



TEXAS Economic
Development
Corporation™

FEBRUARY 12, 2020 | 11:30AM – 1:00PM



TxEDC INVESTOR MEETING – AUSTIN, TX





**GOVERNOR'S CUP WINNER
7TH STRAIGHT YEAR**

**SITE SELECTION
MAGAZINE 2018**



BEST STATE FOR BUSINESS

CNBC 2018



**BEST STATE FOR BUSINESS
15TH YEAR IN A ROW**

**CHIEF EXECUTIVE
MAGAZINE 2019**



14 MILLION

**PEOPLE IN TEXAS'
CIVILIAN LABOR FORCE**



**BEST STATE FOR
FEMALE ENTREPRENEURS**

FITSMALLBUSINESS.COM 2019



**#1 FOR FOREIGN
DIRECT INVESTMENT**

**ANNUAL STATE RANKINGS REPORT
BUSINESS FACILITIES 2018**



**TOP EXPORTING STATE
FOR 18 CONSECUTIVE YEARS**



**IF TEXAS WERE A
NATION, IT WOULD BE
10TH LARGEST ECONOMY
IN THE WORLD BASED ON GDP**



Awareness

2020 TARGET
11 MILLION

Digital Impressions

2020 TARGET
90 MILLION

Earned Media

Engagement

2020 TARGET
6,000

Site Selector/Consultant
Engagement

2020 TARGET
1,200

Business Engagement



January 15-18: TxEDC International Mission #1 | Israel

February 12: TxEDC Investor Meeting | Austin, TX

March 2: TxEDC Regional Business Summit #1 | Midland, TX

March 9-11: Site Selectors Guild Annual Conference | Atlanta, GA

March 11-13: TxEDC Domestic Mission #1 | Atlanta, GA

March 17: TxEDC/Office of the Governor SXSW Event | Austin, TX

April: TxEDC Regional Business Summit #2 | TBD

May: TxEDC International Mission #2 | Europe

June 2: “Party Under the Stars” at SelectUSA with Team Texas | Washington, D.C.

August: TxEDC Domestic Mission #2 | California

September: TxEDC Investor Meeting | Austin

September 23: TxEDC Regional Business Summit #3 | San Antonio

November: TxEDC Domestic Mission #3 | Chicago

December: TxEDC Holiday Reception | Austin, TX





7.4 MILLION+

Total Impressions



1.8 MILLION+

Total Clicks/Views



0.40%

Average Engagement Rate



Robert Allen
President & CEO
Texas Economic Development
Corporation



Bryan Daniel
Chairman & Commissioner
Representing the Public
Texas Workforce Commission



Secretary Ruth R. Hughs
Secretary of State
State of Texas



Mary York
Deputy Director, Economic
Development & Tourism
Office of the Governor



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