

Business



Quarterly

produced by the City of Hurst for Hurst businesses



The City of Hurst is working hard to prevent the traditional holiday traffic jams.

It's beginning to look a lot like Christmas

The holiday season is in full swing in Hurst. This time of year can mean a lot of things to a lot of different people. One thing it definitely means for the City of Hurst is shopping. We encourage all citizens to "Shop first in Hurst" year round, but especially this time of year.

As a City, we are taking extra strides to make the traffic a little more bearable, parking lots a little safer and promote Hurst businesses as much as possible.

All Hurst residents recently received the annual Restaurant, Retail and Business

Guide. The guide got a facelift this year with a new cover design to further encourage residents to shop Hurst. We publish the guide each year at no cost to businesses. We support our Hurst businesses, and this is another effort we take as a City to promote you.

More shoppers means more traffic and the potential for more criminal activity. The Hurst Police Department implements a contingency plan every year to provide efficient access to and from busy retail areas including North East Mall. The plan includes increased traffic direction and patrol along with a special holiday traffic signal timing and control plan to regulate stop and go signals around the mall.

The Police Department's Skywatch tower will be up and manned to patrol busy parking lots. Here's to a safer, easier and successful shopping season.

the bottom line

- Year in Review pg 2
- Transforming Hurst pg 2
- Mike's Video Transfer pg 3

Going Green

Making our places of business more energy efficient not only positively impacts the environment, but it also positively impacts the bottom line. There are investments up front, but the end results are more efficiency and smaller bills.

Congratulations to Hurst-based Elite Homes for being recognized by the Fort Worth Business Press for taking steps to achieve Leadership in Energy and Environmental Design certification. The certification comes from the US Green Building Council. Elite recently built a LEED Silver-certified home in the Keller Independent School District.



The Transformation Continues

The Transforming Hurst projects announced last summer are picking up steam. The Fire Station #2 and Senior Center will be in the Heritage Village area on West Pipeline Road. The fire station's construction should start this winter and be completed in December 2008. The Senior Activity Center's time line calls for construction beginning Summer 2008 and opening in Summer 2009. These projects

and the development of several acres nearby are designed to jump start redevelopment of West Pipeline Rd. On East Pipeline Road, Hurst has signed an interlocal agreement with The North Central Council of Governments to kick off a sustainable development plan for the Bellaire retail and residential area. The goal is to develop a practical redevelopment plan that the community, businesses and the City can support and implement. The effort should be underway this winter.

In a different part of town, the City is working with a master developer on new retail, office, restaurant and entertainment ideas in Hurst Town Center. These plans will be designed to support a 45,000 square foot conference and meeting facility. Consultants and staff are assessing the feasibility of components of the project and expect to reach some conclusions and move forward by mid-winter. If successful, the project would make the area around City Hall one of the most exciting and visible destination in Tarrant County.

Things are clearly moving in the City of Hurst. We are constantly transforming and will continue to do so for years to come.



A Good Year

2007 has been another good year for the City of Hurst, and more good news should be coming in 2008. Business growth, development and expansions have continued even as the City approaches complete build out. Taxable sales and property values were each up about 4 percent, which are good growth rates for a maturing city. Approximately \$1.5 million in commercial construction was added per month in 2007. Population and jobs are both increasing slightly each year.

The City of Hurst recognizes that these good figures come from our valuable businesses. It is our goal to keep our businesses successful and do our part as a City to further enhance the local economy. Our Transforming Hurst initiatives are part of that plan and part of our responsibility. We appreciate the businesses we have and look forward to the new businesses that will join them.



Their's a New Kid in Town

A new super star was recently added to the line up at Northeast Mall. For sports fans, the much anticipated wait is finally over. On Nov.3 Dick's Sporting Goods opened their new Hurst location at Northeast Mall. The former Sak's location was transformed into 100,000 square feet of brand name sporting goods equipment, apparel and footwear. With all of that retail space and more, the Hurst location became the largest Dick's Sporting Goods in the nation.

Dick's recently launched an innovative marketing campaign, Fan Friday, aimed at encouraging fans to show their team support by wearing their favorite team's colors every Friday. The City of Hurst is proud of this new business and we look forward to their future success.



Business Spotlight

Photos of family and friends adorn many of our offices, homes, wallets, key chains and places of business. These photos capture some our most precious moments, yet they can quickly be lost in a fire, flood or just simply misplaced. Hurst's own Mike's Video Transfer was created to prevent anyone from losing those memories.

Owner Mike Stevens started the business in 2003 by merging technology and memories. All of the work is done in house at their Bedford-Eules Rd. location because of the invaluable materials that Stevens is entrusted with everyday. Clients leave their important memories knowing they are in good hands.

Mike's Video Transfer can transfer virtually any medium to 21st-century technology, and the results are often an improvement over the original. Besides film transfers, they also offer video transfers, photo/slide transfers, video editing and DVD authoring.

Stevens said it's important to note that VHS tapes typically have a lifespan of 20 years, so it's important to preserve them by transferring to a dvd. And Stevens should know. He's been preserving memories for more than four years. For more information visit www.mikesvideotransfer.com.

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