

**TEXAS** Economic  
Development  
Corporation™

— *THE FUTURE IS* —  
**TEXAS**

**TxEDC Investor Guide**



# TxEDC Board of Directors

Appointed  
by Governor  
Greg Abbott



**ARUN AGARWAL**  
CEO  
Nextt  
Chair



**S. DAVID DEANDA, JR.**  
President & CEO  
Lone Star National Bank  
Vice Chair



**ADRIAN CANNADY**  
President & CEO  
Temple Economic  
Development Corporation  
Treasurer



**GEORGE "TREY"  
HENDERSON III**  
Manager & Owner  
Henderson Community Ltd.  
Secretary



**LARRY COBEN**  
Chair, President & CEO  
NRG Energy



**L. FREDERICK "RICK"  
FRANCIS**  
Executive Chairman  
WestStar



**PETER HOLT**  
CEO & General Manager  
HOLT CAT



**EDUARDO MARGAIN**  
CEO & Founder  
Pixiu Investments



**TOM MASON**  
Executive Vice President  
Energy Transfer



**BRUCE NIEMEYER**  
President  
Chevron Americas  
Exploration & Production  
Chevron, U.S.A., Inc.



**ADRIANA CRUZ**  
Executive Director  
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

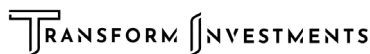


### EXECUTIVE SIGNATURE



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

# An Investment in TxEDC is an Investment in TEXAS!



## TOP BUSINESS CLIMATE IN AMERICA

Site Selection 2024



## BEST STATE FOR BUSINESS

Chief Executive 2025



## 13 YEARS GOVERNOR'S CUP

Site Selection 2024



## 12 YEARS GOLD SHOVEL AWARD

Area Development Magazine 2025



## TOP PERFORMING STATE FOR NEW INVESTMENTS

Site Selection 2025



## #1 STATE FOR STARTUPS

Swoop Funding 2025



## #1 STATE FOR CARNEGIE TIER 1 RESEARCH UNIVERSITIES

Carnegie Foundation 2024



## #1 FOREIGN TRADE ZONE

Site Selection 2024

LEARN MORE AT  
[businessintexas.com](https://businessintexas.com)

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