



**CELINA ECONOMIC
DEVELOPMENT CORPORATION**

BUSINESS ROUNDTABLE



**ECONOMIC DEVELOPMENT
CORPORATION**

TUESDAY, MARCH 26, 2024 | 8:30 AM-11:30 AM

Unlocking Growth Potential: Celina's Dynamic Partnerships



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Good morning and welcome to the Celina Economic Development Business Round Table event.



Today, we embark on a journey of collaboration, innovation, and progress. The Business Round Table serves as a platform for us to exchange ideas, share insights, and explore opportunities that will shape the future of our economy. In a world of constant change and evolving challenges, it is vital that we come together to adapt, strategize, and thrive.

Celina is a community steeped in history, rich in culture, and brimming with potential. Our strategic location, strong workforce, and entrepreneurial spirit position us as a hub for growth and investment. As we convene this gathering, let us remember that our actions today will shape the trajectory of tomorrow. Together, we have the power to inspire change, ignite progress, and leave a legacy for generations to come.

I extend my heartfelt welcome to every attendee. May our time together be productive, enlightening, and filled with the spirit of collaboration. Thank you!

Melissa Thomas, Interim Director of Celina Economic Development Corporation

BOARD OF DIRECTORS & STAFF



Clint Bissett
President



Sandra Martinez
Vice President



Matt Featherstone
Board Member



Bill Webber
Board Member



Juan Martinez
Board Member



Joshua McCarroll
Business Retention and Expansion



Donavin Phelan
Project Coordinator



Michelle Hancock
Business Development Manager

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SCHEDULE OF EVENTS

- 8:30 – 9:15 am** Light breakfast and networking
- 9:15 – 10:15 am** Welcome, Mayor Ryan Tubbs
Invocation, Corbett Howard, Lamar Bank, Market President
Unlocking Growth Potential: Celina's Dynamic Partnerships Panel Discussion
Moderated by Clint Bissett, CEDC Board President
- 10:15 – 10:30 am** Break
- 10:30 – 11:45 am** City of Celina Presentation, Mayor Ryan Tubbs and City Manager Robert Ranc
CEDC Presentation, CEDC Board President Clint Bissett

2024 BUSINESS ROUNDTABLE PANELISTS



PAMELA STOYANOFF
Methodist Health System
President and COO



BRIAN CARLOCK
Hillwood Communities
Senior Vice President



DR. TOM MAGLISCEAU
Celina ISD
Superintendent



ERIC SEITZ
The Seitz Group, Inc.
President



Developing lifestyle communities that deliver *generational value* to Texas families since 1988.



Recognized as a respected leader in the development of mixed-use residential communities, Hillwood is excited to return to Celina with our newest Lifestyle by HillwoodSM community, **RAMBLE** by Hillwood.



RAMBLE
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4-mile green trail corridor planned for Ramble in Celina



Town Square at Pecan Square in Northlake



Bluebonnet Park at Lilyana in Celina

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Lifestyle Director of the Year • Lifestyle Program of the Year • Best Community Amenity • Best Community Park
Developer Professional of the Year • Best Signage • Best Website • Best Overall Marketing • Best Public/Consumer Event
Best Broker/Agent Program • Building Industry Spirit Award • Top 50 Best Selling MPCs in the U.S.*



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The prestigious McSAM Award is given for significant and creative contributions in residential marketing.



The MAX Awards recognize the best in residential construction, development, sales, and marketing.



The Houston's Best PRISM Awards is the premier industry event of the year, recognizing the industry's finest.



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HillwoodCommunities.com

ABOUT THE PANELISTS



CLINT BISSETT

MODERATOR AND CELINA EDC BOARD PRESIDENT

Clint Bissett is the CEDC Board President and has served on the Board since 2019. Clint is a professional engineer with 25 years of experience working on projects for both the public and private sector. He is the Public Infrastructure Market Lead with Westwood Professional Services and runs the Celina office located on the historic Square. He and his family moved to Celina in 2018 after he took over the Celina office. In addition to serving on the EDC Board, Clint is also the Chair of the Leadership Celina Steering Committee and serves on the Celina Wine Crawl planning committee. In his free time, Clint and his wife of 14 years, Aimee, hang out outdoors and at the lake, travel as much as possible and spend as much time as they can with their beautiful two year old granddaughter.



BRIAN CARLOCK

HILLWOOD COMMUNITIES SENIOR VICE PRESIDENT

Brian has been with Hillwood Communities since 2000 and has served in a variety of roles throughout his tenure. Drawing upon his years at the U.S. Military Academy at West Point and as an officer in the U.S. Army, Brian has a breadth of knowledge and a depth of technical expertise that lets him manage an incredibly diverse range of responsibilities in support of Hillwood's community development.

Brian is responsible for evaluating and acquiring some of the most intriguing investment opportunities in the large scale Master Planned Community space. He oversees acquisitions and new investments with an emphasis on expanding the company's breadth in all Texas markets. He also manages site selection, broker relations, planning, engineering, marketing, homebuilder relations, financial analysis, government relations, entitlements, and partnership structuring.

When he's not busy, Brian finds time for traveling, snow skiing, fly fishing, hiking, and reading. Brian has been married for 30 years and has three grown children.



DR. TOM MAGLISCEAU

CELINA ISD SUPERINTENDENT

Tom Maglisceau is in his 31st year of public school service and is the proud Superintendent of the Celina Independent School District in Celina, TX. He served previously as a teacher, coach, campus administrator, and assistant superintendent in Highland Park ISD, Dallas ISD, and Rockwall ISD. In December of 2013, Tom was awarded the Doctor of Philosophy in Public Affairs and Public Policy at UT-Dallas after completing his research and dissertation on social capital as related to family structure and childhood outcomes. He continues his research in the areas of neuroplasticity of the adolescent brain, adverse childhood experiences, and school leadership in the post-pandemic world, presenting in schools and conferences across the nation and throughout Texas. In addition to his work in public education, Tom serves as a Key Implementer and national professional developer for AVID, and he co-founded Together Texas, an organization dedicated to championing the "Better Together Mindset" in schools and communities. Tom and his wife Stephanie live in Celina, where Stephanie has a counseling practice. Their son Will recently graduated from Texas Tech, and their son Tony is completing his degree at Grand Canyon University.

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2024



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ABOUT THE PANELISTS



ERIC SEITZ **THE SEITZ GROUP, INC. PRESIDENT**

Seitz is a resident of Celina and has been for over 13 years while also being married for 27 years to Christy Seitz. They have four children aged 25, 23, 21 and 15 years of age. He graduated from UT Austin with a BBA in Accounting and Management. Seitz worked five years in auditing and bank lending before moving on to commercial development specializing in retail for the past 33 years. Seitz has developed 61 shopping centers totaling 8 million square feet throughout Texas and the Southeast. He is currently working on retail projects in McKinney, Celina, Princeton, Anna, and Edmond, OK totaling 1.5 million square feet.



PAMELA STOYANOFF **METHODIST HEALTH SYSTEM PRESIDENT AND COO**

Pamela Stoyanoff, MBA, CPA, and FACHE, is currently President and Chief Operating Officer for the 12 hospital Methodist Health System in Dallas, Texas. In that role she leads strategic planning for the system and provides operational leadership for its hospitals, joint ventures and medical group. She is passionate about the Quadruple Aim and improving health by leading efforts that help to reduce health disparities.

She has been a member of numerous Boards including the Dallas Ft. Worth Hospital Council Education and Foundation Board, the Texas Hospital Association Board of Directors, the American Hospital Association Regional Policy Board and the Dallas Symphony Orchestra Finance Committee.

Prior to coming to Dallas, Pam was the Chief Financial Officer for the St. Vincent Health System (4 hospitals) in Little Rock, Arkansas. She is originally from Chicago, Illinois and began her career at Arthur Anderson & Co.

Pam has her BS in Business Administration with a major in Accounting, is a CPA and has her Masters degree from the Lake Forest Graduate School of Management in Lake Forest, Illinois. She is also a FACHE (Fellow of the American College of Healthcare Executives®).

Pam has spoken around the country on many topics including revenue cycle management, robotics, cost reduction strategies and diversity in healthcare supply procurement.

She has been voted one of the top “100 Women Hospital and Health System Leaders to Know” by Becker’s Hospital Review , one of the top “25 Women in Business in Dallas/Ft. Worth” by the Dallas Business Journal and was also selected by the Dallas Business Journal as a Health Care Hero (in recognition of contributions toward improving health care in North Texas).

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CEDC EVENTS 2024



JAN 11

QUARTERLY BUSINESS MEETING

JAN 23

CHAMBER OF COMMERCE STATE OF THE CITY

JAN 31-FEB 2

ICSC RED RIVER

MAR 26

5TH ANNUAL BUSINESS ROUNDTABLE

APR 11

QUARTERLY BUSINESS MEETING

MAY 19-21

ICSC VEGAS

JUL 11

QUARTERLY BUSINESS MEETING

OCT 10

QUARTERLY BUSINESS MEETING

DEC 14

GIFT TOUR



MONTHLY

FIRST FRIDAY CHECK-IN

MAR - NOV

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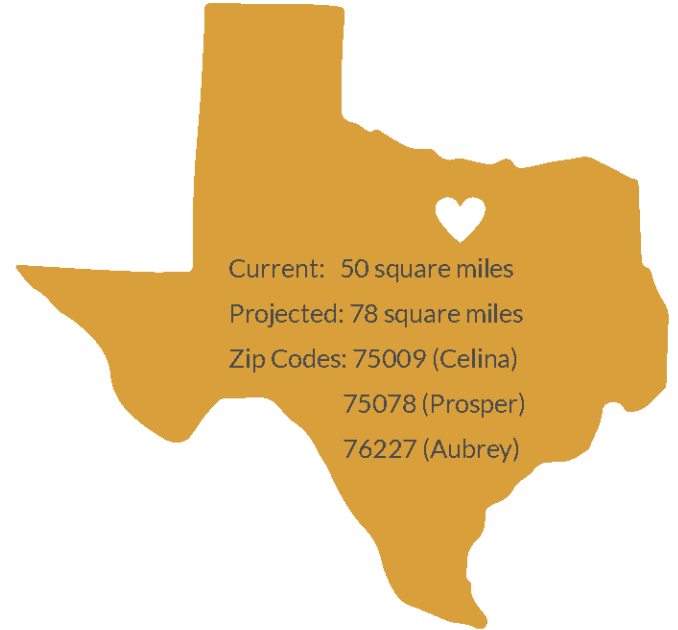
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Celina Fast Facts

Population

	City Limits	Service Area
Population 2024	42,105	52,073
Population 2029	96,472	110,415

Trade Area: 154,468 (10 mile)
 2023 Single Family Permits: 2,380
 Buildout Population: 380,000



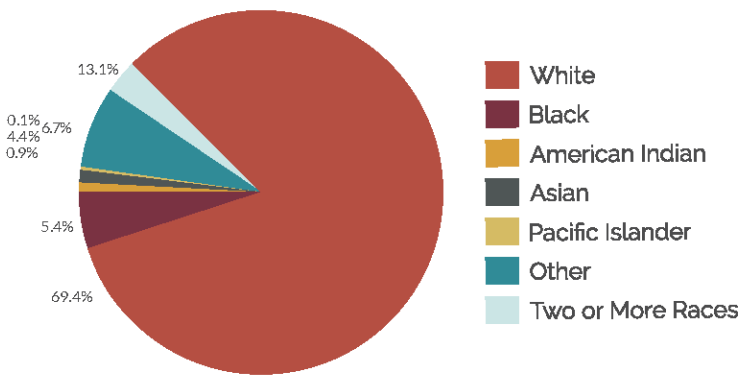
Demographics

Median Age: 37

Education

51.4% Bachelor's/Grad/Prof Degree
 29.2% Some College
 13.4% High School Graduate

Median Household Income: \$139,813
 Average Home Value: \$ 552,081



Transportation

Airports

Dallas Love Field Airport – 38.6 Miles/45 Min
 DFW Airport – 37.4 Miles/45 Min

Major Highways

N/S: Dallas North Tollway, US 289, FM 1385, FM 2478
 E/W: FM 428, FM 455, Outer Loop (Open from Huddleston - Custer)

Education

Celina ISD: 1 high school, 1 middle school, and 3 elementary schools

Prosper ISD (Celina): 5 elementary schools

Collin College: Celina Campus

Projected Growth

