

ALLIANCE FOR
WOMEN IN MEDIA
AUSTIN AFFILIATE

ECONOMIC FORECAST 2024 LUNCHEON



Sarah Al-Shaikh
Multi Media Journalist
KXAN
Moderator



Cheney Gamboa
Director of Economic Development
City of Hutto
Panelist



Mike Kamerlander
President and CEO of
Greater San Marcos Partnership
Panelist



Morgan Messick
EDD-Acting Assistant Director
City of Austin
Panelist

CORPORATE SPONSORS





MODERATOR:

Sarah Al-Shaikh

KXAN Reporter





Morgan Messick

Acting Assistant Director of
Economic Development with the
City of Austin





The City of Austin's Growing Local Economy

Morgan Messick
Acting Assistant Director
Economic Development Department
City of Austin

January 10, 2024

Economic Development Department Leadership Team



Sylvania Holt-Rabb

Director
Economic Development Department



Van Jobe

Interim Deputy Director
Economic Development Department

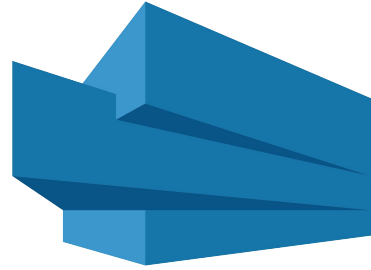


Morgan Messick

Acting Assistant Director
Economic Development Department

Our mission is to promote a competitive, sustainable and equitable economy for all.

Economic Development Department Overview



**Economic
Development**
CITY OF AUSTIN

**Arts
Business
Music**



Create and Retain Jobs



Amplify Creative Industries



**Build Equitable, Accessible,
and Affordable Communities**

2023 Annual Highlight Snapshot

1

42,245 Jobs supported.

2

\$4.2M In city revenue generated through strategic investments from our GBF team.

3

6,057 Hours of business development training and coaching.

4

\$34,931,898.55 In annual revenue generated from strategic investments.

5

\$27,123,725 In grant funds distributed.

6

79 Projects underway for Art in Public Places, total investment of \$17.6M into Austin's visual arts community.



Austin's Economic Development Insights

Austin is one of America's fastest growing cities, attracting 50,000+ new residents per year (1,000 per week)

Region population: 2.3 million

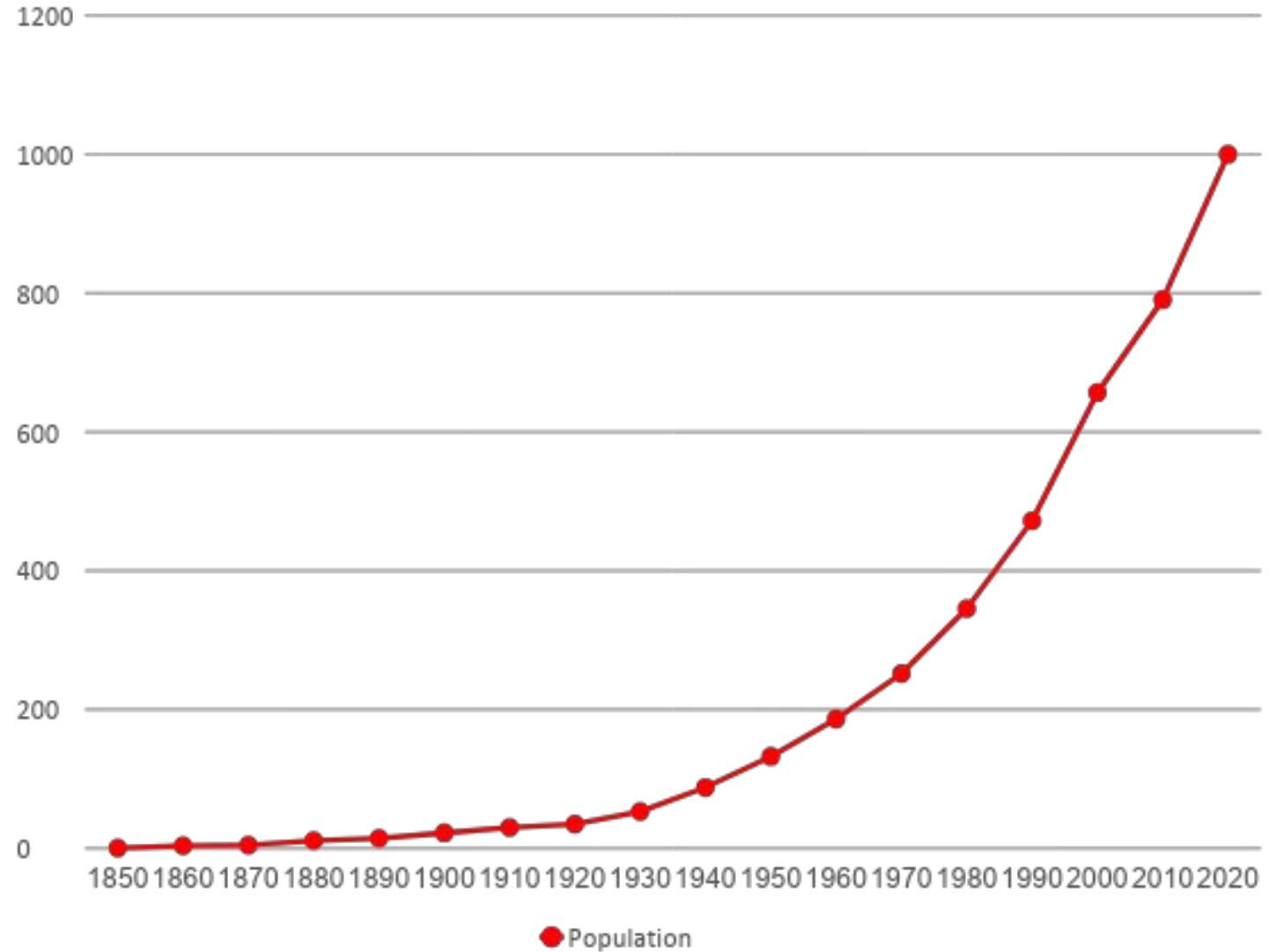
Labor force 1.2 million

✓ 52% post-secondary degree

✓ Median age 35

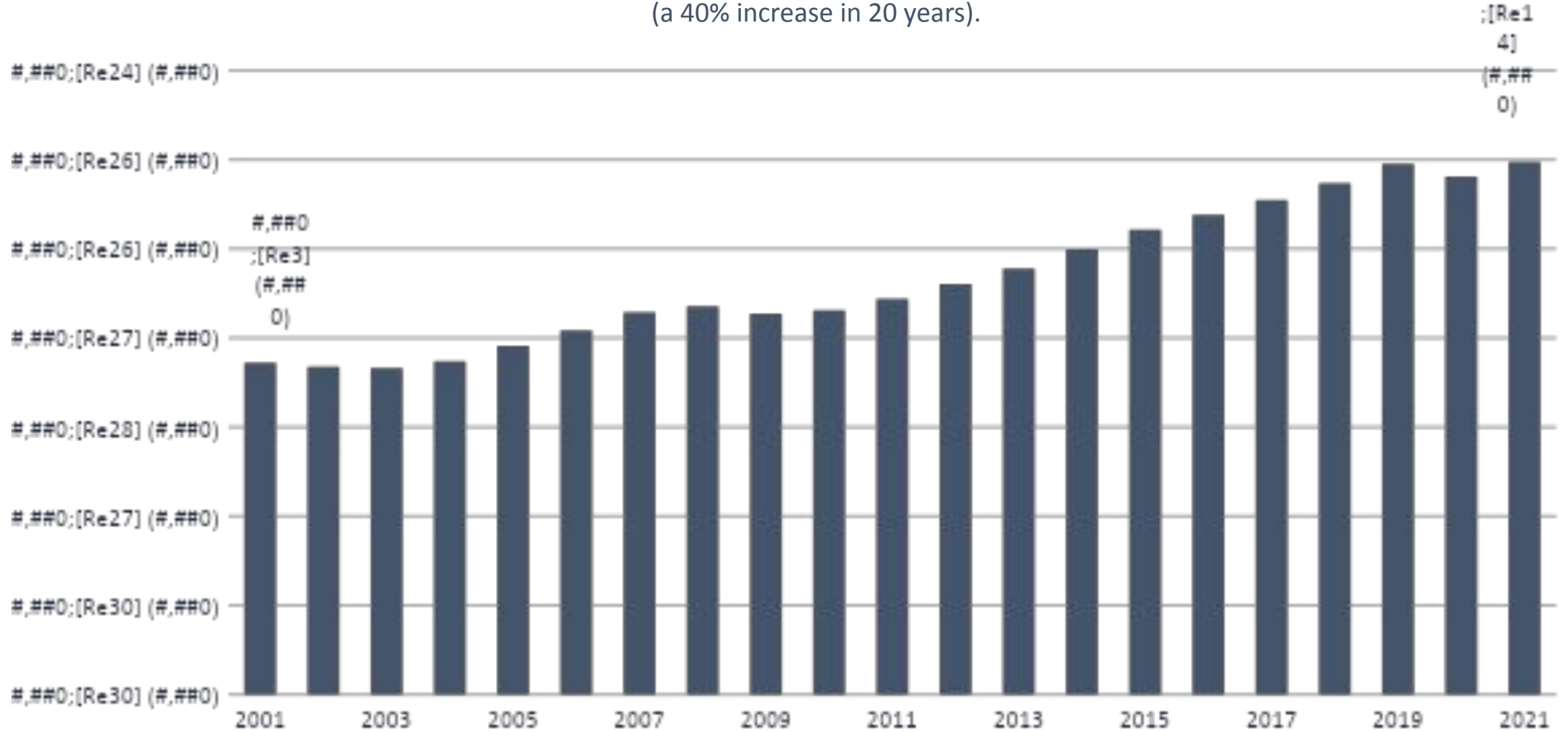
20% foreign born

City of Austin Population Growth



Austin Area Total Employment

Austin added 450,000 jobs since 2001
(a 40% increase in 20 years).



Austin Major Employers

DELL Technologies

Fortune 500 HQ

3M

accenture

TESLA

ORACLE

Fortune 500 HQ



APPLIED MATERIALS

BAE SYSTEMS

BILZARD ENTERTAINMENT

charles SCHWAB

AMD

CIRRUS LOGIC

Dimensional

ebay

EMERSON

facebook

flex

Forcepoint

GM

Google

Hewlett Packard Enterprise

intel

IBM

icumedical human connections

indeed

kw KELLERWILLIAMS

Luminex



NXP

PPD

PROGRESSIVE

Q2

SAMSUNG

vrbo



SILICON LABS

shi

StateFarm

VISA

YETI

An aerial photograph of Austin, Texas, showing a dense urban area with a prominent skyline of skyscrapers in the background. The foreground is dominated by lush green trees and parks. The entire image is overlaid with a semi-transparent dark blue filter.

Key Drivers of Austin's Economic Success

Center of Innovation

Top 10 cities in the US for VC funding

3,380 + fast growing companies

90+ incubators, accelerators, maker and co-working spaces

World-Class Universities and Colleges

The University of Texas at Austin

Huston-Tillotson University

St. Edwards University

Concordia University Texas

Austin Community College



Digital Economy & ICT

Over 8,300 employers in Austin are in high-tech industries. Over 17% of all jobs in Austin are tech jobs, compared with 9%, nationally.

- ✓ Top 20 Global Tech Talent Hotspots (JLL)
- ✓ No. 1 City where Tech Professionals Want to Put Down Roots (CompTIA)
- ✓ Best Tech Startup City in the U.S. (Yardi)

“When Oracle made the decision to come to Austin, we sought a central, vibrant community that offered access to a strong talent pipeline and a supportive business community, and the region has certainly delivered.”

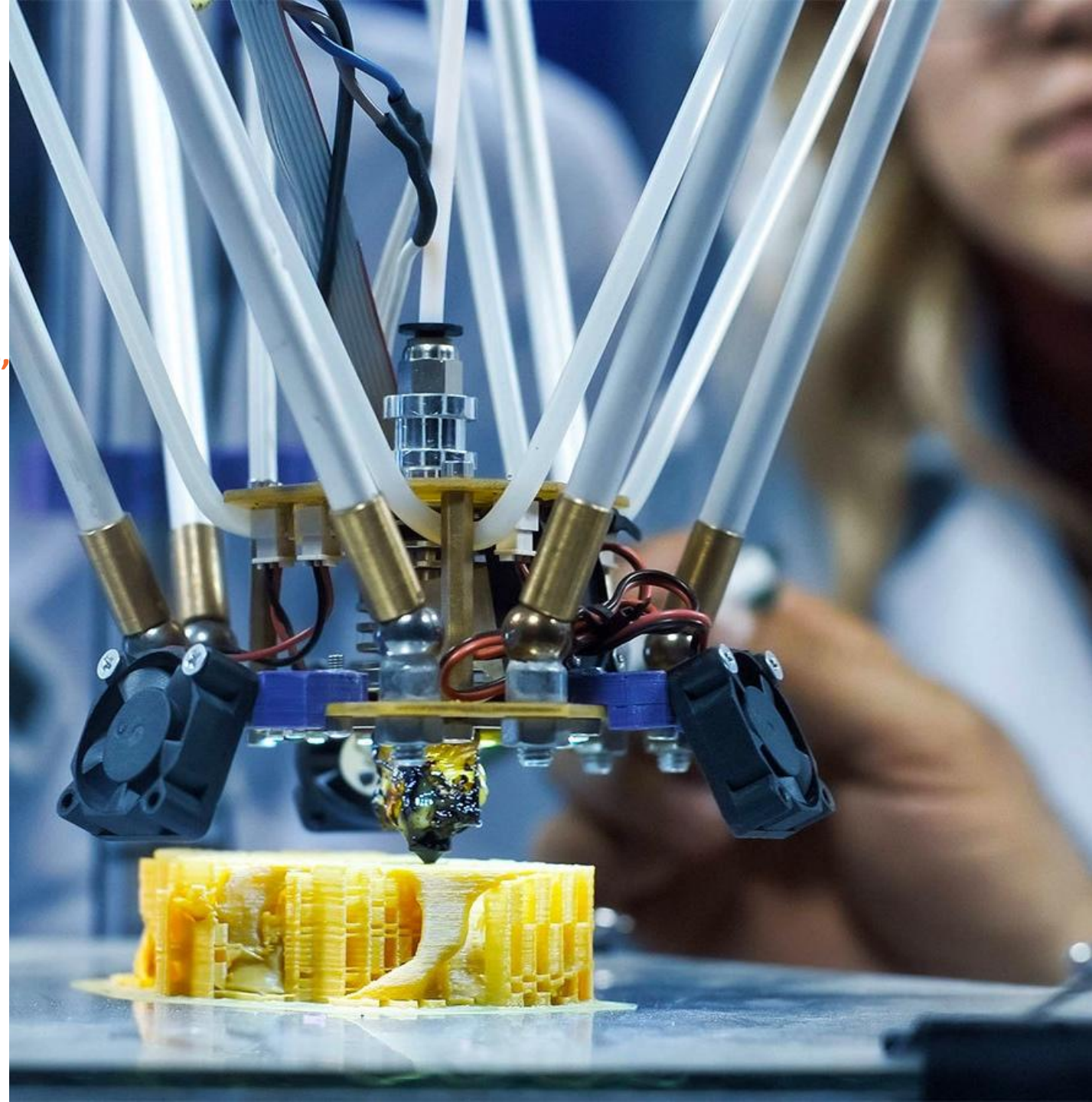
- Randy Smith, Vice President of Global Real Estate & Facilities, Oracle



Advanced Manufacturing

Over 60,000 manufacturing jobs in Austin. Electronics, Life Sciences, and Automotive manufacturing sectors growing rapidly.

- ✓ Centrally located and proximate to major highway, rail, and air systems
- ✓ Foreign Trade Zone program and Manufacturing Sales Tax exemptions
- ✓ Major manufacturing presences from Samsung, NXP, Tesla, Infineon, Siemens, and more
- ✓ 174,000 college students and 27 higher education institutions nearby



Creative Sector

Live Music Capital of the World

Creative industries grew 22% 2015-2020

Over 50,000 jobs

- ✓ Music over 250 live music venues
- ✓ Film citizen funded \$3m bond for Austin Film Studios
- ✓ Fashion #3 Fashion Week in USA
- ✓ Food 5+ James Beard Foundation Awards
- ✓ Digital media / gaming 83+ gaming companies

Austin is the first (and only) city in the United States to receive a Creative City of Media Arts designation from UNESCO.





QUESTIONS?
www.austintexas.gov/edd



Cheney Gamboa

Director of Economic
Development for
the City of Hutto





HUTTO EDC

An aerial photograph of an industrial park. In the foreground, three large, cylindrical water towers are visible. The leftmost tower has 'Welcome' written in cursive and 'the CO OP DISTRICT' below it. The middle tower has 'SOUTHSIDE MARKET' and 'Hutto' logos. The rightmost tower is partially obscured. In the background, there are several industrial buildings, a parking lot, and a multi-lane highway with cars and a truck. The sky is overcast.

ADVANCING *Growth* AND *Opportunity*

DISCOVER HUTTO

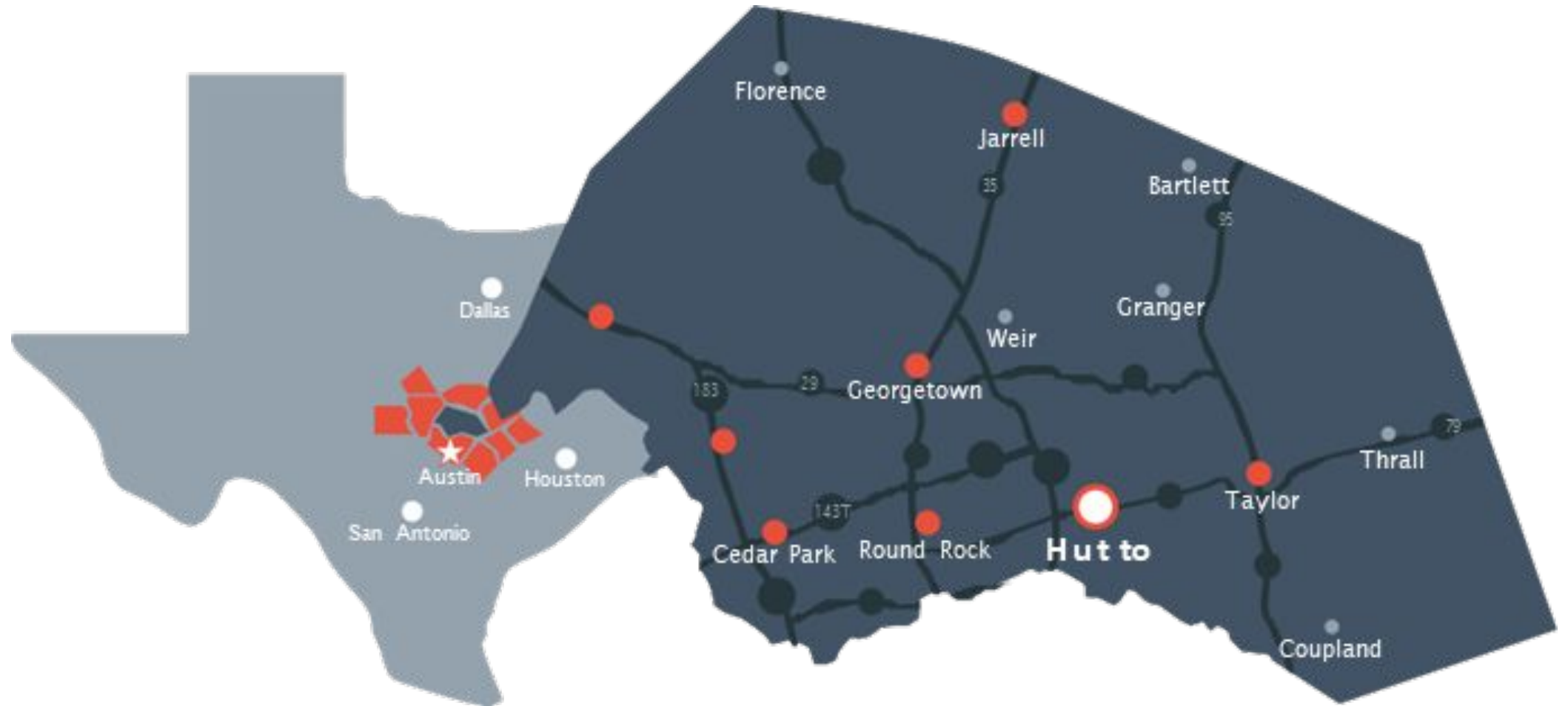
Hutto Has IT!-History



- First settled in 1830s
- Officially incorporated in 1911
- Swedish immigrant roots
- Agricultural community
- Legend of the Hippo



Hutto Has IT!-Location, location, location!



Hutto Has IT!-Mobility



Hutto Has IT!-Growth

One of Austin's fastest-growing suburbs & one of the fastest-growing cities in the nation.

- **2000 Population** - 8,610
 - **2010 Population** - 14,698
 - **2020 Population** - 27,577
 - **Current Population**- approx. 41,000
- *This trend is expected to continue, with a projected population of **65,000** or more by **2030**.

Median age (2023): 33 years old



Hutto Has IT!-Recognition

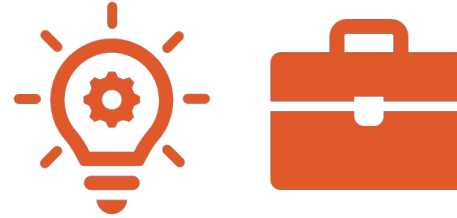
- Best Place to Live 2022 by Money Magazine 
- Consistently ranked one of Texas' safest cities 
- 2 Finance Transparency Stars 
- Comms Team TAMIO awards 
- HISD: Athletics, Robotics, Arts 

Hutto Has IT!-Community



Hutto Has IT!-ABCs

- Type A: Industry and Job Creation



- Type B: Quality of Life



- .5 Cent from Sales Tax

- \$3M Corporation Budget



Hutto Has IT!-Land



Hutto Has IT!-Vision & Focus

- Vision

- Make Hutto a destination



- Focus

- Support the needs/wants of our residents & businesses



- Diversify the tax base



- Job creation



- CVB



Hutto Has IT!-Opportunities

- Growth 
- Infrastructure  
- Funding 
- Collaboration 
- Uniqueness 
- Execution 

Hutto Has IT!-Momentum

- Cottonwood Properties-Acquisition & Master Developer Selection
- Megasite-Road projects, 3 land sales under contract
- Industrial Development-Industrial Parks, Data Center Campus & Oncor substation under construction, Titan MegaTech Center back on track

- Retail:

Now open:



Coming Soon:



Hutto Has IT!-Engagement



Cheney Gamboa
Director
Economic Development
cheney.gamboa@huttotx.gov
512-318-0566



Mike Kamerlander

President and CEO
Greater San Marcos Partnership



A U S T I N

GREATER SAN MARCOS

PARTNERSHIP



ECONOMIC DEVELOPMENT

GSMP is:

- Non-profit 501 (c)6
- Funded by both public and private sectors
- Represent and work for the community/region
- Guided by an agreed upon community-built regional strategic plan
- Oversight provided by a board comprised of community/regional stakeholders



GREATER SAN MARCOS PARTNERSHIP

- Established in October 2010
- **Mission:** *To enhance and diversify the regional economy by creating high quality jobs and investment*
- Five Year Strategy model
- **New Five-Year Strategy: 2020-2025**

Core Values

- Accountability, Transparency & Integrity
- Commitment to Excellence
- Continuous Improvement to our Processes & Operations
- Exceptional service to our Clients & Communities



GREATER SAN MARCOS PARTNERSHIP

- Southern Portion of Austin MSA
- Represent Hays & Caldwell County
- Regional Population of 285,344
 - Hays County: 241,365
 - Caldwell County: 43,979*(U.S. Census Bureau, Vintage 2020)*
- Hays County is fastest growing in the country with population over 100,000
- Stunning natural beauty on edge of Texas Hill Country



GSMP INVESTORS

Three main components -

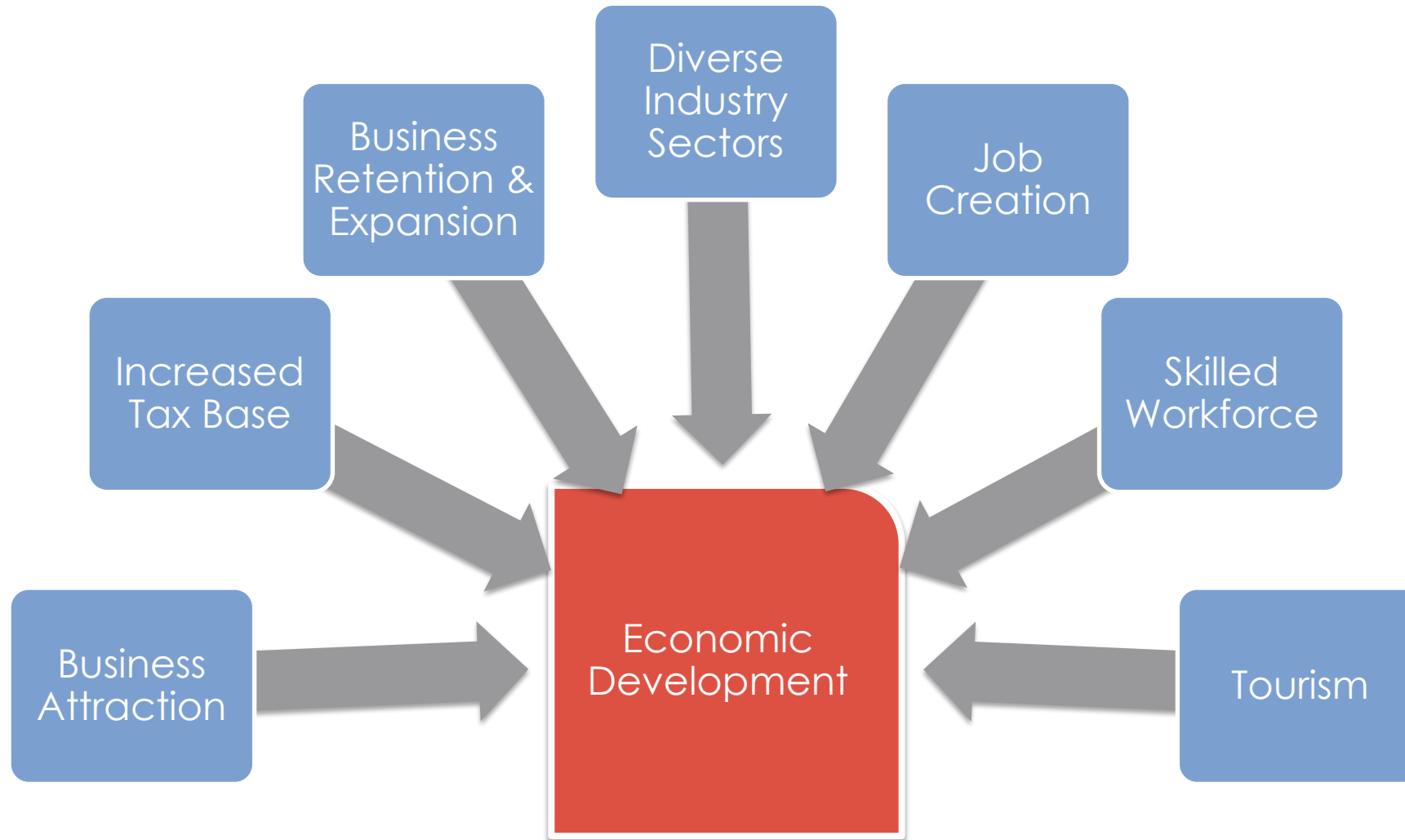
- (1) Public sector – Cities of Buda, Dripping Springs, Kyle, Lockhart, Luling, San Marcos, Wimberley, and Counties of Hays and Caldwell
- (2) Private sector – more than 110 businesses from various sectors and located primarily between Austin and San Antonio
- (3) Supporters – tax exempt organizations, chambers of commerce, trade associations, community groups



GREATER SAN MARCOS PARTNERSHIP – HOW ECONOMIC DEVELOPMENT GETS DONE



ECONOMIC DEVELOPMENT



TARGETING: Industries

- Aerospace & Aviation
- Business Services & Support
 - Customer Care
 - Data Centers
- Material Sciences – Research & Manufacturing
- Destination Attraction
- IT
- Distribution
- Life Sciences
 - Biotechnology
 - Environmental Sciences



ECONOMIC DEVELOPMENT APPROACH

Bottom-up approach

- Economic development starts at the community level
 - RFIs
 - BRE
- Counties & ISDs
 - Support city efforts
 - Lead efforts in unincorporated areas
- State “closes the deal” as needed



PARTNERSHIPS

Economic development is a team sport:

- City & County Staff/Elected Officials
- Chambers
- City EDOs
- Educational Institutions (Texas State University, ACC)
- Workforce partners – Workforce Solutions Rural Capital (WSRCA), Gary Jobs
- Business Community
- Service Providers



WORKFORCE DEVELOPMENT

Hays and Caldwell Co. Employment Trends

County	Employment Increase	Unemployment (Nov. 2023)	Wage Trends
Hays	+4.2%	2.9%	+7.8%
TX	3.0%	3.5%	6.3%
US	2.1%	3.5%	4.4%
Caldwell	+2.4%	3.1%	+11%





150
DIRECT
JOBS



\$166,960,210
CAPITAL INVESTMENTS

PROSPECT
PIPELINE

55,246

POTENTIAL JOBS

20,422,260

SQUARE FEET

11,154

ACRES

\$117,480,746,407

CAPITAL INVESTMENT

GSMP ECONOMIC IMPACT
(2010 – 2023)

76

OF PROJECTS FROM 2010-2023

9,610

DIRECT NEW JOBS

\$3,269,824,025

CAPITAL INVESTMENT

\$5,043,538,078

ANNUAL ECONOMIC OUTPUT FOR HAYS &
CALDWELL COUNTIES

SUCCESS STORIES

GSMP secured eight wins for the Texas Innovation Corridor in fiscal year 2023, representing 150 jobs \$166,960,210 in capital investment, more than \$29,854,803 in new tax revenue.

COMPANY WINS INCLUDE:

- 1) Builders FirstSource
- 2) X-Bow
- 3) Ardesia Storage Project, LLCX
- 4) Visionary Fiber Technology
- 5) San Marcos Business Park
- 6) Fat Quarter
- 7) Coast Flight
- 8) XCharge

PROJECTS / EXPANSIONS

ARDESIA STORAGE PROJECT, LLCX

Ardesia Storage Project, LLCX plans to build a 100-megawatt battery energy storage facility that would operate in the ERCOT market and provide local grid-stabilization over a projected 30+ year operational project life in Caldwell County. The project site will be a 20-acre segment of a large vacant parcel between Lockhart and Mendoza at the 130 Environmental Park. The project anticipates that construction of the Improvements will begin by January 1, 2024. The estimated cost of improvements - \$85,000,000.00.



BUILDERS FIRSTSOURCE

Builders FirstSource, the nation's largest manufacturer and supplier of building materials, will relocate its lumber yard and building supply distribution facility within Hays County to a larger, 47,000-square-foot building in Kyle, creating 40 new jobs and investing more than \$16 million into the region.



COAST FLIGHT

Coast Flight's expansion project has "taken off," and in a few short month's students seeking their pilot's certification will have even more space to accomplish that goal as it expands its hanger at San Marcos Regional Airport.



FAT QUARTER SHOP LLC

A quilting supplies company is preparing to expand into a \$31 million, 208,000-square-foot facility in Kyle, where the headcount could eclipse more than 300 people — which would make it one of the largest employers in the city.

Fat Quarter Shop LLC intends to move to 425 Plum Creek Meadows, part of the Plum Creek master-planned development.

PROJECTS / EXPANSIONS

SAN MARCOS BUSINESS PARK

A partnership between two California-based developers, Ledo Capital Group and St. Clair Commercial Real Estate, will develop a 663,460-square-foot industrial project in the Central Texas City of San Marcos. San Marcos Business Park will consist of three buildings ranging in size from 84,000 to 375,000 square feet that will be situated on a 45.7-acre site within the Whisper South master-planned development.



VISIONARY FIBER TECHNOLOGY

Visionary Fiber Technology materials processing tech company embarks on \$10M expansion of its Lockhart headquarters.



X-BOW

Luling, known as the toughest town in Texas, is gradually changing its business complexion and becoming known as a budding place for the aerospace industry.

X-BOW — headquartered in Albuquerque, N.M. — committed \$25 million to expand its operations by creating a rocket manufacturing campus in Luling.



XCHARGE

XCharge North America (NA) is establishing a manufacturing facility in Hays County dedicated to researching, developing, distributing, and providing services for its core EV charging solutions. The 3,500 sq. foot facility, in the City of Kyle, is used for providing localized EV charging solutions, with a focus on product innovation that addresses U.S. energy grid obstacles, to supply solutions that mirror the U.S. demand for EV transportation.

ANNOUNCEMENTS

- ★ Company: F3 ColdCo Lockhart (subsidiary of RealCold)
- ★ Major refrigerated warehouse and cold chain operator, building a **302,400 SF** Class A, energy-efficient warehouse facility
- ★ Hiring **100 full-time employees**
- ★ **\$130M** in new capital investment expected



ALLIANCE FOR

WOMEN IN MEDIA

AUSTIN AFFILIATE



The background consists of numerous overlapping, three-dimensional, wavy, ribbon-like shapes in a vibrant purple color. These shapes are rendered with soft shadows and highlights, giving them a sense of depth and movement. They are scattered across the entire frame, creating a dense and textured visual field.

Q & A