

The Flower Mound Messenger

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Big Mouth Billy Bass Maker Lured to Flower Mound

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The makers of Big Mouth Billy Bass are going green in Flower Mound.

Gemmy Industries, a novelty toy company best known for the mounted singing plastic fish, is planning to move its headquarters in Coppell to an eco-friendly building in the Lakeside Business District.

The 200,000-square-foot building, which will house the company's 110 employees, a showroom and a warehouse, is designed to allow in more sunlight and will use sensors to regulate electric lights on sunny days, Dickson said.

"It will detect the amount of sunlight coming through, which will turn on and off the lights in the office according to the lighting level," he said. "It will help preserve energy. The location in Lakeside Business District is excellent. The building will have the best orientation to get maximum sunlight for our system."

Gemmy also plans to landscape its Flower Mound campus using xeriscaping, a technique that uses native plants resistant to heat and drought to conserve water.

"If you use plants that are indigenous to Texas, once established, they will need almost no water to grow," Dickson said. "It helps conserve water and at the same time helps us save money on our water bill."

Gemmy entered into a development incentive agreement on Monday with the town, which waived construction fees worth an estimated \$212,683. The project has a taxable value of \$10 million, according to town estimates. The company hopes to break ground this year and open in August 2007.