



STAFF REPORT

MEETING DATE: 10/09/2023

PRESENTED BY: Amber Whisner, Business Development- Economic Development Committee

AGENDA ITEM DESCRIPTION (Agenda Content):

October 2023

Department Report:

The following report is a recap over the last 12 months in the Business Development Office.

Business Development Office:

The City of Dallas currently has issued 573 Commercial location Business License for 2023 and 73 Home Occupation License for 2023.

Renewal notification letters were mailed out on 09/29/2023. All Business License can be renewed online.

New 2024 Business may now apply online.

Top Grossing Industry for 2023-

The top grossing industry for the City of Dallas is retail grocery. Industries that gross above 10 million include retail grocery, wholesale, manufacturing, and construction contractors.

2023 Property taxes have been mailed. They are due December 20th, 2023.

Network/Marketing Statistics-

Facebook- 5,243 followers on mydallasga. From Janu 2023 until now that number has increased by 2,285.

Instagram- 1,867 followers

Newsletter- In June 2023 a newsletter was created for the public. It currently has 600 subscribers to it. Shannon sends out a newsletter via email each month.

Special Event Sponsorships-

Since July of 2023, we have received \$8,658.07 in monetary donations and a Golf Cart valued at

\$6,000.00.

These sponsorships offset events downtown such as Back to School Block Party, Food Truck Fridays, Spooky Shopping Nights, and others.

In the last 12 months, Downtown Dallas has had 482 vendors at events. This includes food trucks.

Upcoming events:

PumpkinFest- We currently have 46 pumpkins registered with 44 of those from local businesses or organizations.

Halloween Block Party- October 31st

November 15th- Holiday Girls Night Out/Pink Friday

November 30th- 5th Annual Christmas Tree Lighting

December 2nd- Christmas Parade

Festival of Trees- 11/30-12/25

December 31st- Silver Comet Drop
