

TEXAS Economic
Development
Corporation™

— *THE FUTURE IS* —
TEX  **S**

TxEDC Investor Guide



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Appointed
by Governor
Greg Abbott



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CEO
Nextt
Chair



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Lone Star National Bank
Vice Chair



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President & CEO
Temple Economic
Development Corporation
Treasurer



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OOG - Texas Economic
Development & Tourism Office
Ex-Officio



AARON DEMERSON
President & CEO
Texas Economic
Development Corporation
Ex-Officio



VICKI HOLLUB
CEO
Oxy
Immediate Past Board Chair

About TxEDC

The Texas Economic Development Corporation (TxEDC) is an independently funded and operated 501(c)(3) nonprofit organization dedicated to assisting in marketing Texas, both domestically and internationally, as a premier business destination. In partnership with the Governor's Texas Economic Development and Tourism (EDT) Office, these two highly focused organizations serve as the cornerstone of Governor Greg Abbott's economic development strategy to build the Texas of tomorrow.

Why Invest in TxEDC?

TxEDC helps connect economic development, workforce, and education to ensure Texas is the best place to locate and retain a business. TxEDC Investors play a vital role in shaping Texas' narrative both domestically and internationally. Several key benefits include:

- **Influence and Impact:** Investors are crucial in helping to attract businesses, talent, and investment to contribute to the state's record breaking economic development history.
- **Access:** Gain access to Texas' economic development initiatives and insights into key industries and market trends driving growth.
- **Networking Opportunities:** Connect with business leaders and decision-makers through exclusive events and initiatives, fostering collaboration and strategic partnerships.
- **Enhanced Visibility:** Investors receive recognition in TxEDC's marketing and promotional materials, amplifying their brand's presence among domestic and international audiences.
- **Economic Development Support:** Contributions directly support efforts and campaigns that strengthen the Texas economic development, workforce, and education landscape.
- **Personalized Engagement:** Enjoy tailored sponsorships and opportunities to align organizational goals with TxEDC's strategic initiatives, maximizing the impact of investments.

TxEDC Pillars

TxEDC markets Texas as the premier destination for business, showcasing it as the Best State for Business. Our four strategic focus areas underpin the state's economic development and marketing efforts.

- 1 Establish a statewide network of business leaders to stimulate job-creating investment in Texas.
- 2 Execute a bold plan to market Texas across the U.S. and globally as the destination of the future.
- 3 Expand the state's presence with national and international trade visits.
- 4 Elevate and promote economic growth of existing businesses and regions throughout Texas.

Market Texas with TxEDC

TxEDC markets Texas as the best place to do business through a multifaceted approach that highlights the state's unique strengths and opportunities. Key strategies include:

1 Targeted Advertising Campaigns:

- Leverage digital and print media to promote Texas' pro-business environment.
- Highlight the state's competitive advantages, such as low taxes, business-friendly regulations, and strong infrastructure.

2 International and Domestic Business Missions:

- Participate in domestic and international business missions to attract, expand and recruit foreign and domestic investment.
- Showcase Texas' industries and opportunities to domestic and international markets.

3 Comprehensive Economic Development Website:

- Access to detailed resources, data, and tools for businesses and site selectors evaluating Texas as a location for growth and expansion.

4 Industry-Specific Marketing:

- Promote key industries through industry sector forums such as energy, water, education, and manufacturing to targeted audiences.

5 Event Sponsorship and Participation:

- Host and sponsor conferences, expos, and industry gatherings to engage with site selectors, community partners, decision-makers, and industry leaders.

6 Networking & Collaboration Opportunities:

- Collaborate with current and potential TxEDC investors to amplify Texas' unique business opportunities.
- Partner with investors to co-develop initiatives that attract businesses and enhance Texas' economic profile.

7 Social Media and Digital Outreach:

- Use platforms such as LinkedIn, Facebook, X, and Instagram to share updates, success stories, and industry highlights.

8 Content Creation:

- Develop and share campaigns and infographics highlighting the state's strengths.

9 Site Selector Engagement:

- Connect and build relationships with site selection consultants through scheduled events.

10 Education and Workforce Development Promotion:

- Highlight and support Texas' highly skilled and diverse workforce and its top-ranked education and training programs as a foundation for economic development.

11 Recognition and Rankings:

- Celebrate and share Texas' consistent top rankings in business climate, economic growth, and quality of life through awards, reports, and *Texas Touts*.

TxEDC Signature Investor Benefits

3 YEAR COMMITMENT

TxEDC Signature Investors are top-tier champions driving Texas' economic growth through a three-year commitment. These investors shape Texas' future by fostering its innovation and enhancing its reputation as the premier destination for business relocation and retention.

TxEDC SIGNATURE BENEFITS	CEO Premier Signature \$100,000	Executive Signature \$50,000	Developer Signature \$25,000
VIP at TxEDC Annual Holiday Party	✓	✓	✓
VIP for mission participation	✓	✓	✓
Invitation to TxEDC special events and missions	✓	✓	✓
Special event invitations	✓	✓	✓
Organization logo displayed & linked from TxEDC website	✓	✓	✓
Custom made Texas gift (yearly)	✓	✓	✓
Complimentary participation fee for domestic missions	✓	✓	✓
Complimentary participation fee for international missions	✓	✓	✓
VIP at TxEDC Annual Investor Summit	✓	✓	
VIP Sponsorship opportunities at TxEDC events	✓	✓	
Premier Signature roundtable events (invitation only)	✓		

TxEDC Signature Investor Form

TEXAS Economic
Development
Corporation™

INVESTMENT

☐ \$100,000 CEO Premier Signature ☐ \$50,000 Executive Signature ☐ \$25,000 Developer Signature

3 Year
Commitment

Company/Organization _____
(As You Would Like It To Appear On Printed Materials)

CEO Name _____

Primary Name _____ Title _____

Physical Address _____

City _____ State/Country _____ Zip _____

Mailing Address _____

City _____ State/Country _____ Zip _____

CEO Work # _____ Cell # _____

CEO Email _____

Primary Work # _____ Primary Cell # _____

Primary Email _____

Company Website _____ Social Handles  _____

Please Make Checks Payable To "Texas Economic Development Corporation" And Return To:

Texas Economic Development Corp.
P.O. Box 684702
Austin, TX 78768

To wire funds:
Contact Scott Buchholtz at
Scott@businessintexas.com for instructions.

We appreciate your interest in the Texas Economic Development Corporation and your commitment to the future of Texas.

FOR MORE INFORMATION CONTACT:

Valerie G. Segovia, Ed.D. | Valerie@businessintexas.com | 512.981.6736

TxEDC is a statutorily created non-profit, non-partisan, tax-exempt 501(c)(3) corporation. Contributions, which may be made over a multi-year period, may be deductible as a charitable contribution.

TxEDC Lone Star Investor Benefits

ONE YEAR COMMITMENT

TxEDC Lone Star Investors are dedicated supporters with a one-year commitment to advancing Texas' economic growth. These investors play a key role in supporting TxEDC's annual initiatives, helping to promote Texas as a premier destination for business relocation and retention.

TxEDC LONE STAR BENEFITS	Tier 1 \$50,000	Tier 2 \$25,000	Tier 3 \$10,000	Tier 4 \$5,000	Tier 5 \$3,000
Organization name listed and linked on TxEDC website	✓ <i>with your logo</i>	✓ <i>with your logo</i>	✓ <i>with your logo</i>	✓	✓
Invitation to attend TxEDC investor events	✓	✓	✓	✓	✓
Invitation to participate in TxEDC domestic missions	✓	✓	✓	✓	
Invitation to participate in TxEDC international missions	✓	✓	✓		
VIP at TxEDC Annual Investor Summit	✓	✓			
VIP at TxEDC Annual Holiday Party	✓	✓			
VIP for mission participation	✓	✓			
Complimentary participation for domestic missions	✓				

TxEDC Lone Star Investor Form



INVESTMENT

☐ \$50,000 Tier 1

☐ \$25,000 Tier 2

☐ \$10,000 Tier 3

☐ \$5,000 Tier 4

☐ \$3,000 Tier 5

Company/Organization _____

(As You Would Like It To Appear On Printed Materials)

CEO Name _____

Primary Name _____ Title _____

Physical Address _____

City _____ State/Country _____ Zip _____

Mailing Address _____

City _____ State/Country _____ Zip _____

CEO Work # _____ Cell # _____

CEO Email _____

Primary Work # _____ Primary Cell # _____

Primary Email _____

Company Website _____ Social Handles  _____

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Thank You

TxEDC Signature Investors

PRESTIGE PARTNERS



CEO PREMIER SIGNATURE



EXECUTIVE SIGNATURE



THE UNIVERSITY of TEXAS SYSTEM
FOURTEEN INSTITUTIONS. UNLIMITED POSSIBILITIES.

DEVELOPER SIGNATURE



Thank You

TxEDC Lone Star Investors

LONE STAR TIER 1



LONE STAR TIER 2



LONE STAR TIER 3



Thank You

TxEDC Lone Star Investors

LONE STAR TIER 4

City of Cedar Park	Guadalupe Valley	Pflugerville Community
Desoto Development	Electric Cooperative	Development Corporation
Corporation	Gulf Coast Workforce	Round Rock Chamber of
Fort Worth Economic	Board	Commerce
Development	Houston Airport System	Schertz Economic
Partnership	Jetton Solutions	Development Corporation
Frisco Economic	Lindale Economic	Texas Forest Country
Development	Development	Partnership
Corporation	Corporation	The City of Balch Springs
Greater Brazos	Marshall Economic	Economic Development
Partnership	Development	The Woodlands Area
Greater Killeen Chamber	Corporation	Economic Development
of Commerce	Pape-Dawson	Partnership
Greater Waco Chamber	Engineers	Victoria Economic
of Commerce		Development Corporation

LONE STAR TIER 5

City Development	Kilgore Economic	Seguin Economic
Corporation of El Campo	Development	Development Corporation
City of Kyle	Corporation	SSOE
City of McAllen	Laredo Economic	Trulieve
Comptia	Development	US India Chamber of
Corpus Christi Regional	Corporation	Commerce Austin
Economic Development	Little Elm Economic	Valley Grande Institute
Corporation	Development	Victory Center Ministries, Inc.
Edinburg Economic	Corporation	Wichita Falls
Development Corporation	Midland Development	Chamber of Commerce
Formosa Plastics	Corporation	Woodforest National Bank
Greenlight Credentials LLC	Omnitrax	Workforce Solutions Alamo
Indo American Chamber	Pasadena Economic	Workforce Solutions
of Commerce of Greater	Development Corporation	Capital Area
Houston	Quorum Public Affairs	

An Investment in TxEDC is an Investment in TEXAS!



TOP BUSINESS CLIMATE IN AMERICA

Site Selection 2025



BEST STATE FOR BUSINESS

Chief Executive 2024



#1 STATE FOR CARNEGIE TIER 1 RESEARCH UNIVERSITIES

Carnegie Foundation 2024



#1 FOREIGN TRADE ZONE

Site Selection 2024



#1 STATE FOR STARTUPS

Swoop Funding 2025



13 YEARS GOVERNOR'S CUP

Site Selection 2024



11 YEARS GOLD SHOVEL AWARD

Area Development Magazine 2024

LEARN MORE AT
businessintexas.com

TEXAS Economic
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May 2025

