



FARMERS BRANCH
TEXAS

Economic Development Quarterly Update

Study Session Meeting | January 20, 2026

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 Senior
Administrator

Cody Duffy

Economic Development

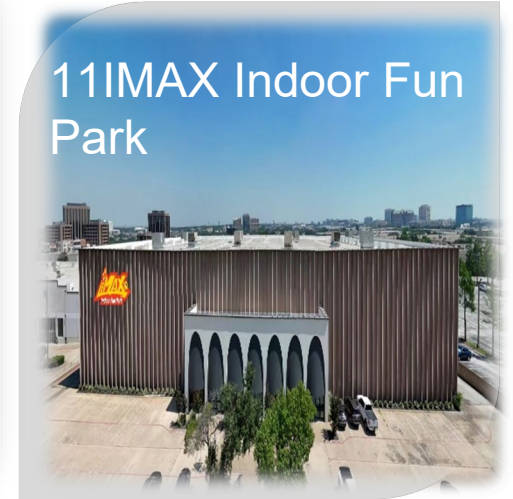
Business Retention & Expansion (BRE)



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



72 Businesses Visited

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



Mustang Station Business Meeting

City held a meeting in November with local businesses in the Mustang Station area to address concerns and answer questions about construction.



Firehouse Theatre Gala

Staff and city council members attended the annual gala in November, which featured dinner, drinks, a live auction, and performances showcasing upcoming 2026 season shows.



Santa at Mustang Station Event

The Economic Development Department, in collaboration with Parks and Recreation and the Shops at Mustang Station, hosted a special event in December to celebrate and thank local retailers

** Numerous stakeholders, residents, and Councilmembers in attendance*

Santa

AT MUSTANG STATION
IN FARMERS BRANCH



BRING THE FAMILY,
GRAB A BITE, AND
ENJOY THE FESTIVITIES

DECEMBER 6 & 7



Incentives to Date

Incentives Given

Facilitated eight demo/rebuild projects this quarter, which helped to revitalize and enhance the look and feel of Farmers Branch's neighborhoods.

Currently Reviewing

We are currently collaborating with 2 companies and will seek council approval soon.

Future Possibilities

On average, we meet with 6-8 businesses or homeowners weekly, 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*



Staff and council members attended the Metrocrest Chamber Black & White Gala event in November. The event included a live auction, live entertainment, dinner, and drinks.

Metrocrest Chamber of Commerce
Black & White Gala

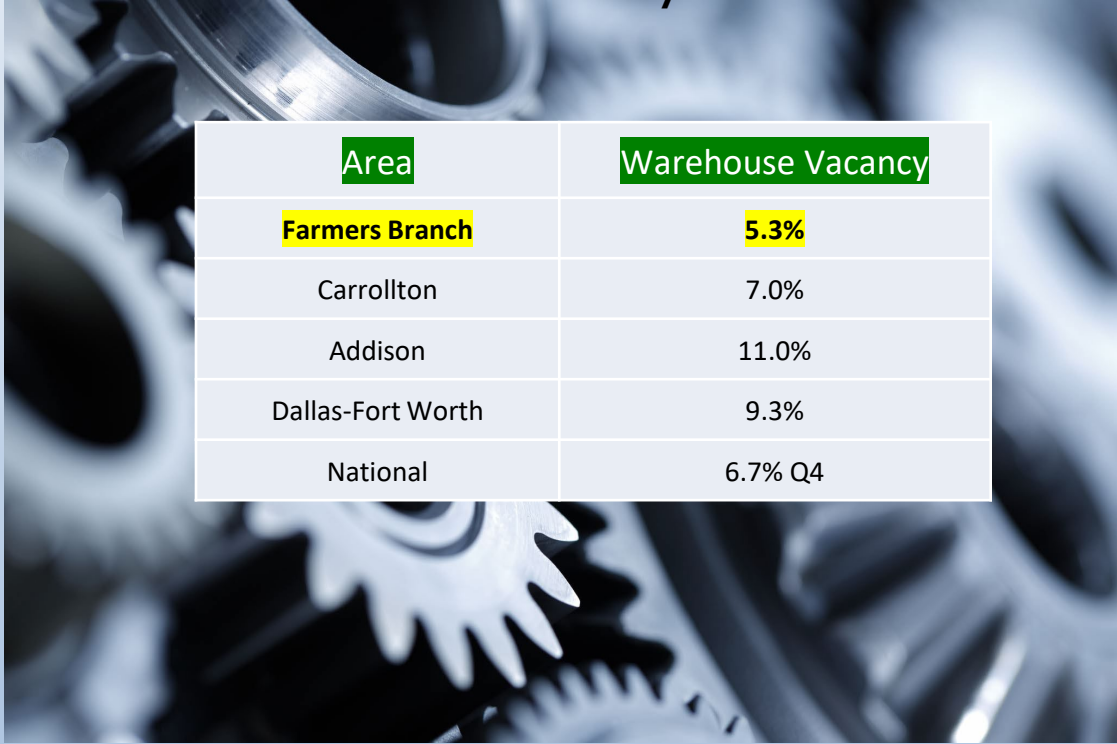


The annual Galentine's event will be held in February at the Roots restaurant. This event celebrates women business owners and promotes collaboration amongst them.

Galentine's Event

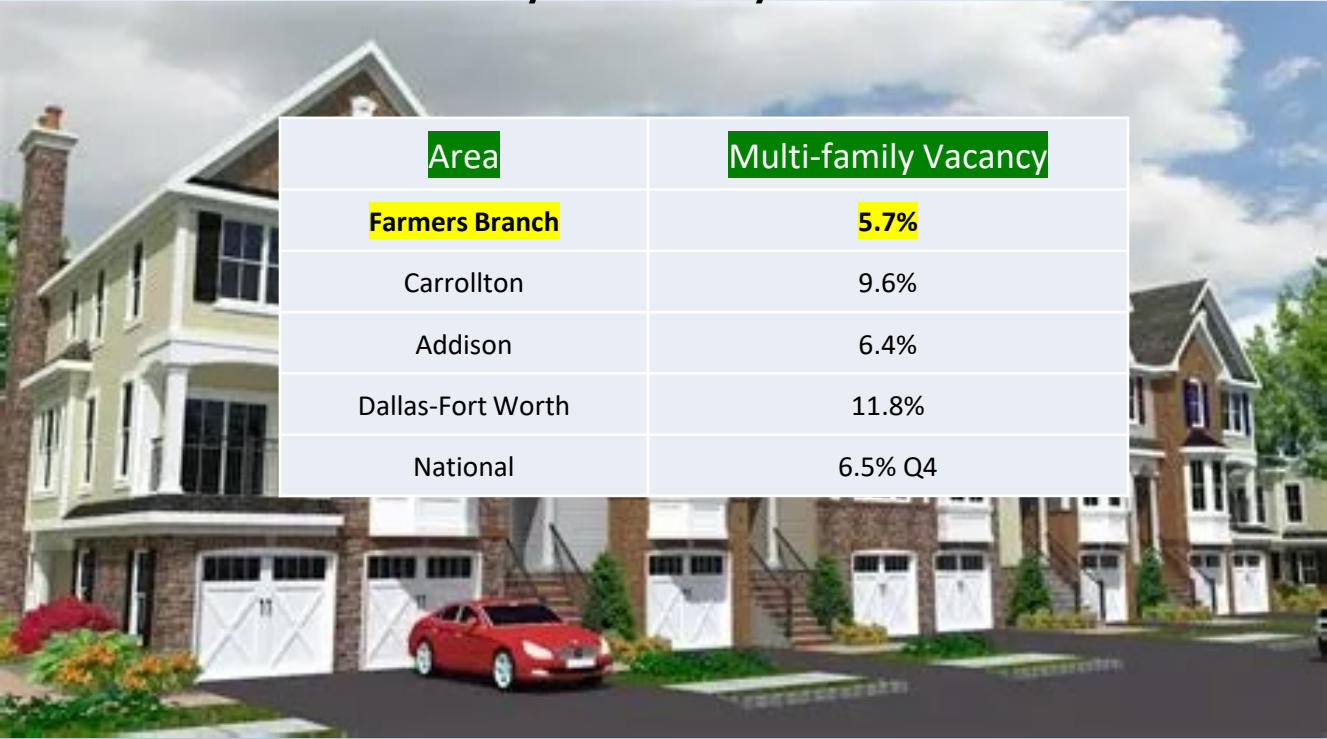
Warehouse and Multi-family Vacancy Rates

Warehouse Vacancy Rates



Area	Warehouse Vacancy
Farmers Branch	5.3%
Carrollton	7.0%
Addison	11.0%
Dallas-Fort Worth	9.3%
National	6.7% Q4

Multi-family Vacancy Rates



Area	Multi-family Vacancy
Farmers Branch	5.7%
Carrollton	9.6%
Addison	6.4%
Dallas-Fort Worth	11.8%
National	6.5% Q4



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 and façade grant program marketing



Questions

Thank you



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