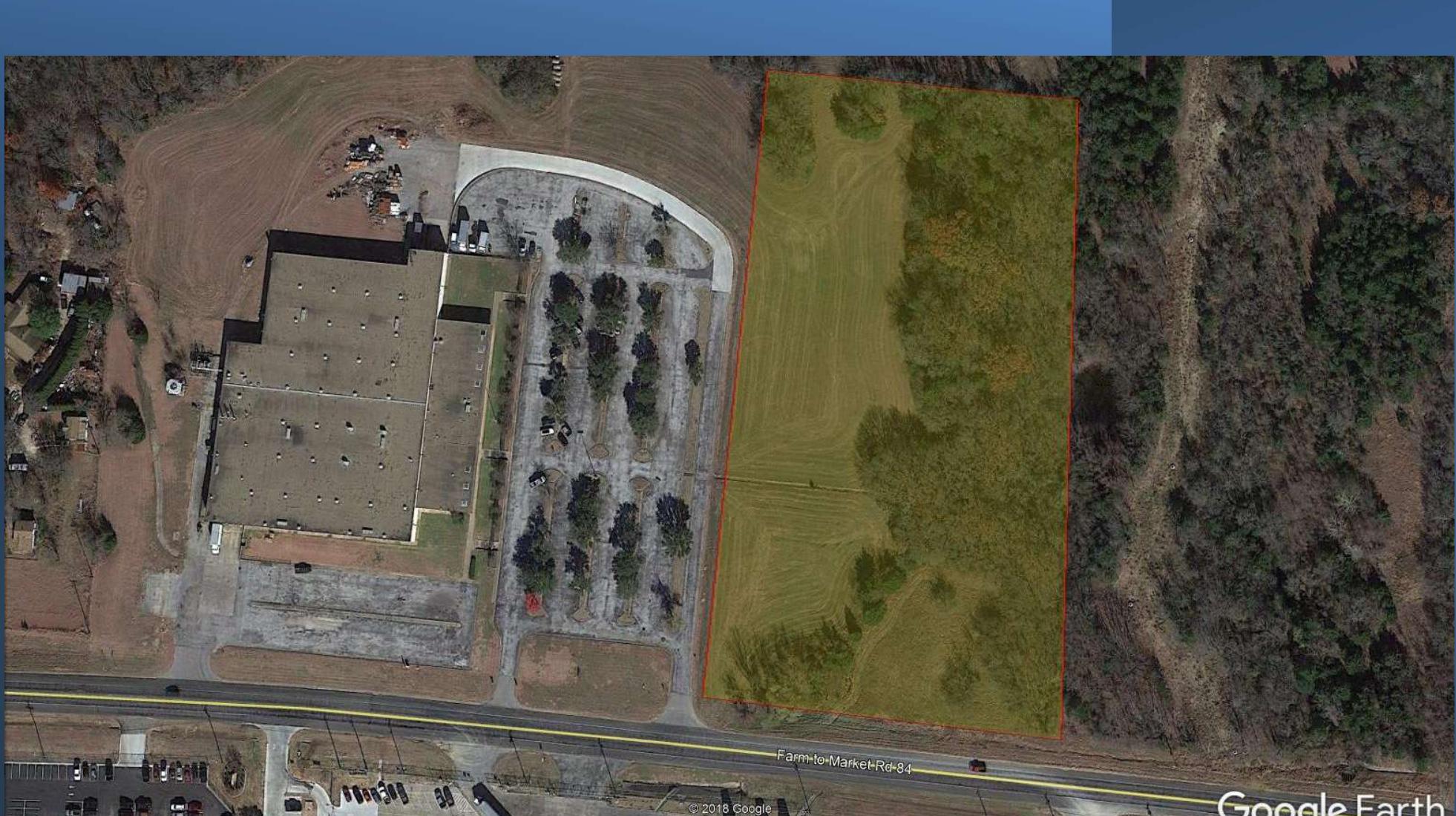


DENISON W



RIVERS EDGE | PHASE 2 & 3





Google Earth

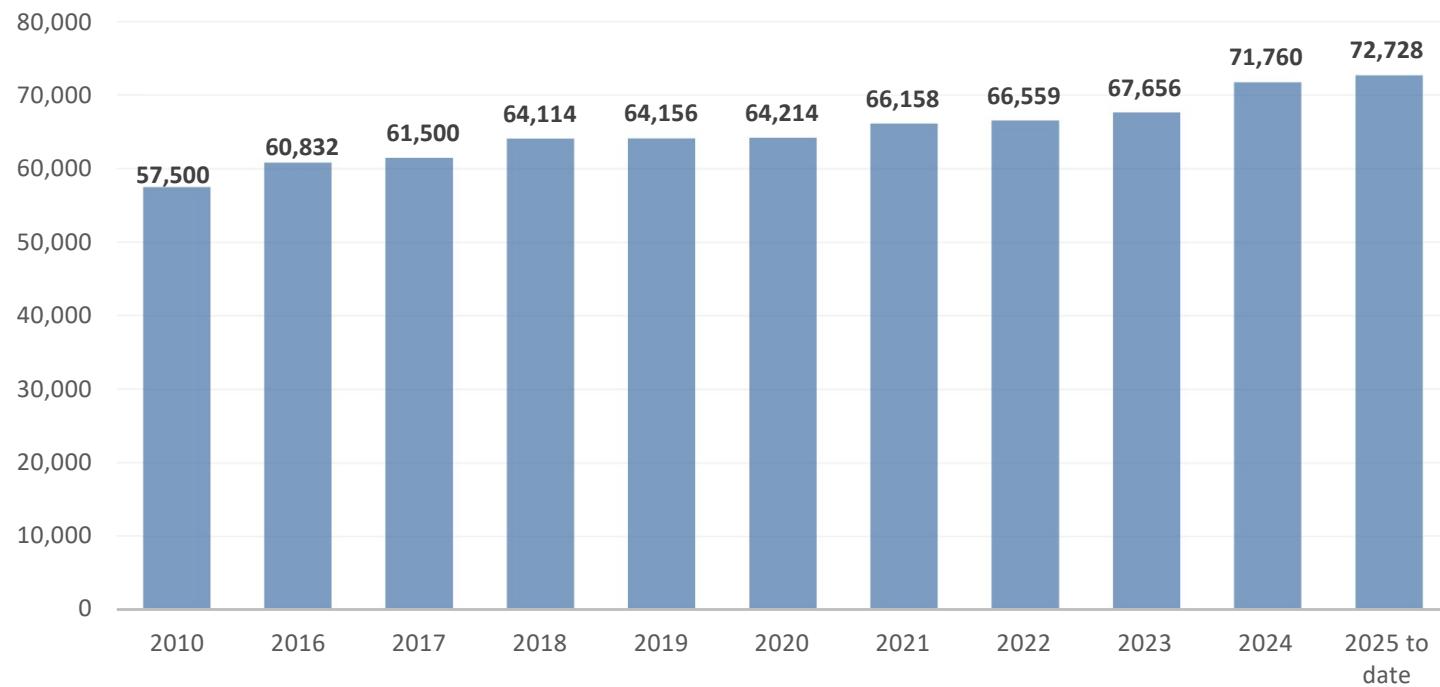




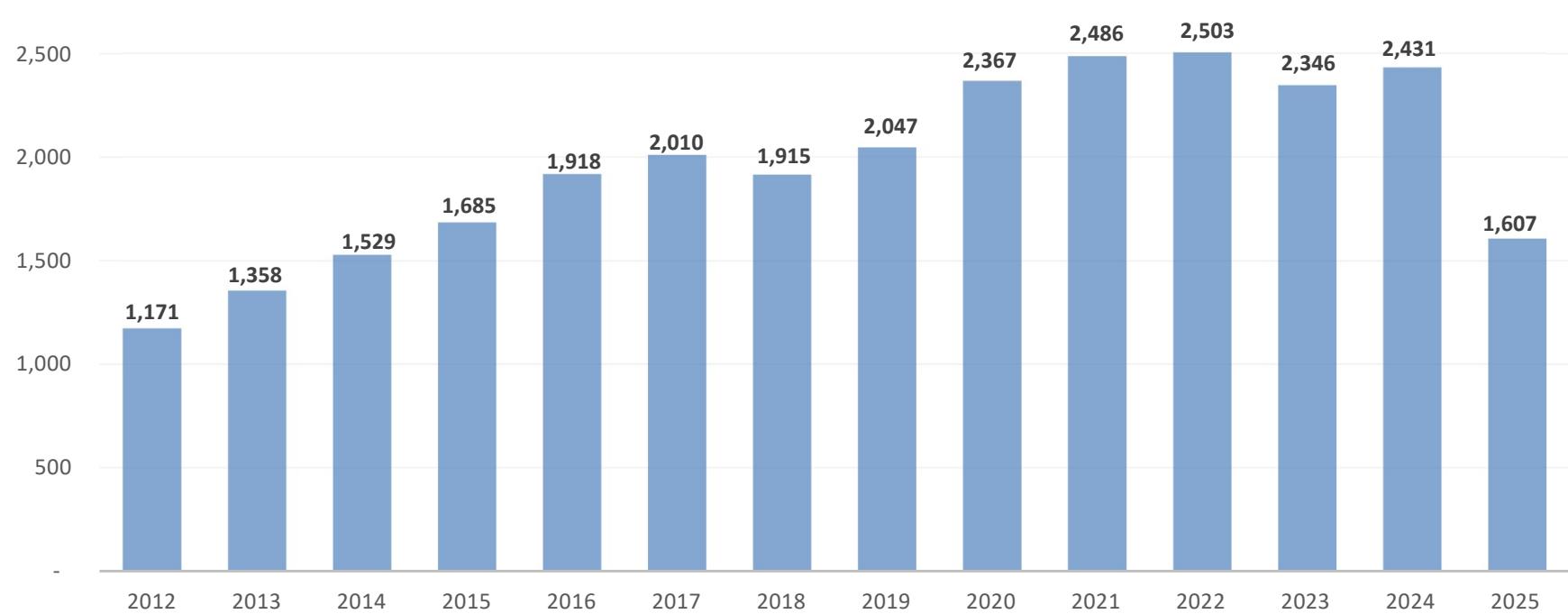




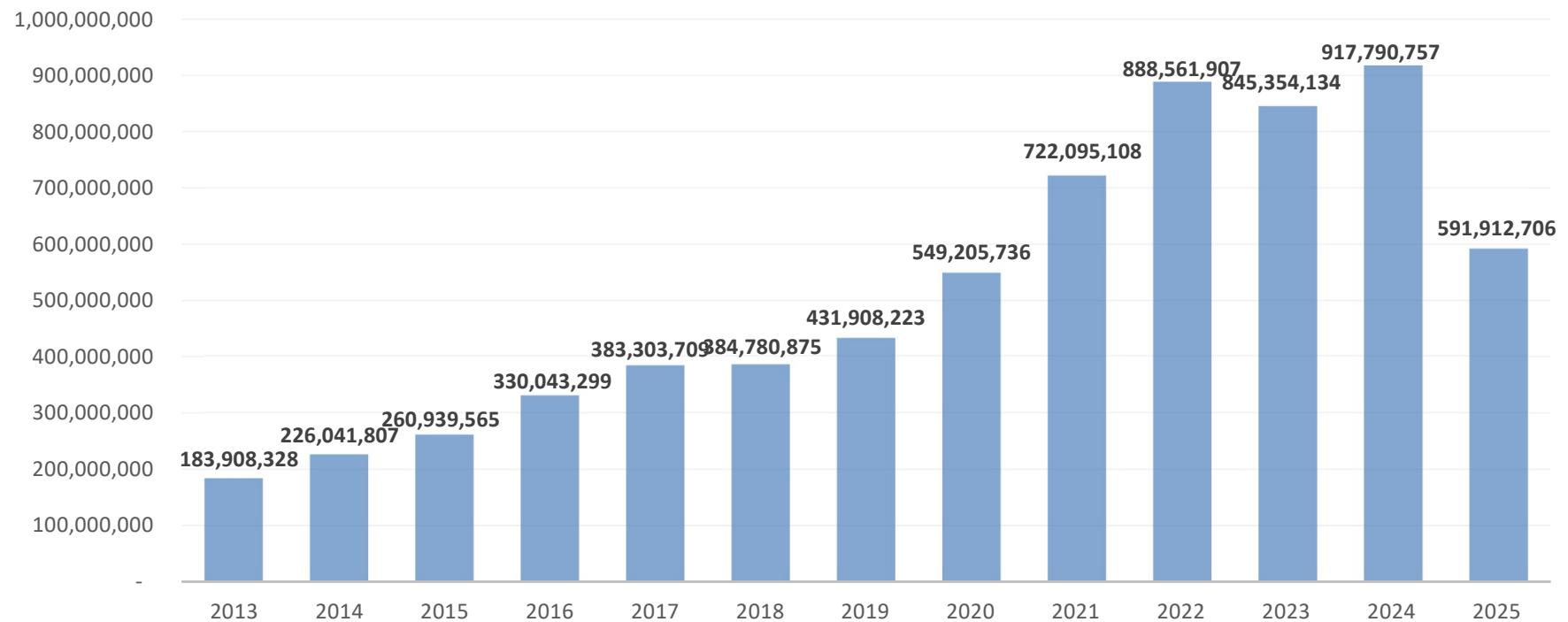
County Labor Force



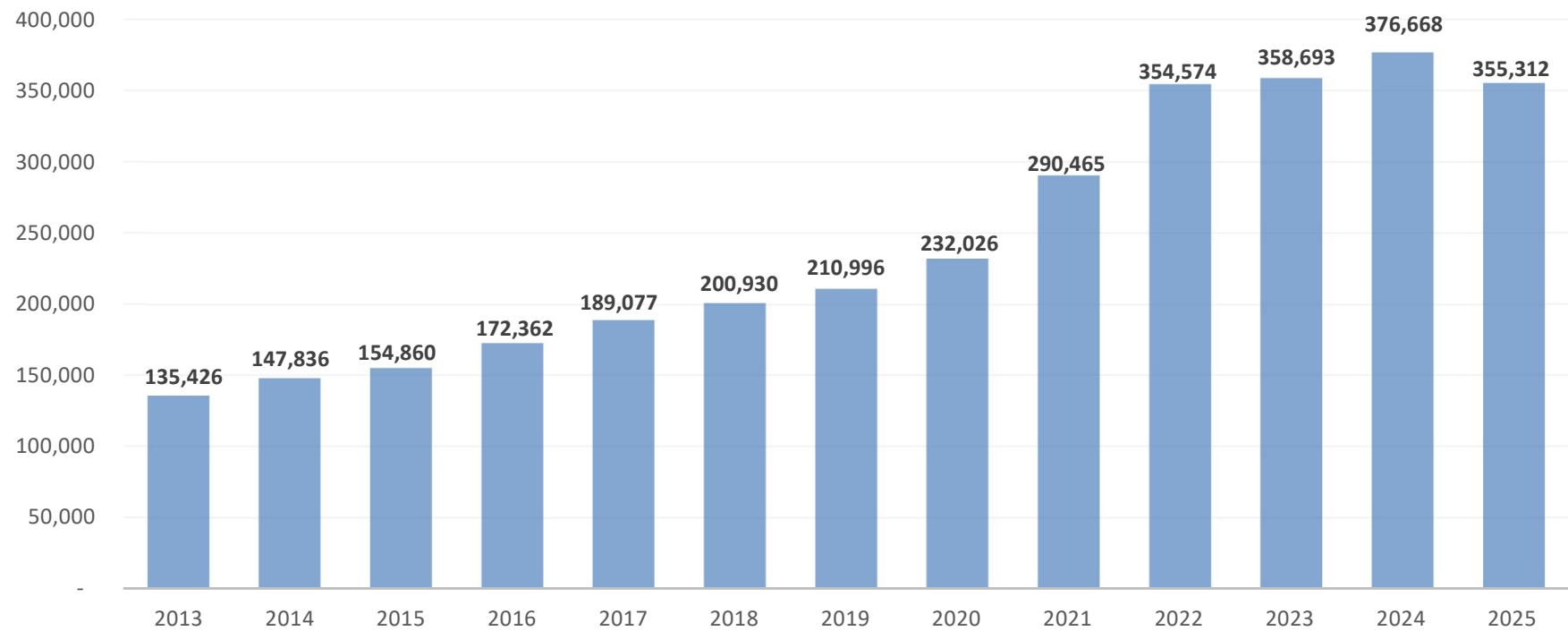
Grayson Housing Sales



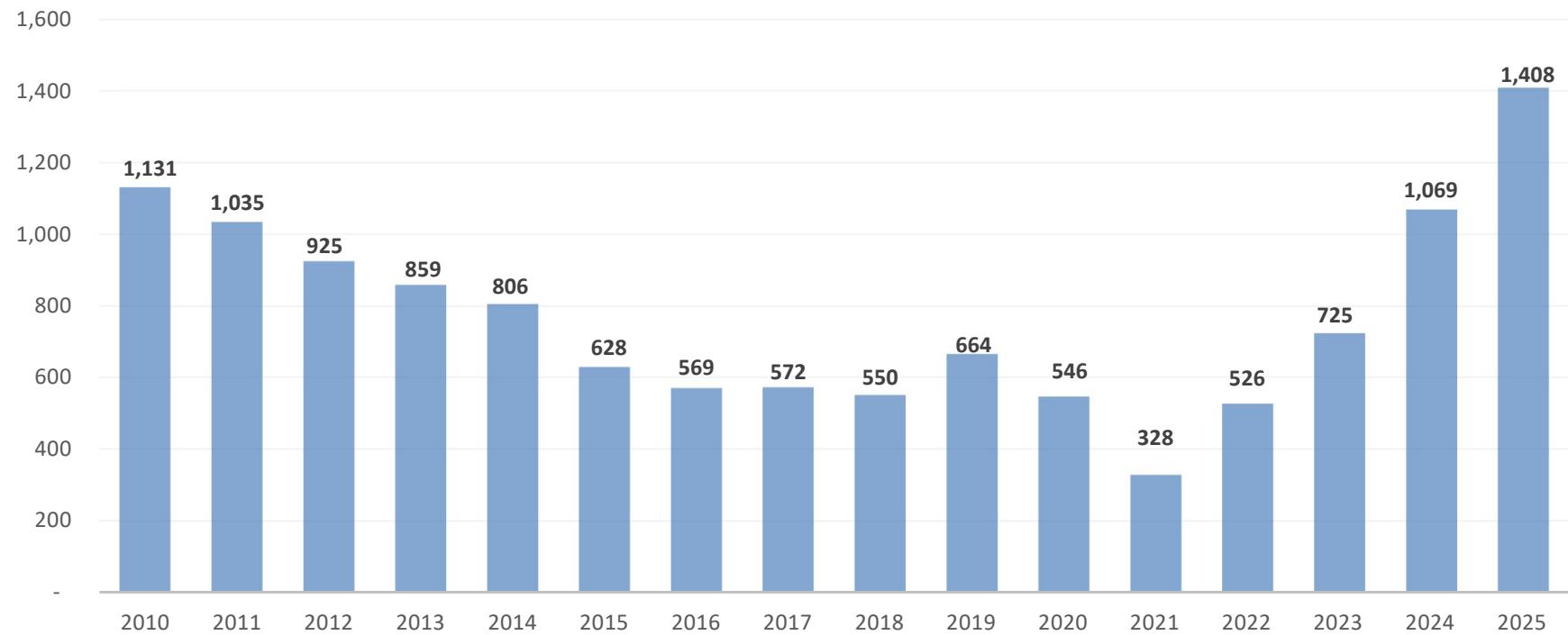
Grayson Housing Dollar Volume



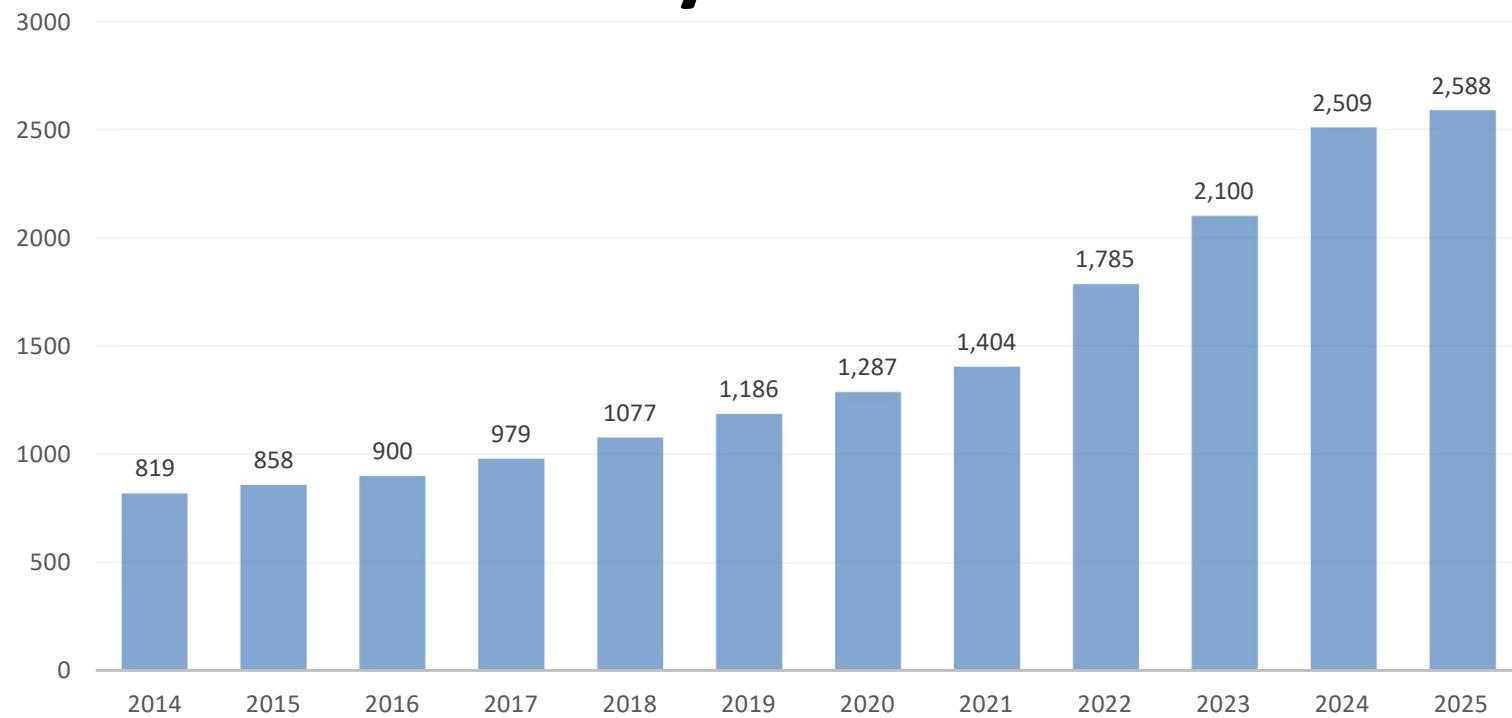
Grayson Housing Average Price



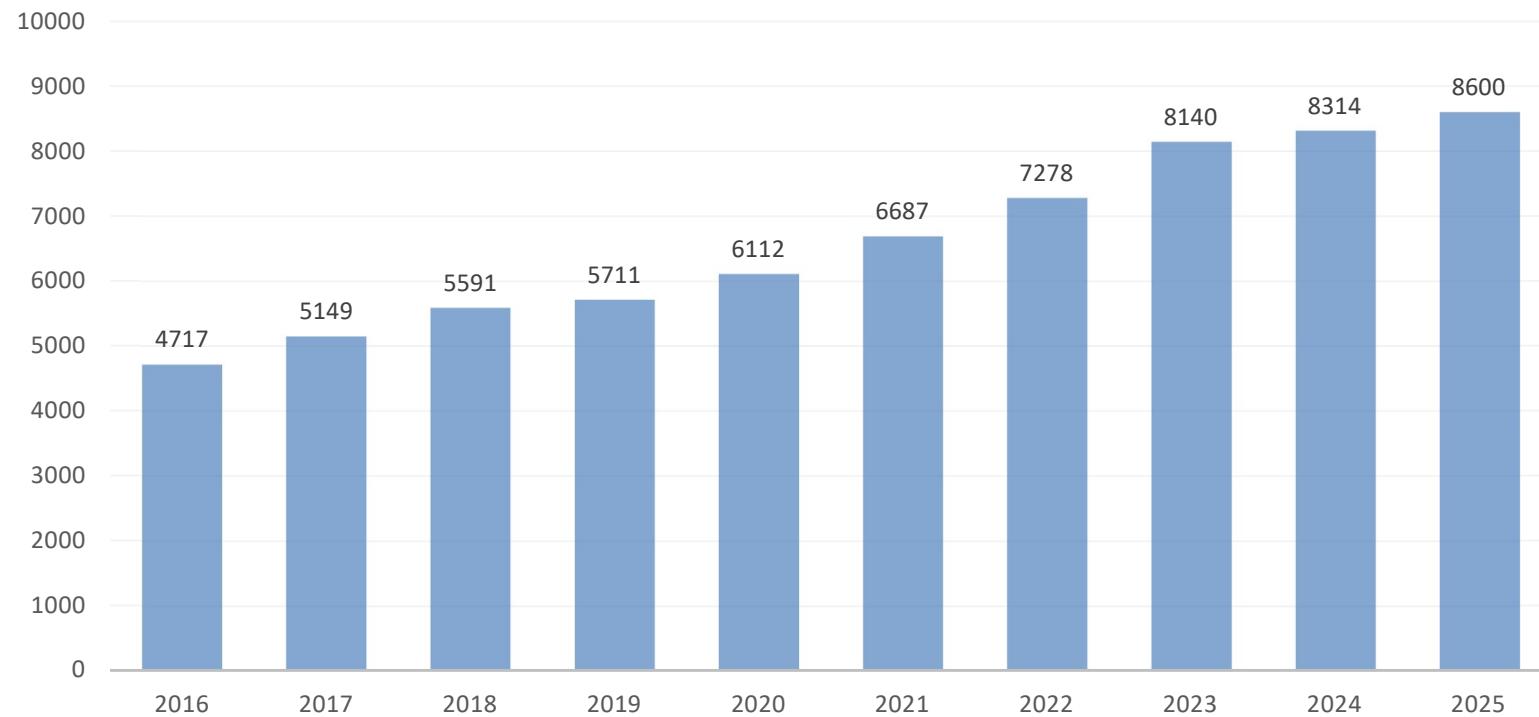
Grayson Housing Total Listings



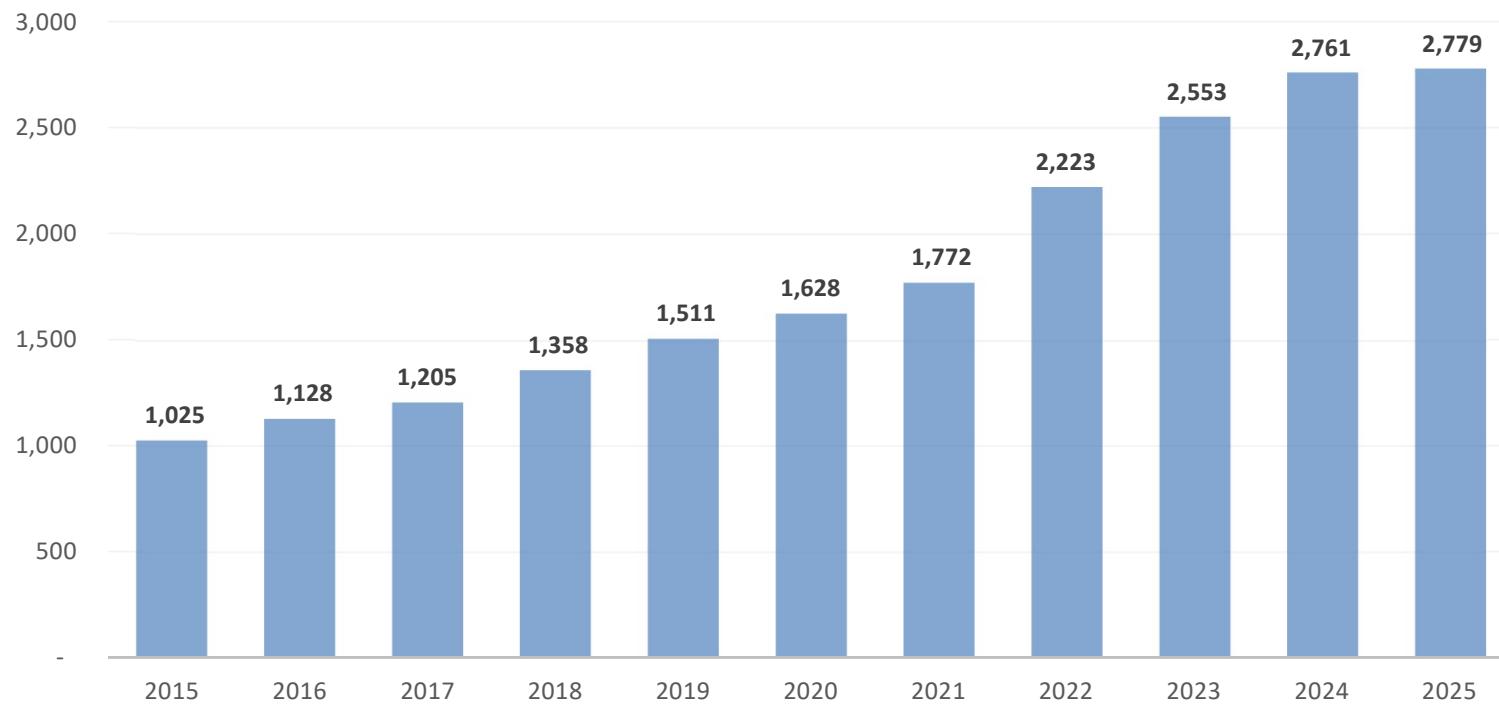
County Tax Base



Denison Sales Tax Income



Denison Property Tax Base



Denison Housing Unit Permit History

300

250

200

150

100

50



Single Family

Apartment Units

Duplex/Townhome Units

2015

2016

2017

2018

2019

2020

2021

2022

2023

2024

2025

57

0

2

115

0

96

153

0

144

158

0

144

194

0

0

171

0

96

266

0

112

114

186

0

117

194

0

0

160

0

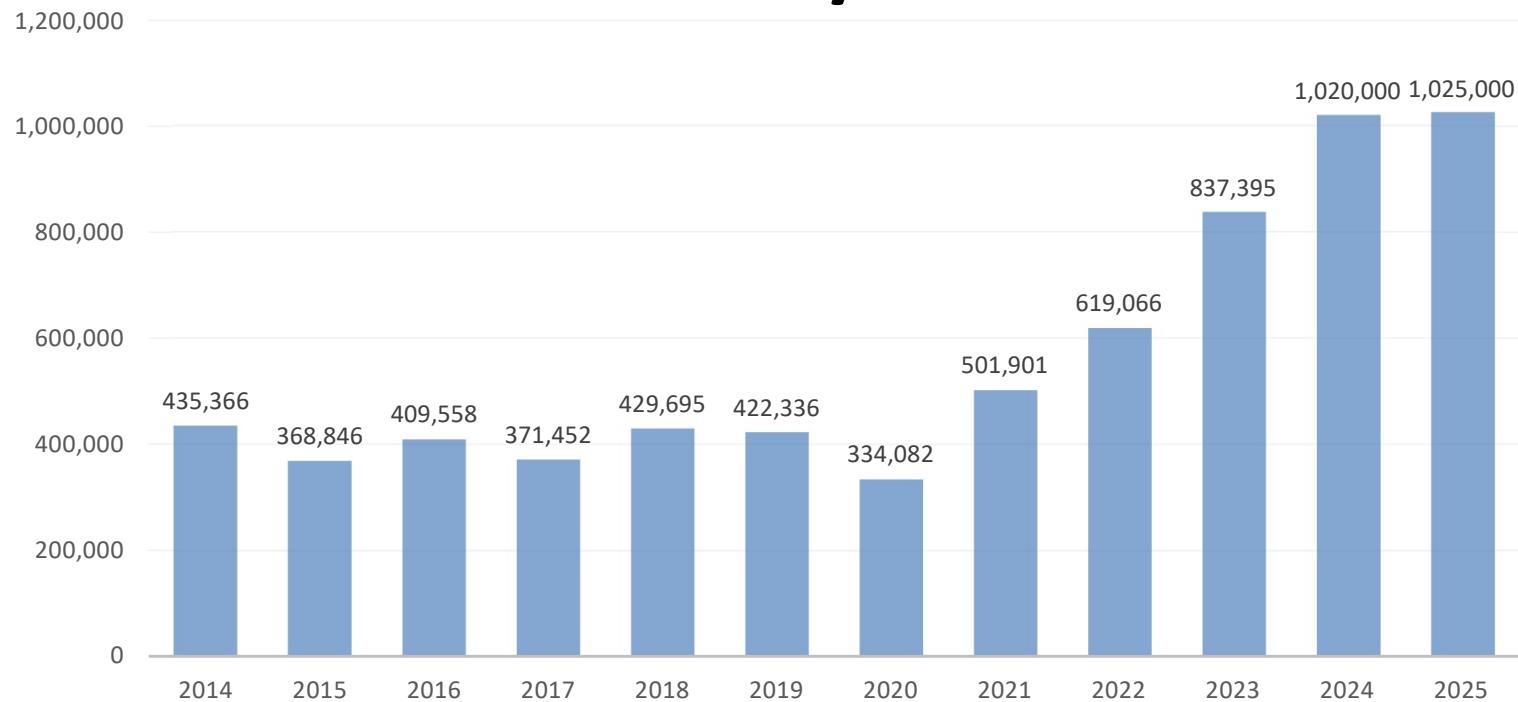
91

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1

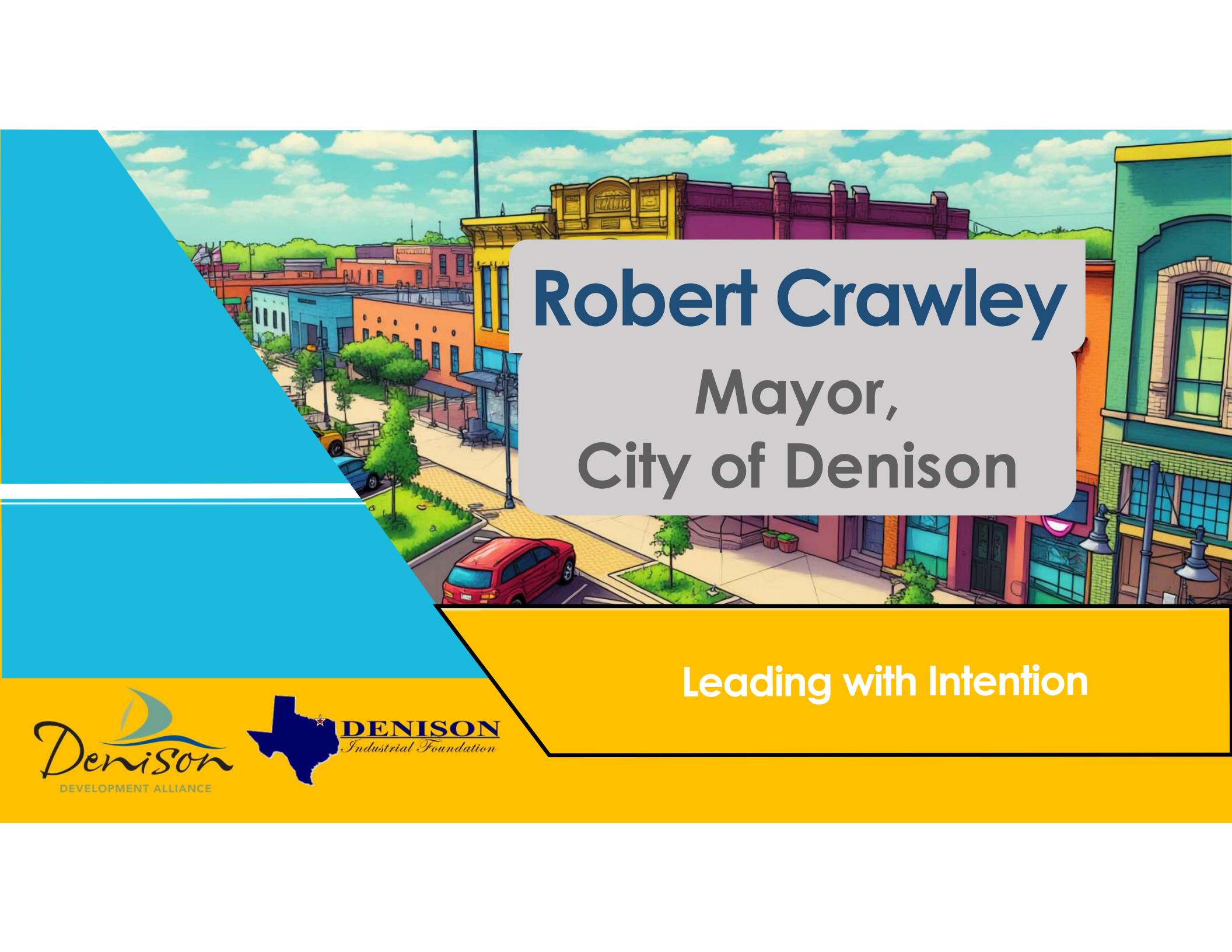
32

Denison Hotel/Motel Tax





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



Robert Crawley
Mayor,
City of Denison

Leading with Intention





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