

## Badge:

Regulatory framework: Green

Local political mechanics: Green

Regional values & demographics: Green

Local identity: Red

## Project details:

Name: Emerald Hill Storage

Project Type: Storage facility

Location: City of Desoto, Dallas County, Texas

Timeline: COD Q1 2026

Size: 250MW, 500MW hours

Landowners: 1 landowner - Ahmad Khatlb

## City Profile

Desoto is a mid-size, suburban community southwest of Dallas, Texas. Since 1990, Desoto has seen a significant change in its demographics, transitioning from a majority white town (75% in 1990) to now being 67% African American. The citizens are mostly middle class, with approximately 68% owning their homes and over 50% having attained some level of college education. Similar to most of Dallas County, Desoto leans heavily toward the Democratic Party in federal, state and local elections.

## Strategy

This area was hit hard with outages during the 2021 ice storm, and local sentiment is strongly in favor of economic development and clean energy policies. We recommend an engagement strategy centered around economic benefits and grid resilience, starting with key city officials

and early community giving and partnerships. The support of neighboring DeSoto High School is crucial.

## Key Initial Contacts

Council Representative Dinah Marks; High School Principal

## Decision-Makers & Approvals

### Permitting

#### Proposed Site History and Current Status

**Location:** The parcel is in Place 5, represented by [Dr. Dinah Marks](#). Dr. Marks is also the Council Representative on the Planning and Zoning Commission.

**Zoning:** The prospective site is designated as PD-116. *Planned Development*. It is boarded by *Single Family Residential - 10* bordering. [[DeSoto Community Map \(arcgis.com\)](#)]

The City of DeSoto Zoning Ordinance describes it as:

Planned Development District No.116: Single Family Residential Uses

Area: 23.77 Acres

Location: West of Westmoreland Road and South of Eagle Drive.

**Special note:** The southernmost corner of the parcel shows up as *Bearson Park*, which is described as a ~6 acre park in the Parks Master Plan. More on this is in the [Potential Partnership Approaches](#) section.

#### **Zoning change, 2005.**

The parcel was rezoned from *Single Family Residential* in 2005 to its current status.

The designation *Planned Development District* is an *Overlay and Prefix District*, which retains the base zoning designation in effect unless it is changed by a zoning amendment. In this case,

an amendment to the Zoning Ordinance was passed, codifying the parcel as *Planned Development*. [[City of DeSoto Zoning Ordinance](#)]

The houses abutting the parcel are part of the Twin Creek development. DeSoto has dozens of Homeowners and Neighborhood Associations that are an integrated part of the city government, but Twin Creek is not part of any HOA. A separate document with parcel owner information is provided with this document. [x Emerald Hills-Dallas Oak CAD Parcels.xlsx](#)

### Original proposed use and site plan.

The linked ordinance in this section includes the conceptual site plan and landscaping plan as approved in 2005 for the ~22 acre parcel: Ordinance No. 1652-05 (Z-1048005) [[PD-116 EAGLE VALLEY 12-20-05 \(desoto.tx.us\)](#)] [[Minutes from passage of the ordinance.](#)]

### Potential consideration.

In 2016, PD-116 was discussed in relation to amendments requested by the developer for a neighboring parcel (PD-124). Minutes from this meeting reflect a concern about high school students being able to walk through PD-116 (the proposed storage site). This may be an important consideration for the storage site design. [Minutes | 7/19/2016](#)

### Discrepancy between State Code designation and City Zoning designation explained.

Property tax records show that the State of Texas designates this plot as “#1 Commercial - Vacant Plotted Lots/Tracts” (see *table 1*). The state code of *C1* is a designation for vacant lots of any size. [[PDF 96-313.pdf](#) see p.5]

The zoning designation is “Single Family-10”, which is the base layer assigned by the City of DeSoto prior to the passage of the Eagle Valley ordinance in the preceding section.

Table 1

Land (2022 Certified Values)										
#	State Code	Zoning	Frontage (ft)	Depth (ft)	Area	Pricing Method	Unit Price	Market Adjustment	Adjusted Price	Ag Land
1	COMMERCIAL - VACANT PLOTTED LOTS/TRACTS	SINGLE FAMILY-10	0	0	23.7000 ACRE	STANDARD	\$15,000.00	-40%	\$213,300	N

## Application Process & Jurisdiction level

Application and approval takes place at the city level. No permissions are required at the state or county level.

## Specific Use Permit (SUP)

A specific use permit is required, and can be submitted online. [[SUP Application](#)]

After a staff completeness review and any necessary corrections, the City will request digital presentation materials, such as a powerpoint presentation, for Planning and Zoning Commission and City Council meetings. The application is considered by the P&Z first, and then by the Council. [[Application-Check-List-Only](#)]

## Comprehensive Plan

The city began its comprehensive plan update in November, 2022. A draft vision and goals have received community feedback. Summer of 2023 is the projected adoption date. To date, there is nothing in the Plan that would support or prohibit the proposed use.

[[Comp Plan Update Presentation, 2/20/2023](#)] [[Comp Plan Website](#)]

## Planning and Zoning Commission (P&Z)

The seven commission members are appointed by the City Council to serve for a three-year term, with term limits of six years. Their responsibilities include:

- Zoning application review and recommendation including Planned Developments, Specific Use Permits, Plats and Straight zoning
- Review all subdivision plats within the city limits

The commission also makes recommendations to the City Council regarding other development policies or ordinances, such as changes to the Comprehensive Plan, Subdivision, and Zoning Ordinances.

## Commission Members

### Warner Bell (2022)

Commissioner

**Term expires:** 9/2025

Mr. Bell is an IT professional who has his own computer repair business in addition to his position at Dallas College.

**Employment History**

**Current:** Dallas College, Senior Systems Administrator; (and two prior positions) 2018 to present

**Past employment:** CH Reynolds, Cisco Data Center Access/Ops Engineer, 2017-2020.

Unisys, Dell field engineer 4, 2017-2018

TEKsystems, Technician II, Network Operations, 2016

**Education**

AA, Information Technology, University of Phoenix

BS, Network Operations and Security, Western Governors University

PGP-CC, Cloud Computing, Texas McCombs School of Business

**Tanya Brooks (2022)**

Commissioner

**Term expires:** 9/2025

**Employment History**

**Current:** Dallas Area Rapid Transit, Assistant Vice President Capital Planning, 2022

**Past employment:**

- City of Fort Worth, Assistant Director, Transportation and Engineering, 2019-2022
- City of Dallas, Assistant Director, Mobility Planning; and three planning-related positions within the transportation department, 1999-2019

**Volunteer Experience/Boards**

- WTS, Director of Professional Development, 2022 to present
- North Central Texas Council of Governments, Surface Transportation Technical Committee Chair, 2021-2022; STTC Secretary, 2019-2020
- McKinney Avenue Transit Authority, Board of Directors, 2016-2019

**Education**

BS, Transportation/Mobility Management, Southern University at New Orleans

Master of Public Policy, City/Urban, Community and Regional Planning; University of Northern Iowa

**Coffey Caesar (2018)**

Commissioner

**Term expires:** 9/2024

Ms. Caesar is a native of Texas who has traveled extensively and lived in a number of states and abroad (France). She has a long list of accomplishments, and was featured in the Fall 2021 edition of Soul and Salsa along with her daughter, Xandria.

### **Employment History**

**Current:** Coffey Caesar Real Estate Firm, LLC, Owner

**Past employment:** Model, fashion designer

### **Education**

BA in Fashion Merchandising and Design, University of Houston  
Licensed Minister

### **Preston Gilstrap (2016)**

Commissioner

**Term expires:** 9/2023

Mr. Gilstrap is a former law enforcement officer, and was the National Chair of the National Black Police Association. As Chair he testified in a 2002 form on police misconduct held by the US Congressional Black Caucus in Inglewood, CA.

At a July 2022 P&Z Commission meeting, he gave the below statement to the press after the Commission denied a developer's request to decrease lot sizes in a development from 10,000 square feet to 6,000 square feet. Staff had recommended approval.

*There's something about a community that maintains its integrity – what we want to see, need to see, what we have to see. We are here to listen to the citizens and then make recommendations to the council. Code needs to be updated, zoning needs to be updated. But we can't jump at everything that comes down the pipe. My grandpa used to say 'all money, ain't good money.' There are two to three families living in houses. These developments take away from the atmosphere. I don't have a problem with developers. McDonald is right, we need all the development we can get. But we need it to be pristine.*  
[\[DeSoto P&Z Denies Controversial Zoning\]](#)

### **Employment History**

**Current:** Retired

**Past employment:** Dallas Police Department, 1971-2013

**Education:** Unknown

### Thelonious (Theo) Peugh, Sr. (2018)

Vice Chair

**Term expires:** 9/2024. This is Rev. Peugh's second term and, due to term limits, it will be his last.

Reverend Peugh is former chair of the P&Z Commission. He is an assistant public defender and Senior Pastor of CenterPointe Baptist Church.

### Employment History

Current: Dallas County, Assistant Public Defender

Past employment: Unknown

### Education

BS, Psychology, Texas A&M University

JD, Thurgood Marshall School of Law at Texas Southern University

### Gerry Ravnell (2020)

Commissioner

**Term expires:** 9/2025

### Employment History

**Current:** Berkshire Hathaway Homeservices, Licensed Real Estate Salesperson

**Past employment:** Walgreens/Option Care Infusion Services, Regional Sales Director, 2014-2016

Various, Regional sales and marketing in many states and a variety of companies (unstated), 2004-2013

### Education

BBA, Marketing, University of North Texas

### Keith Stone (2017)

Chair

**Term expires:** 9/2023

## Employment History

Current: Keller Williams Realty, Realtor

Past employment: Leetex Construction; Turner Construction, Project Manager, Project Engineer, 2002-2015

## Education

BS, Civil Engineering, Howard University

## Form of government

DeSoto is a council/mayor form of government, in which all council members are elected at-large but must live in the district they represent. The mayor represents the entire city, with no requirement to live in a certain district. DeSoto is a majority female (55%), majority African-American (~67%), which is reflected in the City's leadership.

## Council recent history

It is not unusual for a DeSoto council member to resign before their term expires. A few constituents in a recent public meeting for the Comprehensive Plan update noted council turnover as a problem, while others saw the city council leadership as an asset.

In 2019, the council member for Place 6 was embroiled in a public scandal about her husband's embezzlement from the DeSoto Economic Development Corporation when he was the head of the organization. The mayor at the time (now deceased) took steps to suppress the information, pressuring the city manager to keep quiet a full two years before the story became public. The city manager resigned and took a job in Charlottesville, in part due to the mayor's actions and other reasons he would not disclose.

The City is focused on creating a business district, transforming it from a suburban bedroom community into a small city with business, entertainment, medical facilities, and other amenities. This requires forward planning, which they are actively engaged in now.

## Code of Conduct

The city has a code of conduct ordinance and a *Guide for DeSoto Public Officials* which applies to citizens elected and appointed to serve. There are *Disclosure of Interests*, *Economic Conflicts of Interest*, and *Statutory Requirements for Municipal Authority Responsible for Approving Plats* sections specific to members of the P&Z that advise officials must recuse themselves for any land use decisions they may have a *Substantial Interest* in:



No member of the City Council, the Planning and Zoning Commission, or Board of Adjustment shall participate in, or vote on, any land use matter (e.g. zoning, variances, plats, permits) in which such officer has a Substantial Interest in any real property within 200 feet of the real property, the subject of the land use matter.

Example: A City Councilmember or Planning and Zoning Commissioner may not vote on a zoning case or on plat approval for property located within 200 feet of real property owned by such DeSoto public official. (p. 15)

All DeSoto appointed or elected public officials must complete a disclosure form upon appointment or election, disclosing the type and location of all real property within the city limits in which the official has any interest. [\[Code of Conduct Ordinance\]](#) [\[Guide for DeSoto Public Officials\]](#)

## Mayor and Council

Rachel L. Proctor (2013)

Mayor

**Year elected:** 2013

Ms. Proctor was first elected to City Council in 2013, and re-elected in 2014. She served as Mayor Pro Tem from 2016-2019. In February 2021, she was elected to fill the unexpired term of Mayor Curtistene McCowan, who passed away in office. Three days after taking office, DeSoto was hit by the storm that knocked out power for multiple days across the state.

Mayor Proctor was reelected in May, 2022; she is the 22nd mayor of DeSoto. Proctor devised the Developer's Roundtable to bring developers and others together under the rationale that:

*"Cities don't develop cities, developers develop cities. It behooves us to build these relationships so we can give developers who come in our vision to really give us what we want to see and work together as partners on that."* [\[Mayor Proctor Talks About Her DeSoto Roots & What Motivates Her\]](#)

She holds quarterly "360" meetings with HOA representatives. As an elected, she is proud of her work on:

- Pay Day Loan ordinance to reduce abusive practices of predatory lenders


- Implementing a transportation program with benefits to low and moderate income residents' travel for essential services.
- Economic development via the "Grow DeSoto Marketplace", a comprehensive business incubator that includes affordable rents, mentoring, and support for small business.

Ms. Proctor aspired to having her own business from a young age and has written about and presented on entrepreneurship with a special focus on getting women started in business and leadership. She has been recognized for community service and been given multiple awards for leadership, mentoring, and business. She is a licensed minister with a focus on women's retreats. Mayor Proctor seems to have a boundless capacity for work, which is reflected in her many accomplishments to date and her ongoing multiple endeavors. [[Rachel L. Proctor](#)]

**Current employment:** Owner and Administrative Director of the Neighborhood Christian Learning Center of Dallas, Inc. This is a family-owned business that has been in operation for 30 years.

**Stated priorities are:**

- Government transparency
- Execute the strategic plan
- Improve the relationship with the ISD for the good of all
- Economic development regarding the Hampton Road redevelopment

**Position on solar:** Mayor Proctor signed a National Clean energy Week proclamation in September, 2022. [  NCEW Proclamation 2022- DeSoto.pdf ]

**Past Community and/or board involvement**

- DeSoto Chamber of Commerce, board member
- Leadership Southwest, board member
- Dallas County Child Welfare Board, board member
- Dallas County Juvenile Department Youth Services, Advisory Board Liaison
- City of DeSoto Audit and Finance Committee
- Liaison for the City Council to the Economic Development Corporation
- DeSoto Public Library Advisory Board

**Education**

BA in Interdisciplinary Studies, University of Texas at Arlington.

## Patricia Ledbetter (2008)

Interim for Place 2

**Year elected:** 2008

Ms. Ledbetter was appointed by the Council on February 6, 2023 to replace Kay Brown Patrick, who resigned on January 17, 2023. A general election on May 6, 2023 will be held for this seat and for Place 4. Ms. Ledbetter represented Place 2 on the council from 2008 to 2014, and was Mayor Pro Tem from 2013-2014, ultimately leaving due to term limits.

Because Ms. Ledbetter is not running for any council positions on the May 6 ballot, this profile is abbreviated.

## Nicole Raphiel (2018)

Place 3

**Year elected:** 2018 in a February special election to fill a vacancy. CM Raphiel was re-elected in 2019. She has lived in DeSoto since 1997.

**Current employment:** St. Philip's School and Community Center, Community Development Project Manager

**Stated priorities are:**

- The Place 3 constituents
- Economic incentives/business development deals—strengthen the attraction of sound businesses.
- Fiscal responsibility and restraint
- Hire a marketing manager

**Position on solar:** None found

**Past employment**

- Executive Assistant, (contracted) Substance and Mental Health Services Administration, 2013-2022
- Dallas Area Rapid Transit, Community Education and Outreach, 2009-2022
- Big Thought, Arts Partners Representative, 2008-2022

**Community and/or board involvement**

- DeSoto Park Development Corporation Board; former board chair. She has been on the board since 2013. The board oversees the Parks master plan.
- DeSoto Dining and Dialogue, Facilitator
- Oak Cliff Bible Fellowship, Puppet Ministry Volunteer Director, May 2005-present

**Education**

BS in Business Administration from the University of Texas at Dallas

Andre' Byrd, SR (2019)

Mayor Pro Tem, Place 4

**Year elected:** 2019, to fill an unexpired term.

CM Byrd ran unsuccessfully against Mayor Proctor in the 2022 election. He is on the ballot for the May 6 election and has three challengers.

He considers himself a servant leader.

**Current employment:** New Covenant Christian Fellowship Church, Founding Pastor, 2006

**Stated priorities are:** None found

**Position on solar:** None found

**Past employment**

- Medco Construction, Controller
- Omni Corporation; Rosewood Corporation; Noble House Corporation; Consultant

**Community and/or board involvement**

- Baylor-Juanita Craft Diabetes Health Aware Center, board member
- Leadership Southwest, board member
- Texas Municipal League, member
- Thorntree Homeowners' Association
- DeSoto Economic Development Corporation, Liaison for the City Council
- Covenant House, a rehabilitative haven for men recovering from substance abuse; founder and president
- DeSoto Women-and Minority-Owned Business Enterprises (W/MBE), Ad hoc Committee
- DeSoto Audit and Finance Committee, member

He has received recognition and honors for his work in the community and abroad by the City of Dallas, the City of DeSoto, the Dallas Fire Department, the National Baptist Convention, and several Texas universities.

**Education**

Honorary Doctorate from Texas Bible Institute and Seminary. Certified Faith-Based Counselor.

**Dr. Dinah Marks 2019**

Place Five

The proposed site is within Dr. Marks' district, as is the DeSoto High School. She is a former educator, and may have some educational programs or improvements in mind for potential funding.

**Year elected:** 2019

**Current employment:** Retired

**Stated priorities are:**

- Commercial development—attract and retain businesses, keep residential property taxes low
- Education funding is an issue as there are fewer children
- Bring awareness to domestic violence at an early age (teen), since these types of public safety calls have not decreased despite an overall reduction in calls for service.

**Position on solar:** None found

**Past employment**

- 30 years with the Dallas Independent School District as an Instructional Specialist, Educational Employment Administrator, Assistant Principal. Principal Fellow, and Principal at the Elementary and Middle School levels.

**Community and/or board involvement**

- DeSoto Arts Commission
- Kentsdale Farm Board of Directors
- NAACP
- Delta Sigma Theta Sorority, Inc, member.

Dr. Marks is active in her church, where she has served as president, media ministry, and President of Women's Ministry.

**Education**

BA in Education/English, Alabama A&M. Master's in Educational Administration, Texas A&M.  
PhD in Educational Leadership, Nova Southeastern University, Ft. Lauderdale, FL.

**Crystal Chism 2021**

Place Six

**Year elected:** 2021

This is Ms. Chism's first elected office.

CM Chism and Mayor Pro Tem Andre Byrd have worked to prevent the development of discount stores and smoke shops, believing that these establishments increase crime rates and prevent more useful development projects like grocery stores. Ms. Chism also advocated to raise the minimum wage for city employees, increase staffing in city services like Code Enforcement, and have the municipal court establish programs for abusers in Misdemeanor C family violence cases.

**Current employment:** Unknown

**Stated priorities are:**

- Economic development, COVID recovery
- Address empty commercial real estate, grants for existing businesses
- Better food and grocery options
- General public health for all ages, including parks, wellness programs, library enhancements.

**Position on solar:** None found

**Past employment**

- Former combat veteran, 10 years, Army, active and reserve

**Community and/or board involvement**

- DeSoto Domestic Violence Advisory Commission, Vice Chair
- Citizens Police Advisory Committee, commissioner
- South Dallas Professional and Business Women's Club, member
- DeSoto Rotary Club, member

**Education**

BBA in Management; University of Texas in Arlington

**Letitia Hughes 2021**

Place Seven

**Year elected:** 2021

CM Hughes was elected in a special election to fill an unexpired term in February, 2021. She ran for re-election in May, 2021 and kept her seat.

She is positive about the city and its leadership and staff.

**Current employment:** The Hughes Group Real Estate Services, broker and owner

**Stated priorities are:** Unknown

**Position on solar:** None found

**Past employment**

- Remax, realtor, 2007-2010
- Texas Department of Human Services, caseworker, 1993-1998

**Community and/or board involvement**

- MetroTex Board of Realtors, Southwest Dallas MLS representative
- Community Missionary Baptist Church of DeSoto, co-chair of the Veterans Ministry

**Education**

Coursework in Communications, University of Texas at Arlington

**Potential Partnership Approaches**

1. Contribute to trail development in Bearson Park or other locations listed in the Parks, Recreation and Trails Master Plan 2020 (p.83) [[Parks Master Plan](#)]

The southernmost corner of the parcel is Bearson Park. It appears in the Parks, Recreation and trails master plan as 6.4 acres that are “undeveloped”.

Section 4 of the plan’s Site and Facility Inventory describes it:

Bearson Road Park is an undeveloped park site adjacent to Veloweb Trail. The site is relatively flat and is dominated by a number of well-established Cedar trees. The site is bound by a wooded fence row along the west and south side of the park and tree cover along a drainage swale on the east side. The park acreage lends itself for future development as a neighborhood park although the park is cut off from the neighborhoods to the west by Elerson Rd. Direct pedestrian access, which is a traditional component of a neighborhood park, is able to be achieved from the neighborhoods to the east by way of the Veloweb Trail. (p.58)

Certain areas of the city have been identified as underserved areas. If Bearson Park were to be removed from this inventory as part of the Emerald Hills build-out, it would cause that area to be put into the “underserved areas” predicament. (p.95)

2. Building a meaningful tree canopy is a stated council goal and the city recently passed a tree mitigation ordinance. A partnership or contribution regarding increasing the tree population may be welcomed. CM Crystal Chism (Place 6) has been an active proponent of improving the tree canopy.

## Additional Information

- DeSoto has dozens of Homeowners’ Associations. These meet regularly with council leadership. [Homeowners & Neighborhood Associations | DeSoto, TX - Official Website](#)
- Oncor is the power supplier. There is no compiled history of outages easily available, but news stories show the 2021 ice storm caused extended outages for DeSoto residents. In addition, an October 2022 campaign event with Beto O’Rourke had DeSoto residents cheering at his promise to fix the power issues.
- The city has a 2023 Business Plan, which includes the goal of developing zoning requirements that require greenspace as part of residential and commercial developments. [2023 Business Plan | DeSoto, TX - Official Website](#)
- The city has a fire academy that serves the Dallas-Fort Worth area. The Fire Marshal is Brandon Freeman. [DeSoto Fire Academy](#)

## Nearby or recent projects



- 12/2022: 55 miles from Dallas; 190 MW/380MWh Cunningham facility will be the largest operating battery energy storage project on the Texas grid upon commissioning next year. It consists of 159 cabinets of 2.4MWh blocks. It will supply power and ancillary services to the Electric Reliability Council of Texas (ERCOT).  
[ACCIONA Energía acquires largest battery storage project in Texas \(190MW\)](#)
- 6/2022: Granbury, Texas. The 260 MW/260 MWh battery energy storage project is the largest of its kind in Texas to date. This project is part of the \$1 billion investment that Vistra is making within the Texas ERCOT market, and is the second of seven new zero-carbon projects Vistra is bringing online in Texas over the next few years as part of its Vistra Zero portfolio. [[Huge battery facility in Texas goes online](#)]

## Power Mapping

### City Manager

**Brandon Wright**

(972) 230-9644

bwright@desototexas.gov

Appointed by the Desoto City Council to serve as City Manager in March 2020. Previously served as Chief Financial Officer and Assistant City Administrator, as well as the Finance Director and Budget Manager, for Davenport, Iowa between 2010 to 2020. Between 2007 and 2010 he was a Budget Analyst for the city of Aurora, Illinois. He has a master's degree in Public Administration from Northern Illinois University and a bachelor's in Communications from Brigham Young University.

### Local & County Officials

**County Assessor**

John R. Ames

john.ames@dallascounty.org

214-653-7811

Democrat; Graduated from Northwood University (BBA); first elected in 2008, re-elected in 2012, 2016, 2020; currently serves as an ex-officio member of the Dallas Central Appraisal District (DCAD) Board of Directors; previously served on the statewide board of the Texas Association of Counties (TAC) representing all County Tax Assessors; past president of Tax Assessor-Collector Association of Texas (TACA); member of the Texas Association of Assessing

Officers (TAAO); past officer of the Collin County TAAO chapter and the past president of the North Texas TAAO chapter; past Board Trustee of the Texas School Assessors Association (TSAA); past board member of the Certified School Tax Administrators; past president of the Texas Association of Municipal Tax Administrators (TAMTA) which was an affiliate of the Texas Municipal League (TML); former voting delegate for the Property Tax Education Coalition (PTEC). The tax office had rolling closures in recent months; Commissioner John Wiley accused him of mismanaging his office; Ames replied that it was due to staffing shortages citing declined pay increase a reason for not hiring more staff

**County Clerk**

John F. Warren

CC-Inquiry@dallascounty.org

214-653-7099

Democrat; Graduated from Southern University in Baton Rouge (B.A. Pol. Sci); elected county clerk in 2007; previously worked as court manager in county courts; introduced paperless court system; serves on the Texas Judicial Committee for Information Technology, County and District Clerks Association Legislative Committee; member of the Texas Association of Counties Leadership Foundation, Property Records Industry Association (PRIA), Property Records Education Partners (PREP), Finance Committee, National Association of Counties and the Board of Directors for the Dallas Central Appraisal District; past chair of the Texas Association for Court Administration and was an active member of the Texas Association for Court Administration as both Chair and Board of Directors.

**County Treasurer**

Pauline Medrano

Pauline.medrano@dallascounty.org

214-653-7321

Democrat; Dallas County native; raised in the Oak Lawn area of Dallas; graduated from Skyline High School; graduated from the University of Texas at Arlington (B.A. Pol. Sci); Dallas County Treasurer since January 1, 2015; re-elected Dallas County Treasurer in November 2018; elected to the Dallas City Council in June of 2005, and re-elected in 2007, 2009, 2011; previously served as Deputy Mayor Pro Tem from 2009-2011 and as Mayor Pro Tem from 2011-2013; served as Chair of the Public Safety Committee, Vice Chair Dallas Conventions & Visitors Bureau, Vice Chair of the Quality of Life Committee, Transportation Committee, Housing Committee, Dallas Downtown Inc. and Chaired several Ad HOC committees; appointed as Vice Chair of the US Census 2010 Advisory Committee by former US Secretary of Commerce, Gary Locke; currently serves as Vice Chair of the City of Dallas Complete Count Committee appointed by the Mayor; Immediate past President of the National Association of Latino Elected and Appointed Officials (NALEO); member of the Oak Cliff Lions Club; member of the

Esperanza “Hope” Medrano elementary school Board of Friends; on the Board of Directors for the Dallas Children's Theater and the NALEO Educational Fund Board; chairs the County Financial Review Committee, serves on the County Bail Bond Board, and on the Employee Benefits Committee; member of the County Investment Academy with the Texas Association of Counties, and the County Treasurers Association of Texas.

**County Sheriff**

Marian Brown

marian.brown@dallascounty.org

214-653-2901

Democrat; Graduated from University of Texas at Arlington (BA); graduated from the International Law Enforcement Institute's Management College; graduate of the FBI National Academy Associates Command College; elected in 2018; first African-American Sheriff in Dallas County; started law enforcement career with the Duncanville Police Department; first African-American female hired by the Duncanville PD; formulated Citizens on Patrol, Duncanville Police Beat, Citizens Police Academy; Seniors and Law Enforcement Together (SALT); Hand-in-Hand and Success Through Accepting Responsibility or STAR Program; named Assistant Chief of Police in 2007; retired in 2014 to join Dallas County Sheriff's Department as Chief Deputy

## Institutions & Civil Society

### County Community Development Director

Luis Tamayo

luis.tamayo@dallascounty.org

214-653-7627

Context and information: n/a

### Desoto Economic Development Corporation

Matt Carlson, Executive Director

mcarlson@desototexas.gov

211 E. Pleasant Run Road

DeSoto, TX 75115

Phone: 972.230.9611

Fax: 972.230.9670

info@dedc.org

## Desoto Chamber of Commerce

Vanessa Sterling, President/CEO  
972.224.3565 office  
469.615.5347 cell  
president@desotochamber.org

## County Economic Development Board

Luis Tamayo  
Director of Planning & Development  
luis.tamayo@dallascounty.org  
214-653-7627  
Context and information: n/a

## County Chamber of Commerce

Dale Petroskey  
President  
dpetroskey@dallaschamber.org  
214-746-6611  
Graduated from Michigan State University; worked as Chief of Staff to Congressman Bill Goodling, Assistant White House Press Secretary to President Ronald Reagan, and Assistant Secretary for Public Affairs at the U.S. Department of Transportation under then-Secretary Elizabeth Dole; served as a senior executive at the National Geographic Society; took executive position at the chamber in 2014; married; 3 married children

## State and County Environmental Groups

### [The Texas Conservation Alliance](#)

Allyn Dukes  
Board member (Houston)  
dukesa@earhlink.net  
281-808-1170  
Context and information: Co-chair of The National Wildlife Federation

### [Dallas Sierra Club](#)

Victoria Howard  
Chair

214-369-5543

**Texas Campaign for the Environment**

Robin Schneider

Executive Director

robin@texasenvironment.org

512-326-5655

Context and information: N/A

**Earth Share Texas**

Francoise Van Keuren

Executive Director

francoise@earthshare-texas.org

512-472-5518

Context and information: n/a

**Trinity Park Conservancy**

Tony Moore

President

Email: n/a

214-740-1616

Context and information: n/a

**Texas Parks and Wildlife Foundation**

Anne Brown

Executive Director

Email: n/a

214-720-1478

Context and information: n/a

## Agricultural Bureaus and Unions

**International Brotherhood of Electrical Workers (local 20)**

Price Warwick Jr.

Business Manager

pwarwick@ibew20.org

972-263-1122

## K-12 Public Schools

### **Desoto Independent School District**

Superintendent: Dr. Usamah Rodgers

Phone: 972-223-6666

The Board:

- DeAndrea Fleming, president
- Traci McNairy, vice president
- Chasiti McKissic, secretary
- Cynthia Watson-Banks
- Karen Daniel
- Dr. Tiffany Clark
- Abe Cooper, Jr.

### **DeSoto High School**

Principal Jasen Campbell

972-230-0726

## Veterans Organizations

### [The Battle Within](#)

Justin Hoover

Executive Director

[justin@thebattlewithin.org](mailto:justin@thebattlewithin.org)

913-359-6100

Context and information: For psychological wellbeing of veterans and first respondents

### [Veteran Women's Enterprise Center](#)

Penny King

President

Email: n/a

214-489-7984

**Veterans of Foreign Wars (Post 6796)**

Eric Grotegut

Commander

Email: n/a

214-327-9565

Context and information: n/a

**American Legion (Tx Post 0053)**

Juan M Guerrero

Commander

vabusterb@verizon.net

903-535-7886

Context and information: n/a

**Boot Campaign**

Shelly Kirkland

CEO

shelly@bootcampaign.org

469-248-0396

Context and information: n/a

## Higher Education

There are no institutions of higher learning within the Desoto city limits.

## Influential Service Organizations

**Desoto Rotary Club**

Velma Davison, President

PO BOX 458

DeSoto, TX 75115

Email: dpearl1117@gmail.com

**Dallas Elks Lodge #2552**

William Hunnicut, Exalted Ruler

d.lodge@att.net  
(972)223-2552 (Lodge)  
(972)223-2552 (Office)  
1316 S Hampton Rd  
Desoto, TX 75115-8096

**Desoto Lions Club**

Allen Dunbar, webmaster  
Desoto.Lions@gmail.com  
allendunbar@tx.rr.com  
972-863-1401  
Acapulco Rest. 200 East Beltline Rd. DeSoto TX

**DeSoto Masonic Lodge # 1409**

Donald Dewberry, Worshipful Master  
desotomasons@hotmail.com  
desotolodge1409@outlook.com  
214-937-9156  
111 North Lyndalyn Avenue, DeSoto, Texas 75115

**White Rock YMCA**

Eric Schenkelberg  
Vice President Operations  
eschenkelberg@ymcadallas.org  
214-328-3849

**Metropolitan Lodge No. 146**

metropolitan146pha@gmail.com  
211 N. I-35 Desoto, TX 75115

## Religious Groups

**Southern Baptists of Texas Convention**

Nathan Lorick  
Executive Director  
nlorick@sbtexas.com  
Phone: 817-552-2500



**First United Methodist Church**

Reverend Mitchell Boone

Senior Minister

mboone@fumcdallas.org

214-220-2727 x 206

**Preston Road Church of Christ**

Jeff Wheeler

Worship Minister

info@prestonroad.org

214-526-7221

**St. Paul United Methodist Church**

Rev. Dr. Lucretia R. Facen

Senior Pastor

lfacen@spumcd.net

214-922-0000

## Local Media & Events

### Local Print & Digital News

**[The Texas Tribune](#)**

Editor: Sewell Chan

Phone: 512-7116-8619

Email: sewell.chan@texastribune.org

Journalists:

Aamena Ahmed: [Report: San Antonio, Austin Among Solar Power Leaders](#)Mitchell Ferman: [Despite natural gas failures during winter storm, Texas lawmakers target renewable energy in the aftermath](#)Erin Douglas: [No, frozen wind turbines aren't the main culprit for Texas' power outages](#)Ross Ramsey: [No, frozen wind turbines aren't the main culprit for Texas' power outages](#)Jayme Lozano: [Why the Texas grid causes the High Plains to turn off its wind turbines](#)

Patrick Svitek: [Gov. Greg Abbott vows to exclude renewable energy from any revived economic incentive program](#)

Jim Malewitz: [Texas a Testing Ground for Energy Storage](#)  
[Coal-Dependent Power Company Eyes West Texas Sun](#)  
[In Texas, a Bright Outlook for Solar Manufacturer](#)

### **The Dallas Morning News**

Editor: Keith Campbell

214-977-8205

kcampbell@dallasnews.com

Journalists:

Steve Brown: [Solar energy firm heads to Allen with new headquarters and warehouse](#)

Noor Adatia: [Study: Solar and wind energy saved Texas customers more than \\$7 billion in 2022 so far](#)

Teri Webster: [Solar energy co-op in Plano seeks to reduce electricity costs, ease strain on grid](#)

Philip Jankowski: [Little-known committee takes aim at wind, solar power in Texas grid recommendations](#)

Mitchell Schnurman: [Too much of a good thing for Texas? Uncle Sam's pumping up wind, solar and batteries](#)

[Texas keeps getting greener: Solar power, like wind a decade ago, is about to soar](#)

[The new Oncor is going after a new target: Texas homeowners with solar panels](#)  
[Bye-bye coal, hello solar: Why Texas' top power company, Vistra, is embracing clean energy](#)

Irene Wright: [Q Cells eyes Dallas and Fort Worth locations for \\$2 billion solar manufacturing facility](#)

Motley Fool: [Motley Fool: NextEra Energy is world's largest producer of solar and wind power](#)

Mitchell Parton: [Dallas company to install solar panels for thousands of North Texas apartments](#)

Lisa Wood: [More electric companies should offer consumer technology like solar panels](#)

Sarah Blaskovich: [Solar-powered coffee shop Houndstooth now open in North Dallas](#)

James Osborne: [West Texas in line for solar farm](#)

[In West Texas, another solar farm announcement](#)

[ERCOT: Power grid becoming more stable as gas, solar, wind grow](#)

[Children's Health goes green on wind, solar deal](#)

Jeff Mosier: [Why Dallas solar capacity pales compared with Austin, San Antonio](#)

[Why Texas isn't worried about solar eclipse wiping out enough energy to power 120,000 homes](#)

[Texas installs enough solar panels in last three months to power 44,000 homes](#)

Nanette Light: [Collin County solar energy advocates push Allen leaders to lift restrictions on roof panels](#)

Tom Benning: [Wind and solar sweeping aside coal faster than expected, new analysis says](#)

Maria Halkias: [Starbucks turns to solar energy from Cypress Creek to power its Texas stores](#)

Tyler Carter: [Should you go solar? A nonprofit makes the case for Dallas County residents to use renewable energy](#)

### **Star Local Media**

Business Manager: Nick Souders

Phone: 972-398-4405

nsouders@starlocalmedia.com

Journalists:

Phil Banker: [Plano joins solar energy initiative](#)

Chris Roark: [Flower Mound continues to examine solar panel guidelines](#)

Winston Henvey: [Allen resident first in city to employ solar paneled roof shingles](#)

Alan Mozes: [Wind Power Is Bringing Americans Real Health Benefits](#)

### **Fort Worth Star-Telegram**

Editor: Steve Coffman

817-390-7400

Email: n/a

Journalists:

Jess Thomson: [Seeing Gold in Spinning Turbines: Why Texas Is Winning U.S. Renewable Race](#)

Emma Rubin: [Could 2023 be the year offshore wind energy takes off in the US?](#)

Elisa Fernandez: [How US renewable energy adoption compares to other major emitters](#)

Steve Kaskovich: [Wind packs a powerful punch in Denton](#)

[GM to power Arlington plant with energy from Texas wind farm](#)

Sylvie Corbet: [Tens of billions promised to boost clean energy tech](#)

Tim Henderson: [Wind farms deliver economic jolt to rural Middle America](#)

Jim Fuquay: [Texas ranks second in 'green' job creation](#)

[Wind power sets new daily records in Texas](#)

[Wind power on tap to help Texas meet carbon reduction goals](#)

John M. Crisp: [Wind turbines are not a sideshow](#)

Tom Smith: [Texas needs to get on the renewables bandwagon](#)

Sean Murphy: [A decade after welcoming wind, states reconsider](#)

James Walker: [The U.S. can stay number one in wind energy](#)

Sean Cockerham: [Solar and wind power surge as drilling and mining falter](#)

Alex Daugherty: [Rick Perry turned Texas into a wind powerhouse by getting out of the way](#)

Tom Uhler: [Texas city one of first to be powered solely by wind and solar energy](#)

Megan Cardona: [Solar-powered license plate cameras help Fort Worth police track cars. make arrests](#)

**Dallas Observer**

Editor: Patrick Williams

2114-757-9000

patrick.williams@dallasobserver.com

Journalists:

Meredith Lawrence: [Solar Co-op Launches in Dallas](#)

[Texas Used More Energy from Wind Than Coal this Year — What Does that Actually Mean?](#)

[Texas Produced More Energy from Renewable Sources Than Coal Last Year](#)

Eric Nicholson: [Texas Could Get a Fifth of Its Electricity from Solar Panels, but It Has a Long Way to Go](#)

Beth Rankin: [Dallas' Newest Cafe Is a Solar-Powered Coffee Shop in a Sustainably Built Tiny House](#)

Christian McPhate: [Denton's Plan for Renewable Energy Angers Opponents With Its Reliance on Natural Gas](#)

**Focus Daily News (covering Desoto)**

Publisher: Marlon Hanson

Phone: 972-223-9175

editor@focusdailynews.com

**Radio**

- 98.7 KLUV  
Nick Hatfield, [nick.hatfield@entercom.com](mailto:nick.hatfield@entercom.com)
- Sportsradio 96.7  
Jeff Catlin, [Jeff.Catlin@Cumulus.com](mailto:Jeff.Catlin@Cumulus.com)

**Community Facebook Pages**

- [Stuff To Do in Dallas](#) (10+ posts/day)
- [Dallas Events and Social Gathering](#) (10+ posts/day)
- [Job Openings in the Dallas / Ft. Worth, Texas area! \(Version 2.0\)](#) (10+ posts/day)
- [Marketplace Dallas](#) (7 posts/day)
- [Dallas/Fort Worth Real Estate Investor's Hub](#) (10+ posts/day)

- [NOW HIRING JOBS IN DALLAS, TX](#) (10 posts/week)
- [Dallas Real Estate Network \(DREN\)](#) (10+ posts/day)
- [Things To Do In Dallas](#) (4 posts/week)
- [DALLAS MARKETPLACE](#) (10+ posts/day)
- [Addison & North Dallas, TX Community](#) (3 posts/day)
- [Lakewood, Dallas](#) (10 posts/day)
- [Dallas CowBoys Fans](#) (2 posts/day)

## Events

### Annual Events

- Best Southwest Juneteenth Celebration, June 19, 2023
- Crawfish Festival, June 3, 2023
- Daddy & Daughter Valentine Dance, February 4, 2023
- Easter Extravaganza, April 1, 2023
- HomeTown Holiday Celebration, December 10, 2023
- July 4th Fireworks Celebration, July 4, 2023
- Latino Heritage Festival, September 16, 2023
- Mother & Son Dance for Mother's Day, May 6, 2023

## Local Issues & Opposition

### Opposition

Other wind or solar projects nearby that encountered opposition

- [Solar farm in Bell County was opposed because of tax abatement dispute](#)

Facebook pages or websites organizing opposition

- [Erath County - Stop Solar Farms Here](#)

### In the News

News articles or letters to the editor expressing wind or solar opposition

- [Texas law lets developers ban solar panels while subdivisions are growing](#)
- [Resident worries solar farm would suck up the sun's energy](#)
- [New federal rule would permit thousands of eagle deaths](#)

- [Plano Developers Won't Let Homeowners Install Solar Panels Because They're Just So Ugly](#)
- [Don't Despoil Public Lands With Wind And Solar](#)
- [Rooftop Solar Panel Mandate Not A Good Idea](#)
- [Epa's And Nevada's Clean Power Efforts Cost Much, Fix Nothing](#)
- [Nevada Should Reject 50 Percent Renewable Energy](#)

## Census Data & Labor Force

### Population Characteristics

Total Population Size: 56,145

% Increase or Decrease Over Last 10 Years: 14.47%

#### Race Percentages

- White alone: 20.3%
- Black or African American Alone: 67.2%
- Asian Alone: 0.7%
- Native Hawaiian and Pacific Islanders: 0.1%
- Hispanic or Latino: 17.9%
- White alone, not Hispanic or Latino: 10.7%
- Biracial and Other: 6%

Median Age: 39.3

### Workforce Data

Total Labor Force Size: 1,355,033

County's Unemployment Rate: 7.70%

Mean Hourly Wage: n/a

Median Household Income: \$61,870

Percentage Living Below the Poverty Line: 14.6%

### Top 5 Occupations in the City

1. Office & administrative support
2. Sales
3. Management

4. Business & financial operations
5. Education, instruction, & library occupations

## Top 5 Employers in the City

1. Desoto Independent School District: 1,105
2. Kohl's E-Commerce: 800
3. City of Desoto: 468
4. Solar Turbines, Inc.: 350
5. Williamsburg Village (senior care): 350

## Voter Data & Elections - County Level

### Election Results - Gubernatorial

2022

Republican: 35.90%

Democrat: 62.73%

Independant: 0%

Other: 0.13%

2018

Republican: 39.19%

Democrat: 58.74%

Independent: 0%

Other: 2.1%

2014

Republican: 43.76%

Democrat: 54.77%

Independent: 0%

Other: 1.43%

### Election Results - Presidential

2020

Republican: 33.29%

Democrat: 64.89%

Independent: 0%

Other: 1.84%

2016

Republican: 34.34%

Democrat: 60.22%

Independent: 0%

Other: 1.78%

2012

Republican: 41.57%

Democrat: 56.99%

Independent: 0%

Other: 1.2%

## State Representation

### State Senator(s)

Royce West, Democratic Party, District 23

Austin: 512-463-0123

Dallas: 214-467-0123

- Born in Annapolis, Maryland; graduated from the University of Texas in Arlington; Got J.D from University of Houston, first elected to Senate in 1993; supports affordable education, supports fair wages, advocates common-sense gun legislation, promotes and defends women's reproductive rights; named as "Ten best legislators in Texas"; works as a managing partner in law firm West and Associates LLP; actively working to improve gun legislation; served as Vice Chair of Senate Higher Education Committee; member of Senate Education Committee; member of Senate Finance Committee; member of Senate Transportation Committee; married;

### State Representative(s)

Carl O. Sherman, Democrat Party, District 109

Austin: 512-463-0953

Lancaster: 972-227-1064

- Attended Northwood University; Served as Mayor of DeSoto- first city to provide body cameras for all police officers; served as City Manager of Ferris; elected to House in 2018; member of the House Corrections Committee; member of the Land & Resource Management Committee; selected as a Texas Legislative Black Caucus (TLBC) Freshman of the Year; currently serves as Pastor in the Church of Christ; previously served as Chair and Chief Executive Officer of eTelcharge.com, earned the AT&T Alex Award for a patent application; recognized by the Dallas Urban League as one of the



Most Promising Leaders of the 21st Century; served as the first African-American President of the DeSoto Rotary Club, Board Chairman of the DeSoto Chamber of Commerce, Chairman of the business and government affairs committee, and Board Chairman of the Best Southwest Chamber of Commerce; lives in DeSoto; married; 5 children, 7 grandchildren

Yvonne Davis, Democrat Party, District 111

Austin: 512-463-0598

Dallas: 214-941-3895

- From Dallas; attended University of Houston (BS) First elected to House in 1992; currently in 15th term; member of House Committee on Transportation; member of House Judiciary and Civil Jurisprudence Committee; associated with Texans for Fiscal Responsibility, Young Conservatives of Texas, Texas Right for Life, American Conservative Union, Equality Texas, and Environment Texas. No further Biographical information is available online

## Federal Representation

### House Representative(s)

Jasmine Crockett, Democratic Party

Washington: 202-225-8885

- From St. Louis Missouri, Grafted from Rhodes college, J.D from Houston Law Center; first term in office; member of the Texas Progressive Caucus (founding member); member of the Texas Caucus on Climate, Energy, and the Environment (founding member); Freshman Leadership Representative; past Bowie County Democratic Party Chair; held; former board member of the Dallas County Metrocare Services; member of Delta Sigma Theta Sorority.

### Senators

John Cornyn, Republican

Washington: 202-224-2934

Houston: 713-570-3337

Harlingen: 956-423-0162

Lubbock: 806-472-7533

San Antonio: 210-224-7485

Austin: 512-469-6034

Tyler: 903-593-0902

Dallas: 972-239-1310

- First elected to the Senate in 2002; held the seat since then; born in Houston; graduated from Trinity University; graduated from St. Mary's University School of Law; graduated from the University of Virginia School of Law; Texas 37th District Judge between 1985 and 1991; associate justice of the Texas Supreme Court between 1991 and 1997; elected Attorney General of Texas in 1998; awarded the RAINN Crime Fighter Award and Children At Risk Founders Award in 2012; awarded Small Business Advocate of the Year award by the U.S. Hispanic Chamber of Commerce in 2013; elected as the Majority Whip in 2014; named Mr. South Texas in 2015 for his role in growth of South Texas region in 2015; sits on Committee on Finance; sits on Committee on the Judiciary; sits on Select Committee on Intelligence; part of the 22 senators who signed a letter to President Trump to withdraw from the Paris Agreement; does not believe climate change to be man made; opposed the Green New Deal; voted against including oil and gas smokestacks in mercury regulations; voted against factoring global warming into federal project planning; voted against banning drilling in the Arctic National Wildlife Refuge; two children

Ted Cruz, Republican

Washington: 202-224-5922

Austin: 512-916-5834

Dallas: 214-599-8749

Houston: 713-718-3057

San Antonio: 210-340-2885

Tyler: 903-593-5130

McAllen: 956-686-7339

- Born in Calgary, Alberta; attended Awty International School, Houston; Faith West Academy; Second Baptist High School; Graduated from Princeton; obtained Law degree from Harvard Law School; part of George W. Bush's campaign as a domestic policy advisor; worked at the Department of Justice and Federal Trade Commission during the Bush administration; remained Solicitor General of Texas; supporter of 2nd amendment; elected to Senate in 2013; voted to repeal Obamacare's individual mandate; voted to increase coal and petrol exports; voted to expand drilling for coal and gas into Indian reservations and the National Petroleum Reserve, Alaska; sits on Committee on Commerce, Science, and Transportation; sits on Committee on Foreign Relations; sits

on Committee on Rules and Administration; Committee on the Judiciary; Joint Economic Committee; criticized by political allies and rivals to leave Texas during the February 2021 storm Uri; Son of Cuban immigrant; Two daughters

# Engagement Strategy

## Strategic Engagement Plan

The following is our strategic analysis based on the community assessment for navigating approval in Desoto, Texas.

## BAM Analysis

**Brave.** The strengths that give us confidence to move forward.

1. Economic Development. Based on local forums and other public comments, residents are eager to attract investment to Desoto in order to increase the local tax base to fund education, parks, and other municipal services.

2. Grid Resilience. The area was hit hard with outages and is eager for solutions.

3. History with the energy industry. Texas, and Dallas in particular, has a long history of partnering with energy suppliers and storage facilities and most municipalities have developed positive attitudes toward such projects.

**Alert.** The dangers that we must overcome or avoid.

1. Property location. There may be some concern that the property is located in a mostly residential area, close to a school, with paths that students use and an undeveloped park..

2. Opportunity Cost. While Desoto is eager for economic development, it may wish to prioritize other projects more in line with its goal of establishing Desoto as a leisure, recreation, and family-oriented destination.

3. Growing affluence of residents. Desoto attracts an increasingly upward-mobile population that might consider developments like this unattractive for the future prospects of the city.

**Motivated.** The opportunities that we should pursue for success.

1. Partner with the high school. We need the school to be an advocate, and we can partner with them on site design as well as supporting STEM programming.
2. Benefits to the community. A successful project of this scale could have significant benefits for both the local workforce and the tax base, as well as potentially making Desoto a desirable destination for investment..
3. Local institutions. There is an active and dedicated base of business and investment friendly organizations that could be allies in promoting the development, such as the Desoto Chamber of Commerce and the Desoto Economic Development Corporation.

## Message Plan

This project supports a more resilient electric grid and supply. It will provide a meaningful boost to the local economy and signal that Desoto is a desirable municipality for future investment. Vesper looks forward to working with local officials to ensure that everyone in the city benefits, from employment opportunities and tax revenue, to strong local partnerships starting with DeSoto High School.

## Tactical Approach

### Phase 1

1. Key Contacts. Identify and cultivate key contacts in the city government and the school. Reach out to members of the City Council, Planning Commission, and Economic Development Corporation to introduce the project and the potential benefits.
2. Stakeholder Engagement. After initial conversations, a clearer picture of the landscape of support will develop. Identify supporters and provide a deeper understanding of the local benefits this facility will provide. Maintain regular contact with those who are sympathetic to the proposal and build them into allies who will spread the message. The Desoto Chamber of Commerce and Desoto Economic Development Corporation could provide key support and potential inroads with elected officials.

### Phase 2

1. Digital. After securing initial support from individuals in the city government, initiate a targeted campaign that promotes the economic benefits of the proposed facility. Using a website and search words, create content that links the ideas of job creation and economic success to the proposed solar facility.
2. Traditional PR. Pay close attention to local media and sentiment in order to better tailor messaging to counteract any opposition that might arise. Organize community meetings to introduce the idea to residents in a friendly, open manner. Generate support by providing examples of other cities whose tax bases have increased with similar investments, providing more funding for local services, healthcare, and education. Elicit feedback about their questions or concerns and provide positive, forward-looking answers.
3. Continued Stakeholder Engagement. Activate these networks of support for planning commission meetings and other regulatory approvals. Coordinate with these individuals or groups to contact local officials and voice their support for the project.