

TEXAS Economic
Development
Corporation™

— *THE FUTURE IS* —
TEXAS

TxEDC Investor Guide



TxEDC Board of Directors

Appointed
by Governor
Greg Abbott



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CEO
Nextt
Chair



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President & CEO
Lone Star National Bank
Vice Chair



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President & CEO
Temple Economic
Development Corporation
Treasurer



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Pixiu Investments
Secretary



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Sales Development Manager
Loop Payments, Inc.



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NRG Energy



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Former President & CEO
GECU



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Former Executive Vice President
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President
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Immediate Past
Board Chair



PETER J. HOLT
President & CEO
HoltCat
Past Board Member
2025



**L. RICK
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Chairman & CEO
WestStar Bank
Past Board Member
2025



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Executive Director
Governor's Texas
Economic Development
& Tourism Office
Ex-Officio



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

About TxEDC

The Texas Economic Development Corporation (TxEDC) is an independently funded and operated 501(c)(3) nonprofit organization responsible for assisting with marketing and promoting Texas, both domestically and internationally, as the Best State for Business. In partnership with the Governor's Texas Economic Development & Tourism Office (EDT), these two highly focused organizations make up the cornerstone of Governor Greg Abbott's economic development strategy to build a Bigger. Better. Texas.

TxEDC Core Values

Excellence • Communication • Respect • Compassion • Positive Intent • Joy

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

Four pillars serve as the foundation for ensuring that TxEDC is doing its part by playing a key role in driving economic development success.

- 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 business missions.
- 4** Elevate and promote economic growth of existing businesses and regions throughout Texas.

Market Texas with TxEDC

TxEDC partners with investors to promote Texas as the premier destination for business investment and expansion. Through collaborative marketing initiatives, events, and strategic outreach, investors play a key role in helping tell the Texas story to business leaders and decision-makers around the world.

As part of this partnership, investors also benefit from increased visibility through TxEDC communications and campaigns, along with exposure to TxEDC's extensive network of economic development leaders, corporate executives, and site selectors. These opportunities may include featured spotlights, digital content, and participation in thought-leadership initiatives that highlight the organizations helping drive Texas' economic success.

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 (36 months) 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) | ✓ | | |
| Subscription to Locations Advisor Database – database of 450+ site selection consultants | ✓ | | |

TxEDC Signature Investor Form

INVESTMENT

\$100,000
CEO Premier Signature

\$50,000
Executive Signature

\$25,000
Developer Signature

3-Year Commitment
36 months

Company Information

Company Name _____

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

Company Sector / Business Type _____

Company Website Address _____ Company Phone Number _____

Company Addresses

Physical Address _____

City _____ State/Country _____ ZIP _____

Mailing Address _____

City _____ State/Country _____ ZIP _____

Same as Physical Address

Chief Executive Officer (CEO) Information

CEO Name _____ Email Address _____

Office Phone Number _____ Mobile Phone Number _____

Primary Contact Information *(Primary day-to-day TxEDC contact)*

Primary Contact Name _____ Title _____

Office Phone Number _____ Mobile Phone Number _____

Email Address _____

Invoicing / Billing Contact Information *(For invoices, payment coordination, and financial correspondence)*

Invoicing Contact Name _____ Email Address _____

Office Phone Number _____ Mobile Phone Number _____

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: Dr. Valerie G. Segovia | 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 (12 months) 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 | ✓ | | | | |
| Subscription to Locations Advisor Database – database of 450+ site selection consultants | ✓ | | | | |

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

1-Year Commitment
12 months

Company Information

Company Name _____

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

Company Sector / Business Type _____

Company Website Address _____ Company Phone Number _____

Company Addresses

Physical Address _____

City _____ State/Country _____ ZIP _____

Mailing Address _____

City _____ State/Country _____ ZIP _____

Same as Physical Address

Chief Executive Officer (CEO) Information

CEO Name _____ Email Address _____

Office Phone Number _____ Mobile Phone Number _____

Primary Contact Information *(Primary day-to-day TxEDC contact)*

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P.O. Box 684702 | Austin, TX 78768

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Thank You TxEDC Signature Investors

PRESTIGE PARTNERS



CEO PREMIER SIGNATURE



EXECUTIVE SIGNATURE



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

| | | |
|--|---|---|
| Anna Economic Development Corporation | Kilgore Economic Development Corporation | TalentForce |
| BroadAxis Inc. | Leigh Chiu Designs | Stantec |
| Cedar Park Economic Development | Lindale Economic Development Corporation | Texas Forest Country Partnership |
| City of Grand Prairie Economic Development | Marshall Economic Development Corporation | The City of Balch Springs Economic Development |
| Desoto Development Corporation | Mount Pleasant Economic Development Corporation | The Woodlands Area Economic Development Partnership |
| Greater Brazos Partnership | Pape-Dawson Engineers | Tyler Economic Development |
| Greater Killeen Chamber of Commerce | Perseus Defense | Workforce Solutions Deep East Texas |
| Guadalupe Valley Electric Cooperative | Round Rock Chamber of Commerce | Workforce Solutions for North Central Texas |
| Jetton Solutions | Schertz Economic Development Corporation | Workforce Solutions Gulf Coast |

LONE STAR TIER 5

| | | |
|--|---|---|
| Allen Economic Development Corporation | Formosa Plastics | RioPlex INC |
| Blue Wave Supplier Development Academy | Greenlight Credentials LLC | Risun Solutions |
| Buda Economic Development Corporation | Korea International Trade Association | Seguin Economic Development Corporation |
| Capitol Credit Union | Laredo Economic Development Corporation | Texas Bankers Association |
| City Development Corporation of El Campo | Little Elm Economic Development Corporation | Texas Media Production Alliance |
| City of Kyle | Matagorda County Economic Development Corporation | Trulieve |
| City of McAllen | Midland Development Corporation | US India Chamber of Commerce Austin |
| Comptia | Montgomery Strategies | Woodforest National Bank |
| Corpus Christi Regional Economic Development Corporation | Omnitrax | Workforce Solutions Alamo |
| DigitalGenetix | Pasadena Economic Development Corporation | Workforce Solutions Borderplex |
| Edinburg Economic Development Corporation | Parabola9 | Workforce Solutions Capital Area |
| Duane Morris | Plug and Play | Workforce Solutions for Tarrant County |
| FluxWorks, Inc. | Quorum Public Affairs | Workforce Solutions Rural Capital Area |

An Investment in TxEDC is an Investment in TEXAS!



BEST STATE FOR BUSINESS

Chief Executive magazine 2026



14 YEARS GOVERNOR'S CUP

Site Selection magazine 2026



TOP BUSINESS CLIMATE IN AMERICA

Site Selection magazine 2025



TOP PERFORMING STATE FOR NEW INVESTMENTS

Site Selection magazine 2025



#1 STATE WITH MOST FORTUNE 500 COMPANIES

Fortune 2026



13 YEARS GOLD SHOVEL AWARD

Area Development magazine 2026



#1 STATE FOR CARNEGIE TIER ONE RESEARCH UNIVERSITIES

Carnegie Foundation 2025



#1 STATE FOR EXPORTING

Census Trade Data 2025

LEARN MORE AT
businessintexas.com

TEXAS Economic Development Corporation™

JUNE 2026

