

# Great Southwest Post

Volume 2

September 2007



## AirHogs & GSWIDA Tailgate Together!



**T**he Grand Prairie AirHogs is an independent minor league team that will be a part of the American Association of Independent Professional Baseball. The team will begin play in May of 2008 at their new stadium located between Lone Star Park and Nokia Theatre off I-30 and Beltline. The AirHogs will be competing in a 96 game schedule from May to August with 48 games being played in Grand Prairie. The AirHogs will be taking on the Fort Worth Cats along with Coastal Bend Aviators (TX), El Paso Diablos (TX), Lincoln Saltdogs (NE), Pensacola Pelicans (FL), Shreveport Sports (LA), Sioux City Explorers (IA), Sioux Falls Canaries (SD), Saint Joe Blacksnakes (MO), and Saint Paul Saints (MN).

GSW is excited to co-host our next after hours event with the Grand Prairie AirHogs. Live music, food and beverages will be set up in the parking lot of Lone Star Park Thursday, September 20 from 5 pm - 7 pm. We hope you will take advantage of this opportunity to come out and meet key people with the AirHogs and get a glimpse of the stadium under construction. For more information about the stadium and ticket prices, see page 4.

## Mark Your Calendar

**Friday,  
September 7  
11 am - 12 am**  
Golf Committee Meeting  
Crowne Plaza  
700 Avenue H

**Thursday,  
September 20  
5 pm - 7 pm**  
Tailgating Party  
1000 Lone Star Pkwy.

**Monday,  
October 22  
1:00 P.M. Shot-Gun  
Start**  
GSWIDA 6th Annual  
Golf Tournament  
GSW Golf Club  
601 Avenue J East

**Thursday,  
November 15**  
Board Workshop  
Ruthe Jackson Center  
3113 S. Carrier Pkwy.

**Thursday,  
December 6**  
**Annual Luncheon**  
Lonnie Hannah  
Ruthe Jackson Center  
3113 S. Carrier Pkwy.



## Around Town

by  
Paul Gramza, Chairman  
RSR Group, Inc.

Arlington city engineers have been evaluating numerous complaints to determine whether problems with the storm water system contributed to the city-wide flooding after more than 117 homes flooded on May 2, 2007, when a storm dumped more than 3 inches of rain in less than 30 minutes. The severity of the storm overwhelmed the storm-water systems, which are designed to handle a 25-year storm, and all signs pointed to this storm as being above the 100-year storm indicator.

Since that time, the City has been discussing a proposal to raise \$22 million over the next three years by increasing storm-water fees to ease a backlog of repairs needed to prevent flooding. Officials say that they don't have the money, staffing or equipment needed to fix problems anytime soon but that the fees paid by residents and business owners will help. The city estimates that it has about a \$10 million backlog in needed storm-water improvements. The city collects about \$2.8 million a year in storm-water fees. The new cost structure will raise an estimated additional \$5 million a year.

### What does this mean to your business?

Prior to the October 2007 increase, commercial property owners paid a maximum \$390 a month per parcel.

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## Market Update

by  
Terry Jones  
Grand Prairie Economic Development

### GSW Industrial Park

#### Showing No Signs Of Slowing Down As The Metroplex's Hottest Industrial Submarket

Significant redevelopment west of GSW began as Arlington announced plans to build a new stadium south of Randol Mill for the NFL's Dallas Cowboys. The stadium is scheduled to open before the 2009 NFL season, and with the announcement to host Super Bowl XLV in 2011, highway and local street upgrades have taken a front-seat. With the spur of infrastructure projects around the stadium, street upgrades include long-awaited road improvements within GSW.

To compliment the Park's entertainment venues, Grand Prairie Professional Baseball owners kicked off construction of the City's new minor league baseball stadium. The stadium, scheduled to open May 2008, will host 48 games in the American Association of Professional Baseball League. Located between Lone Star Park Thoroughbred Race Track and Nokia Theatre, the stadium will feature 87,000 s.f. under-roof and seat 6,000.

Long-awaited highway and road projects are contributing to land development and development potential, and are moving ahead dramatically. With the announcement of the \$87.3 million SH-161 project, frontage construction is advancing north from I-20 to

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P.O. Box 535127  
Grand Prairie, Texas 75053  
817-709-9141  
www.gswida.org

"Corporate Citizens  
Building A  
Better Tomorrow"



# GSW Association

## Working to Represent You

by  
Jim Hazard

The Great Southwest Industrial District Association is a group of individuals that own land or businesses in the Park. The Board of Directors are elected by the Association and works diligently lobbying the cities for improvements, protecting property values, and rectifying problems which may threaten the vitality of the Industrial Park.

### Sexually Oriented Business Update

The proposed cabaret on 112th Street and Randol Mill Road located in the Great Southwest Industrial Park will no longer be a threat to the community. Arlington Police Chief Theron Bowman denied the permit application for the cabaret June 21 because Dean Wilkin of Fort Worth did not publicly post his intent to open the club for 60 days before applying. Wilkin also did not apply for the appropriate certificate of occupancy, police officials said.

City Councilman Mel LeBlanc, who represents north Arlington and holds a position on the board for Great Southwest Industrial District Association, said he is relieved Wilkin's plan failed. LeBlanc said he made it clear that he would vote against giving any economic development incentives if they were involved in bringing a sexually oriented business to our community.

### Crime Watch

Recently, a handful of concerned business owners near Avenue J and Avenue H joined forces and formed a business crime watch for the area. Shortly afterwards the program stagnated. Now, the Association has joined forces to bring together the Grand Prairie and Arlington businesses with GPPD and APD Crime Prevention units to form a crime watch program for the businesses located in this submarket of the Industrial Park.

If your business is located between Avenue J (to the north), Avenue H (to the south), and Great Southwest Parkway (to the east), please contact Laura Durden at 817-709-9141 or email at [ljdurden@swbell.net](mailto:ljdurden@swbell.net) to participate in this program.

Special Thanks to our June's Hour of Power Sponsors!

- Bradford Commercial Real Estate Services
- Duke Realty Corporation
- Frost Bank
- General Motors
- Grand Prairie Economic Development
- Primera
- Republic National Distributing Company

## Welcome to Great Southwest Association!

- American Eurocopter
- CCDA (water bottling division of Coca-Cola)
- Grand Prairie AirHogs
- Pro Staff
- SCM Real Estate, Inc.
- WF Champion Partners, Ltd.

### Annual Membership Luncheon, December 6 Lonnie Hannah, 2006 Bronze Medalist Paralympic Winter Games



GSW is proud to present Lonnie Hannah as our motivational guest speaker at the upcoming membership luncheon in December. Lonnie Hannah, member of the U.S. Paralympic Sled Hockey Team, was named the recipient of Whang Youn Dai Overcome Prize designed to recognize Paralympic athletes who exemplify incomparable spirit for sports and the human spirit.

Hear how he appreciates the things he has rather than what he doesn't have. Always focusing on what he can do rather than worry about what he cannot do. Hannah, known for having a passion for sports and a zest for life, has a unique way of finding the positive in any circumstances. Find out how he overcomes a bout with cancer and still competes. For more information, visit [www.gswida.org](http://www.gswida.org).

Market Update cont. from page 1

SH-183, and the state is taking private sector proposals to develop, construct and finance the tolled main lanes along the 11.5-mile project. At the final stage of completion in 2008, this north-south thoroughfare will become a major commercial artery for GSW.

### Great Southwest Industrial Park

Great Southwest Industrial Park continues to maintain its reputation as North Texas' hottest industrial parks. Developers and investors within the Park applaud the continued growth boom of the most important industrial submarket in Dallas-Fort Worth. As the largest platted industrial complex in the Metroplex, the Park remains one of the pivotal forces behind the overall local surge in economic development.

Because of the centralized location and the proximity to air and highway transportation, the Park is a well-established distribution/warehouse hub. The majority of the Park's approximately 80 million square feet lies in Grand Prairie and the Park continue to attract local, regional and national companies with our pro-business style and dedication to building and maintaining relationships. One such success story is Grand Prairie's

continued support of a ¼ cent sales tax to maintain and develop road and infrastructure base within the Park.

### Market Momentum

Even with Grand Prairie reporting 8% vacancy, the market continues to absorb space. With the growing interest to locate in the GSW Industrial Park, landlords are experiencing multiple prospective deals working on their vacancies. Based on the continuing economic development activity, 2006 recorded strong volume absorption at 4.2 million s.f., and first quarter 2007 showed 442,000 s.f. net absorption. As reported by CBRE, the industrial market is in good condition and at the healthiest levels since early 2001.

### New Growth

As current demand continues to outpace supply, and guided by the surge of economic development and wealth, industrial construction projects are front-and-center to the Park's already strong industrial sector. With shrinking available space, new development opportunities for investors and owners continue to emerge, and with ample available sites in GSW, land continues to be a hot commodity.

Project announcements came in many

fronts during 2007. Goelzer Industries put the walls up on more than 200,000 s.f. of industrial space on Trinity, and revealed that it will take ownership of three new speculative 12,000-square-foot buildings.

With the announcement that real estate investors, Walter Floyd and Champion Partners, purchased 79 acres at GSW Parkway and Marshall, plans to build a 1.3 million-square-foot distribution center called Logistics Crossing began taking shape. Grand Prairie officials envision this development to be in high-demand with UPRR rail lines to the facility.

Duke Realty cannot go unnoticed in the GSW market. It's difficult to remain incognito while dirt is moving to make way for a 1,000,000 s.f. speculative building at the new Grand Lakes industrial park on I-30, equivalent in length to the height of the Empire State Building.

Topping off new developments in GSW, Trammell Crow is proceeding full speed ahead with construction of the first building in its 1.5 million s.f. distribution center at SH-161 and Pioneer Parkway, while redevelopment is moving forward to raze Forum 303 Mall and build 1.1 million s.f. of class A distribution.

With companies continuing to snap-up space at a rapid rate, moving and growing business in GSW is a sure bet in 2007.

# 6th Annual Invitational Golf Tournament

Great Southwest Golf Club  
601 Avenue J East  
Grand Prairie, Texas

Proceeds will benefit the Grand Prairie Boys and Girls Clubs as well as the Great Southwest Industrial District Association.

**Team of 4 - \$500.00**

**Individual Player - \$150.00**

**Monday, October 22, 2007**  
**Registration & Lunch 12:00 - 12:45**  
**Shotgun Start 1:00 pm**

**Post event Reception & Door Prizes**  
**immediately following the tournament.**

**To register and pay visit our website,**  
**[www.gswida.org](http://www.gswida.org)**

## A Special Thanks To Our 2007 Sponsors

**Gold** *WF Champion Partners, Ltd.*

**Silver** *Duke Realty*  
*Primera Companies*

**Bronze** *Apex Geoscience Inc.*  
*Grand Prairie Economic Development*  
*Pinnacle Environmental*  
*Ticor Title*

## Become a GSWIDA Member Today!

To become a member is simple and affordable, the cost of the Business Membership is \$250 annually. To join visit us at [www.gswida.org](http://www.gswida.org), click on Membership, download an application and mail it in or contact the Corporate Offices at 817-709-9141.

## July's Board Meeting Notes

### City Reports

**Terry Jones** introduced Councilman Bill Thorn, who will serve on the GSWIDA Board as Mayor England's liaison; Terry reported that Jay Hancock observed homeless people living at Watson Rd. & I-30, Mayor Cluck was contacted. As a result, law enforcement noticeably beefed-up patrols, arrests began, APD followed-up with a telephone conference with Jay.

**Deputy Chief Mike Shaw** addressed issues of crime, prostitution and homeless and clearly stated his objective to address these issues for the industrial park; advised he wants to be an integral part of our Association and will attend meetings as GPPD. Since these are targeted Association issues, Deputy Chief Shaw suggested the Association bring together the Arlington and Grand Prairie businesses and consider forming a Business Crime Watch for the area of concern between Avenue J and Avenue H; he agreed to direct GPPD Crime Prevention unit to contact and coordinate efforts with APD Crime Prevention.

**J.R. Page** reported that several businesses in his (Arlington) area formed a crime watch group but that it stagnated after a couple of months. Our intentions are to join forces with these businesses and become the torchbearer and head up this program for our members and business owners.

### Committee Reports

**After Hours Networking, Terry Jones** handed out a flyer advertising our next after hours networking event. Provided the Board with background information on the Grand Prairie AirHogs. After inviting them to our last luncheon, Grand Prairie AirHogs decided to join our Association and has volunteered to host our next after hours networking event.

**6th Annual Golf Tournament, Terry Jones** provided an update on the last golf committee meeting. Discussed the amended sponsorship categories, listed those sponsorships already committed, imparted the current golf information is on the website.

**Annual Luncheon, Terry Jones** reported Lonnie Hannah would be our guest speaker at the Annual Luncheon in December.

### Other Business

**Grand Prairie Chamber, Paul Gramza** detailed his involvement with the Chamber in an ex-officio capacity representing GSWIDA, and will attend Chamber Board meetings and keep them updated monthly on our organization efforts.

**Terry Jones** announced new members: Grand Prairie AirHogs and CCDA (the water bottling division of Coca-Cola). Pending applications are Pro Staff, City of Arlington/Economic Development, Cardinal Healthcare, American Eurocopter and Walter Floyd/Champion Partners.

## Around Town

*cont. from page 1*

Prior to the July 24 Council meeting, initial discussions would remove the commercial cap, and commercial property owners would pay \$4.25 a month for every 2,800 square feet of impervious surface (i.e. sidewalks, patios, driveways, parking lots and foundations) because these areas do not absorb rain and therefore contribute to flooding.

As an example – if this plan had been approved - AISD monthly bill would increase from \$6,000 to \$31,000, and the General Motors Assembly Plant monthly bill would increase from \$390 to about \$10,000.

### **Arlington Council votes to raise storm-water runoff fees gradually**

At the July 24 meeting, however, Arlington City Council voted to increase the monthly storm-water fee starting in October but will wait until 2010 to fully

implement the higher rate. The money will allow the city to hire more drainage crews, buy inspection equipment, and pay for capital improvement projects and creek maintenance in parks.

Commercial businesses, churches, apartment complexes, the school district and others will pay \$2.00 a month for every 2,800 square feet of impervious surface that creates storm-water runoff. Those surfaces include building foundations, sidewalks, patios, driveways and parking lots. Non-residential rate will increase to \$2.75 in 2008, \$3.50 in 2009 and \$4.25 in 2010.

### **Residential monthly rates will increase from \$1.30 to \$2 in October.**

The ordinance doesn't include discounts or exemptions for the school district or churches but will offer ways for property owners to receive credit if they implement storm-water mitigation efforts, such as adding retention ponds or creating porous areas in parking lots that allow rain to be absorbed.

### **What is Council discussing now?**

**Mitigation** – Proposal to offer reduced fees to nonresidential water users who take measures to reduce storm-water runoff.

**Development** - Consider amending development ordinances to encourage new projects to include storm-water mitigation measures, such as retention ponds. Developers who do not comply will pay into a storm-water improvement fund and be assessed the maximum fee.

**Parking** - Review parking regulations to reduce the number of spaces required for businesses. With the exception of peak shopping seasons, many parking lots are excessive, creating a sea of asphalt that contributes to runoff.

**Creeks** - Consider accepting responsibility for maintaining creeks, streams and other channels that funnel storm water out of the city. Typically, private-property owners are responsible for clearing brush and debris from creeks and streams.

# GSWIDA

2007 Board Of Directors

## CHAIRMAN

**Paul Gramza**, RSR Group, Inc.  
972-602-4000

## SECRETARY

**Jake Hardin**, Frost National Bank  
817-420-5502

## TREASURER

**Dirk Taylor**, General Motors  
817-652-2294

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**Laura Durden**, Comprehensive Designs  
817-709-9141

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**Lisa Harrison**, Great Southwest Golf Club

**Jim Hazard**, Henry S. Miller

**J.R. Page, Jr.**, Crowne Plaza Suites

**Michael Spain**, Bradford Realty Services

**Michael A. Stanzel**, Robert Lynn Co.

**Scott Studzinski**, ProLogis Trust

**Jeff Thornton**, Duke Realty Corp.

## EX-OFFICIO

### Honorable Bill Thorn

Grand Prairie City Council, District 3  
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Mayor Charles England

### Honorable Mel LeBlanc

Arlington City Council, District 1  
GSWIDA Liaison to  
Mayor Robert N. Cluck

### Terry Jones

Office of Economic Development  
GSWIDA Liaison to  
City of Grand Prairie

### Andrea Roy

Economic Development Specialist  
GSWIDA Liaison to  
City of Arlington

### Deputy Chief Mike Shaw

GSWIDA Liaison to  
Grand Prairie Police Department

### Deputy Chief Jaime Ayala

GSWIDA Liaison to  
Arlington Police Department

GSWIDA

P.O. Box 535127

Grand Prairie, Texas 75053



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## Member Spotlight Grand Prairie 'AirHogs'



The stadium will feature 87,000-square-feet under the roof, plus playing field and will include a Kids Zone play area, restaurant and cigar bar in left field, and a swimming pool overlooking the field. It will seat 6,000 (4,000 permanent seats, 12 luxury suites and 2,000 lawn seats). The stadium will add about 200 seasonal jobs to the Grand Prairie market and expects to attract about 300,000 people a year: 150,000 to games and 150,000 to special events.

Tickets range from \$6.00 for General admission to \$12.00 for Club Seats. Parking and food will be inexpensively priced so as to attract families and groups.

**Luxury Suites:** The perfect place to entertain perspective clients or reward your employees for all their hard work. Grand Prairie Ballpark luxury suites seat 17 on the balcony overlooking the field but can accommodate up to a total of 20 people. Each suite has its own outdoor balcony overlooking the field as well as an air conditioned inside complete with two couches, coffee table, 3 barstools, refrigerator and a flat screen TV/VCR.

**Group Areas:** To have a special night out for co-workers or just a group of friends, purchasing group tickets to an AirHogs baseball game is a great way to entertain. Private party areas such as the Helipad Pool Area, Third Base Party Deck, Officer's Club, Party Suites or one of our Hall of Fame Rooms are available for nightly rent. Group tickets are also available for purchase at a discounted ticket rate.

**Season Tickets:** The AirHogs will sell only 1,000 full-season tickets, so reserve your season tickets today to have the same great seat for every game. Enjoy a "Meet the Team" pre-season picnic with the AirHogs players, priority privileges for playoffs, concerts and special events among many other great benefits.

For more information about suites, tickets or advertising contact the Grand Prairie AirHogs Baseball Office at 972-263-9588 or check out our website at [www.airhogsbaseball.com](http://www.airhogsbaseball.com).