



# 2022 YEAR IN REVIEW



# BACK TO BUSINESS

GRAPEVINE EARNED ITS REPUTATION as a premiere destination in Texas, and developers aren't about to surrender that vision. New growth in the market continues to prove that this City is even stronger than its sterling reputation for entertainment, hospitality, and fine dining.

Entrepreneurs and corporations continue to choose Grapevine for its ideal location and tight-knit community culture. The City recorded even more verified new certificates of occupancy in 2022 than it did in the first year of pandemic recovery, including ground-up construction of a new corporate headquarters and several exciting new attractions sure to draw even larger crowds next year.

Redevelopment and ongoing growth of established businesses supplemented a dozen new projects to produce over a million square feet in new business worth almost \$150 million in total construction value over the course of the last year, sustaining the momentum of economic development here in the heart of DFW.

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1,008,415 Square Feet of new development



\$147,721,250.70 in new construction value



45.2 million estimated visits to Grapevine in 2022



159 CERTIFICATES OF OCCUPANCY ISSUED IN 2022

- 53 office users
- 44 retailers
- 20 warehouse operators
- 14 healthcare providers
- 11 assorted services
- 9 restaurants
- 8 in other categories





# 185 ACRES OF SUCCESS

FOR A QUARTER-CENTURY, the City of Grapevine labored to become a premier destination in Texas; recruiting world-class hotels and one-of-a-kind attractions that could draw millions of visitors to the heart of North Texas every year. By any metric, City leaders have succeeded in that aim: Grapevine saw an estimated 7.3 million individual visitors in 2022, over 150x its resident population. While that success is impressive in its own right, it should be noted that visitors alone don't tell the Grapevine story. The same infrastructure that made the City a potent destination also makes it an incredible place to do business.

So much so that multi-million dollar companies have turned to Grapevine in the search for a new home, many landing on a stretch of 185 acres in the northeastern corner of the City that was purchased just a few years ago for that exact purpose.

## KUBOTA CHARTS THE COURSE

Kubota Tractor Corporation isn't the longest-tenured large employer in Grapevine, but construction of their North American Headquarters kicked off a new wave of investment that will define the next era of economics here. The multi-billion-dollar AgTech company opened the doors of its state-of-the-art office in 2017, becoming the first development to break ground within "the 185." In accordance with tradition, they even got to name the road at the center of the soon-to-be business

park: Kubota Way.

All the usual elements played into Kubota's decision to relocate from California to North Texas: DFW International Airport puts the world on their doorstep, the area's burgeoning population means plenty of talent for growing companies, and being in the Central time zone makes it easier to coordinate with clients and partners on both coastlines as well as executives in Japan.

But what sticks out to Todd Stucke, Kubota's VP of Operations here in the US, is something a little more difficult to quantify.

"It's probably one of the best places we ever lived," Stucke said. "There's things outside of work to do, there are great restaurants, there's art; you name it, you can find it in the Dallas-Fort Worth area. The local school systems are fantastic, and when you relocate your employees in here and the children go to school, they can go right into the public schools and get the best educations. When the family's happy, the employee is happy and it's easy to move here."

He isn't alone in that opinion. In today's competitive hiring environment, employers need a strong pitch to attract new hires. The relatively low cost of living in Grapevine, combined with a high quality of public services, afford local businesses just that. Companies with 50 or more employees make up a small-but-important segment of the Grapevine portfolio, but they're growing in number every year thanks to the City's accessibility and business-friendly climate.

## HOW SOUTHLAND STRUCK GOLD IN NORTH GRAPEVINE

Just a few minutes east of Kubota sits another ornate-but-unassuming headquarters: Southland Holdings. Boasting over 4,000 global employees and six subsidiaries, Southland has a prolific resume that includes work on the Empire State Building and several history-making public works contracts. Their relocation to Grapevine required significantly fewer miles logged than Kubota's, but they jumped at the chance to shift down the road from the exurbs of North Texas to the heart of the metroplex in 2020.

"When we do have a meeting, we're calling folks in from the West coast. We're calling folks in from the East coast. Or, for that matter, from Europe or even the Middle East. You know, you want to set a good example with these folks," said Jim Moldovan, Director of Business Development at Southland. "You want to show a sense of professionalism, and we take everything into account; from how we present ourselves and how we present our building and our employees to where we take them for dinner and where we put them up in a hotel."

With several world-renowned hotels in their backyard and a wealth of dining options that include both award-winning steakhouses and crowd-pleasing cuisine, the team at Southland is poised to play the perfect host to discerning clients from all over the world.



## PAYCOM'S HEADQUARTERS PROJECT PAYS OFF

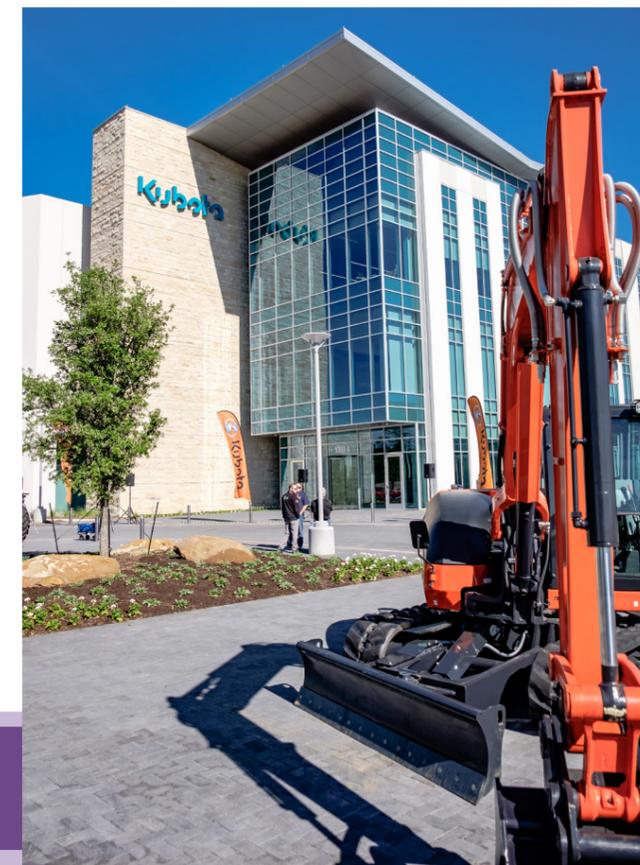
The most recent company to arrive on the burgeoning corporate scene is Paycom, an HR software company that aims to employ a minimum of 1,000 people here in Grapevine within a year of the grand opening in the Spring of 2022. Their new campus is almost fully staffed now, and leadership couldn't have been more thrilled.

"Next to our Oklahoma City Headquarters, this is our largest home to our most talented workforce," President and CEO Chad Richeson told the crowd gathered for the building's opening ceremony. "We've invested heavily in Grapevine, and plan to grow our roots here for decades to come. Paycom is one of the fastest-growing companies in America and it makes sense for us to expand here given the talented candidate pool that exists in this area."

A.J. Griffin, the Director of Government and Community Affairs at Paycom's Oklahoma City Headquarters, was even more explicit:

"Personally, Grapevine is a great place to visit. And we really think that our employees who have an opportunity to live in the area are going to like it. It's a great town that has a lot to offer; there's a lot of culture, it fits really well with the culture of our company, and it's really an exciting choice for us," she said.

"Our goal was to create some geographic diversity in our company. It was just a great place to be because it provides a high standard of living for our employees, access to an international airport so that we can get across the country and service our clients all across the country... just a great place to call our Texas hometown."



# “WHERE PEOPLE WANT TO BE”

## Why Colorado Builder Fransen Pittman Landed at Main & Main

IN A MOVE THAT WAS SIX YEARS in the making, Colorado-based General Contractor Fransen Pittman Construction finally settled into North Texas in 2022. After eyeing the lucrative market for years, the team decided to strike while the iron was hot, launching a new office in a competitive real estate market driven by relocations and new business arrivals here in the metroplex. They knew they wanted to be in Dallas-Fort Worth. What they weren't expecting was to stumble into the perfect Texas launchpad.

Office space can be tricky for construction companies. You need desks and meeting room for key staff members to use on a day-to-day basis, but most of your employees will end up taking meetings or doing work on the road. Thus, building up a base of operations is a balancing act. The best locations make it easy to welcome visitors and take on client meetings across the region, while providing a wealth of resources... but not so many that you end up paying a premium for things your staff in the field will rarely see or use.

Plenty of homebuyers decided to purchase sight-unseen at the height of the market last year, but placing an office is a different animal. One needs to take a research trip or two.

### MISSION & MEETINGS

Those who live and work in North Texas may not remember a time when the scope of the metroplex was lost on them. But for newcomers like Trevor Khoury, Fransen Pittman's Regional Vice President, the 19 counties and 15,500 square miles of this economic region can be imposing. The full Metroplex, as defined by the state comptroller, is larger than some US states.

So it's understandable that Khoury made a gut decision on the company's first exploratory trip: he booked a room at the Kimpton Pittman Hotel in Dallas, hoping the shared name would be good luck.

“We had quite a few interactions with industry partners when we were seeking out the best place to have our office,” Khoury said. “Almost every meeting we had was either in Grapevine or within a few minutes of Grapevine. This is where people want to be, whether they are from DFW or out of town.”

“The construction industry is one where we go where the work is, and being centrally located is the best way for us to be able to reach the majority of the DFW Metroplex within a short period of time. There are quite a few advantages to why we are here and not elsewhere... the biggest of these is proximity to our trade partners anywhere in DFW.”

After meeting with Grapevine Economic Development and the Grapevine Chamber of Commerce, Khoury steered his team straight to the heart of the City. They currently lease an office at Main and Main, and are thrilled to have found a launchpad toward a long and prosperous expansion.

“Both Jed and myself completely relocated from Colorado and purchased homes in Grapevine,” Khoury said.

“Our kids attend schools in Grapevine. The decision to move and start a new venture was one that we couldn't have done without the support of our families, and it wasn't hard to sell Grapevine to them.”

“Our current office has the capacity to have up to 10 people and support between 10-20 projects a year and those projects can range in size from \$100K anywhere up to \$75 Million.”



### EXACTLY WHAT YOU NEED TO GET STARTED

Fransen Pittman is a people-first organization. So much so, in fact, that Khoury couldn't resist a reference to 'Thor: Ragnarok' when describing the company culture as “a people, not a place.” That's a unifying philosophy; applied equally to clients and employees. As contractors, Preconstruction Manager Jed Risser says, his company loves a challenge. They specialize in the projects other consultants deem too complicated to work at an affordable price, and they execute those projects by investing in the team itself.

“We are a family-focused General Contractor who build projects that make a difference in the communities that we all live and serve in,” Risser said. “Our ultimate goal in business is to grow our employees so they can live and enjoy the success that the company achieves. In order to be the best of the best contractors we need to have the best employees. They are what makes us successful.”

And, Risser adds, they're hiring.

For now, the startup team in Grapevine is focused on recruiting talent, friends, and clients. It might take a little while before they're cranking through dozens of projects a year, but they're aiming to tackle high-value developments in and around the City once their network is established. Hence, the emphasis on geographic advantage.

“Grapevine drew us in for several reasons,” Risser said. “First, it is as convenient to a major airport as it gets. Second, it is a midway point to Dallas and Fort Worth with easy access to major highways. Lastly, we felt that the size of Grapevine was exactly what we needed to start, it provided opportunities to get our name out in the community and have the visibility that we wanted.”

“We feel blessed to have found Main and Main for our first office space... the move went very smoothly for both of us; as smooth as possible in the Texas heat at the end of July!”



## COMING IN 2023...



ROCK & BREWS

MEOW WOLF



CHICKEN N PICKLE





**MAYOR**  
William D. Tate

**MAYOR PRO TEM**  
Darlene Freed

**COUNCIL PLACE 1**  
Paul Slechta

**COUNCIL PLACE 2**  
Sharron Rogers

**COUNCIL PLACE 3**  
Leon Leal

**COUNCIL PLACE 5**  
Chris Coy

**COUNCIL PLACE 6**  
Duff O'Dell

**CITY MANAGER**  
Bruno Rumbelow

**ASST. CITY MANAGER**  
Jennifer Hibbs

**ECONOMIC  
DEVELOPMENT**  
Garin Giacomarro