



# 2021 YEAR IN REVIEW





# GRAPEVINE BOUNCES BACK

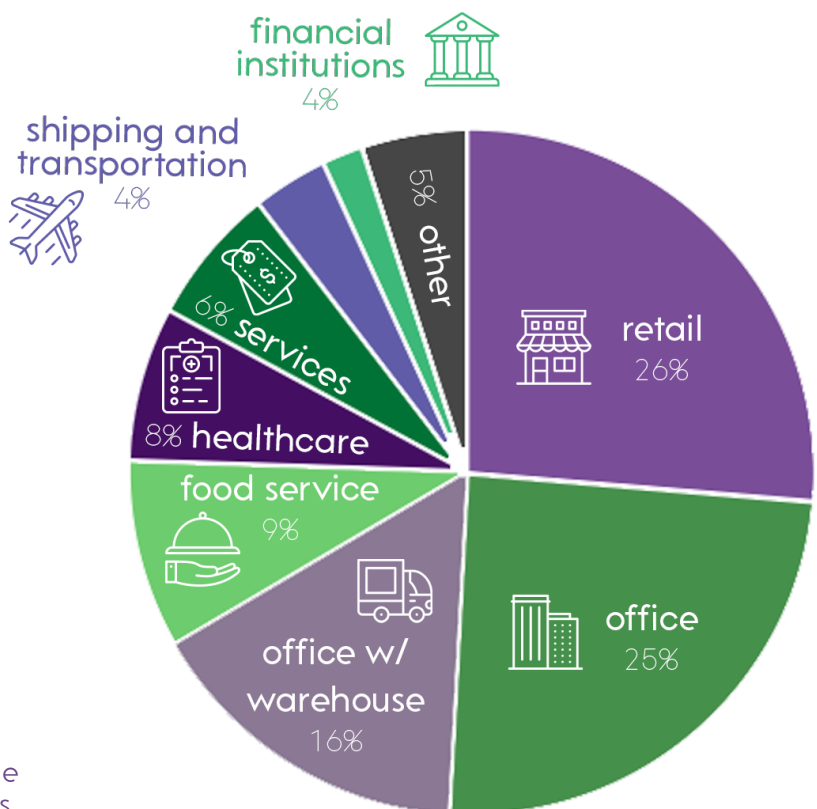
AFTER MORE THAN A YEAR of coronavirus restrictions, the State of Texas is on the rebound. Having recorded a budgetary surplus rather than the anticipated shortfall in 2020, the Lone Star State returned to its status as one of the most business-friendly climates in America, with Grapevine recording record highs in foot traffic.

Placer.ai, a data aggregator that estimates site visits using location and demographic data, shows that Grapevine surpassed pre-pandemic visitation numbers, with retail and tourism visits to the City meeting or exceeding 2019 standards as of July 2021. Many business owners have reported record-breaking revenue, including some that are years ahead of projections made before the world shut down.

Those impressive numbers are part of a much larger picture that places North Texas at the center of economic growth in America for years to come. The U-Haul Growth Index ranked the City of Grapevine 2nd in Texas and 15th in the nation for net move-ins based on internally collected data. And Grapevine isn't just seeing an influx of new citizens; companies have flocked here, too.

Paycom's regional corporate office is set to open in early 2022, joining Waterlogic and Solo Brands on the list of 158 new companies that formally launched or expanded into Grapevine over the last year. All told, 2021 marked the launch of both economic recovery and new growth, with a healthy mix of white- and blue-collar jobs in the local market.

The City of Grapevine issued **158 new\*** Certificates of Occupancy covering **1.6 million square feet** in 2021.



\*staff reviewed 291 certificates issued to exclude vacant buildings, renewals, and name changes.

# PAYCHECKS, PROTECTED

After a year that could have been fatal, Grapevine businesses proved the power of innovation and goodwill on their way to recovery.

pg. 4-5



## GOING SOLO

Following several acquisitions and their launch as a publicly traded company, Solo Brands opted to upgrade from a Southlake fulfillment center to a full-service headquarters in Grapevine in the Fall of 2021.



*Consumer Brands continue to find success in Grapevine and will remain a key target sector in the coming years.*

## MAKING WAVES

A global leader in the distribution, installation, and service of point-of-use water purification systems, U.K.-based Waterlogic chose Grapevine for its United States Headquarters.

pg. 6



# PROACTIVE, PERSONAL PIVOTS: How Grapevine Businesses Leveraged PPP Funds

**IN THE MIDST** of a tumultuous year for most of the workforce, employers across the country found themselves facing difficult staffing and profit margin decisions. The coronavirus pandemic set off a chain of events that changed the way we work, shuffling talent in just about every industry.

The most successful companies did more than grit their teeth. They found ways to innovate and inspire, often with a little help from the Paycheck Protection Program.

Here in Grapevine, employers discovered anew the value of some time-honored business practices: investing in people, adapting to the market, and making the most of the opportunities you're given.

Roughly one in three Grapevine businesses applied for a PPP loan in 2020, resulting in the flow of \$224,828,328 from 148 different banks to 1,272 recipients in increments ranging from \$429 to \$10,000.

## HOW CLASSIC CHEVROLET STAYED IN THE GAME

As both the Chief Operating Officer at *Classic Chevrolet* in Grapevine and General Counsel for the Classic family of dealerships, **T. Bently Durant** was in the proverbial trenches before the novel coronavirus arrived. Only four months removed from a nationwide labor strike at General Motors, Classic came into the pandemic with a slight dip in available inventory that would soon be exacerbated by a crippled

supply chain and a global shutdown.

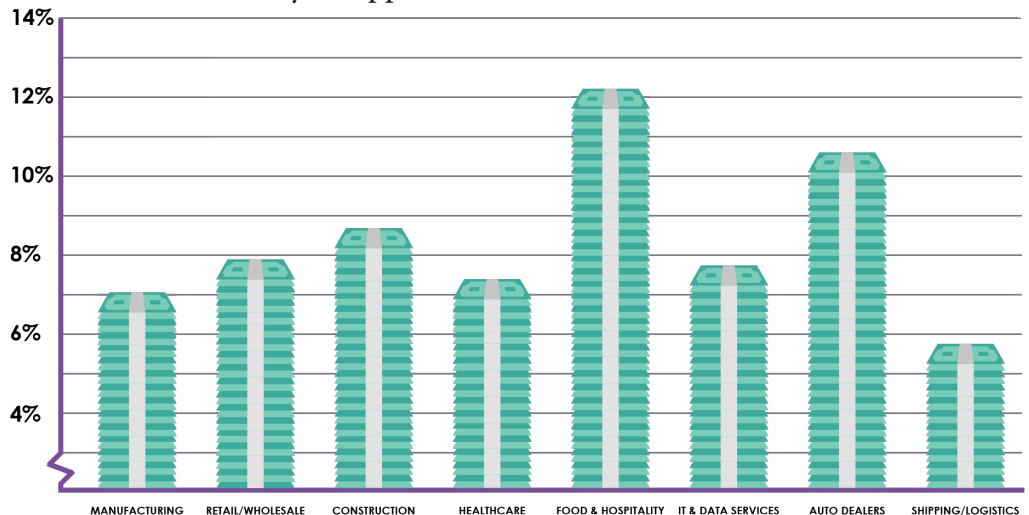
Fortunately, due to the nature of their business – which sees tens of thousands of dollars moved in a single transaction multiple times a day – Classic keeps a sizable amount of cash in reserve. Durant's team had funds available to sustain their payroll for up to 60 days; enough time to secure PPP support and avoid any furloughs or layoffs. All 350 full-time employees remained at Classic.

"We knew we'd lose good employees if we did layoffs. When I talk to friends in the marketplace – other dealerships who did layoffs – they had a much different story," Durant said.

"They laid people off, only to find out a month later that they could re-open, and then they couldn't get those employees back. They're still struggling to find good talent now... but we ended up not having to. We had enough business coming in to take care of everyone."

While the microchip shortage and subsequent inflation of used car values dominate automotive headlines, Durant remains optimistic. His Fleet sales increased during the pandemic, service center traffic returned as motorists got back on the road, and the pandemic ushered in a new approach to technology and digital sales that he says may not have been implemented for years.

But not all industries suffered equally. Some had to endure hardship; others had to be reborn.



**TOP RECIPIENTS OF PPP DOLLARS – GRAPEVINE**





### REBUILDING ON MAIN STREET

Few industries in Texas were hit harder than restaurants and leisure. Even before the government-mandated shutdown in March 2020, **David Wood** was seeing a sharp decline in foot traffic at his store, *Grapevine's Market on Main*. His vendor mall concept stands inside a structure built by his great-grandfather in 1916. David's father ran an auto supply store there until retiring in 1992. That's when the family transitioned the space into something that would compliment other visitor-friendly offerings on Main Street.

"After the first week of May, we saw sales going down," Wood remembered.

"Everybody knew the writing was on the wall; that we might get shut down... I was kind of forecasting August as a re-opening time, so I would go to work every day and just look at what could be improved on a daily basis. I drew up a punch-list of what needed to be done in a 100-year-old building and what needed to be attacked first."

Like Durant, Wood saw the value in retaining as many employees as possible. He drained his own 401k to repair the weathered building and relied on PPP and SBA loans to keep his employees, rent, and utilities paid. He also decided not to charge his vendors rent for a space they couldn't utilize due to the shutdown.

His team did as much as they could to prepare for an uncertain future, betting that someday the site would return to its average annual profit growth of around 10%. So far, that bet is paying off: he expects to gain 30% over last year's deflated returns, and foot traffic on Main Street has returned.

"I would rather bet on myself than put it in the stock market. I know what Grapevine is capable of," he said. "The other day... we beat our best sales ever for the day. We just had three hours of sales. That's bananas."

### 'WISE GUYS' EVOLVE TO SURVIVE AT FULL SPEED

**Kevin McNamara** knew that business would need to look different in 2020. And, like his peers, he felt confident that the Grapevine market would be able to support him as he made adjustments on the fly. *Wise Guys Pizzeria* opened its second location in Grapevine six years ago, expanding from California in part because McNamara wanted to bring the family business home to the city that he and his wife love. Their restaurant made about 60% of its pre-pandemic sales in-person. They had to flip that ratio to survive.

"I'm a pizzeria. Pizza delivers," he said. "It was a hard-right-turn-with-no-stop-signs, but we had a foundation of online ordering and a foundation of delivering already... the whole front of the house turned into a storage area for To-Go boxes. It was a different animal."

They improvised their way through a new system and sold food in bulk for a while; by the time the second round of PPP loans became available, *Wise Guys* had evolved so successfully that they didn't qualify. But McNamara isn't sweating the loss of a second round of loans. To him, the goal was to keep the engine running. He never furloughed a single employee, which has helped him both to maintain service and build a familial culture.

"To know that I had the green light to do what we had to do to take care of the guests and take care of the employees? It sure saved a lot of playing chess with money," he said.

"We had a slow bleed of cash, we were losing money, but I don't know who wasn't losing money. To retain those employees, love on them, pay them a little extra money, did it help us? Absolutely. But now, as the sales are growing, we need more workforce. So we have that foundation. Now we just need to grow the culture and add a few more."



# THE LOGICAL CHOICE

## Multinational Company Reaping Reward from Grapevine HQ

AS THE AMERICAN ECONOMY continues its long and winding path to full recovery, two essential issues are at the top of every employer's mind: workforce availability and the supply chain. The U.S. Bureau of Labor Statistics reported a record-high 4.5 million Quits in November of 2021. Perhaps even more pressing, the global market finds itself grappling with supply shortages that have forced entire nations to re-think the just-in-time inventory model in favor of local production. Progress toward a more reliable domestic supply chain will likely lurch more than leap forward, giving forward-thinking companies the edge.

Vice President of Manufacturing **Jeff Tilley** thinks his company fits that bill, in part because of strategic decisions they made when consolidating coastal offices into a single U.S. Headquarters. The new building, selected just before the pandemic began, is home to both a manufacturing plant and a central distribution warehouse.

Waterlogic is a U.K.-based, international company that distributes, installs, and services point-of-use water filtration and purification systems in 65 countries (and counting). Their business model requires a broad network of diverse talent, especially in the U.S: most machines sold in America are also assembled, tested, and packaged here.

In 2018, the executive team at Waterlogic started looking for a way to merge offices in Delaware, Philadelphia, Connecticut, Omaha, and San Francisco without compromising a nationwide distribution and maintenance chain. By 2019, their search had narrowed to three markets: Dallas, Texas; Omaha, Nebraska; and Salt Lake City, Utah.

After choosing Grapevine, Tilley is confident that the Dallas-Fort Worth market was the right place to set up shop, even though it was neither the most

competitively priced nor the most lucratively incentivized.

"We have a need for a diverse set of skills; given that this is our North American Headquarters with a factory and central distribution facility all in one," Tilley said. "That's the beauty of this location. We're able to fill all of those positions from opposite ends of the spectrum."

In the end, accessibility and a pool of talent that is both deep and wide were the deciding factors in the search for a new home. Over 7 million people live within a 40-mile radius of Grapevine, but the workforce boasts an average commute time of around 23 minutes. Now, the new headquarters is home to almost 10% of the company's global staff: assembly-line workers, maintenance teams, and white-collar staff all under one roof.

"We can find 111,000 square feet in a lot of places," Tilley said. "What we were getting was the people we wanted to work with."

Tilley's office has hired over 230 people since January 2020; roughly half of their North American workforce. Some had to be furloughed at the height of the Pandemic, but most were able to obtain unemployment assistance while out and many have returned. Those who didn't qualify were shifted to other areas of the company so that they wouldn't be let go.

Sustained by a broad portfolio of clients that includes plenty of essential businesses – from hospitals to fulfillment centers to banks – Tilley and his team had enough business to stay active. It doesn't hurt that the company's patented "Firewall" UVC treatment system is the first COVID-secure water delivery mechanism on the market, either.

The 5-year plan looks different now, but the flexibility of their newly minted office and warehouse space in Grapevine has helped the Waterlogic team adapt through the highs and lows.





# WHO'S HERE NOW...



**DFW INTERNATIONAL  
AIRPORT**



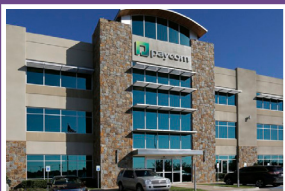
**GAMESTOP CORP.  
INTERNATIONAL HQ**



**KUBOTA TRACTOR  
NORTH AMERICAN HQ**



**SOUTHLAND HOLDINGS  
NATIONAL HQ**



**PAYCOM  
REGIONAL HQ**  
*Ribbon-Cutting  
2022 Q1*

**GRAPEVINE  
INTERACTIVE**  
*Groundbreaking  
2022 Q2*



**CHICKEN N  
PICKLE**  
*Ribbon-Cutting  
2022 Q4*

**ROCK &  
BREWS**  
*Ribbon-Cutting  
2022 Q4*



**TRANSIT  
DISTRICT  
OVERLAY**  
*Active development*

# & WHAT COMES NEXT?





**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**  
Larry Holt