



ENNIS

TEXAS

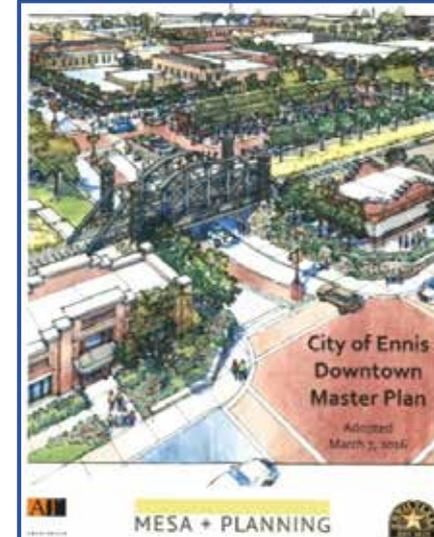
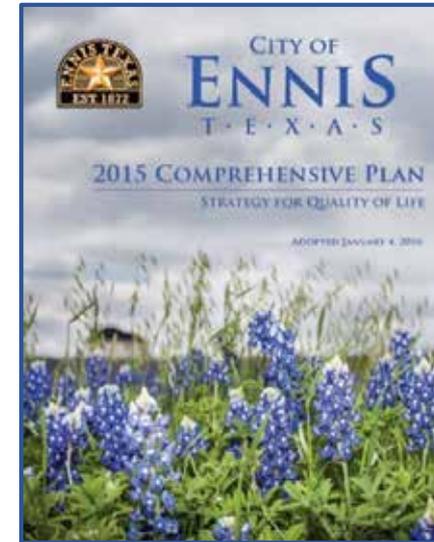
The bluebonnet spirit of Texas



The Story of Ennis

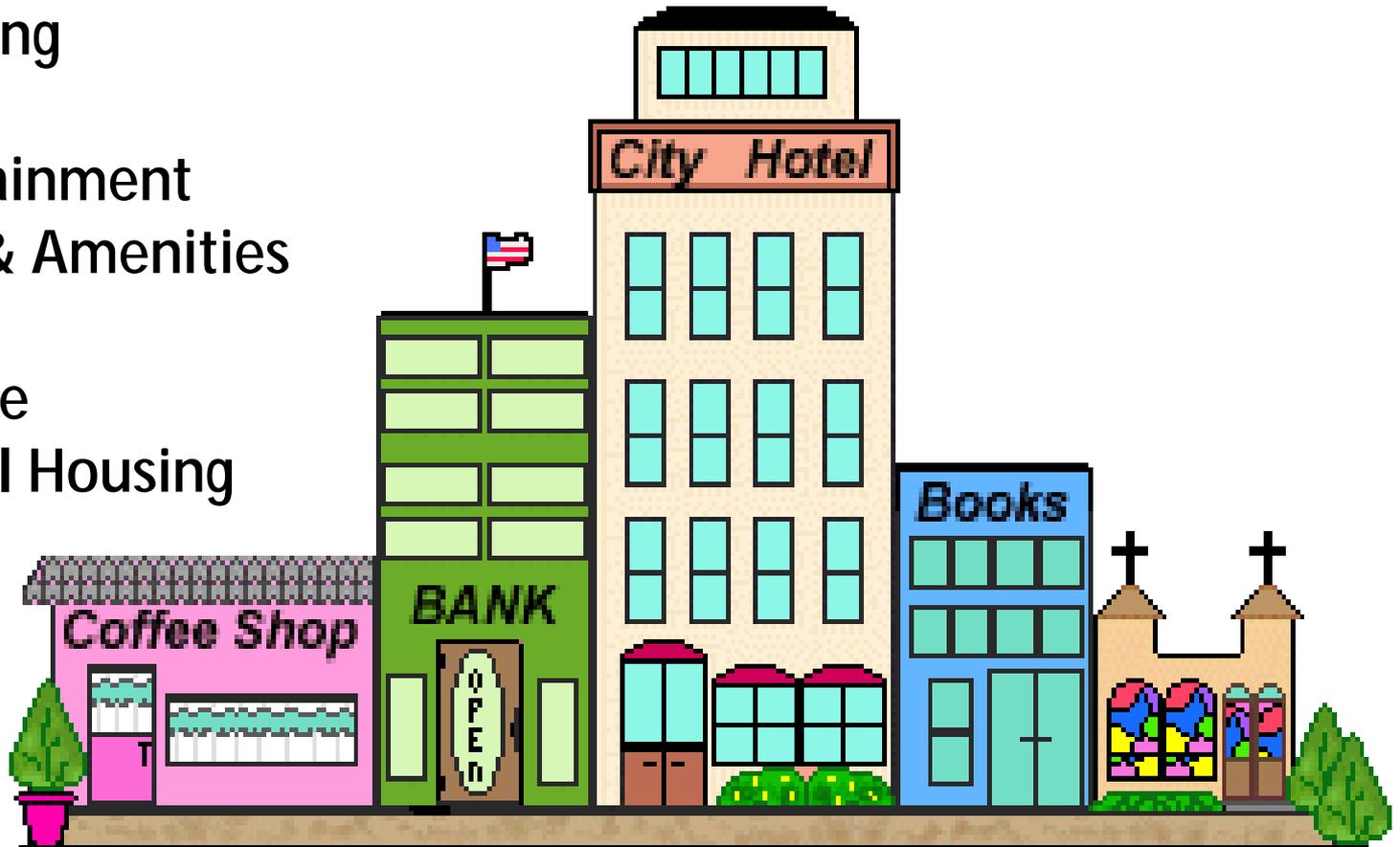
The Story of Ennis

- 2014 Citizens Survey
- 2015 Comprehensive Plan
- 2016 Downtown Master Plan
- 2017 Community Improvement Plan
- 2018-2022 Strategic Projects



The Story of Ennis

- Revitalized Downtown
- Better “Quality of Life”
 - Shopping
 - Dining
 - Entertainment
 - Parks & Amenities
- Education
- Health Care
- Residential Housing



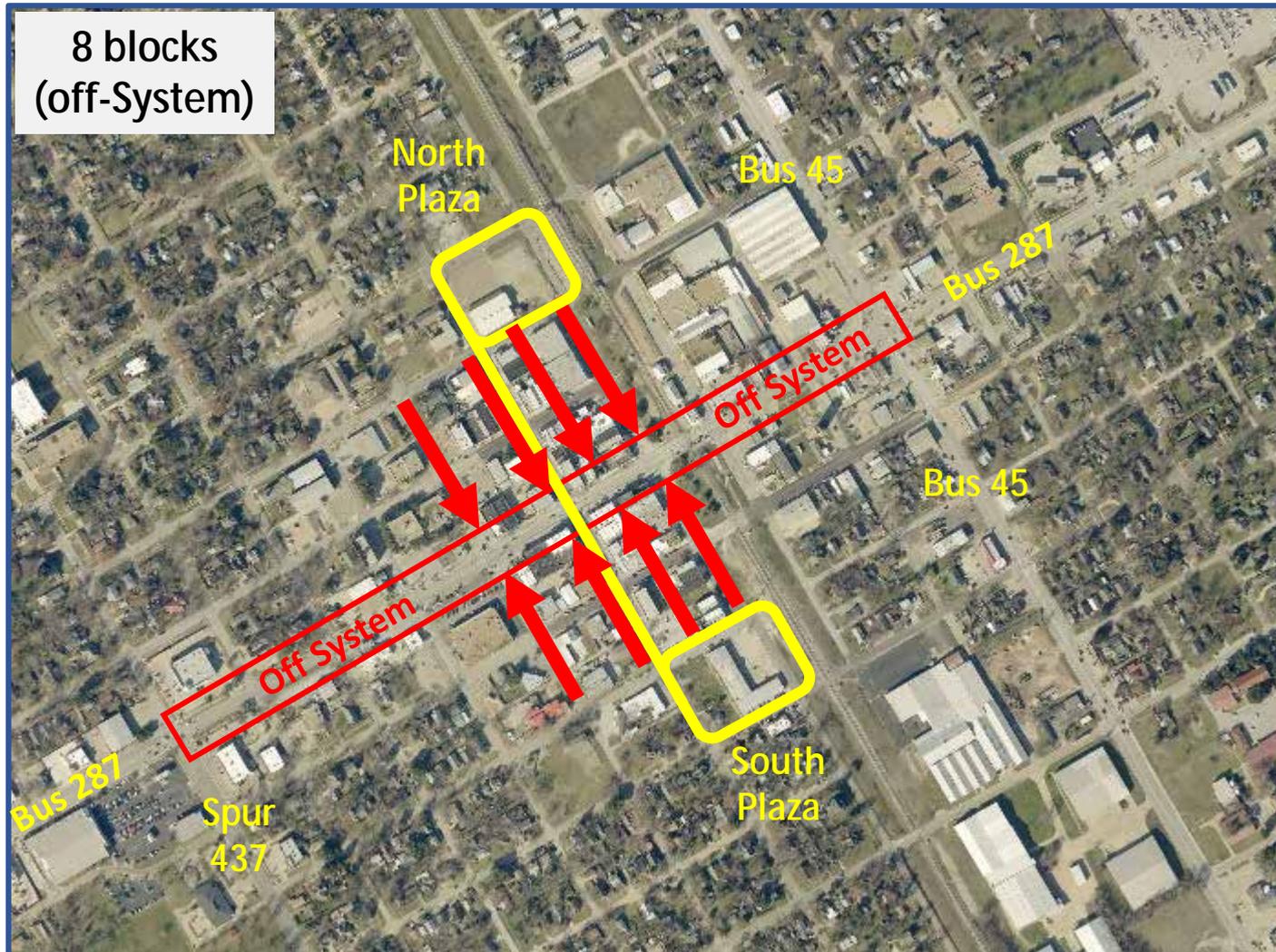
Imperative 1

IH 45 Market connected to Downtown Market



Imperative 2

North Plaza connected to South Plaza





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The bluebonnet spirit of Texas

The Bluebonnet Spirit



The Bluebonnet Spirit

BRANDING CAMPAIGN - ADVERTS



Bluebonnet spirit means...

COMMUNITY

As the "Official Texas Bluebonnet City" we have a certain spirit that's part of our everyday lives. It's all about friendliness, honesty, caring for those closest to you. This spirit begins in our community. It doesn't matter if you're a native, a new resident or a visitor seeking bluebonnets, we bring the welcoming spirit of community to everyone. We invite you to make yourself at home and enjoy the bluebonnet spirit of Texas.

VISITENNIS.ORG • 972-976-4748



The bluebonnet spirit of Texas
SUPPORT ENNIS. SHOP LOCAL.



Bluebonnet spirit means...

SHOPPING LOCAL

The best place to shop is where you spend a little money and some quality time. It's shopping and visiting with the owner behind the business. That's bluebonnet spirit. In Ennis, we're proud of our local businesses that bring this spirit to customers every day. Our farmer's market, local bakeries, boutiques, cafes, restaurants and hangouts offer unique selections and vibe that can't be found anywhere else. Discover our bluebonnet spirit throughout our downtown every season.

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The bluebonnet spirit of Texas

The Bluebonnet Spirit

BRANDING CAMPAIGN - ADVERTS



Bluebonnet spirit means...

FAMILY

As the "Official Texas Bluebonnet City" we have a certain spirit that's part of our everyday lives. It's all about friendliness, honesty, caring for those closest to you. This spirit begins in our families. But it Ennis, family extends to friends and neighbors. To everyone we sit with at Friday Night Football and then at Sunday night supper. It doesn't matter whether you're a native, a new resident or visitor, we bring the spirit of family to everyone. It's one reason why families from all over Texas—and the world—come to make their bluebonnet memories here.

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The bluebonnet spirit of Texas



Bluebonnet spirit means...

FRIENDS

Eum aut ec dolara, cusa simagri reduptiuricis cullenime officiu rio nesad es aut voliore eost. Senae suntasi ratur repe consecua praes eglis esa veliquis inoil lur nem expelcab quo beaurum questimus ilibusam, ool nestia aut que labo. Loep enipid molore senimproe lanis alawer et quae unup ratur, tem inco blaliqua volore expelque re et ponuptatqjad modit postem expelcab.



The bluebonnet spirit of Texas

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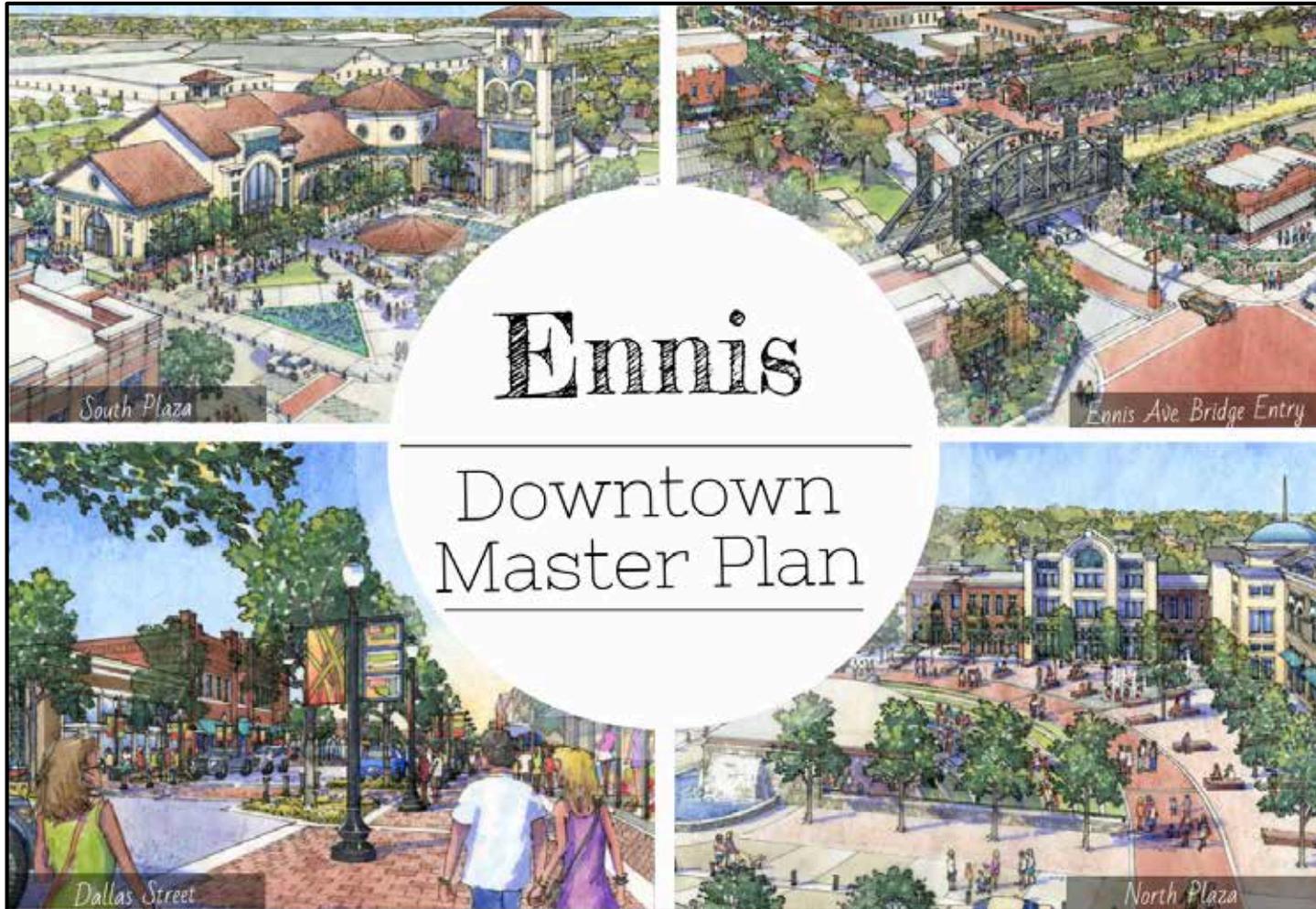
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Revitalizing Downtown

Revitalizing Downtown

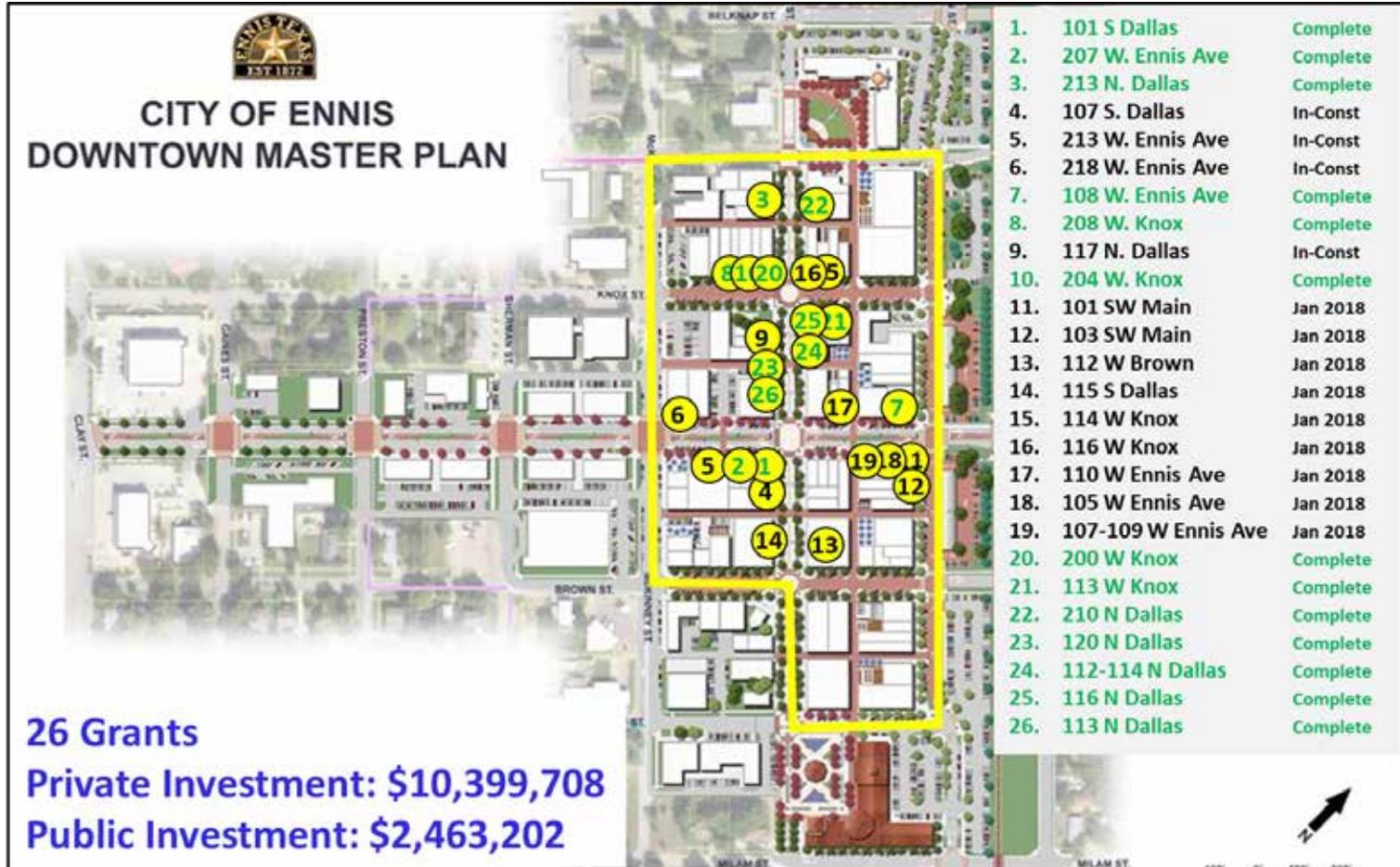
DOWNTOWN MASTER PLAN



Revitalizing Downtown

HISTORIC PRESERVATION GRANTS

\$15 Million



Revitalizing Downtown

MINNIE McDOWAL PARK



Revitalizing Downtown

WELCOME CENTER

\$5 Million



Welcome Center





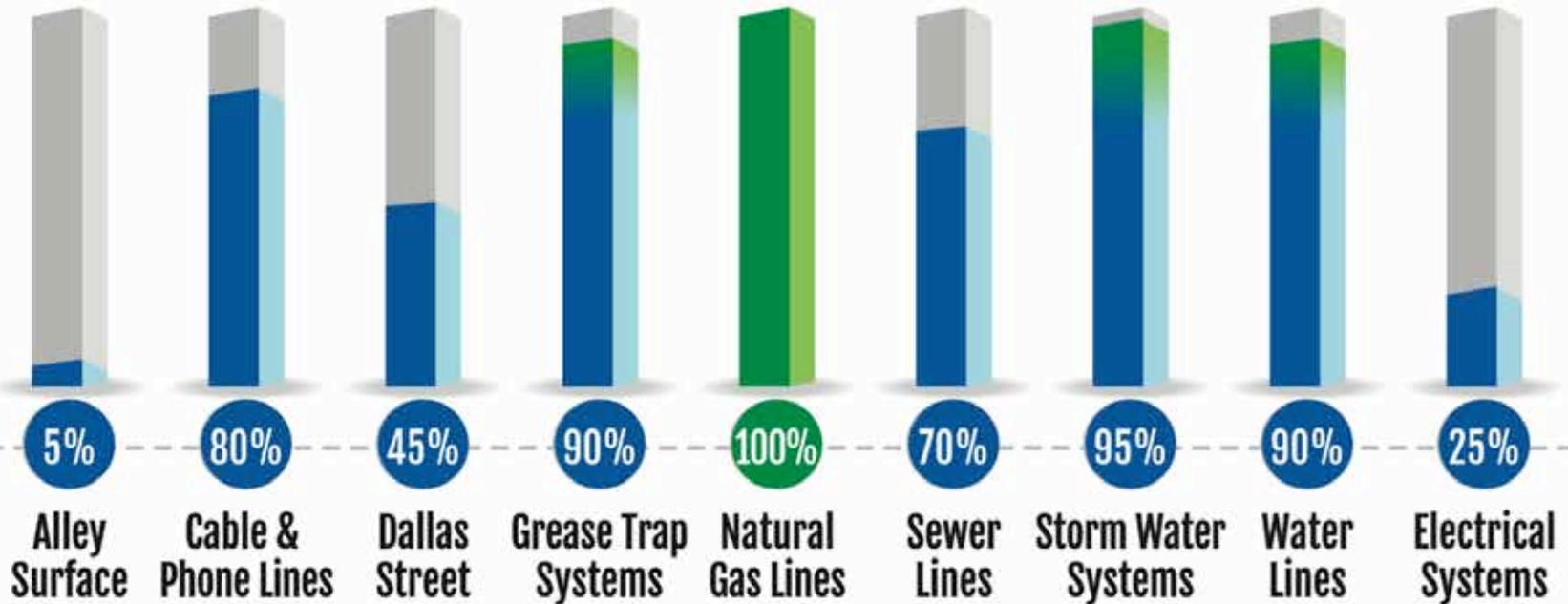
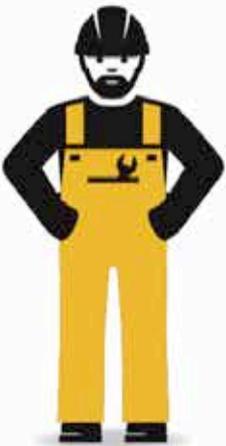
Revitalizing Downtown

PROJECT DOWNTOWN INFRASTRUCTURE

\$9 Million



Downtown Construction Progress



Updated
February
2019

Revitalizing Downtown

DALLAS STREET (The Vision)



Revitalizing Downtown

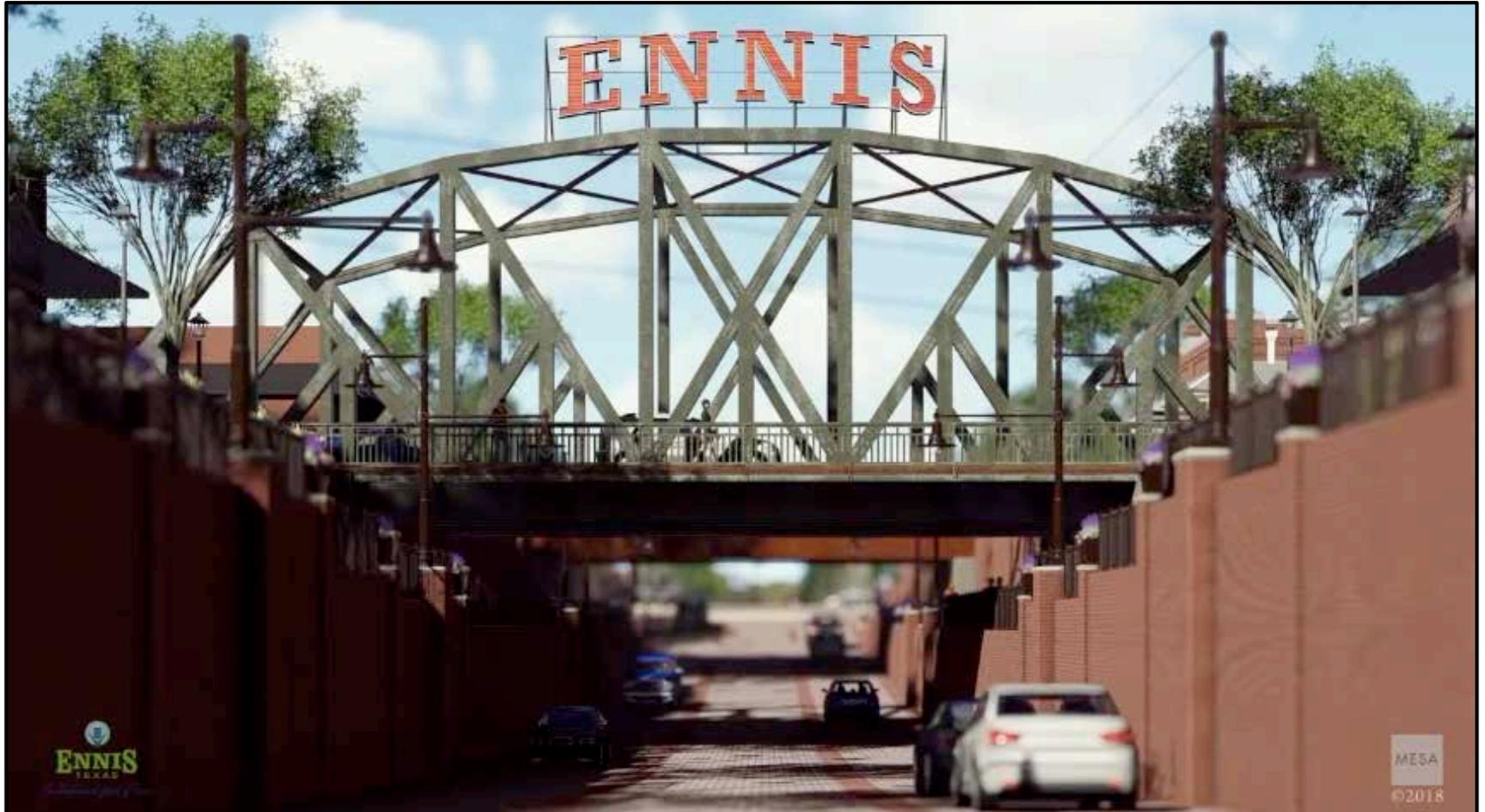
THE UNDER-PASS:

\$25 Million

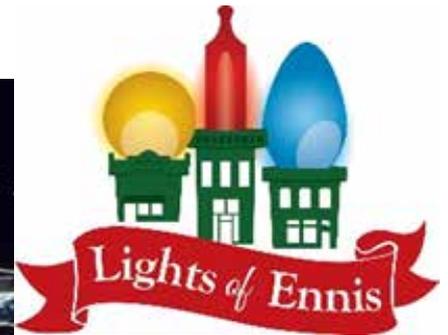


Revitalizing Downtown

THE UNDER-PASS:



Rooftop Lights



Farmers Market





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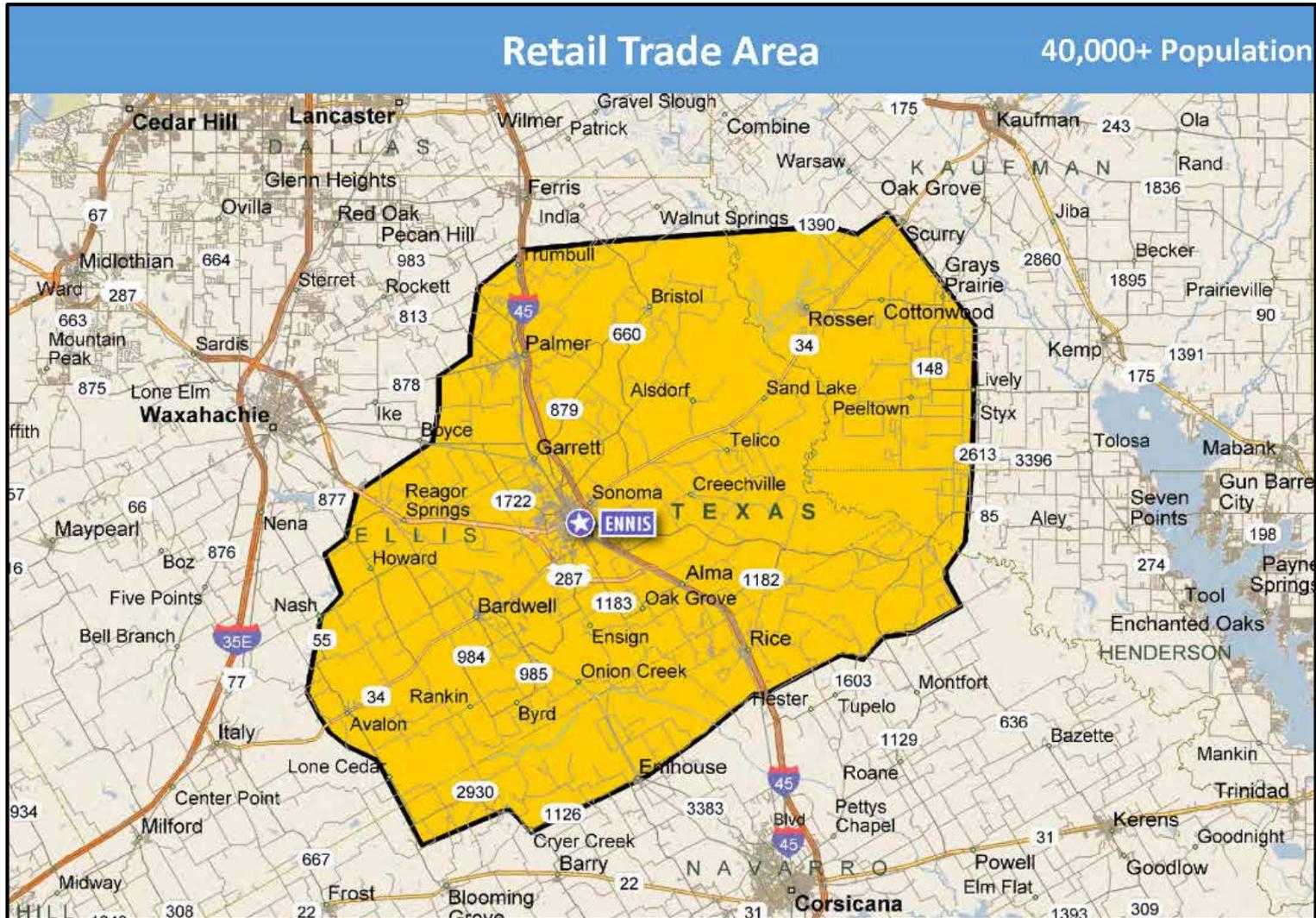
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Retail

Development

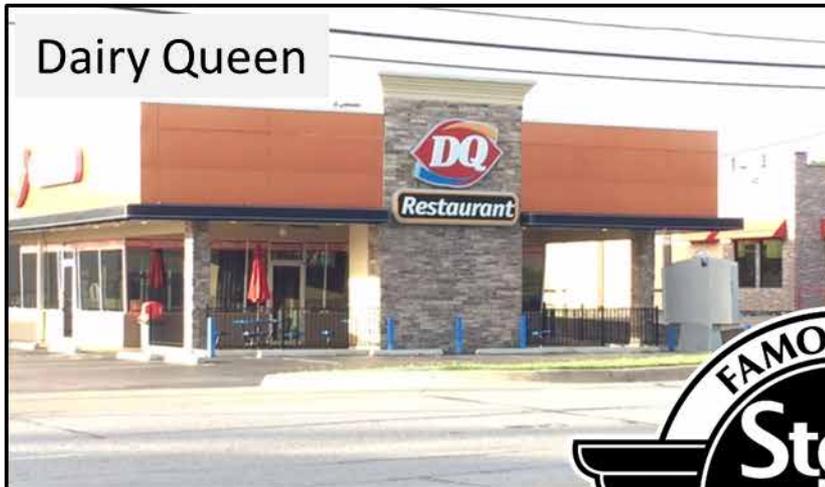
Retail / Commercial Development

RETAIL TRADE AREA



Retail / Commercial Development

40 Permits, **\$60 million**



Retail / Commercial Development

Family Dollar



Snap-Clean

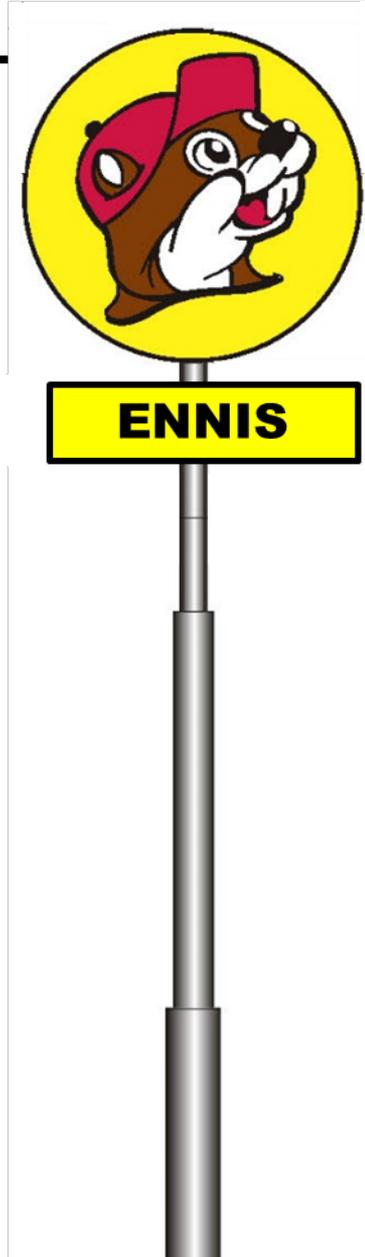


Lion Backers



Private Investment:

- Capital: **\$30,000,000**
- Annual Retail Sales: **\$20,000,000**
- Facility: 53,000 sf
- Jobs: 175 – 225
- Annual Payroll: \$6,000,000
- Cars per week: 55,000



Retail Development



Buc-ee's Ground Breaking



Centex Ground Breaking





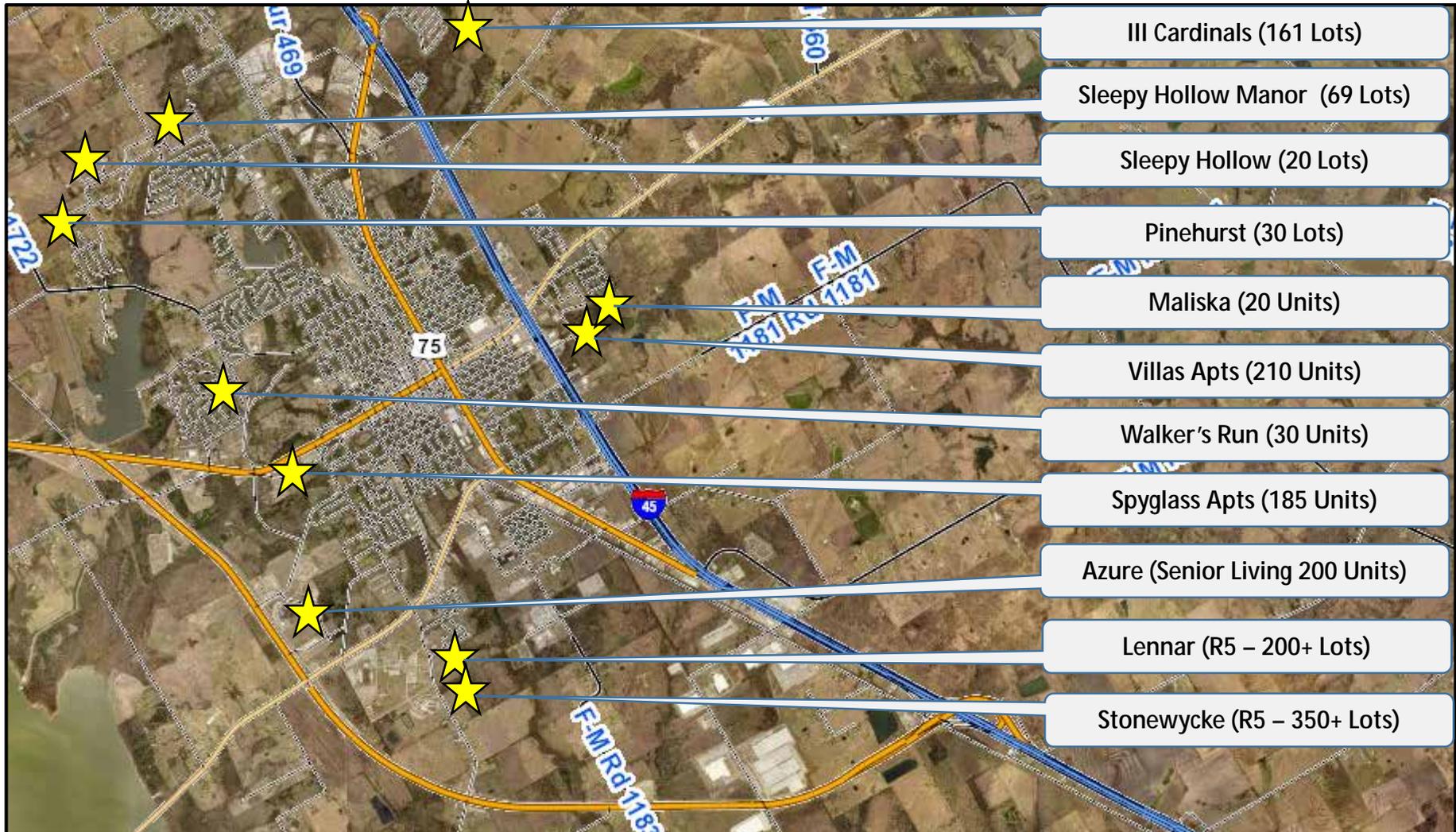
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Residential Development

Residential Development

GROWTH IN RESIDENTIAL HOUSING



Residential Development

Single Family, **\$48 million**, 206 Units



Residential Development

Spyglass, **\$20 million**, 185 Units



Residential Development

Villas, **\$21.5 Million**, 210 Units



Residential Development

Azure (senior living), **\$20 Million**, 202 Units





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Industrial & Manufacturing Development

Industrial Development

40 Partners, 5,000+ Jobs, \$700,000,000 Capital





Industrial Development

11 Projects, \$67.5 Million, 334 Jobs



Economic Development Corporation

- PROJECT PRICE DISTRIBUTING:

\$10 Million



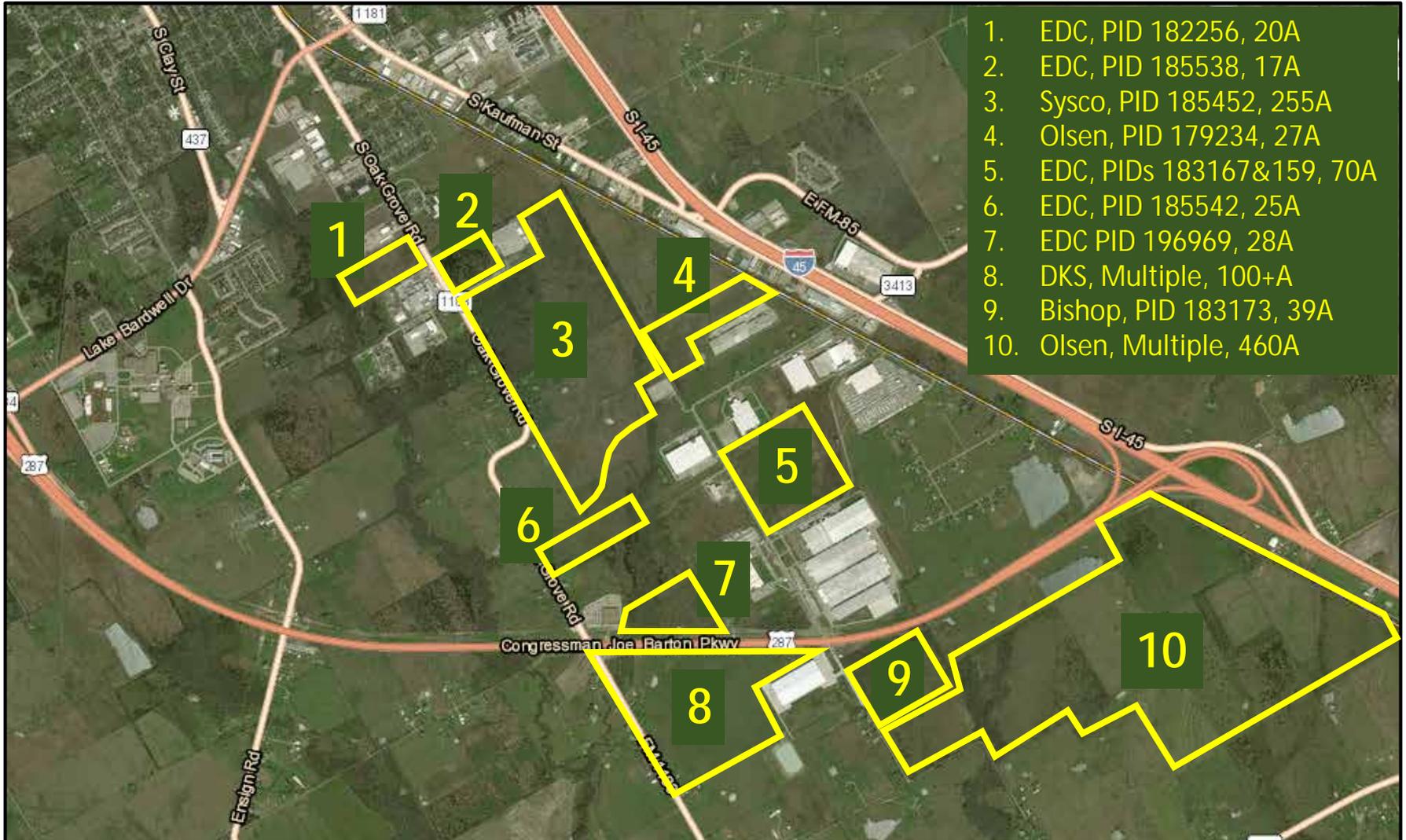
Economic Development Corporation

- PROJECT GAF:

\$30 Million



Potential Greenfield Sites





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Bardwell Lake

Bardwell Lake Development

DEVELOPMENT & INVESTMENT OPPORTUNITIES

BARDWELL LAKE

Seeking economic development partners with the vision to realize the potential and invest!

BARDWELL LAKE RECREATION AREA

PARK

RESIDENTIAL

34

Ennis is positioned to be **"THE NEXT BIG THING"** and is making "South of Dallas" attractive for investment and development.

Ennis and Bardwell Lake are located close enough to the Metroplex to access all the amenities and yet far enough away to maintain a small town character.

BDA-4N

RETAIL TRADE AREA

PROPERTY VALUE \$1.8 BILLION

79M LOTS & LAND
457M COMMERCIAL
535M RESIDENTIAL
600M INDUSTRY

DEMOGRAPHICS

POPULATION **41,330**

146,225 TARRANT COUNTY

AVERAGE INCOME **\$63K**

37 AVERAGE AGE

35.5 MEDIAN

ETHNICITY: 36% HISPANIC, 23% CAUCASIAN, 8% AFRICAN AMERICAN

\$278M RETAIL SALES OPPORTUNITIES

NAICS	DESCRIPTION	GAP ESTIMATE	INDEX
441	Motor Vehicle & Parts	\$39,929,337	-62%
442	Furniture & Home Furnishings	\$43,147,372	-75%
443	Electronics & Appliances	\$8,125,516	80%
444	Building Materials & Garden Equipment	\$43,817,472	-48%
445	Food & Beverage	\$26,949,200	-34%
446	Health & Personal Care	\$20,113,656	-34%
447	Luggage	\$18,040,179	39%
448	Clothing & Accessories	\$17,832,447	-45%
451	Leisure Goods & Hobby	\$9,336,565	97%
452	General Merchandise	\$18,366,446	25%
453	Miscellaneous Retail	\$12,136,540	-77%
721	Food Service & Drinking	\$20,874,568	-47%

BARDWELL LAKE DEVELOPMENT AREAS

Ennis

Lake Loop Trail
Lake Ring Road

LEGEND:
- KEY ROADS
- KEY WALKWAYS
- LAKE LOOP TRAIL
- LAKE RING ROAD

ABOUT THE LAKE

- USACE LAKE
- NUMEROUS PARKS & NATURE AREAS
- 7,488 TOTAL ACRES
- 3,519 acres land (includes White Rock Lake)
- 3,570 acres water
- 5.7 MILES LONG
- 1.2 MILES WIDE
- 25 MILES OF SHORELINE PERIMETER

REGIONAL ORIENTATION

DEVELOPMENT AREAS 3 AND 4N

WATERFRONT

RESIDENTIAL

BDA-3

MULTI-FAMILY

RETAIL

RETAIL

BDA-4N

RESIDENTIAL

MULTI-FAMILY

34

35

287

45

RESIDENTIAL SINGLE FAMILY
BDA-3: 219 Acres
BDA-4N: 237 Acres

RESIDENTIAL MULTI-FAMILY
BDA-3: 26 Acres
BDA-4N: 42 Acres

BUSINESS PARK
BDA-3: 44 Acres
BDA-4N: 42 Acres

RETAIL / COMMERCIAL
BDA-3: 8 acres
BDA-4N: 10 acres

WATERFRONT / ENTERTAINMENT VENUE
BDA-3: 18 acres