



FARMERS BRANCH
TEXAS

Economic Development Quarterly Update

Study Session Meeting | October 8, 2025

Requested By: Deputy Mayor Pro Tem Roger Neal

Economic Development

Meet the Team



FARMERS BRANCH

**Economic
Development**



Deputy Director of Economic
Development

Darren Harris



Economic Development Manager

Megan Holloway



Economic Development Senior
Administrator

Cody Duffy

Economic Development

Business Retention & Expansion (BRE)



To foster economic growth and job creation by retaining and expanding existing businesses in Farmers Branch.

Did you know that **80 percent** of new jobs and capital investments come from companies already in our community?

- Study by International Economic Development Council



Business Retention & Expansion

Targeted Events & Visits



62 Businesses Visited

Meetings with CEO's or managers, including grand openings/ ribbon cuttings



Healthcare Stakeholder Event

The Economic Development Department , in partnership with Firehouse Theatre and Shops at Mustang Station hosted a special event in May to celebrate and thank local healthcare workers
** 30 Healthcare stakeholders and Councilmembers in attendance*



Passport to Farmers Branch

City's first-ever program spotlighting 24 local businesses and completely selling out with 300 passports distributed to the community



Business Anniversaries

Mr. Jim's Pizza 50-year Anniversary
Scout & Cellar 8-year Anniversary
Jen's Place Bakery & Café 30-year Anniversary
Marshall's Bar-B-Q 60-year Anniversary





Incentives to Date

Incentives Given

Facilitated twelve demo/rebuild projects this quarter, paired with two façade improvement grants, fueling revitalization and enhancing the look and feel of Farmers Branch's business Corridors.

Currently Reviewing

We are currently working with 3 major companies right now and 2 will be going before council soon for approval.

Future Possibilities

On average we meet with 6-8 businesses or homeowners a week looking to expand their business, apply for the demo/rebuild, or bring a new development to the city.

Upcoming Events



The Economic Development Golf Tournament is catered to developers, community partners, and large business stakeholders.

October 6

Annual Golf Tournament



Firefighter Challenge World Championship will be held October 20-25 at the Dallas College Brookhaven Campus in Farmers Branch, Texas.

Firefighter Challenge

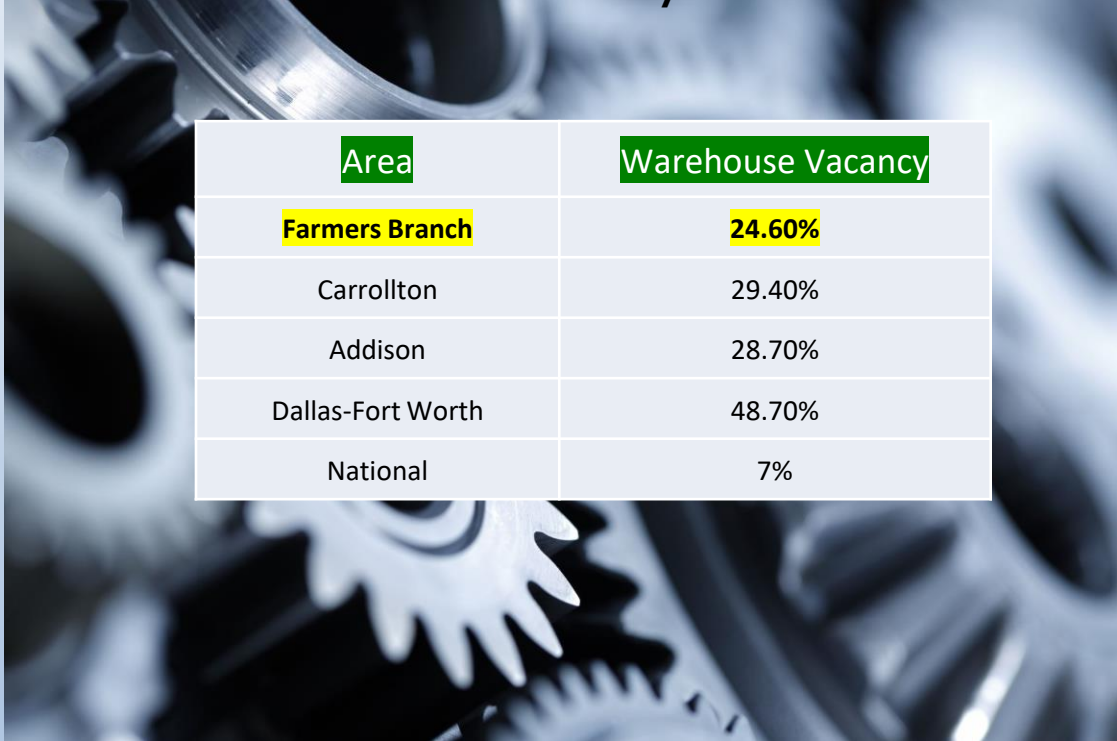


The Jenius Bank Pickleball World Championships, will run November 3-9 , 2025, at Brookhaven Country Club in Farmers Branch, Texas.

Pickleball Championship

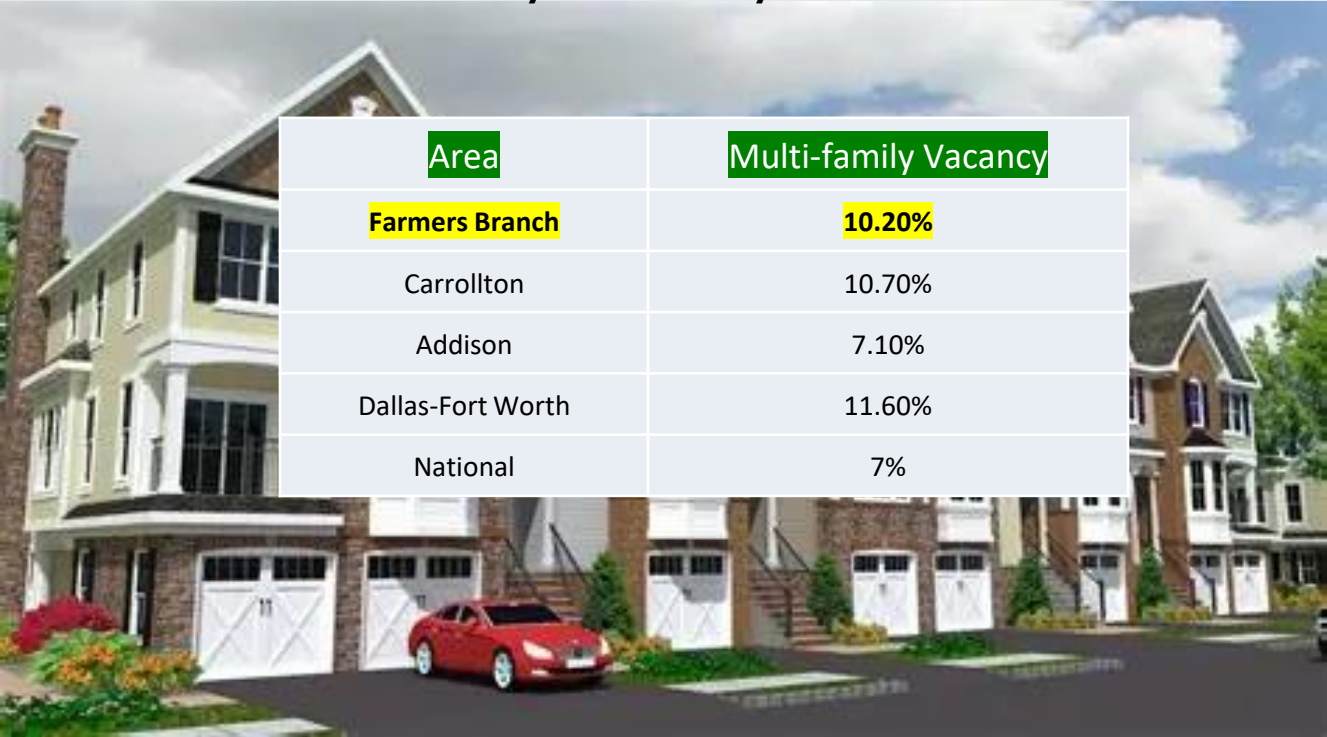
Warehouse and Multi-family Vacancy Rates

Warehouse Vacancy Rates



Area	Warehouse Vacancy
Farmers Branch	24.60%
Carrollton	29.40%
Addison	28.70%
Dallas-Fort Worth	48.70%
National	7%

Multi-family Vacancy Rates



Area	Multi-family Vacancy
Farmers Branch	10.20%
Carrollton	10.70%
Addison	7.10%
Dallas-Fort Worth	11.60%
National	7%

Industrial (warehouse) and Office Occupancy Rates

Facts not Assumptions - DATA:

- The budget does not show a weakening commercial base. Year-to-date trends reflect growth in property tax, sales tax, and hotel occupancy tax. The BPP category is lower due to state changes and valuation challenges, not local decline.
- The LoopNet snapshot needs context and outlier adjustment:
 - Industrial: The 1.2M SF is vacant and under redevelopment. Including that site makes Farmers Branch look unusually weak; excluding it (Tuesday Morning), industrial vacancy aligns with broader DFW (~9–10%), and demand is competitive.
 - Office: If you remove the 310,000 SF legacy vacancy block (current movements that Council is aware of) from the dataset, office vacancy improves from ~32% to ~18–19%, which is better than the DFW metro average (~24–25%).
- The commercial base is broader than office and industrial snapshots. Pipeline activity, recent approvals, and tourism-related revenue continue to support the City's fiscal position.
- Approved ED deals (e.g., Brinks, Boxer Properties) materially improve the near-term office picture once delivered/occupied.

Bottom line:

Farmers Branch is not facing “doom and gloom” or “going downhill fast.” The headline vacancy rates are being skewed by a small number of legacy outliers, one of which is already being repositioned. Our economic base remains strong and diversified.



Economic Development

Moving Forward

- Increasing the number of Business and Retention visits
- Gather meaningful data from businesses using in-person and online survey questionnaires
- Increase our presence on LinkedIn
- Host meaningful events that allow us to network with stakeholders in our community and promote collaboration
- Increase business recruitment efforts



Questions

Thank you



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