



CELINA ECONOMIC
DEVELOPMENT CORPORATION

BUSINESS ROUNDTABLE

THANK YOU TO OUR SPONSORS

weitzman®



CELINA
LIFESTYLE™



CELINA EDC BUSINESS ROUND TABLE



ECONOMIC DEVELOPMENT CORPORATION

ECONOMIC DEVELOPMENT UPDATE
MARCH 26, 2024

WHO WE ARE



Life Connected.

Economic Development
Corporation
Non-Profit

***Jobs and Sales Tax**

Community Development
Corporation

***Parks**

THREE NEW EDC BOARD MEMBERS IN 2023

BOARD OF DIRECTORS



Clint Bissett
President



Sandra Martinez
Vice President



Matt Featherstone
Board Member



Juan Martinez
Board Member



Bill Webber
Board Member

THREE NEW STAFF MEMBERS IN 2023

STAFF



Melissa Thomas

Interim Director of Economic Development



Donavin Phelan

Project Coordinator



Joshua McCarroll

Business Retention & Expansion

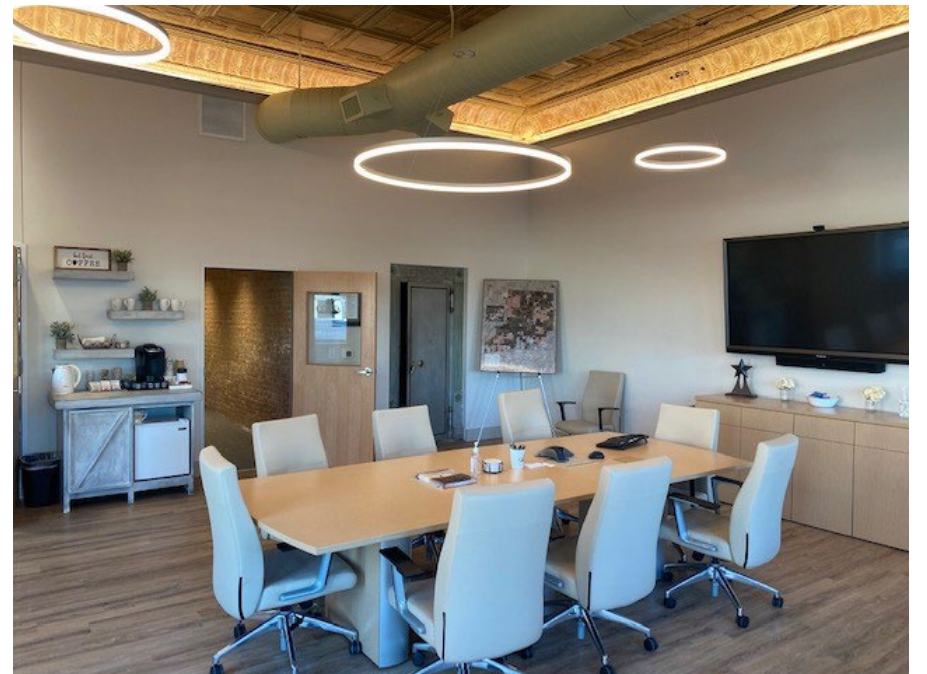


Michelle Hancock

Business Development Manager

BOARD MEETINGS

- EDC Building, 302 W Walnut St.
- Meet the first Tuesday of the month at 12:00 pm
- Public is welcome
- www.celinaedc.com
- Beginning in April, meetings will take place at the Celina Council Chambers, 112 N Colorado Dr, 2nd floor at 12:00 pm



HOW DO WE HELP INCREASE SALES TAX?

- Business Development
- Community Development
- Business Attraction
- Business Retention
- Job Creation
- Marketing
- Tourism
- Events



Annie Jack

HOW ARE WE PROACTIVE?

- Retail follows rooftops
- Promote what we can now
- Consistent relationship building with retailers, commercial brokers, etc.
- Downtown investments
- Trade shows and business roundtable
- Marketing and communications
- Laid groundwork for the Gigabit fiber network



2023

ACCOMPLISHMENTS



ECONOMIC DEVELOPMENT
CORPORATION

38 NEW
BUSINESSES

\$12.1 M
NEW CAPITAL
INVESTMENT

170
NEW JOBS

89K
NEW & RENOVATED
SQ FT

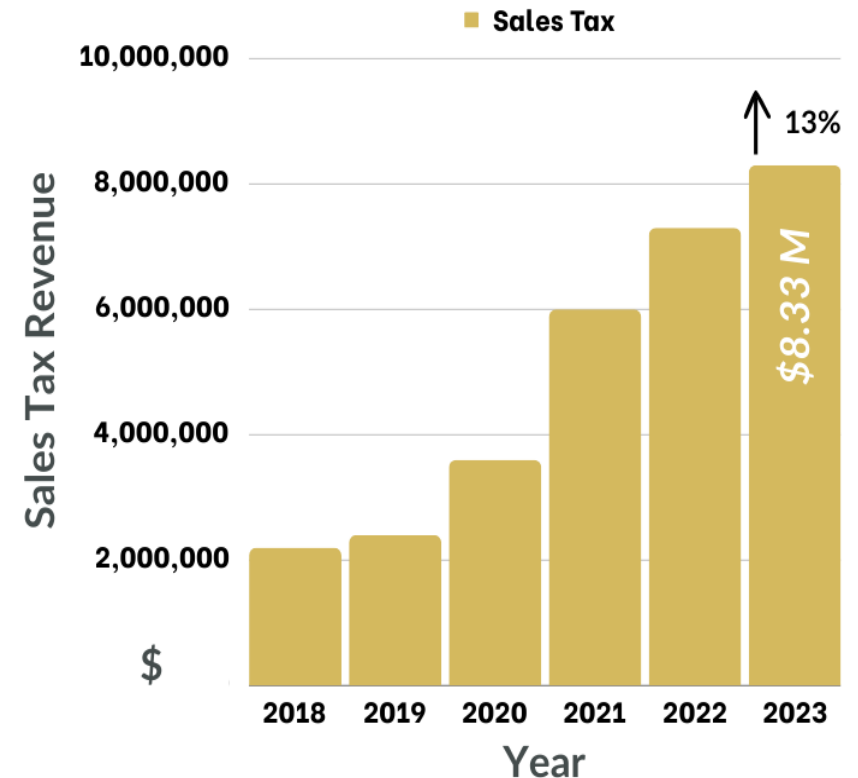
2023 TOTALS

SALES TAX IMPACT

From 2018 – 2023, the EDC has helped **increase** sales tax for the City of Celina by **277%**.

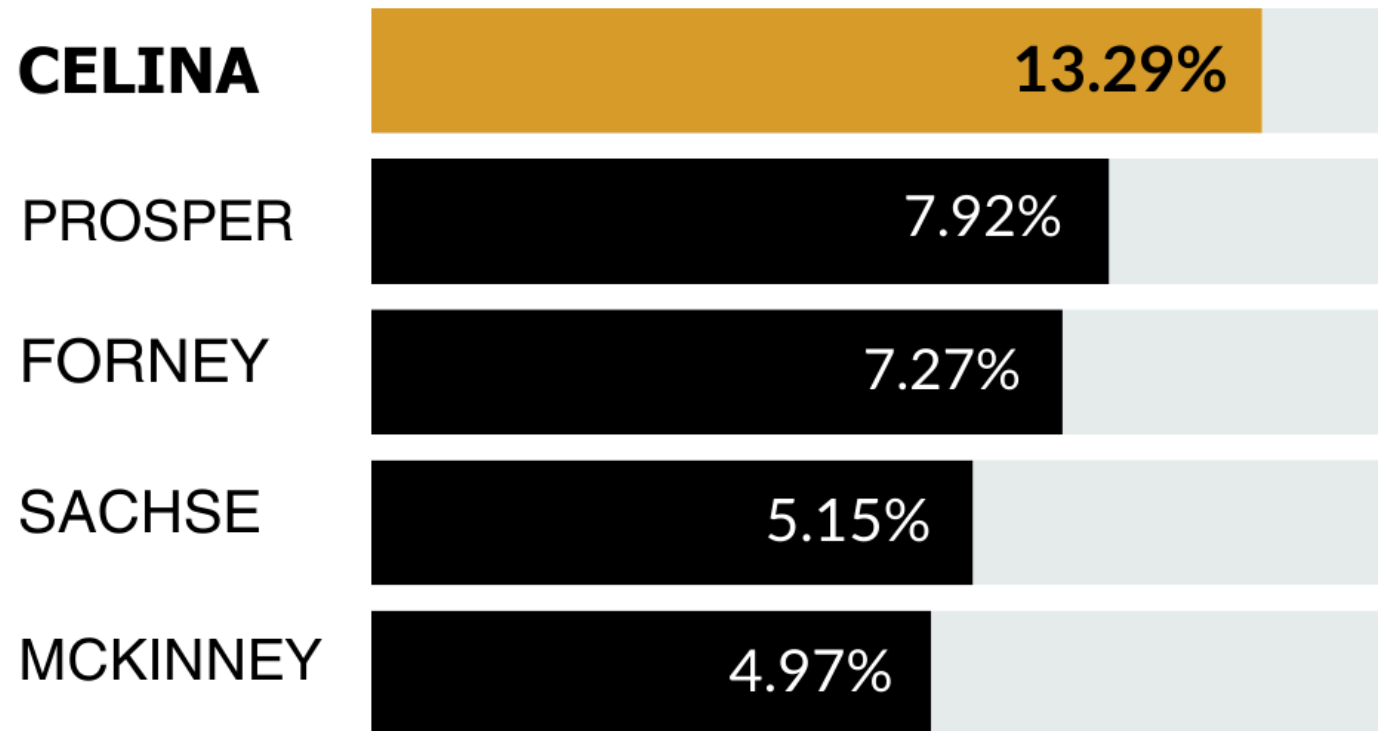
Total sales tax revenue 2023 = **\$8,336,212**

CELINA SALES TAX 2018-2023



CITY OF CELINA

SALES TAX GROWTH COMPARISON DEC 2022 - DEC 2023



NEW BUSINESS OPENINGS



NOW OPEN!

3260 S Preston Rd



#celinasupportscelina



3-D Dance



LOCAL
SPIRITS | BEER | WINE

A1
LOCKSMITH
SECURITY & SAFES

GRAND OPENING!

1225 S Preston Rd



#celinasupportscelina



Local Spirits, A1 Locksmith, and Browning Safes

Welcome to Celina!



38
TOTAL
TO DATE

NEW COMMERCIAL BUSINESSES 2023

3-D Dance 3260 S Preston Rd	7 Eleven Light Farms 3608 S Dallas Pkwy	A1 Locksmith & Browning Safes 1225 S Preston Rd
Achieving Milestones Pediatric Therapy* 200 N New Mexico St	Allergy & Asthma of Prosper & Celina 1640 W Frontier Pkwy Ste. 13	American Lawnscape 1922 Choate Pkwy Block 1 Lot 1
Ameriprise Financial 236 W Pecan St	Aqua Kids 1590 W Frontier Pkwy Ste. 130	AT&T Store Celina 525 S Preston Rd Ste. 100
Best Brains Learning Center 2750 S Preston Rd Ste. 115	Blossom Pediatric Dentistry 1640 W Frontier Pkwy Ste. 150	Callum East Design* 200 S Louisiana St
Cook Children Pediatrics 545 S Preston Rd Ste. 100	Daylight Donuts 1640 W Frontier Pkwy Ste. 120	Feng Cha 1590 W Frontier Pkwy Ste. 110
Frisco Feeding & Speech Therapy 1580 W Frontier Pkwy Ste. 110	Gideon Math & Reading Celina 401 W Frontier Pkwy	Granny's Bakery 401 W Pecan St
Green Hail Repair 6126 Private Rd 902	Hustle Clean 1922 Choate Pkwy Ste. 126	Injectology Medical Spa 3248 S Preston Rd Ste. 130
Legacy Bagels 2750 S Preston Rd Ste. 102	Living Earth 1385 Ranchette Rd	Local Spirits 1225 S Preston Ste. 100
Millie's Italian Restaurant 1050 S Preston Rd Ste. 112	Monarch Veterinary Hospital 2730 S Preston Rd Ste. 100	Next Day Access Dallas-Celina 1922 Choate Pkwy Ste. 101
Prosper North Animal Medical Center 1580 W Frontier Pkwy Ste. 130	Revolution Auto 6335 FM 2478 Ste. C	Sharkey's Cuts for Kids 1640 W Frontier Pkwy Ste. 110
Starbucks 300 W Frontier Pkwy	Swig Celina 1640 W Frontier Pkwy Ste. 100	Sylvan Learning Center of Celina 201 S. Preston Rd Ste. 100
The Dental Grove 1580 W Frontier Pkwy Ste. 100	Which Wich & Paciuگو 1590 W Frontier Pkwy Ste. 120	Wingstop 525 S Preston Rd Ste. 105
Wade's Barber Shop 1060 S. Preston Rd, St 102	YS Taekwondo* 695 N Preston Rd Ste. 160	
COMING SOON...		
Heyday (Restaurant) 322 W Walnut St	Kolache Shoppe 605 S. Preston Road, Ste. 100	Mangiamo Italian Market & Deli 203 W Pecan St
The Forge 1912 (Restaurant) 132 N Louisiana Dr	The Silos in Celina 302 N Oklahoma Dr	The Wick (Restaurant) 107 S Colorado St
Zips Carwash 4425 S Preston Rd		

*Indicates relocation or expansion

2023 EDC INCENTIVE AGREEMENTS

1. Achieving Milestones Expansion
2. EWS Local (Local Spirits, A-1 Locksmith, and Browning Safes)
3. Methodist Hospital
4. Mudea Café
5. The Forge 1912
6. The Wick



IMPLEMENTED A FORMAL BUSINESS RETENTION & EXPANSION (BRE) PROGRAM

1. Developed contact database & BRE tracking for businesses in Celina:

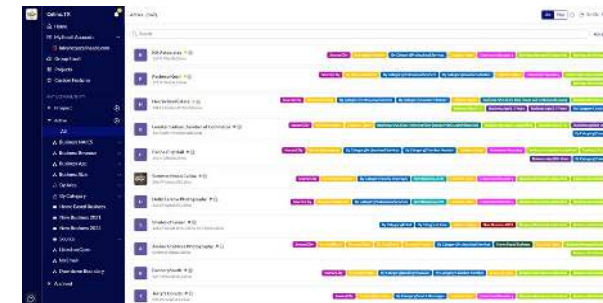
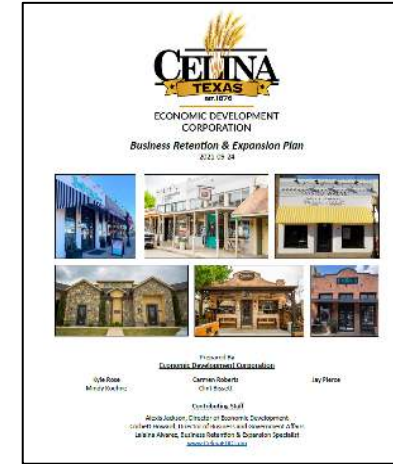
- Bludot Community: Internal business contact, data, and communication tracking software
- Bludot Open: Public business directory of all Celina businesses on Celina EDC website

2. Established programming to support local businesses:

- Annual Business Satisfaction Survey
- Business Connection Video Series
 - 25 Videos filmed in 2023
 - 20+ planned for 2024
- Business Appreciation Program
- Quarterly Business Meetings
- First Friday Check-in
- Shop Celina Passport Program

3. Fostered relationships with Chamber, Celina ISD, & Celina Collin College:

- All entities included on BRE communication
- All entities invited to Quarterly Business Meetings
- Monthly Chamber/BRE Meetings
- Chamber & Collin College resources provided to businesses
- Customer Service Training + Chamber



MARKETING 2023 EVENTS



ICSC Las Vegas



ICSC Red River



Y Texas Summit



Retail Live!



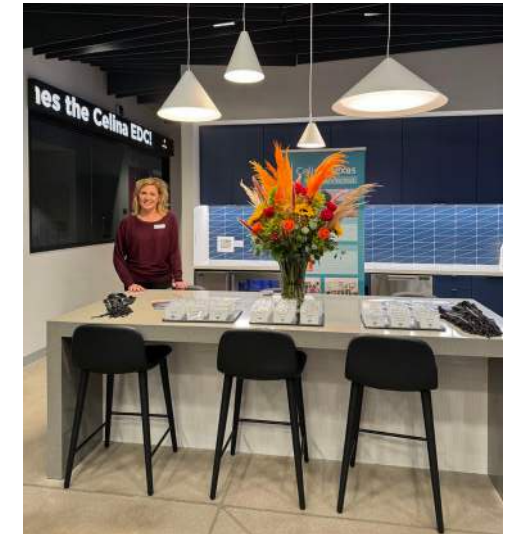
Business Round Table



Urban Land Institute




Friday Night Markets



Platinum Partner Event

MARKETING 2023

- Events
- Website enhancements
- Social Media
- Ad placements
 - Awarity Digital Banner Ads
 - Dallas Relocation Guide
 - Dallas Newcomer Guide
 - Urban Land Institute
 - Collaboration with Local Media
 - Star Local Media
 - Check Out Celina
 - Check Out Prosper
 - Celina Lifestyle



4 Reasons to fall in love with Historic Downtown Celina

Experience the enchantment of historic Downtown Celina by heading north on the Dallas-North Tollway or Preston Road. Nestled between these 2 major thoroughfares, this hometown square is a hidden gem boasting fantastic restaurants, unique shops, and an irresistible small-town charm that invites exploration and captures hearts.


1) Eat and Drink Here! Immerse yourself in the hometown allure as you savor a renowned Wagyu burger or indulge in a chicken salad sandwich at Toasted Walnut Table & Market. Afterwards, stroll across the street and delight in a glass of wine at Valley Vines Tasting Room.

2) Unleash your Creativity! Gather your friends and unleash your creativity as you craft a botanical centerpiece at Terramania Decor Inspired by Nature. Make a pit stop at Granny's Bakery on your way and treat yourself to Oreo and Reese's cake balls that are sure to satisfy.

3) Showcase Extravaganza! Dedicate an afternoon to perusing the latest in Texas country chic fashion at boutiques like Willow House Boutique, Annie Jack, and Honeysuckle Rose Boutique. Discover a stunning array of Texas chic apparel and accessories that resonate with your style.

4) Outdoor Sports Day! Embark on a mini-golf adventure at the Greens at Little Wooden Penguin, followed by an exhilarating session of axe throwing at Thrown Axe. Complete the experience with a flight of flavorful beers at Rollertown Brewery.

Fall head over heels in love with Downtown Celina's undeniable charm.



SHOP LOCAL

Visit Downtown Celina this holiday season to shop, dine, and play. We are Hometown Spirit and Business Friendly.



For a list of Celina businesses go to celinaedc.com/business-directory-details/

Merry Christmas

www.celinaedc.com



Learn how we are **HOMETOWN SPIRIT. BUSINESS FRIENDLY.**

at WWW.CELINAEDC.COM



TEDC AWARD RECIPIENT

- Received Community Economic Development Award from the Texas Economic Development Council (TEDC).
- The Community Economic Development Award program recognizes exceptional contributions of TEDC member cities toward the economic vitality of their communities and the state of Texas through creativity, leadership, and partnership in the achievement of business retention, business recruitment and community improvement.



TEXAS FILM FRIENDLY CERTIFICATION

- Received the Texas Film Friendly Award from the Texas Film Commission, a state agency responsible for promoting and supporting the film industry in Texas.
- This prestigious certification positions our city as an ideal destination for media production, fostering economic development, job creation, and collaboration opportunities. This accolade marks a significant milestone for our Economic Development Corporation, opening doors to a thriving future as a hub for the entertainment industry in Texas, while showcasing Celina's unique charm.



SHOP CELINA PASSPORT PROGRAM

- 29 Participating Businesses
- Launched on November 25th (Small Business Saturday)
Ended December 31st
- \$500 Gift Card Grand Prize
- 84 Submissions Received
- Joint Initiative Between EDC, Downtown Celina, and
the Celina Chamber



TESTIMONIAL CAMPAIGN



“

TESTIMONIAL

"Celina is my family, I came here and found peace, these people care about me and this is everything and more that I want to have."

Mikala Everson

Owner of Granny's Bakery



“

TESTIMONIAL

"Celina has been extremely welcoming; I love the City. We've worked with the Chamber of Commerce, the EDC, and they've been nothing but helpful."

Dr. David Jarquin, DC

*Owner of Independence
Chiropractic*

2023 ADDITIONAL ACCOMPLISHMENTS

- ✓ Celebrated Methodist Celina Medical Center Groundbreaking
- ✓ Attracted and retained a strong retail base
- ✓ Identified development partners to expand commercial opportunities
- ✓ Implemented programs to help small businesses
- ✓ Developed orientation and on-boarding for new board members
- ✓ Enhanced Shop Local program – Passport and FNM
- ✓ Enhanced branding of city and new business opportunities
- ✓ Acquired expanded professional trade show booth and related exhibits
- ✓ Attended approximately 500+ business related meetings
- ✓ Shared our story with as many stakeholders, businesses, brokers, and investors as possible



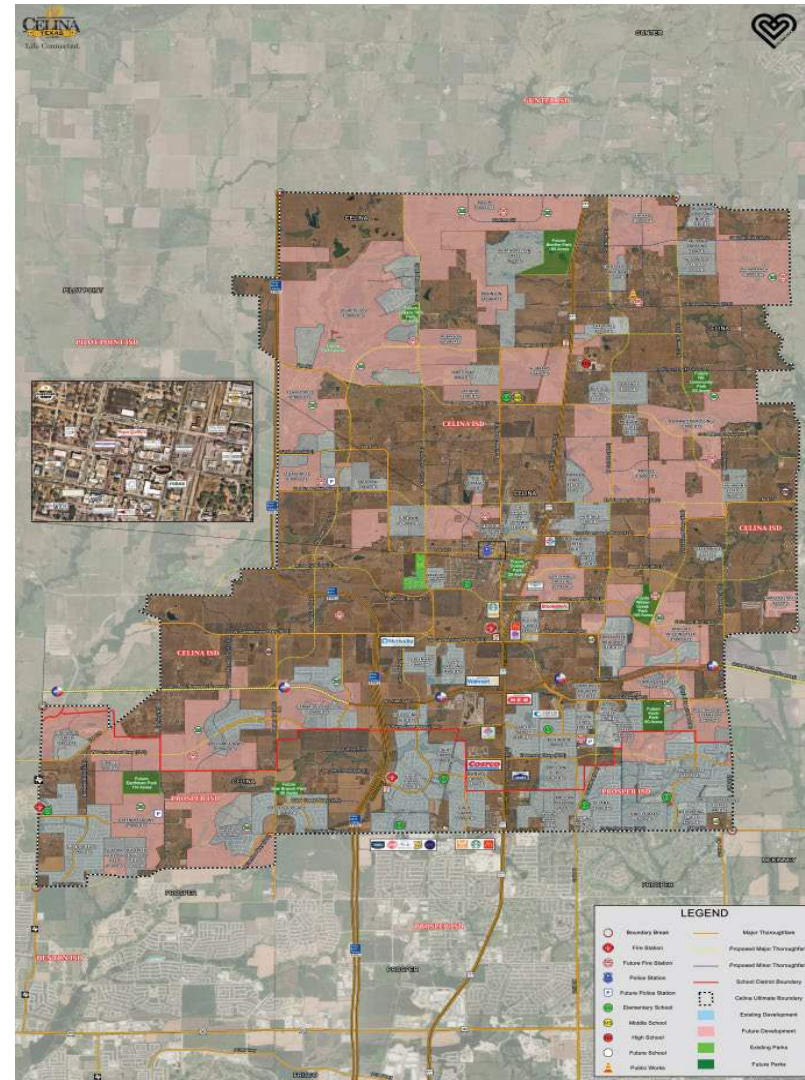
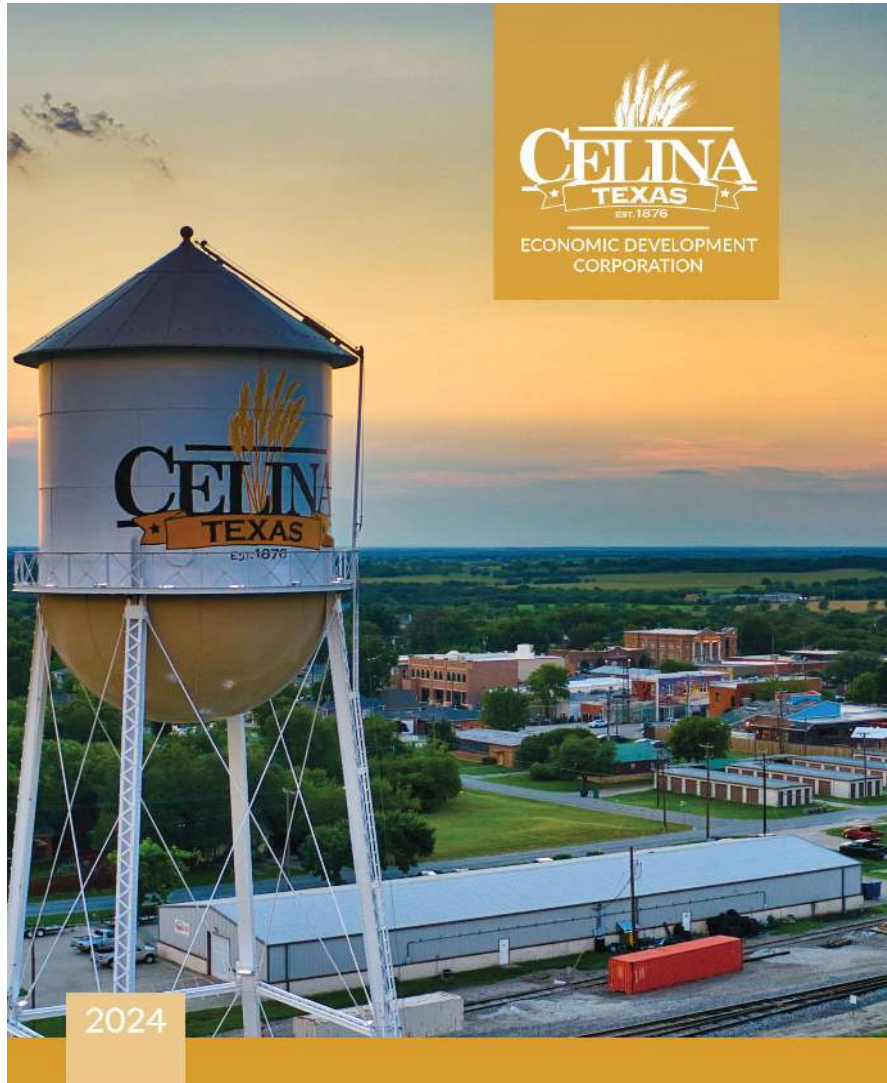
NEW PROMO ITEMS



A dark blue rectangular graphic with teal corner accents. The text "2024 LOOK AHEAD" is centered in white, bold, uppercase letters.

2024 LOOK AHEAD

2024 EDC MAP



NEW BUSINESSES – IN PROGRESS

Preston

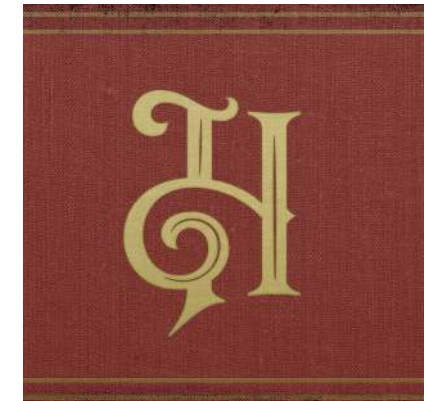
- First State Bank
- Seven-Eleven
- OMG Tacos
- The Kolache Shoppe
- Simply Pho House
- Promise Dentistry
- Doe Branch Offices
- Costco
- Brakes Plus
- Zips Car Wash
- Whataburger
- 7 Brew Coffee
- Walmart
- Lowes
- Smitty's Carwash

Downtown

- Heyday
- Mangiamo Italian Market & Deli
- Silos in Celina
- The Forge 1912
- The Wick

Frontier

- Abbott's Frozen Custard
- Boundaries Coffee
- Clean Freak Carwash
- Heartland Dental
- MMG Prosper
- North Forest Office Park



2024 EVENT SCHEDULE

- **January 11:** Quarterly Business Meeting
- **January 23:** Chamber of Commerce State of the City
- **February 1-2:** ICSC Red River – Deal Making and Retail Conference
- **March 26:** Fifth Annual Business Roundtable – External Partners
- **April 11:** Quarterly Business Meeting
- **TBD :** Joint City Council and EDC Board Meeting
- **May 19-21:** ICSC Vegas - Deal Making and Retail Conference
- **July 11 :** Quarterly Business Meeting
- **October 10:** Quarterly Business Meeting
- **December 14:** Gift Tour

- **First Friday Check In:** Monthly
- **Friday Night Market:** March - November



CEDC EVENTS 2024

JAN 11	QUARTERLY BUSINESS MEETING
JAN 23	CHAMBER OF COMMERCE STATE OF THE CITY
JAN 31-FEB 2	ICSC RED RIVER
TBD	JOINT CITY COUNCIL & EDC BOARD MEETING
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** **FRIDAY NIGHT MARKET**



THANK YOU!

