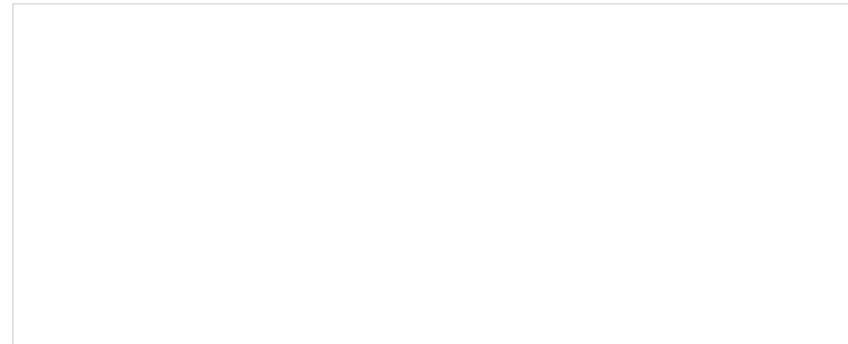


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THE CITY OF BALCH SPRINGS

FEBRUARY 2021 NEWS-BLAST



TOURISM DEPARTMENT

MONTHLY REPORT BY THE TEXAS ASSOCIATION OF CONVENTION AND VISITOR BUREAUS (TCABV)

Hard to believe that this is week 43 of this report. Once again, there are some interesting facts in this report, and I hope you will take some time out of your day to listen to the webinar (report provided in the link below). If your destination does meetings I encourage you to watch the full video link >> https://youtu.be/S_WrtI0wgzQ.

Highlights from the Report:

- Coronavirus concerns remain strong, particularly as related to finances and the economy this week
- Feelings of safety around travel have been adversely impacted for now
- Nevertheless, Americans are easing their feelings of travel avoidance for the future and their travel readiness mind-set has grown
- Americans are more open to travel inspiration than at any point during the pandemic
- Travel is missed—exhibited through daydreaming, sharing with friends and family, and researching travel ideas online

- Travel will be greater in 2021 than 2020, but may be ~39% off 2019 levels
- Large proportions of those travelers most excited for travel in 2021 are already online researching travel and planning post-vaccine-widely-distributed trips
- The majority of American travelers do not plan to leisure travel in Q1, but 37.5% do. This travel is likelier to occur in March than in January and February
- The pandemic hangover will continue in the next 3 months, with greater budget consciousness, and targeting less crowded and outdoor-oriented destinations
- Fewer Americans say they will avoid travel until vaccines are widely available and more Americans than ever are saying they will take the vaccine.
- Americans continue to feel that the vaccine is safe.
- However, with the vaccine rollout going slower than anticipated, fewer Americans are optimistic about life returning to normal and being able to travel safely in the next 6 months.
- Over a quarter of American travelers have started planning future trips in anticipation of the COVID-19 vaccine being widely available.

STORM-WATER TIP OF THE MONTH: FEBRUARY

Bag your pets waste, don't just leave it there. Leaving pet waste on the ground increases public health risk by allowing harmful bacteria and nutrients to wash into the storm drain and eventually local water bodies.

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4 Flood & Drainage Commission Mtg. - TBA P&Z Commission Mtg. - 7pm, TBA	5	6
7	8 City Council Mtg - 7pm, TBA	9	10 EDC Type B Mtg. - 6pm, TBA	11	12	13
14 VALENTINES DAY	15 PRESIDENT'S DAY	16 EDC Type A Mtg. - 6pm, TBA	17	18 Library Board Mtg. - 5pm, TBA P&Z Commission Mtg. - 7pm, TBA	19	20
21	22 City Council Mtg - 7pm, TBA	23	24	25 Parks Board Mtg. - TBA	26	27
28						

FIRE DEPARTMENT

LET'S TALK ABOUT WINTER FIRE SAFETY!

Heating is the second leading cause of U.S. home fires, deaths and injuries. December, January and February are the peak months for heating fires. Space heaters are the type of equipment most often involved in home heating equipment fires, figuring in two of every five fires (40%). Here is everything you need to know about keeping your family and home safe from fire this winter season!

- Always use a metal or heat-tempered glass screen when using your fireplace.
- Keep wood stove doors closed unless adding wood or pellets to heat the fire.
- Never use an oven or stove top to heat your home.
- Make sure your space heater has an automatic shut off so if it tips over it turns off.
- When using space heaters keep combustible materials like paper and fabrics 3 or more feet away from the heater.

Follow these recommended safety precautions to help ensure a safe and warm winter. BE WARM AND SAFE THIS WINTER! Please give us a call at 972-557-6040 if there is any way we could be of service for you. Remember for emergencies dial 911!

Stay Safe! Sean Davis, Fire Marshal

POLICE DEPARTMENT

The Citizens Police Academy (CPA) was established to help the citizens of Balch Springs gain a better understanding of the Balch Springs Police Department. The Balch Springs Citizens Police Academy Alumni Association (CPAAA) was then created in 1999 as a not-for-profit for the graduates of the CPA to support the Police through projects and programs benefitting the men and women of the Police Department, as well as the community and citizens of Balch Springs.

In 2019, the CPAAA made a donation to (1) Officer, The Friends of the Library and the Animal Shelter. We also recognized (8) Officers of the Month and provided refreshments for the CPA classes. The year 2019, was the first year for the "Paw and Order" calendar, with proceeds benefitting the Balch Springs Animal Shelter and Friends of the Library.

In 2020, the CPAAA activity expanded with the support of 25 volunteers, along with a second year of the "Paw and Order" calendar, recognition of (5) Officers of the Month and (6) Citizens of the Month. The CPAAA members delivered meals seven times to feed the Officers, Dispatch and Support Staff. We have made donations to support an officer and dispatcher in need as well as assisting a family for infant care and (2) families for the holidays. We provided hospitality items for Active shooter classes at Bible Way Tabernacle and The Dallas County Cowboy Church, as well as snacks and goodie bags for the officers and dispatchers. In the unprecedented year of 2020, the CPAAA gave over 100 volunteer hours back to the City of Balch Springs.

Please take the time to tell all of our CPAAA Volunteers "Thank you" when you see them! If you are interested in the Citizens Police Academy or opportunities to get involved, please email BSCPAAA@gmail.com.

SAVE THE DATE

SAVE THE DATE KBSB SPRING TRASH ROUND UP

The City of Balch Springs, Keep Balch Springs Beautiful, and Frontier Waste Solutions will host the KBSB Spring Trash Round Up on Saturday, April 10, 2021; 8:00am – 1:00pm; at the Balch Springs Recreation Center located at 4372 Shepherd Lane. Balch Springs residents and local businesses can bring their bulk trash to one convenient drop off location at no charge. Contractor materials will not be accepted. This year, due to the Covid19 pandemic, the Park Revitalization portion of this event has been canceled.

For a list of acceptable materials please visit the Keep Balch Springs Beautiful page at www.cityofbalchsprings.com or contact Linda Highwood at 972-286-4477 x214. Like us on facebook

CITY SECRETARY

THE CITY OF BALCH SPRINGS GENERAL ELECTION – MAY 1, 2021 –

The City's General Election is scheduled for Saturday, May 1, 2021 and is for the purpose of electing the following positions: Mayor (At-Large), Place 3, Place 5, and Place 7. The first day to file application for place on the ballot begins January 13, 2021 and the last day is February 12, 2021, by 5:00PM. The elected officials to these positions shall hold office for a period of two (2) years. The last day to register to vote for the May 1, 2021, General Election is April 1, 2021. If I may be of assistance to you, please do not hesitate to call or visit. I can be reached by phone at 972-286-4477 Ext. 210 or email cgross@cityofbalchsprings.com.

MAYOR'S CORNER

MLK, JR. CLINIC/FOREMOST FAMILY HEALTH CENTERS ELECT MAYOR GORDON BOARD CHAIR

The Board of Directors recently elected the Honorable Dr. Carrie Gordon to serve as its new Chair. Dr. Gordon has been a member of this governing board since 2015 when she originally served as Mayor of Balch Springs. She was instrumental in supporting the Martin Luther King, Jr. Family Clinic to open its second medical office (Foremost Family Health Center) in Balch Springs. Joyce Tapley, Chief Executive Officer of both centers, stated, "Over the past five (5) years, Dr. Gordon has represented FFHC at the local, state and national levels, implementing advocacy efforts designed to increase the community presence of the health centers. I look forward to continuing to lead our community health centers with the support of Dr. Gordon and the entire Board of Directors. Together, we can improve the health of families and individuals by offering the highest level of service and care through access to affordable and comprehensive medical, dental and behavioral health services, regardless of the ability to pay."

- Mayor Carrie Gordon

METROPLEX MAYORS ASSOCIATION NAMES BALCH SPRINGS MAYOR VICE PRESIDENT

The prestigious Metroplex Mayors Association (MMA) recently elected the Honorable Dr. Carrie Gordon to serve as Vice President to succeed the late Mayor Curtistine McCowan. Mayor Robert Dye, Board President, stated, "Mayor Gordon is a tremendous leader and asset for the City of Balch Springs. As Vice President of the Metroplex Mayors Association, I'm confident she'll provide that same value for D/FW municipal leaders as we collaborate to continue to make the metroplex one of the strongest regions in the country." Mayor Gordon was appointed Mayor in May 2020, and already being recognized for her leadership abilities across the region.

- Mayor Carrie Gordon

MAYOR GORDON SCHEDULED TO DELIVER THE CITY'S FIRST VIRTUAL STATE OF THE CITY ADDRESS

Mayor Dr. Carrie Gordon delivered the City's first virtual State Of The City (SOTC) Address on January 21, 2021. A Town Hall Meeting was also conducted to afford City departments an opportunity to recap the year 2020, and spotlight what lies ahead for 2021 and beyond. Mayor Gordon stated, "We are a resilient city. Amid the pandemic, as a city, we fared well; hence, a blessed city. While other cities in the region were hit harder than others, Balch Springs' impact was minimal largely due to the fiscal oversight of the City Manager and Council's support of those decisions. It is important that our citizens and the business community know what is transpiring; factual news."

Mayor Gordon and City Manager Suzy Cluse worked diligently with City staff and Public Safety executive level staff to prepare a presentation intended to 'WOW' the virtual attendees, and they did. The SOTC address spotlighted a number of notable achievements. (SOTC address and Town Hall meeting are highlighted on the City's website.) The Mayor and City Council will be hosting a series of Council workshops and Town Hall meetings as they continue to plan wisely for growth and development the city will experience in the areas of warehouse and distribution (e.g., Amazon); new commercial and retail development along main corridors; major housing development activity; funding already awarded for infrastructure improvement (streets, water utilities, sidewalks, etc.) and so on. Volunteers are needed to serve on City boards, commission, and committees as we gear up planning initiatives. So, complete an application and get ready to be part of something big! It is truly all here; Balch Springs is a growing community!

- Mayor Carrie Gordon

BALCH SPRINGS ECONOMIC DEVELOPMENT BUSINESS SUMMIT

KEYNOTE SPEAKER
ADRIANA CRUZ
EXECUTIVE DIRECTOR OF ECONOMIC DEVELOPMENT
OFFICE OF GOVERNOR GREG ABBOTT

CHRIS DYSER
CITY OF BALCH SPRINGS DIRECTOR OF COMMUNITY DEVELOPMENT

AARON DEMERSON
COMMISSIONER OF WORKFORCE DEVELOPMENT
OFFICE OF GOVERNOR GREG ABBOTT

DR. EDDIE TEALER
PRESIDENT EASTFIELD COLLEGE

SPONSORSHIP OPPORTUNITIES AVAILABLE

24 WEDNESDAY
FEBRUARY 24, 2021
10:30AM-1:00PM

TICKETS
\$10.00 | \$15.00
ADVANCE AFTER FEB. 1ST

ZOOM LINK PROVIDED
BALCHSPRINGSCHAMBER.ORG
972-557-0988

FEATURED PRESENTERS

THE CITY OF BALCH SPRINGS ECONOMIC DEVELOPMENT | BALCH SPRINGS CHAMBER OF COMMERCE

ECONOMIC DEVELOPMENT

ECONOMIC DEVELOPMENT UPDATE: BALCH SPRINGS WELCOMES ARCADIA TRAILS A MASTER PLANNED DEVELOPMENT BY BLOOMFIELD HOMES

The City of Balch Springs Team is excited to be announcing a project that City Staff and other city partners have been working on for the past four years. This project in the making started with the City's partnership with the City of Mesquite who owned 171 acres in the city of Balch Springs. Bloomfield homes closed on the property in late December 2020 with the City of Mesquite and closed on acquisition of the remaining two-acre lot that the City of Balch Springs owns in January 2021. The Arcadia Trails 173-acre master planned development located at the corner of Beltline Road and Mercury Road is anticipated to include 1,070 total residential units consisting of a single family, multifamily apartment units and townhomes and commercial and retail uses.



Bloomfield Homes is proposing a 124-acre single-family residential community in the southeast corner of Balch Springs. The community will straddle Mercury Road with approximately 170 single-family residential lots north of Mercury Road & approximately 316 single-family residential lots south of Mercury Road. This new community will provide a hike and bike trail along Mercury Road. Also, miles of new sidewalks will allow residents to walk along the neighborhood streets and the many acres of common areas to be provided. Bloomfield Homes is approximately building 486 single-family homes which will be constructed. The minimum lot dimensions will be 50' x 110' with the minimum lot size being 5,500 square feet and the average lot size being greater than 6,500 square feet. The minimum floor area will be 1,500 square feet with 75% of the homes being over 2,000 square feet.

The builder's timeline of this phase of the project is projected to be 100 lots per year, thus five-year buildout after first house sold. The estimated taxable value projected to be approximately \$158,000,000

CODE ENFORCEMENT

FEBRUARY: COMMERCIAL VEHICLE PARKING. SECTION 78-203 (A) OF THE CITY CODE OF ORDINANCE

It is a violation of City Ordinances for any person or owner to leave, park or stand, or permit to be parked, any commercial motor vehicle on any public or private property within the city, whether on or off a designated truck route, which is not zoned for the parking or storage of such vehicle.

RECYCLING MATTERS

Let's talk about honey bees. Did you know that you can thank a honey bee for one out of three bites of food you eat? Honey bees are integral to the pollination process of food crops, performing about 80% of all pollination worldwide. Honey bees are in danger. For the past several years, an alarming number of honey bee colonies have been vanishing for no apparent reason. What can we do to help? There are several types of bees and wasps so first of all, know what a honey bee looks like. If you spot a honey bee hive in your home or tree, please do not exterminate. A local Beekeeper Association can assist you in finding a solution to remove the hive. Use organic and environmentally friendly pesticides such as neem oil and diatomaceous earth. Plant bee friendly flowers such as verbena, thyme, zinnias, milkweed, coneflowers, lavender, Mexican sunflowers, buttercups, rosemary, fennel, etc.

Remember: Honey bees are one of our most precious resources and cannot be recycled.

and the economic financial investment is projected to be approximately \$169,000,000 for this phase of the development.

The next phase of this project is a partnership with Recon Capital and JPI development. They Are proposing a 50 acre Mixed-Use and Local Retail / Commercial development that will front along Beltline Road, Lakeside Road and Mercury Road. There will be approximately 12.4 acres of proposed mixed uses such as Retail, Dining, Gas Station, Fast Food and Box Retail. Also proposed is approximately 36.5 acres of Senior Living, Workforce Multifamily, Single Family build-to-rent, and Townhomes.



The timeline of this phase of the project is projected to be five-year buildout, with initial development being residential uses, followed by retail uses. The estimated taxable value is projected to be approximately \$137,000,000. The economic financial investment is projected approximately \$140,000,000. The total combined Estimated Taxable value projected to be approximately \$295,000,000 and the total combined economic financial investment is projected to be approximately \$309,000,000.

The total buildout of the Arcadia Trails Master Planned Community is anticipated for 7-10 years.

For more information regarding Economic Development projects in the city of Balch Springs please visit the EDC website at www.balchspringsedc.com, visit our Facebook/Twitter pages at Balch Springs EDC or contact our EDC Team below.

Chris Dyer, Community Development Director at 972-286-4477 Ext. 212 or by email at cdyer@Cityofbalchsprings.com

Effie Donaldson, Economic Development Administrative Services Mgr. 972-286-4477 Ext. 215 or by email at edonaldson@cityofbalchsprings.com or

Linda Highwood, Economic Development Project Coordinator at 972-286-4477 Ext. 214 or by email at lhighwood@cityofbalchsprings.com.