



Economic Development Newsletter

DEER PARK, TEXAS

"Business News You Can Use"

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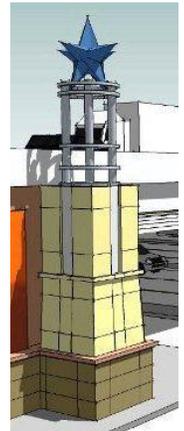


Here's the Scoop on Baskin-Robbins

Baskin-Robbins ice cream shop has recently opened at 3811 Center St., but there is an interesting twist. This 1,250 square foot store is the prototype for every future U.S. Baskin-Robbins either constructed or remodeled in the foreseeable future. Deer Park's is the first location in the U.S. to feature the "Flavor 3.1" motif; a new design concept featuring softer colors, sofa seating, LED menu boards and more. *Fun Fact:* The flavor Pralines 'n Cream was created by founder Irv Robbins and his wife Irma in 1970 while at home in their kitchen and it now outsells Vanilla internationally. Baskin-Robbins' official grand opening celebration is August 17 from 2 p.m. to 6 p.m. and will include prizes, face painting, balloon twisting and entertainment.

Shell Deer Park Helps Make Gateway a Reality

Design is underway for construction of distinctive Gateway Monuments at the intersection of Hwy. 225 and Center St. Shell Deer Park has helped make this possible by sponsoring \$100,000 for construction. Other funding sources are grants and donations from the Economic Alliance, Houston-Galveston Area Council and Calpine. A portion of the cost will be funded by the City's Hotel/Motel tax, which can only be spent on projects that promote tourism or historical restoration. The project consists of two monuments on either side of Center St. topped with 6 foot blue stars. Those stars will rise 15½ feet above the overpass at Center St. and Hwy. 225. The project is part of the San Jacinto Texas Historical District's *Project Stars* program. Other cities that have already participated with their own Gateway projects include La Porte, Morgan's Point, Seabrook, Shoreacres, Pearland, Baytown and South Houston. Construction on the project should begin early next year.



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Phat Fitness Gets Moving

Phat Fitness is expanding its current location at 120 Dixie Dr. by 1,000 square feet of new space. They are adding an exercise classroom and juice bar. By mid-August, owners and certified personal trainers Ty Aston and Jerry Hudson will begin offering boot camps, Zumba®, Yoga, Pilates, body sculpting and more – all for the low price of \$75 per month. There are no contracts to sign and no limit to how many times you can attend their wide variety of classes scheduled throughout the day. They will also continue to offer private, affordable one-on-one training using their state-of-the-art gym equipment. To hear about the class schedule, give Ty or Jerry a call at (281) 479-2500 and learn more about Phat Fitness at www.phatfitness.org.





Economic Alliance Now Calls Deer Park Home

The Economic Alliance Houston Port Region has moved their offices from La Porte to Deer Park. This non-profit organization, headed by Deer Park native Chad Burke, provides professional, region-wide economic development services for 16 cities and communities in our area. They spear-headed the creation of the San Jacinto Texas Historic District and also provide legislative representation, branding, global trade development, public policy, plus much more for our port region. Overall, the Economic Alliance brings 5 new employees to Deer Park, plus over 1,000 visitors each year attending their various committees or business development

meetings. The group located in the former 18,000 square foot DPISD Administration building at 203 Ivy Ave., almost doubling their space and having room left over for additional tenants. Two of those tenants include DeLane's Ad Specialties and ODIN, Ltd. Industrial Demolition and Asset Recovery, both moving from former locations on Center St. Other tenants include a new satellite office for Choice Energy, a new IT company called Random Star, and the Small Business Development Center for San Jacinto College. So thrilled you are here, Economic Alliance! To inquire about remaining available space, call (281) 476-9176, ext. 14 or visit www.allianceportregion.com for more information.

Roomy New Home for RPAC

The old Rainbow Bakery Store at 4227 Center St. is undergoing a major transformation as it will become the new home for REVELution Performing Arts Center (RPAC). Owner Becky Phelps opened the original studio at 4502 Center Street in 2009, but astounding success has triggered the need for a larger facility. The new center will open in October with 8,000 square feet, more than twice the size of the original location. It will include 4 studios – the largest being 3,000 square feet – which allows more class times and varieties to choose from. RPAC is on a roll, as their dance teams recently won top honors in 3 categories at the regional Hall of Fame Dance Challenge. Fall registration for classes at the new facility is happening now, so call (281) 479-7722 or visit www.rpacdance.com.



RailWorks Breaks Ground

RailWorks Track Systems, Inc. has started moving dirt as construction begins on their new South Division Headquarters at 1600 W. 13th St. in Deer Park. This national railroad construction and maintenance contractor has been working in the Houston region for over 90 years. RailWorks has a build-to-suit construction agreement with GSL Welcome Group, who is overseeing the building of

this 20,000 square foot facility. By the end of 2012, RailWorks anticipates bringing 110 new employees to Deer Park. Most of these employees will be relocating from other facilities in Houston and Galena Park. Learn more at www.railworks.com.



Happy Anniversary, New Creations

New Creations Christian Bookstore recently celebrated their 2nd year in business at 4005 Center Street in Deer Park. Owner Larry Finn originally opened Deer Park Jewelry Store across the street in 1996, but was guided to open this new venture as a heartfelt endeavor. This is not your average bookstore, as they carry a vast variety of gift items such as memo pads, pocket knives, plaques, jewelry, wall crosses, all-occasion cards and more. They can engrave any item with your personalized message or you might want to create a personalized CD on their Media Burn Bar. They carry great baby-shower and children's gifts, too. Stop by and visit this unique treasure on Center Street or call them at (281) 930-8262.

Starting or Growing a Small Business?

- ★ The Small Business Development Center for San Jacinto College recently moved to Deer Park at 203 Ivy Ave., providing advice, counseling and mentoring for anyone looking to start or grow a small business. They stay with you every step of the way and the best news is that it is all free of charge. See the classes they are currently offering at www.sanjac.edu/sbdc or call (281) 476-9176 ext. 16.
- ★ There is a loan program designed for business owners who have a business poised for growth and a desire for creating jobs within the community. The program is funded by the Economic Development Administration and managed by the Gulf Coast Economic Development District (GCEDD). Application information is at www.gcedd.org/H-GAC/GCEDD-EDA-RLF or call (713) 993-4514.
- ★ Goldman Sachs' "10,000 Small Businesses" wants to help small businesses gain greater access to business education, financial capital and business support services. This is a multi-faceted program being delivered through the Houston Community College system. You can fuel your small business' growth by visiting www.hccs.edu/10ksb or call (713) 718-8348.

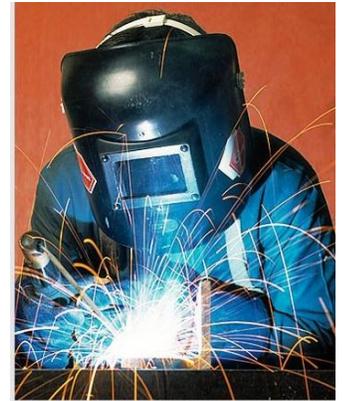
Love's Gets Going

Love's Travel Stops & Country Stores is about to begin construction of a large truck and travel facility in the northwest corner of Independence Parkway at Hwy. 225. Site preparation will begin in the fourth quarter of 2012 for this \$9 million project, as the 11.5 acre piece of property transforms into a large truck/travel retail facility with two restaurants. Love's estimates they will serve 1,000 trucks each day, providing a 7-bay fueling station and an on-site tire store. The property was not originally within the city limits of Deer Park, but Love's received a voluntary annexation into the City and will pay all associated costs for tapping into City utilities. Once completed in early summer 2013, Love's will bring 30 new jobs to Deer Park. Love's Travel Stops, based in Oklahoma, ranked #7 on the 2012 Forbes list of America's Largest Private Companies. You will find them at www.loves.com.



Local Hi-Tech Doubles in Size

Hi-Tech Industrial Services is constructing a 30,000 square foot facility at 3702 Underwood, roughly twice as big as their current site down the street. The refractory and welding contractor has been located at 1310 Underwood since 1985, but will now move all services from that location as well as their La Porte office to the new facility, which will even house a first-ever hiring and safety center. The new campus was necessary as Hi-Tech's business has been booming for the past 2 years and they have been on a hiring surge. You can visit their website at www.hi-techindustrial.com.



Bits & Pieces



- Deer Park's Chick-fil-A is now the #1 new franchise in the country, serving over 2,000 customers each day – more than any other new franchise in 2012. Consider trying them for breakfast sometime, as they have a wide selection of delicious items on the menu (including eggs, bacon, biscuits and breakfast tacos) plus they open daily at 6 a.m. (closed on Sundays).
- Deer Park's Capt. Benny's Seafood Restaurant has a new manager, Mike Powell, and now offers catering for your next event or meeting. Call (281) 476-1513.
- We have all seen the empty, fire-destroyed Deer Park Muffler building at 1013 Center St. Apparently, a soda machine shorted out and set the building ablaze. Rest assured that they will be back soon - better than ever.
- Somethin' Sweet, 4201 Center St., has started Somethin' Fresh which is made-to-order salads available daily for lunch. You create your salad from a list of 25 yummy ingredients. They also now offer glazed, spiral hams.
- Providence Town Square senior apartments are now 70% leased and construction is officially complete.
- Shell Federal Credit Union was named 25th best performing credit union in the United States, according to SNL Financial.
- Congratulations to Shell Deer Park, which was recently awarded the company's highest safety honor by the CEO of Royal Dutch Shell, Peter Voser. They were also recently recognized by the American Chemistry Council for their S.A.F.E. by Zero program.
- For a complete listing of every restaurant in Deer Park plus their address and phone number, go to www.deerparktx.gov and type "restaurants" into the Site Search on the left side of the page. From there, open the first document listed.
- According to the U.S. Census, Deer Park's median household income is \$74,000; compared to Houston's median household income of only \$42,000.
- Happy 120th anniversary to the City of Deer Park, established in 1892.
- Remember the dollars you spend in Deer Park's local businesses support local jobs and vital public services, plus reduce impact on the environment.

Thank you for reading! To see past issues of this newsletter, visit www.deerparktx.gov/ed. To subscribe, submit ideas or comments, email Debbie Westbeld at dwestbeld@deerparktx.org. Subscribers receive this bi-monthly electronic newsletter via email.

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