

NEWSLETTER



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DeSotoDevelopmentCorporation



Southern Dallas Innovation Summit

Last Month, the Inland Port Transportation Management Association, in partnership with UNT Dallas and UNT, hosted the Southern Dallas Region Innovation Summit. DDC CEO Matt Carlson joined leaders from Hoque Global, Dallas College, and NCTCOG to highlight investment momentum and “non-traditional” growth sectors: Bio-Life Science and Bio-Pharma, Advanced Manufacturing, Aviation and Aerospace, and Food Manufacturing. Keynote speaker Peter Brodsky (RedBird) underscored that innovation here is about equity and recognizing local talent. Jets MRO CEO Suresh Narayanan emphasized workforce as the backbone of innovation amid a global mechanic shortage, as Texas ranks #1 in aerospace manufacturing attractiveness (PwC 2024). Across sessions, speakers stressed the power of infrastructure, education, and public-private partnerships to keep Southern Dallas competitive.

TEDC Annual Conference

At Texas Economic Development Council (TEDC) Annual Conference last week, leaders zeroed in on how to turn disruption into design by acting as ecosystem integrators - mapping risks, aligning the right stakeholders by influence and capacity, and communicating with a transparent, steady cadence. A spotlight on AI and data centers underscored Texas’s momentum, pairing job-creating investment with practical planning needs around grid reliability, water, siting, and workforce development. Over 500 economic development professionals from across Texas came together to trade insights, strategies, and a shared vision for the state’s continued growth. The takeaway for DeSoto: use data to separate perception from reality, and channel partnerships toward targeted industries where we already have an edge—applying rapid-response planning and stakeholder alignment to move faster with less friction.



Eco Dev Insights



Why is Aviation and Aerospace a DDC Target Industry?

DeSoto is uniquely positioned to lead in aviation and aerospace growth within southern Dallas County. With its strategic location, existing aviation infrastructure, and access to workforce training, aviation simply makes sense here.



Executive Field represents one of the most underutilized aviation assets in the Dallas-Fort Worth region. Despite sharing nearly the same geographic footprint as Dallas Love Field, its current economic activity remains a fraction of Love Field’s. If fully activated and developed as an economic generator, the positive impact would extend across DeSoto—creating new jobs, business opportunities, and regional growth.



Workforce Advantage - Partnership opportunities with Dallas College’s aviation maintenance and airframe programs create a strong pipeline for aerospace talent.



DeSoto Heliport - One of only two dedicated vertical-takeoff and landing facilities in North Texas, featuring 35,000 sq. ft. of aviation infrastructure that includes a hangar, helipad, and terminal space.



Regional Collaboration - As part of the Southern Dallas County economic ecosystem, DeSoto takes a regional approach to development, ensuring aviation and aerospace investment benefits the entire region.

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ECONOMIX 2025



Soledad Garcia represented the DDC at the Consultant Connect session at Economix 2025, where economic development professionals engaged directly with site selection consultants and industry experts. This focused networking format allowed communities to gain valuable insights into current FDI trends, emerging sector opportunities, and best practices for positioning their regions competitively.

Key takeaways for DeSoto:

- Strong momentum in FDI with exciting sector shifts
- Manufacturing transformation through automation & digital innovation
- Growing bio/life sciences opportunities in the Dallas region
- Strategic positioning for DeSoto's skilled workforce & connectivity advantages

Participants learned how consultants evaluate communities, what factors drive site selection decisions, and how to build meaningful relationships that keep their cities top-of-mind for future projects. For DeSoto, these conversations were instrumental in understanding how to better showcase our distinctive strengths - from our strategic transportation corridors along I-35E, US-67, and I-20 to our skilled workforce and growing advanced manufacturing base—to the decision-makers who can connect us with high-quality investment opportunities.



A Year-End Thank You from the DDC

As we close out the year, the DeSoto Development Corporation would like to extend our heartfelt thanks to our partners, investors, business owners, educators, and civic leaders across DeSoto and the region.

Your collaboration, creativity, and commitment are what make this community thrive. Every project advanced, job created, student opportunity expanded, and small business supported is the result of people who choose to show up for DeSoto and for Southern Dallas County. Thank you for walking alongside us this year, for believing in what this community can be, and for helping us build a stronger, more inclusive future.

From all of us at the DeSoto Development Corporation, happy holidays to you and yours. We look forward to all we will accomplish together in the year ahead.!

Mark Your Calendars!

Quarterly HR Round Table 12/16