

JANUARY LUNCHEON

TOPIC:
**2026 ECONOMIC
FORECAST**

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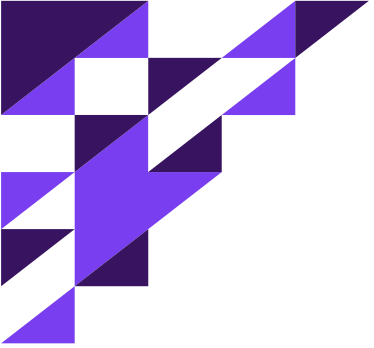
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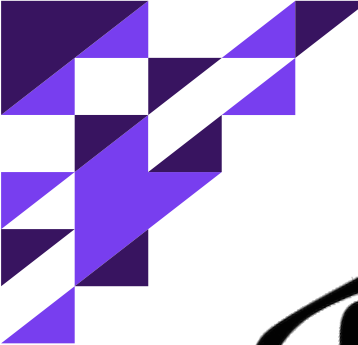
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**2026 CORPORATE
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Austin American Statesman

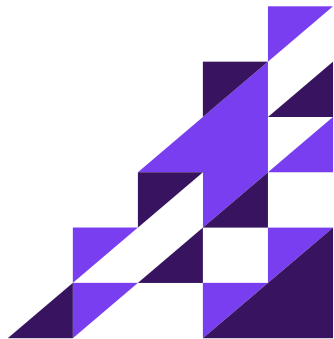




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you!*



**Calculated
Conversions**





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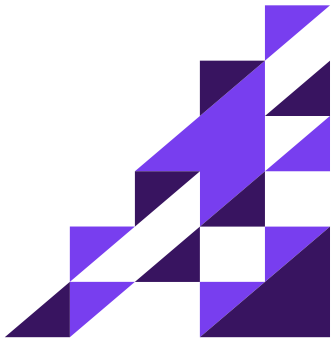


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**Performance Media Execution for
Agencies & Media Partners.**

**Helping agencies and media
companies execute, measure, and
scale digital media.**





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Thank you!

blo

blow·dry·bar™

BLO GOODNIGHT RANCH

hair

makeup



SAVE THE DATE!



**2026 TRAILBLAZER & AWARDS
OF EXCELLENCE GALA**

April 16, 2026

**Sign up for our
newsletter to be
eligible to vote!**





ALLIANCE *for*
WOMEN IN MEDIA

Austin Affiliate

\$5,000 SCHOLARSHIP AVAILABLE

Awarded to a college student studying
media (or related field) at an
Austin area university

APPLY NOW!

DEADLINE: MARCH 1, 2026

More info at awmaustin.org/scholarships

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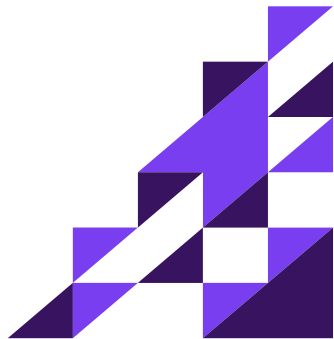
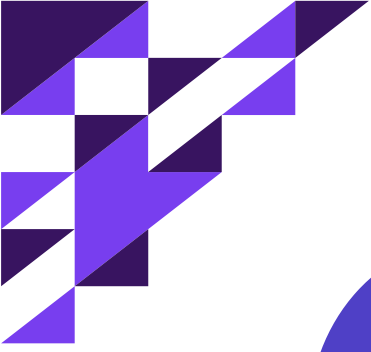




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Austin's Economic Outlook

Ann Eaton, Assistant Director

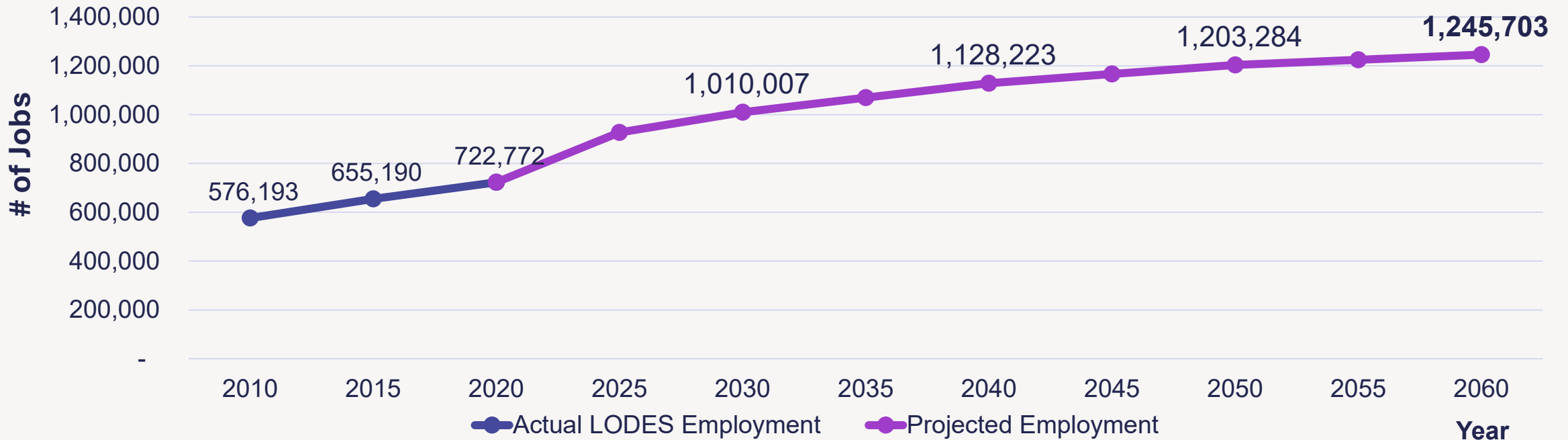
Austin Economic Development | January 14, 2026

Austin's Employment and Economic Growth



- **Austin MSA:** 2.5 million people
- **Projection:** 4.6 million people by 2060
- **Regional Labor Force:** 1.2 million
- **Key growth drivers:** Migration, job creation, education, and innovation
- Growth concentrating along **jobs, mobility, and infrastructure corridors**

City of Austin Employment Projections, 2020-2060



What's Different About 2026

A strong economy facing new constraints:

- Tight labor market
- Rising affordability pressures
- Small business sustainability challenges
- Infrastructure and timing gaps
- Growth is no longer the challenge; managing its impacts is.



Austin's Enduring Advantage

Talent, innovation, and a diversified economy

- **52%** of workers hold a post-secondary degree
- Median age: **35**
- **20% foreign-born** workforce
- **\$4.5B** in venture capital investment (2024)
- Strength across advanced manufacturing, semiconductors, life sciences, clean tech, and creative industries.



The Risk Ahead

When growth outpaces affordability, retention suffers

- Workforce participation tied to housing and childcare access
- Employers competing for talent in a tight labor market
- Economic momentum depends on keeping workers and small businesses rooted in Austin



Our 2026 Focus

- **Economic Development Roadmap**
- **Workforce Development Investment**
 - Infrastructure Academy
 - Workforce Development Solicitation
- **High-Quality Childcare Access**
- **Small Business Resilience**
 - New Access to Capital Programs
- **Attracting New Business**
 - Welcome new businesses to Austin that will benefit our local workforce.

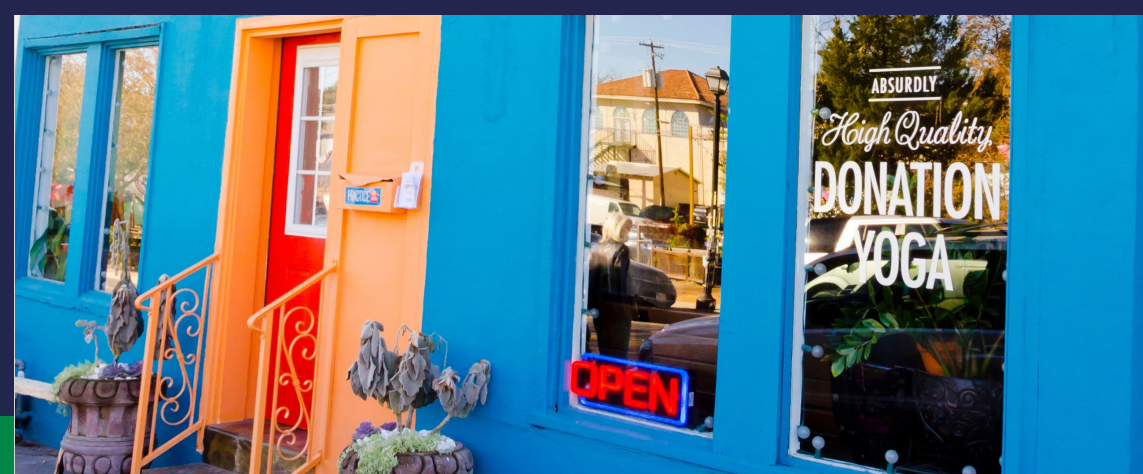
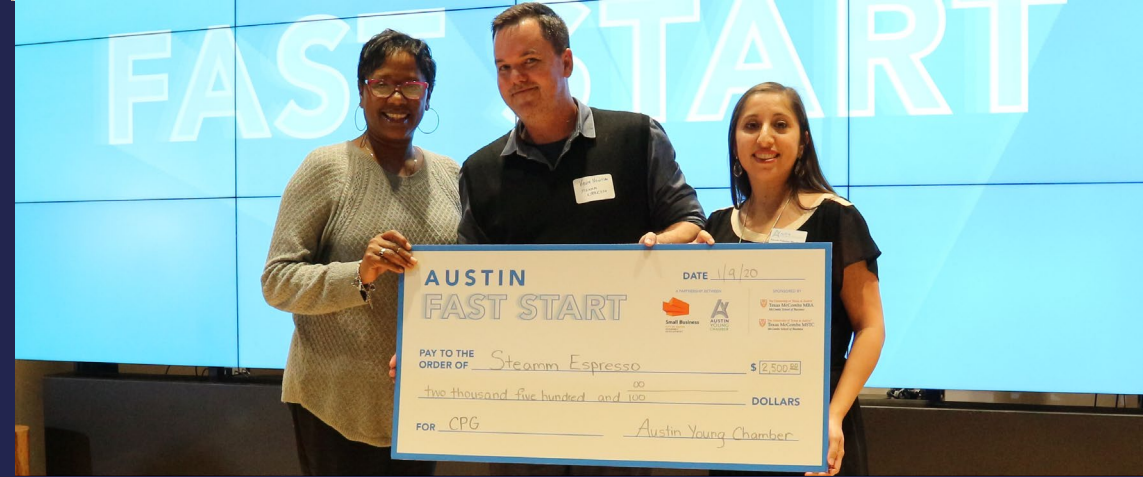


Telling Austin's Economic Story

- **City Approves Incentive Award for the TV series “Brothers”:**
AED updated its incentives program to support local productions, resulting in millions in local spending, new jobs, and engagement with local vendors.
- **Austin Celebrates Small Business Saturday:**
AED worked with media to encourage community support for 42,000+ local small businesses and promote resources like coaching and classes for entrepreneurs.
- **Investing in Workforce Pathways Through Infrastructure Academy:**
Through Workforce Solutions, AED and other partners help connect Austinites to high-demand, high-wage careers in construction, mobility, and infrastructure tied directly to the City's growth.
- **Austin Earns International Award for Innovative Economic and Cultural District Policy:**
Austin earned a 2025 Excellence in Economic Development Silver Award from the International Economic Development Council (IEDC) for its Economic and Cultural District Framework Policy, highlighting Austin's people-centered approach to economic growth and its impact.

For the audience,

- ***How do we enhance our relationship with media to enhance our story telling?***





Thank you!

Scan the QR Code or visit our website
to connect with us:

austintexas.gov/EDD





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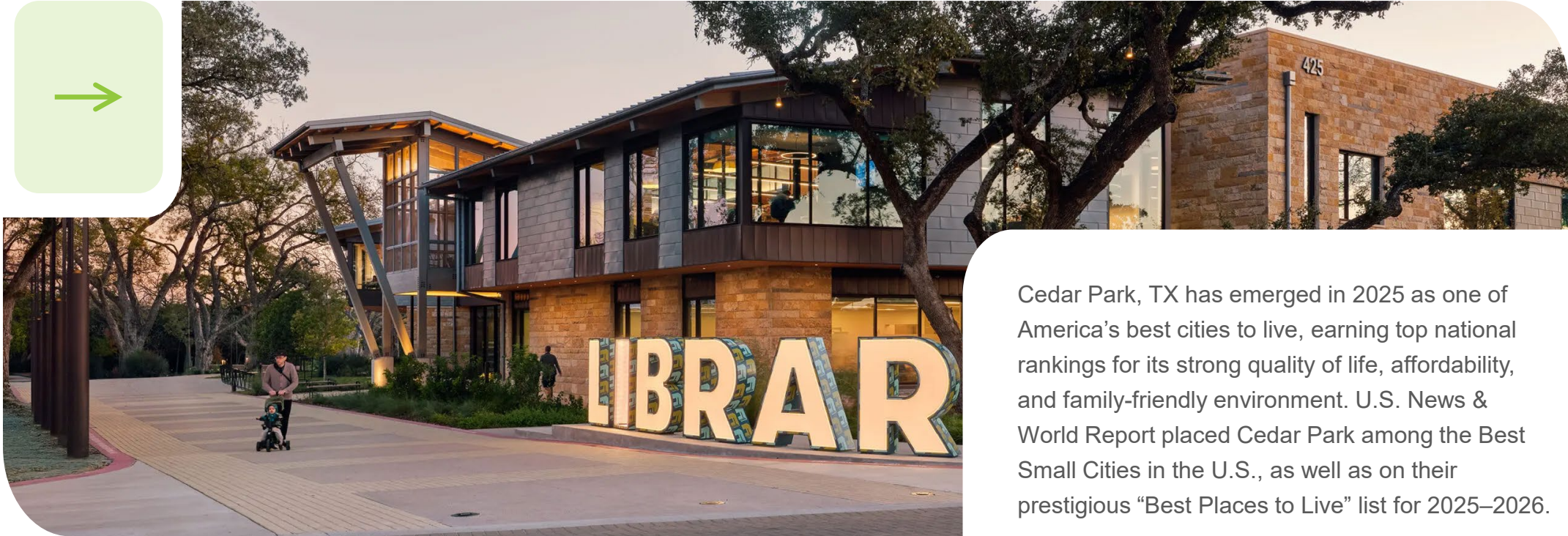
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Where Innovation Happens



Cedar Park
Economic Development Corporation



Cedar Park, TX has emerged in 2025 as one of America's best cities to live, earning top national rankings for its strong quality of life, affordability, and family-friendly environment. U.S. News & World Report placed Cedar Park among the Best Small Cities in the U.S., as well as on their prestigious "Best Places to Live" list for 2025–2026.

About **Us**

Cedar Park

Facts



Cedar Park:

“Where Innovation Happens”

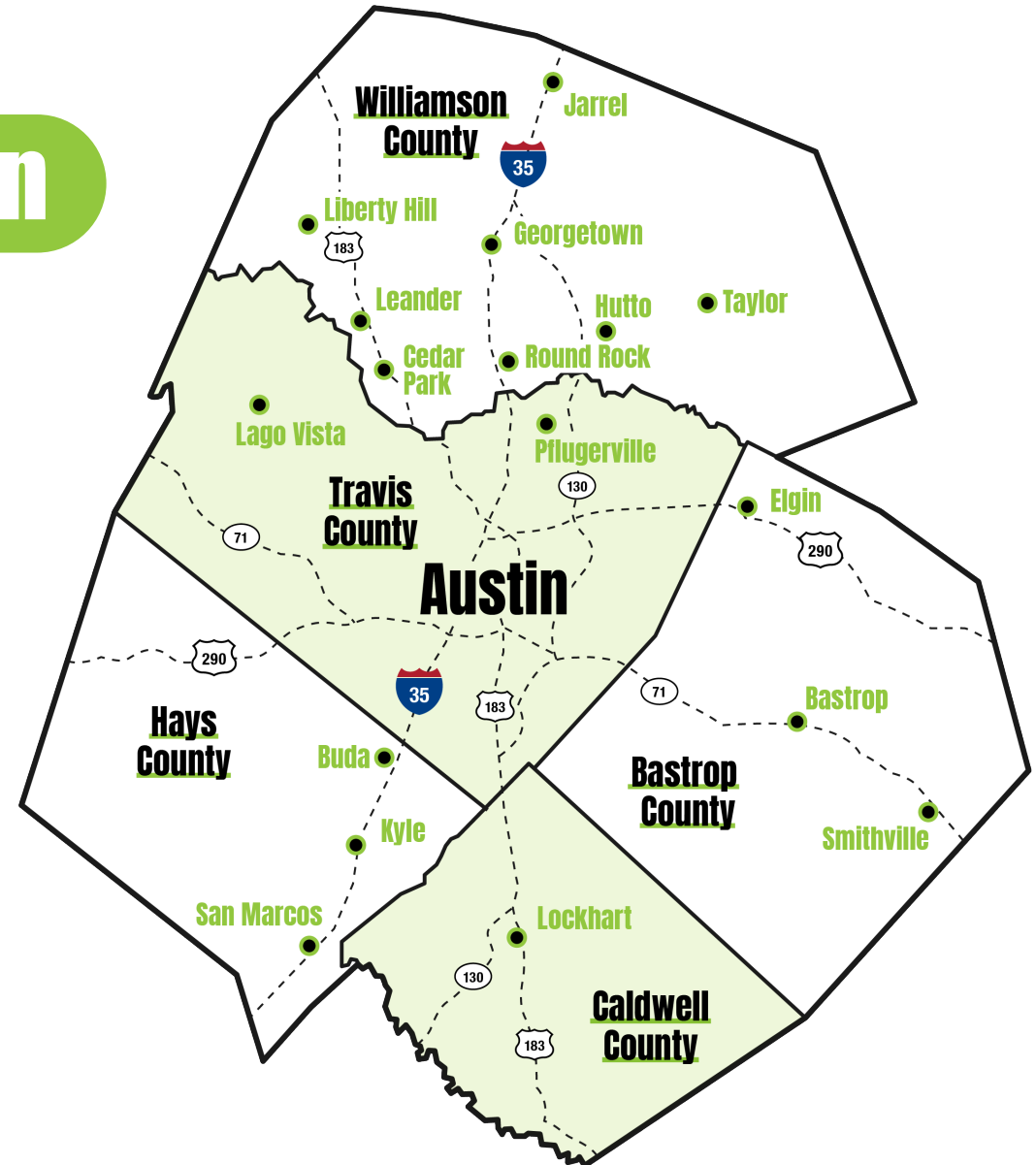
- 84,000+ residents and growing
 - Among the largest cities in Austin metro
 - Safest city in the Austin area
- MSA population: 2.4 million
- 680,000+ county residents
- In fastest growing metro among top 50
- Regional labor force 1.4 million
- Average age 37

Cedar Park Economic Development Corporation

Key Focus Areas

Target Industries:

- Semiconductor
- Corporate HQs/regional offices
- R&D
- Advanced/general manufacturing
- Cleantech/Energy
- AI/Software
- Life sciences/healthtech
- Space/Defense
- Innovation



Looking **Back**

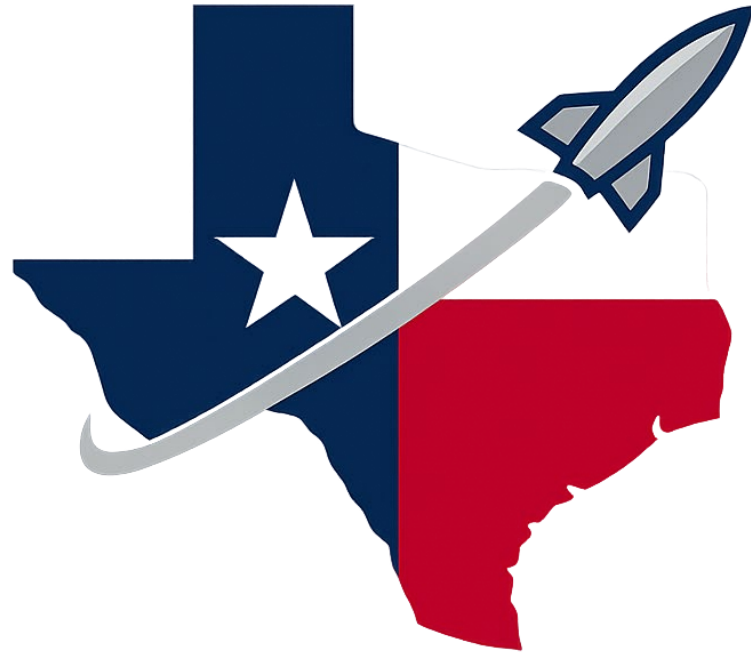


PLUG AND PLAY

Cedar Park
Economic Development Corporation

WHERE INNOVATION HAPPENS





CENTRAL TEXAS SPACEPORT

DEVELOPMENT CORPORATION

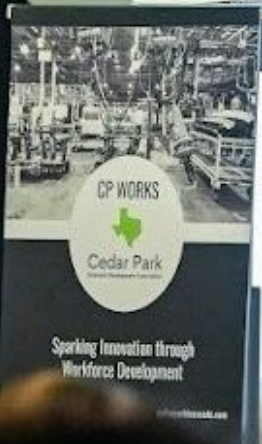


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WORKS WORKFORCE SUMM



CEDAR PARK TEXAS

Company Relocations and

Expansions



What's **Ahead**

Industry **SECTORS**

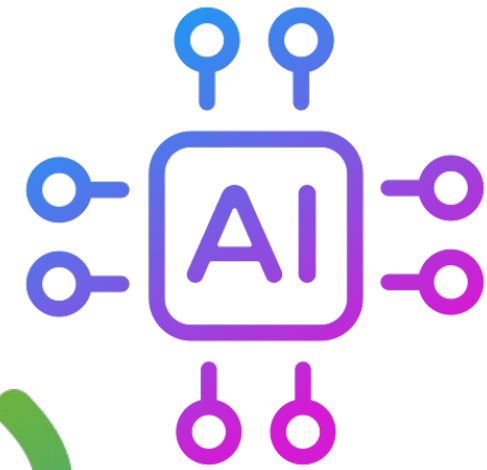
From global leaders in aerospace and advanced manufacturing to pioneering life sciences and corporate headquarters, Cedar Park is a thriving hub for businesses.

Space & Defense

Artificial Intelligence

Life Science

Headquarters



HQ

Retail & Mixed Use

DEVELOPMENT



Cedar Tech I **DEVELOPMENT**



Cedar Tech II

DEVELOPMENT



Prologis Northwest



Freehill DEVELOPMENT



Lime Creek

REDEVELOPMENT



Contact Us

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Chief Economic Development Officer

Arthur.Jackson@cedarparktexas.gov





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CITY OF
Lockhart
ECONOMIC DEVELOPMENT

City of Lockhart



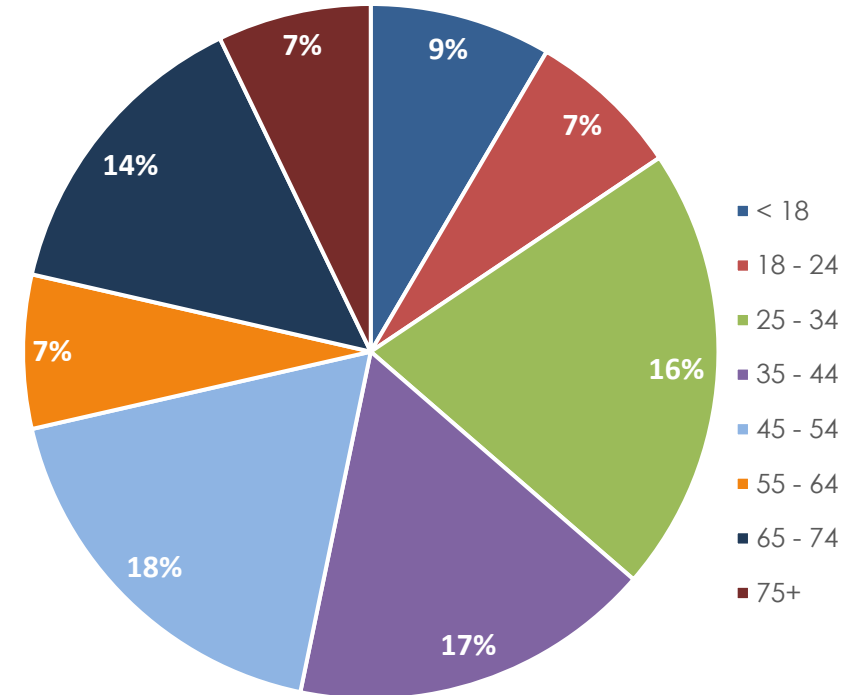
- Since 2020 the City of Lockhart has grown 19%
- 2020 Population: 14,382
- 2021 Population: 14,661
- 2022 Population: 14,928
- 2023 Population: 15,381
- 2024 Population: 17,166
- Since 2020, population grew 19%
- Between 2023/2024, grew 11%
- Population expected to double by 2040



DEMOGRAPHICS

	Lockhart	35-Mile Radius
Population	17,166 (2024)	1,043,597 (2024)
Median Age	38.8	36.8
Labor Force	6,863	772,900
Average Mean Wage for Jobs in Location	\$54,700 (2023)	\$68,000 (2023)
Median Household Income for Residents	\$81,368	\$93,737
Educational Attainment Age 25+	HS Graduate + : 44.5% Associates + : 4.9% Bachelors + : 12.3% Graduate Degree: 4.4%	HS Graduate + : 12% Associates + : 5.2% Bachelors + : 38.3% Graduate Degree: 23.4%

Lockhart Population By Age



Sources: U.S. Census Bureau, Population Division; U.S. Census Bureau, American Community Survey; CHMURA Economics & Analytics, JobsEQ



HOUSING MARKET



Downtown Revitalization

* COUNCIL APPROVED, MAY 3, 2022 *

OPTION 1B

MAIN POINTS

- TWO-WAY TRAFFIC AROUND COURTHOUSE
- ONE-WAY TRAFFIC ON COMMERCE AND MAIN STREETS, BLOCKS NORTH AND SOUTH OF COURTHOUSE ONLY
- ADDITIONAL TRAFFIC CONTROL SIGNAGE REQUIRED
- ALL-WAY STOPS (● = STOP SIGN)
- PRESERVE ALL MEDIAN TREES
- CURB BUMP-OUTS AND PEDESTRIAN REFUGES SHORTEN CROSSWALKS
- EXPANDED SIDEWALKS AROUND COURTHOUSE AND RETAIL FRONTAGE
- PARKING LAYOUT MODIFIED TO FOLLOW CONVENTIONAL STANDARDS



DOWNTOWN REVITALIZATION

LOCKHART MASTER PLAN

CONCEPTUAL COURTHOUSE STREETScape DESIGN - OPTION 1B

MAY 2022



Lockhart's Downtown Revitalization Project is a multi-phase investment in the nine-block area around the historic courthouse, upgrading streets, sidewalks, utilities, and lighting to preserve downtown charm, support local businesses, and plan for future growth.

The Downtown Revitalization Project is progressing steadily, with crews completing key infrastructure improvements including wastewater line installations, sidewalk upgrades, and pedestrian safety enhancements. Work continues on curbs and paving, with further construction planned in the coming weeks. The project remains focused on preserving the area's historic character while improving safety and accessibility.





Downtown Revitalization



ACC MOVES INTO LOCKHART



 **ACC IN LOCKHART**
Open House




Thursday, January 29, 2026 | 3 p.m.

303 W San Antonio St.
Lockhart, TX. 78644

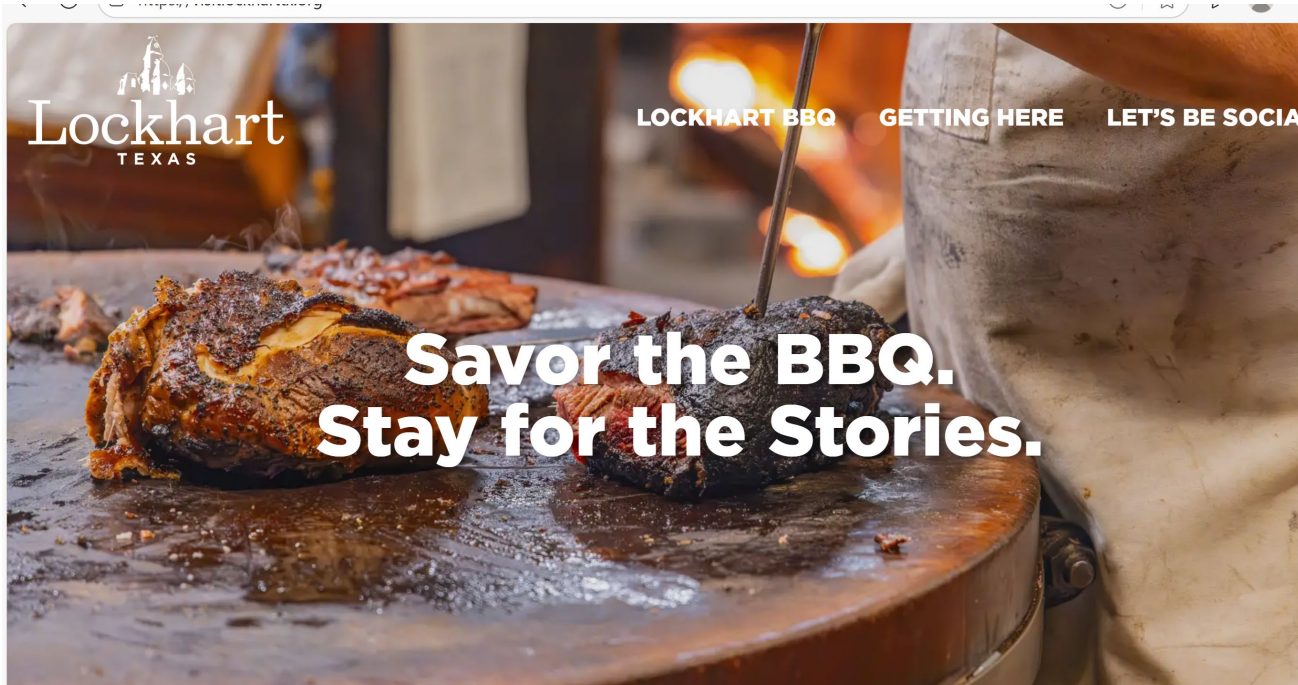
Explore Austin Community College's new career education and hands-on workforce training center in Downtown Lockhart, **enrolling now for January and beyond!**

- ✦ See the new hands-on training facility.
- ✦ Learn about ACC's Plumbing, HVAC, Welding & Automotive Technology programs.
- ✦ Celebrate the historic Ford building re-opening!

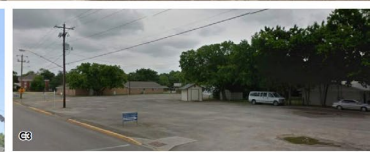
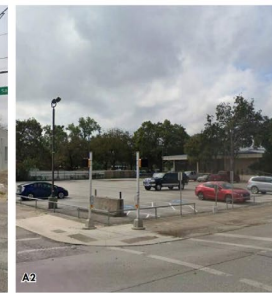
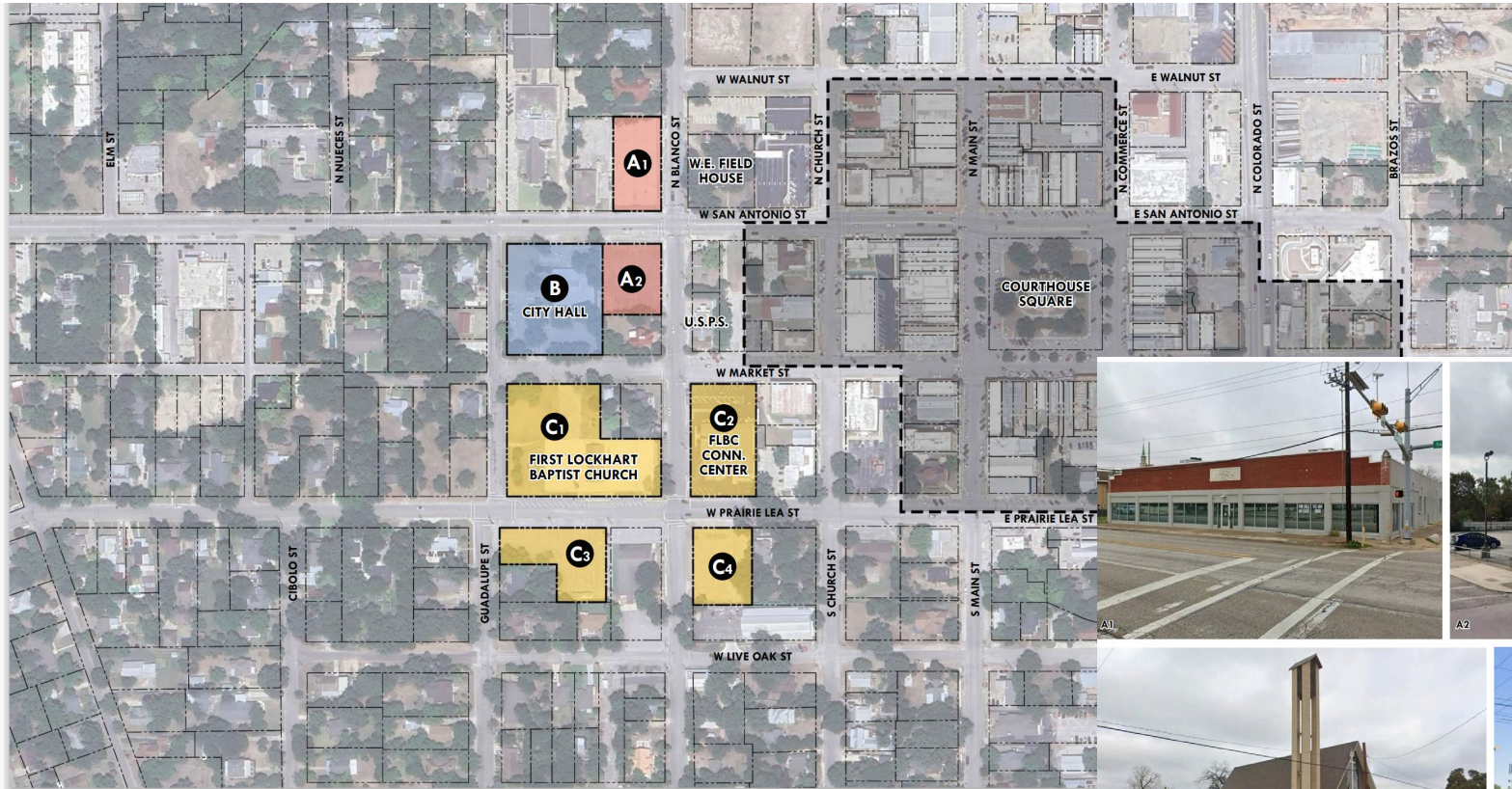
DISCOVER ACC IN LOCKHART
austincc.edu/lockhartopenhouse



DOWNTOWN AND TOURISM DEPARTMENT



W. MARKET STREET REDEVELOPMENT



C1 - FIRST LOCKHART BAPTIST CHURCH

C2 - FLBC CONN. CENTER

C4



RECENT ANNOUNCEMENTS

Sensai Foods



The site bought by Sensei was previously used as a greenhouse, warehouse and research-and-design center for Iron Ox, an agricultural technology company that shut down.

ARNOLD WELLS/ABJ

- \$40 million capital investment
- 15 jobs
- \$133k average salary

Hill Country Foodworks

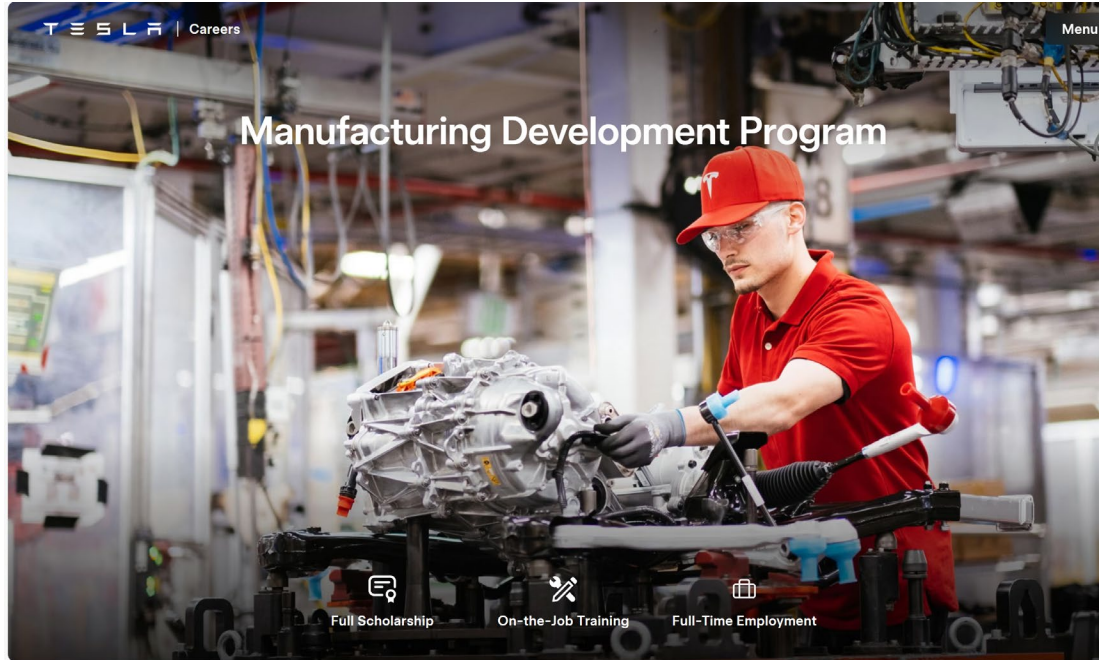


- Incentives to building/company
- 62,000 sq ft
- 20 jobs
- Double the capacity

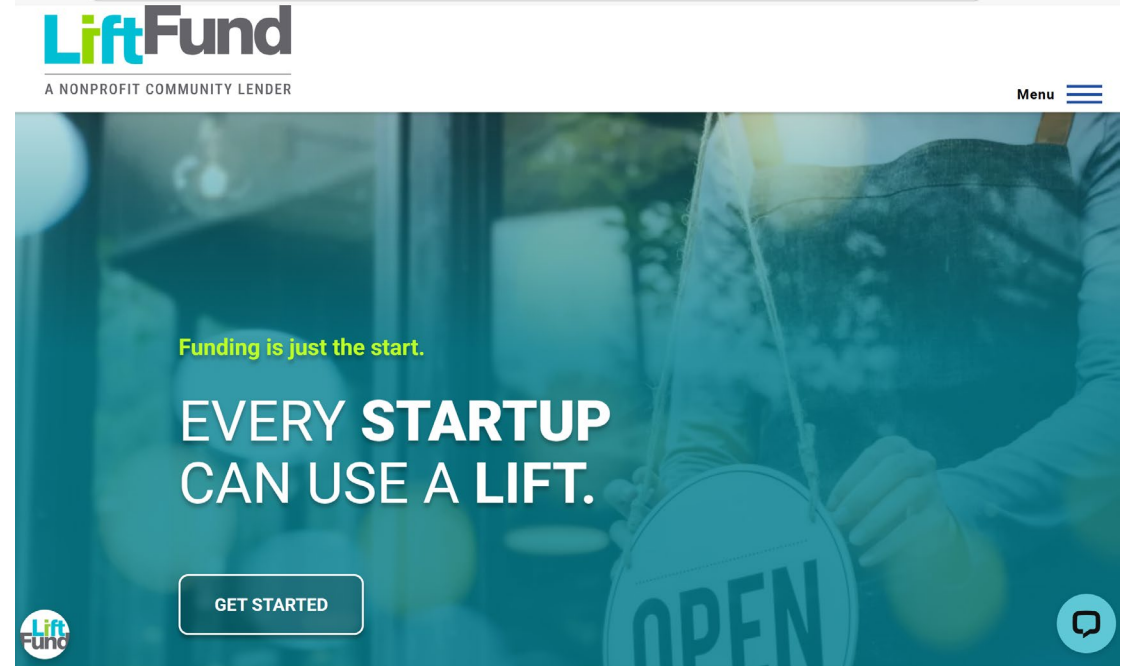


WORKFORCE/SMALL BUSINESS PROGRAMS

Tesla MDP



Small Business Microloan Program



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