



TAYLOR
THE ZEST OF TEXAS

Update on 2008-2011 Board Goals

3rd Quarter 2009

TAYLOR
ECONOMIC DEVELOPMENT CORPORATION



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Four Key Goals (2008-2011)

1. **Business Retention and Expansion** – The Taylor EDC will create a favorable business climate and build economic wealth for the community by further developing a business retention and expansion (BRE) program to assist primary employers.
2. **Business Recruitment/Development** – The The Taylor EDC will create a favorable business climate and build economic wealth for the community by increasing business attraction and (targeted) promotional marketing activities which will attract at least \$12 million in new capital investments and 300 net new jobs with higher than average payrolls.
3. **Workforce Development** – The Taylor EDC will develop the quality and size of a sustainable semi-skilled and skilled workforce in Taylor by investing resources in K-12 and higher education programs.
4. **Marketing-Communications** – The Taylor EDC will improve the brand image of Taylor by promoting the city as an energetic, progressive community with a good quality of life and pro-active business climate.



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Business Retention/Expansion

Period Ending 2nd Qtr 2009 (June 30, 2009)

	Quarterly Goal	Quarterly Actual	Annual Goal YTD	Annual Actual	Campaign Goal (4 years)	Campaign Actual (4 years)
Unique Company Visits	4	6	16	10	64	43
All Company Visits	4	8	16	12	64	53
New Prospects	0	0	2	1	8	8



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Business Retention/Expansion

Period Ending 3rd Qtr 2009 (September 30, 2009)

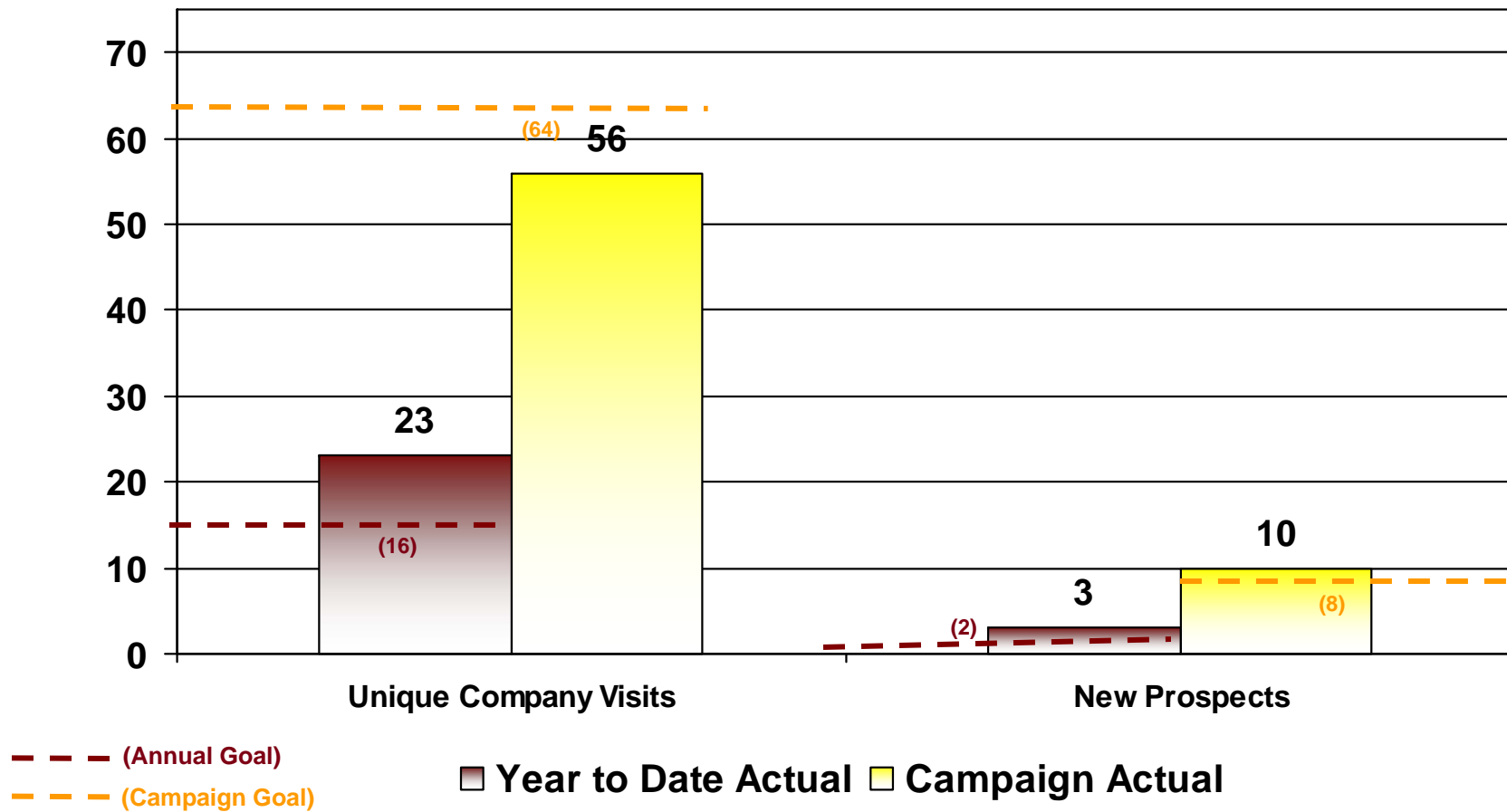
	Quarterly Goal	Quarterly Actual	Annual Goal YTD	Annual Actual	Campaign Goal (4 years)	Campaign Actual (4 years)
Unique Company Visits	4	13	16	23	64	56
All Company Visits	4	16	16	28	64	69
New Prospects	0	2	2	3	8	10



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Goal 1. Business Retention & Expansion (BRE)

Staff Activity for BRE (1Q-3Q 2009)





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Noteworthy BRE activities 3Q 2009

- Setup new **BRE software** e-Synchronist, populated with Taylor companies
- Finished draft of **BRE plan**
- Staff attended multiple **BRE training** sessions online, at Texas EDC annual conference, and will attend Blane-Canada BRE conference in October plus Economic Development Institute BRE classes.
- **Company assists:** 11
 - E.R. Carpenter Company
 - Taylor Meat Company
 - Flyrite Choppers
 - Taylor Metal Finishing
 - BABECO
 - Durcon
 - Gary Williams Trucking
 - Taylor Bedding
 - Basler Electric

• **Events of Interest**

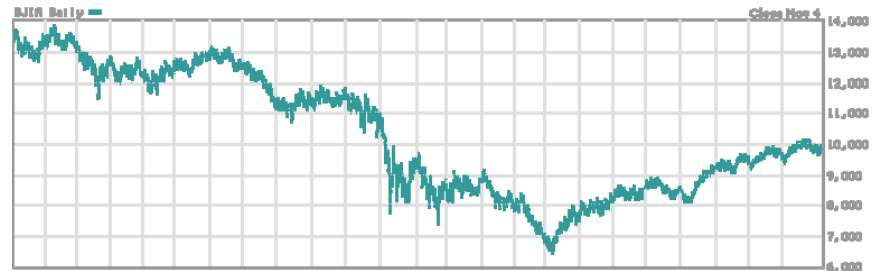
- **Breakfast reception** held for new Basler plant manager (Anita Voyles) in Q1.
- **Lunch welcome** held for Durcon General Plant Manager (Cordell Bennigson) in Q4.
- **HR Roundtable** held for Human Resource Coordinators in Q4.
- **Social Media presentation** scheduled for Q4.



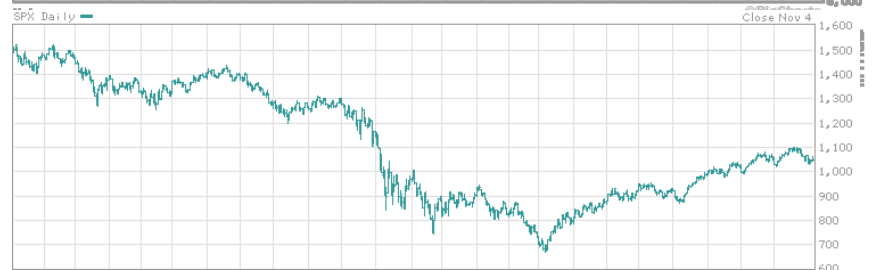
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The Financial Markets since Jan. 2008

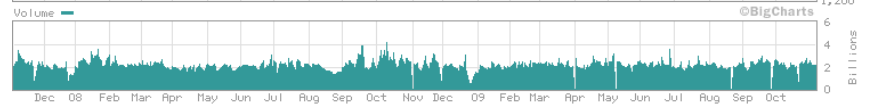
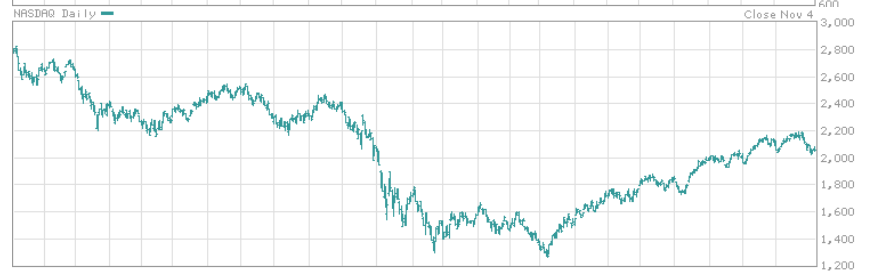
The Dow Jones



The S&P 500



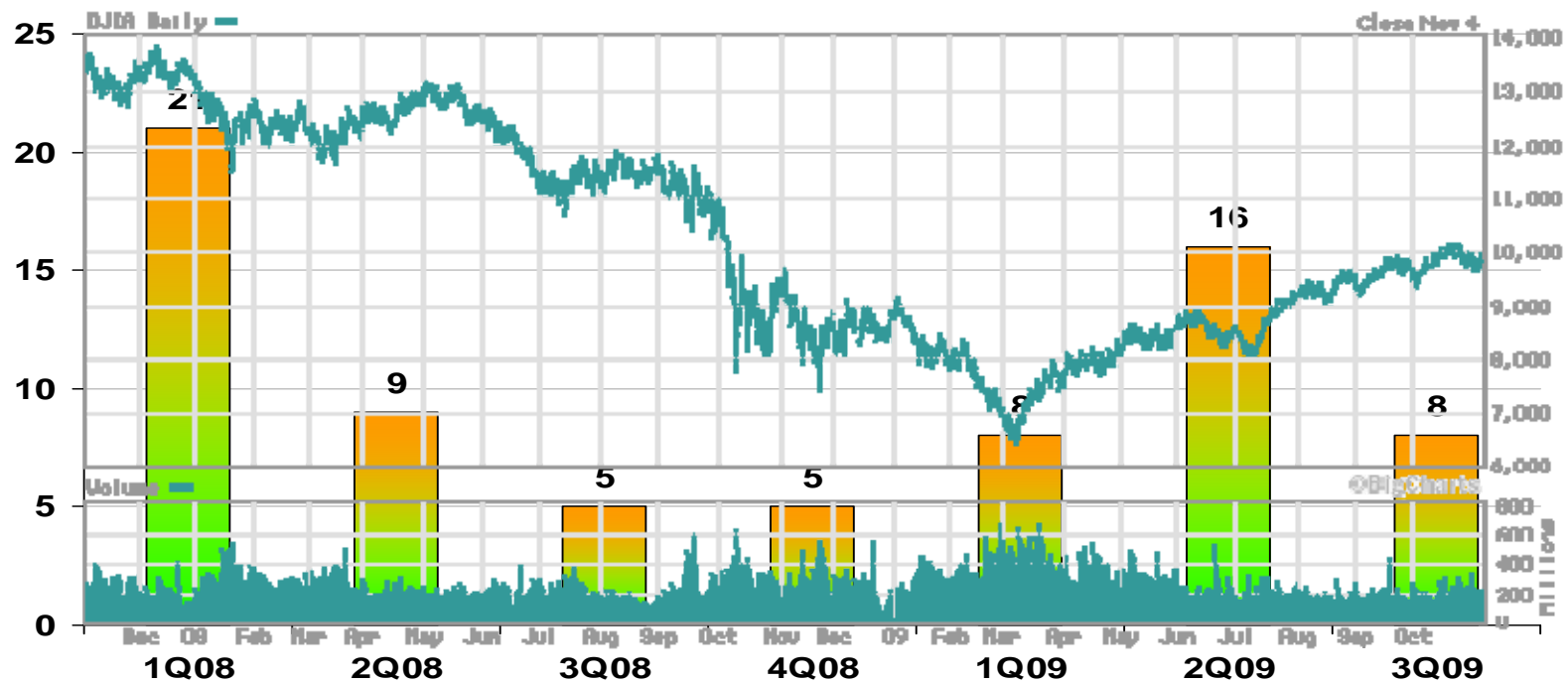
NASDAQ





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RFP's compared to The Dow-Jones

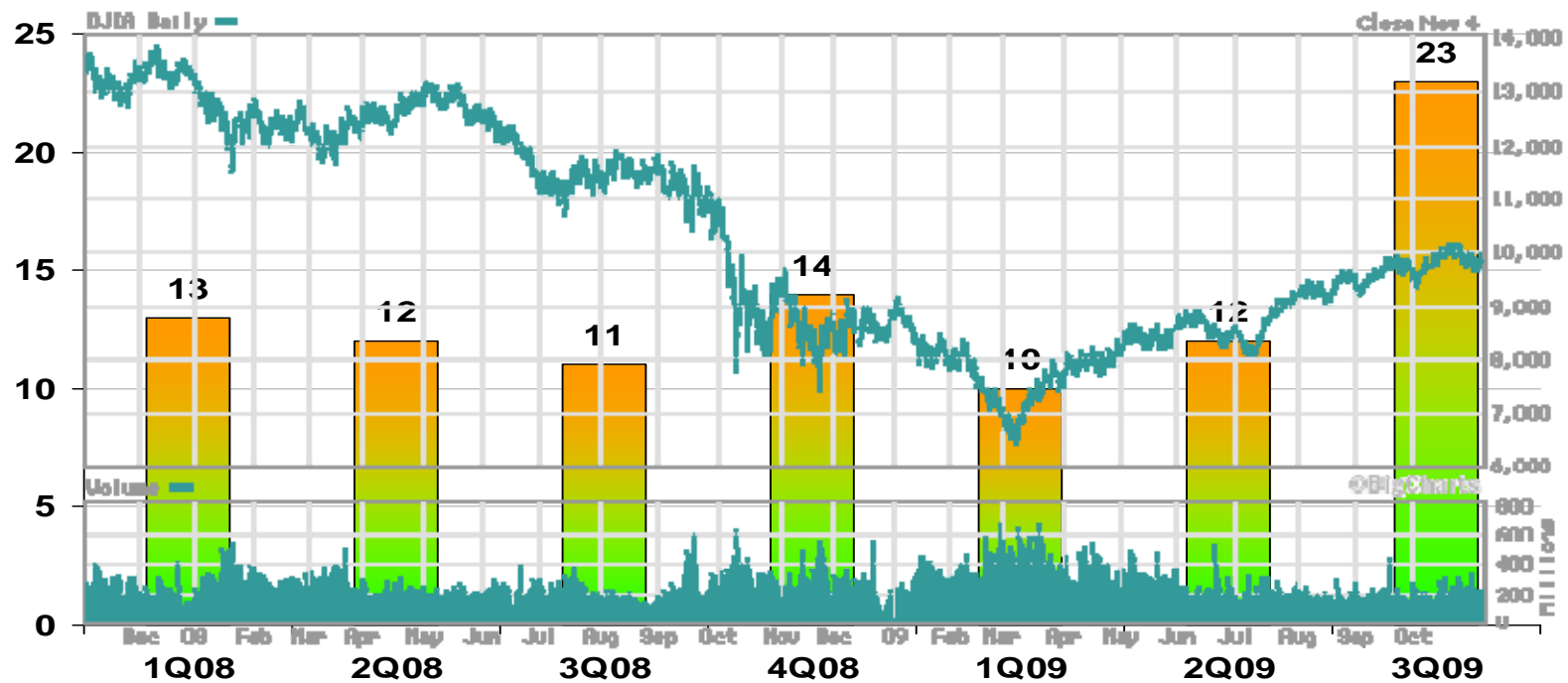


RFP's declined significantly when the markets began to retract. Companies issued RFP's ahead of markets to plan ahead.



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Visits compared to The Dow-Jones

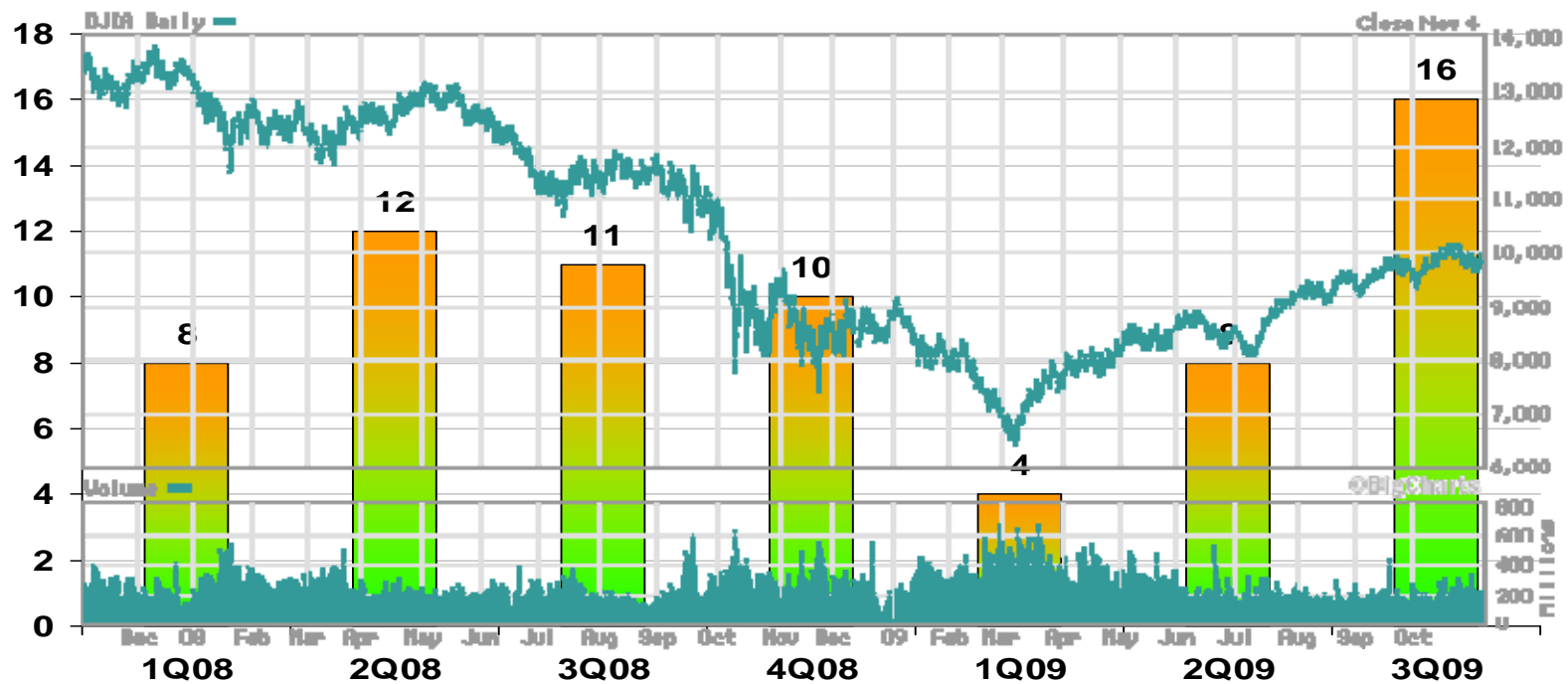


Prospect visits stayed relatively steady throughout the declining economy. As business confidence grew, so did site visits.



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BRE compared to The Dow-Jones



BRE activities lagged while staff worked on proposals, recruitment projects and BRE setup activities (e.g. Synchronist contracts).



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Business Recruitment/Development

Period Ending 2nd Qtr 2009 (June 30, 2009)

	Quarterly Goal	Quarterly Actual	Annual Goal	Annual Actual YTD	Campaign Goal (4 years)	Campaign Actual (4 years)
Out of Market Visits	-	2	9	9	36	9
RFP Responses	5	16	20	20	80	64
Unique Prospect Visits	4	11	16	16	64	39
All Prospect Visits	-	12	-	16	-	72



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Business Recruitment/Development

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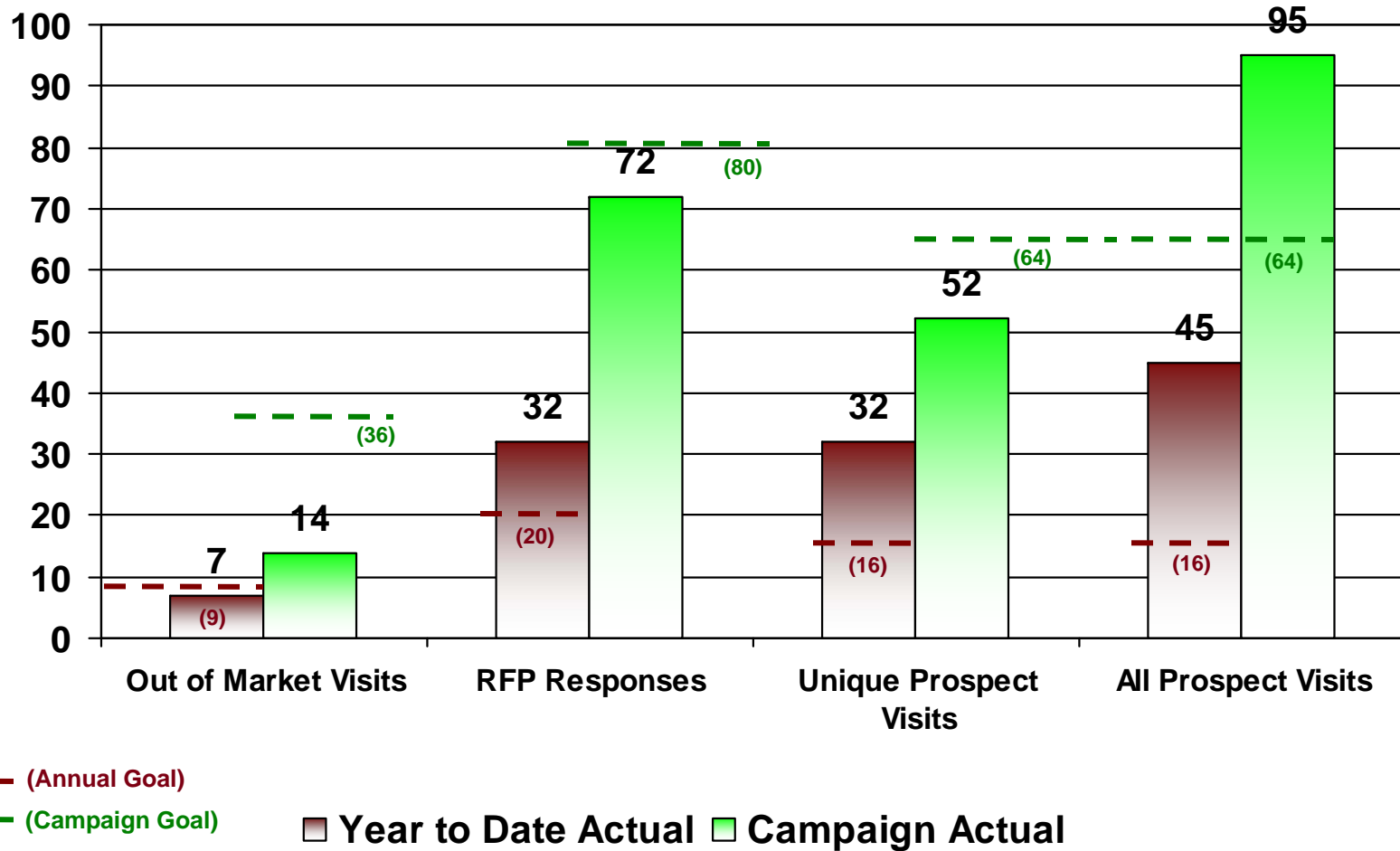
	Quarterly Goal	Quarterly Actual	Annual Goal	Annual Actual YTD	Campaign Goal (4 years)	Campaign Actual (4 years)
Out of Market Visits	-	5	9	7	36	14
RFP Responses	5	8	20	32	80	72
Unique Prospect Visits	4	13	16	32	64	52
All Prospect Visits	-	23	-	45	-	95



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Goal 2. Business Recruitment

Staff Activity for Recruitment (1Q-3Q 2009)





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Goal 3. Workforce Development

- Still working on financing for EWCHEC facilities
- State Legislature allocated \$805,000 to EWCHEC to start a renewable energy training institute called the “Sustainable Technologies Academy” (STA)
- Focus of STA is on core skills in electro-mechanical
- STA programs address many skills sets needed by existing local companies, too.
- STA programs becomes a solid foundation for clean energy manufacturers to add customized training.



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Goal 4. Marketing & Communications

- Biggest project was 5-month launch of new brand: *The Zest of Texas.*
- New Taylor EDC website coming in Fall 2009
- New brochures and marketing materials
- Hosting commercial realtors and developers in Taylor from throughout the Austin region
- Continue to work with Taylor Marketing Team
- Key focus is to improve the brand image and brand awareness of Taylor in Central Texas!



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Questions?

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