



**TAYLOR**  
THE ZEST OF TEXAS

# Update on 2008-2011 Board Goals

Year End 2009 Summary

**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 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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## EDC Goals Snapshot Results

Year Ending 2009 (December 31, 2009)	Campaign Goal (4-years)	Campaign Actual To Date
Net New Jobs	300	27
Jobs Retained (BRE Assistance Provided)	-	## TBC
Company Relocations / Expansions	-	1
New Capital Investments	\$12 million	\$\$ TBC
Prospect Visits (unique company visits)	64	53
BRE Visits (unique company visits)	64	56

## and \$\$ - Still waiting on confirmation of numbers.



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## Companies Assisted\* (2009)

Company Name	New Jobs	Retained Jobs	Capital Investment (estimated)
Taylor Bedding est.**	-	50 (-20)	-
Austintatious Metals (BRE)	-	2	\$100k
Flyrite Choppers (BRE)	-	3 (-4)	-
Basler Electric est.**	-	40 (-10)	-
Blackland Publications (BRE)	-	(-10)	(-\$200k)
Brett Industries (BRE)	-	(-2)	(-\$200k)
TaylorCraft Cabinet Doors**	5	-	\$150k
Burrows Cabinets (BRE)	-	60	\$500k
BABECO est.**	-	15	-
LBJ Workstations est.**	5	10	\$25k
CCA est.**	-	100	-
Durcon (BRE)	-	180	-

\*Assistance is defined as meetings or actions about development guidelines, incentives, hiring, training, or other matters relating to expansion or relocation to Taylor.

\*\* No new cash or land-incentive transactions with the TEDC occurred. \*\*\*Net Jobs Retained (lost jobs)



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## Business Retention/Expansion

Period Ending 4th Qtr 2009 (December 31, 2009)

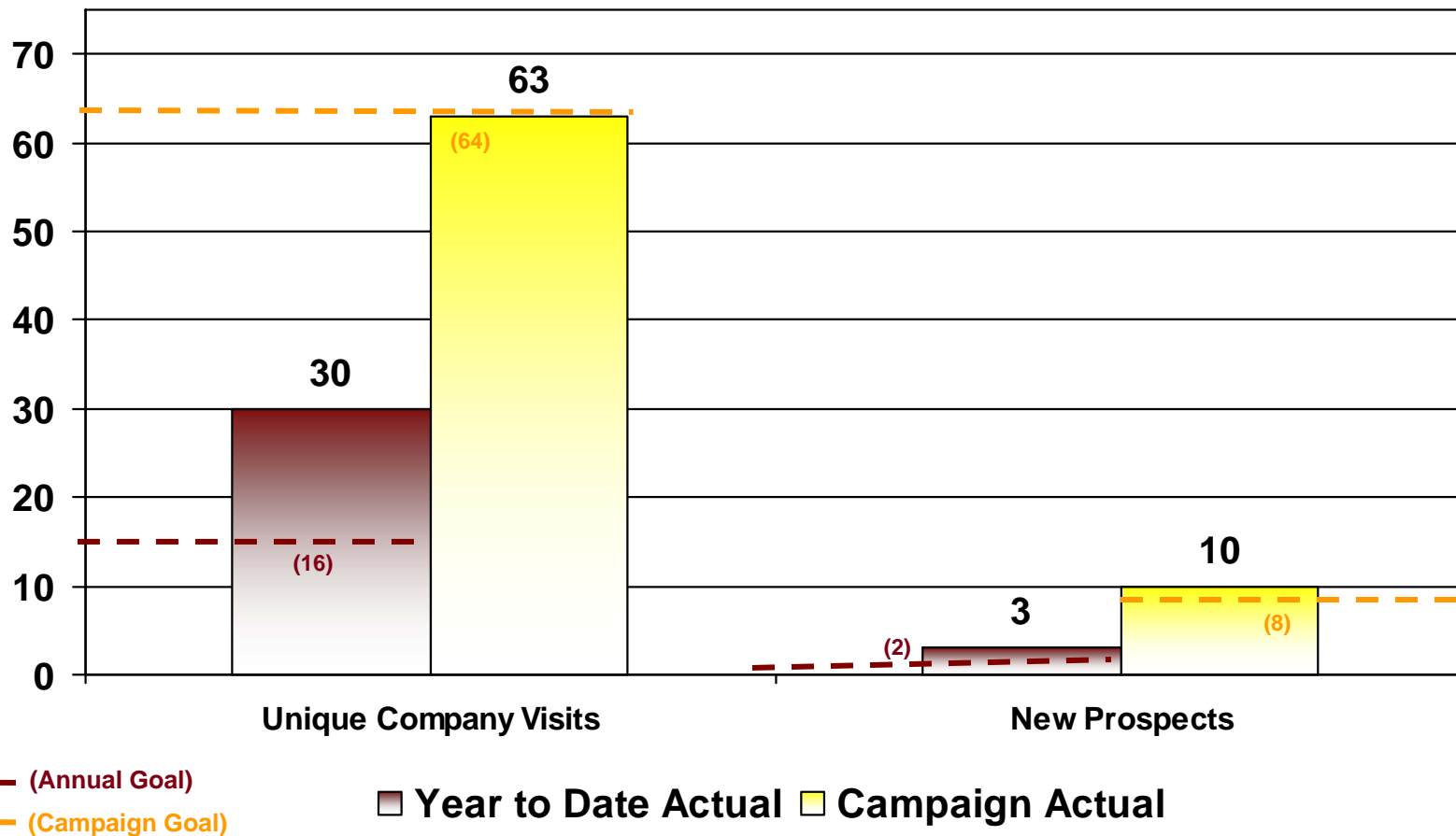
	Quarterly Goal	Quarterly Actual	Annual Goal YTD	Annual Actual	Campaign Goal (4 years)	Campaign Actual (4 years)
Unique Company Visits	4	7	16	30	64	53
All Company Visits	4	15	16	43	64	84
New Prospects	0	0	2	3	8	10



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## Goal 1. Business Retention & Expansion (BRE)

### Staff Activity for BRE (Year Ending 2009)





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## Noteworthy BRE activities 4Q 2009

- Assisted three (3) companies to secure a Freeport Property Tax agreement with Williamson County Commissioner's Court.
- Secured QuickBooks training classes for local employers by Temple College.
- Tried to negotiate revisions to Economic Development Agreement with Brett Industries to keep them in Taylor; They settled with the TEDC and relocated to Hutto instead).
- Worked behind the scenes with the County Commissioners to encourage them to support renewing the contract for CCA to retain the jobs in Taylor for a women-only detainee facility.
- **Company assists:**
  - Brett Industries
  - TaylorCraft
  - Flyrite Choppers
  - Taylor Metal Finishing
  - BABECO
  - Durcon
  - Taylor Bedding
  - Basler Electric

### Events of Interest

- **HR Roundtable** held for Human Resource Professionals in Taylor
- **Social Media presentation** was held in Taylor for local companies/HR professionals.



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## Business Recruitment/Development

Period Ending 4<sup>th</sup> Qtr 2009 (December 31, 2009)

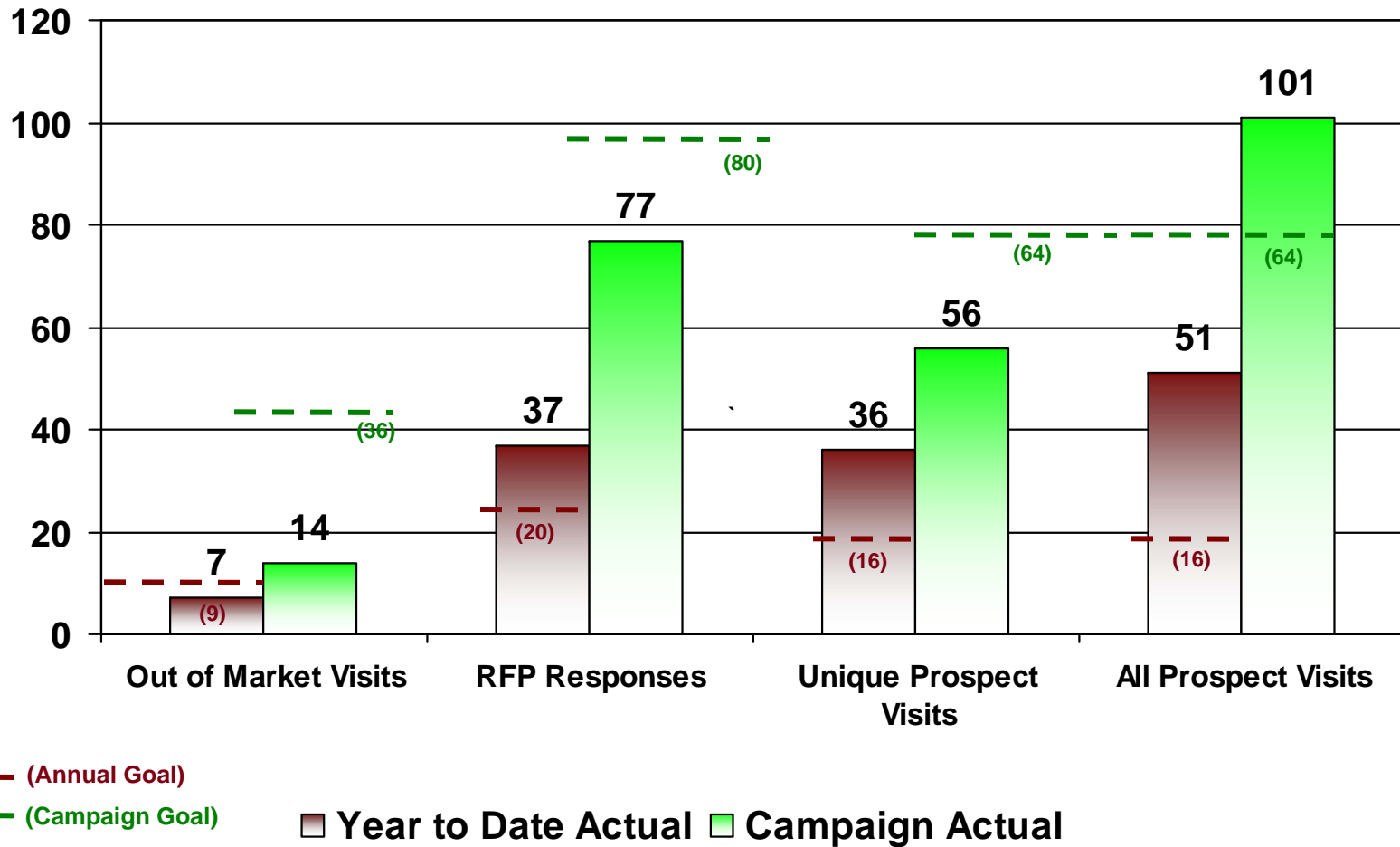
	Quarterly Goal	Quarterly Actual	Annual Goal	Annual Actual YTD	Campaign Goal (4 years)	Campaign Actual (4 years)
Out of Market Visits	-	0	9	7	36	14
RFP Responses	5	5	20	37	80	77
Unique Prospect Visits	4	4	16	36	64	56
All Prospect Visits	-	6	-	51	-	101



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## Goal 2. Business Recruitment

### Staff Activity for Recruitment (Year Ending 2009)





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## Goal 3. Workforce Development

- Should now be within 90-days of securing EWCHEC facilities; TSTC has secured an option on the former Big Industrial building
- CEO initiated core research for workforce planning to begin in 2010
- Beginning advisory role to High School programs through the Career & Technology Education (CTE)
- Linda Wentrcek started Roundtable events with Human Resource professionals to encourage more dialogue among area employers and learn more about workforce development needs.



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## Goal 4. Marketing & Communications

- Promoted Taylor at Williamson County Growth Summit in Round Rock
- New Taylor EDC website postponed to Jan. 2010
- New website content added; not just a new “wrapper” around old content.
- New features to include area maps on homepage, news feeds from city of Taylor, updated real estate database, richer content about incentives & more.
- Strategy to promote new website will include color ads placed in local newspapers, online ads, email blasts, promotion in city of Taylor materials and other strategies tied into a master “campaign” launch.



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Questions?

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