

2022

MOMENTUM ANNUAL REPORT



[ROUNDROCKCHAMBER.ORG](https://roundrockchamber.org)



A MESSAGE FROM OUR LEADERSHIP

As the economic generation leader for Round Rock, the Chamber continues to execute its economic development strategy through Momentum. The Momentum program's mission is to create jobs and wealth for the Round Rock community. The program accomplishes this through strategic priorities including business attraction, business retention and expansion, workforce and talent development, entrepreneurship and business advocacy.

Momentum has supported the recruitment and expansion of both new and existing businesses across a diverse set of industries that represents hundreds of new and retained jobs. In 2022, the Round Rock Chamber announced five new strategic economic development wins across a variety of industry sectors that will create approximately 235 new, high-paying jobs and invest more than \$241 million in the community.

To ensure the continued economic growth of Round Rock, the Chamber spent the last year back on the road traveling across the the country, spreading the word about the benefits of doing business in Round Rock. Ten marketing and business recruitment events were completed in 2022, including a recruitment trip to Chicago with a delegation of Round Rock representatives that included individuals from local government, higher education and the private sector.

Momentum investors are essential to executing our economic development strategy — your investment is a critical component of the economic development success Round Rock continues to see. Thanks to your support, we are prepared to execute on a bold strategic plan to push our program to the next level.



WRIT BAESE
President, Hill Country Payroll
2023 Momentum Chair



JORDAN ROBINSON
President & CEO
Round Rock Chamber

MOMENTUM PRIORITIES

✓ BUSINESS ATTRACTION

Lead community efforts for business recruitment by aggressively promoting Round Rock as a premier destination to live and work and proactively recruit companies in identified target industries.

✓ BUSINESS RETENTION & EXPANSION

Provide assistance and support for local employers to maintain and grow operations in Round Rock through a proactive business visitation program, providing local business assistance and ensuring the city remains a viable place to do business.

✓ WORKFORCE & TALENT DEVELOPMENT

Enhance and expand workforce availability and talent development programs for employers and employees by identifying and addressing industry-based, shared workforce needs while continuing to foster new leaders within the business community.

✓ ENTREPRENEURSHIP

Develop a thriving ecosystem that supports high-growth entrepreneurs and start-up businesses in Round Rock by nurturing and accelerating entrepreneurship throughout all stages of the start-up pipeline.

✓ BUSINESS ADVOCACY

Promote a general business climate in Round Rock that is supportive for economic vitality while continuing to influence infrastructure investment that supports growth and mobility.

LIFE SCIENCES STRATEGY STUDY

The Round Rock Chamber, along with regional leaders and stakeholders, have recognized the opportunity to take advantage of the greater Austin region's growing reputation as one of the **top three emerging life science markets in the country**.

The Chamber embarked on a strategic visioning process, which concluded in the summer of 2022 and resulted in a set of recommendations to develop a life science cluster in Round Rock. As a result, the Chamber formed a *Life Science Cluster Task Force* to implement and execute the ongoing initiative of creating a life sciences research and industry cluster that leverages the many community assets, both public and private.



RECRUITING TO ROUND ROCK

March 2–4

Site Selector's Guild Annual Conference (San Diego, CA)

March 11–20

South by Southwest (SXSW) Conference (Austin, TX)

March 28–31

Texas Economic Development Corporation/Governor's Office Marketing Trip (Chicago, IL)

March 30

Inaugural Manufacturing and Defense Industrial Base Symposium (Arlington, TX)

April 21–22

Site Selector Familiarization Tour (Williamson County, TX)

August 29–31

Round Rock Business Recruitment Trip (Chicago, IL)

September 27–29

Fed Supernova at Capital Factory (Austin, TX)

October 10–12

Association of the U.S. Army (AUSA) Annual Meeting (Washington, D.C.)

November 18

Austin Startup Week at Capital Factory (Austin, TX)



A POWERFUL ECONOMIC GENERATOR

The Round Rock Chamber is committed to accelerating economic growth through strategic business development, business retention and business attraction. Our mission is to always solve for “Yes” and provide new and existing businesses with a rock-solid business community.

5 PROJECT WINS IN 2022:

SABEY
Data Centers

SABEY DATA CENTERS

Employment: 20 new jobs
Capital Investment: \$190 Million


EMERSON

EMERSON AUTOMATION
SOLUTIONS

Employment: 60 new jobs
Capital Investment: \$9 Million


Valex

VALEX CORP.

Employment: 75 new jobs
Capital Investment: \$12 Million

\$241M
CAPITAL INVESTMENT

235
NEW DIRECT JOBS

 **KNOWMADICS**

KNOWMADICS

Employment: 10 new jobs
Strategic Defense Innovation Win

KoMiCo

KOMICO
TECHNOLOGIES, INC.

Employment: 70 new jobs
Capital Investment: \$30 Million

2022 BUSINESS ATTRACTION AND RETENTION

8

Prospect site visits
in Round Rock

154

New prospect
leads

30

Existing business and
retention meetings

67

Meetings with
commercial brokers
and site selectors

5

Projects
announced

33

Proposals
submitted

10

Marketing
trips

IGNITED BY INNOVATION

The entrepreneurial spirit is deeply ingrained in Round Rock, supported by a welcoming startup and small business community. The Chamber is dedicated to developing a thriving ecosystem that supports high-growth entrepreneurs and startup businesses by offering a variety of entrepreneurship-focused programs and events.

ENTREPRENEURSHIP EFFORTS IN 2022:

- Hosted **10 Business Leader Series** events for scaling companies, including the first-ever exclusive *CEO Roundtable* for entrepreneurs and small business owners
- Hosted **4 Spark** events
- Hosted **12 1-Million Cups Round Rock** events
- Celebrated *National Small Business Week* the first week in May
- Participated in **SXSW**
 - ✓ 100+ lead generation emails captured
 - ✓ 80+ unique views to Round Rock Chamber SXSW landing page
 - ✓ 5+ meetings as a result
- Participated in *Capital Factory's Fed Supernova*
 - ✓ 30+ unique visits to our landing page
 - ✓ 2 project leads
 - ✓ 5 sessions attended
- Participated in *ATX Startup Week*
 - ✓ 50+ unique visits to our landing page

30+
Events

500+
Attendees

50+
Hours towards
education



BUSINESS PLAN COMPETITION

The Round Rock Chamber was proud to announce its partnership with the City for the inaugural *Round Rock Public Library's Business Plan Competition* for Round Rock-based startup entrepreneurs.

The main goal of this competition was for startup entrepreneurs to gain practical knowledge about starting and growing a business using the various small business resources that are readily available at the Round Rock Public Library.

The six finalists presented their business plan to a panel of judges and had the opportunity to win up to \$10,000.00, including a stipend for computer equipment from Dell Technologies.

17

TOTAL
APPLICATIONS

6

COMPETITION
FINALISTS



ASK US ABOUT
ROUND ROCK'S
DEFENSE
INNOVATION FUND



BUILDING THE TALENT PIPELINE

The Chamber is dedicated to creating and maintaining a skilled workforce as it continues to be one of the most important factors in business attraction and retention. We are focused on producing a top-notch workforce and a talent pipeline.



WORKFORCE DEVELOPMENT

The Chamber continues to encourage and facilitate integrated coordination between public and higher education systems and local business stakeholders.



2022 EFFORTS

RELAUNCHED

the Teacher Externship Program for 2022 in partnership with Workforce Solutions Rural Capital Area and Round Rock Independent School District (RRISD).

HOSTED

4 Virtual Coffee connections for RRISD Career & Technical Education Educators to connect with local business leaders.

RELAUNCHED

the Site Visit Program in connection with the Externship Program and RRISD. 12 businesses participated, benefiting 100+ educators.

HOSTED

4 Talent Development Council Meetings, bringing together local education partners and other organizations working to build the talent pipeline in Round Rock.

2022 TEACHER SUMMER EXTERNSHIP PROGRAM HIGHLIGHTS

- 5-day teacher externship
- 70 participating educators
- 58 participating businesses and departments

OUR PROGRAMS

LEADERSHIP ROUND ROCK

has helped to develop leaders since the program began in the mid 1980s. This year-long program develops leadership skills and promotes awareness of issues and opportunities that impact Round Rock. Each class is assigned a project to assist a local non-profit.

ASCEND

launched over a decade ago to assist young professionals looking for a path to become established and ready to lead. The program continues to accomplish that goal through monthly meetings over a three-year program. Graduates have gone on to become city council members, entrepreneurs, executive directors, school board trustees and community leaders.

LRR Class of 2022 raised over **\$30,000** for the Round Rock Police Foundation's inaugural *Step N2 Success* program.

CEO ROUNDTABLE

In July 2022, the Chamber gathered founders and CEOs of scaling startups and small businesses to discuss a variety of topics to address challenges that entrepreneurs and small business owners are experiencing in today's environment. This exclusive event included 17 business leaders representing companies ranging from 5 employees to 100 employees. Over the course of 2 hours, the group discussed hiring and retaining employees, company culture and the struggles that each entity has faced in these categories as well as best practices to overcome them.



2022 GRADUATES

28 Leadership Round Rock

2 Ascend

MOMENTUM INVESTORS

Momentum investors play a critical role in funding the execution of the Chamber's economic development strategy, which directly contributes to the overall economic vitality of the region. **Thank you to the 75+ businesses that have invested in Momentum.**

PACESETTER INVESTORS



LEAD INVESTOR

Aloft & Element Austin
Round Rock Hotel

Anchor-Ventana Glass

Burke Real Estate Group

Central Texas Regional
Mobility Authority

Heritage Title Company
of Austin

Independent Financial
Group, Inc.

Mark IV Capital

Maxwell Locke & Ritter

Nyle Maxwell Family
of Dealerships

PlainsCapital Bank

Ryan Sanders Sports
& Entertainment

Robinson Family
Management

St. David's Round Rock
Medical Center

VeraBank

INVESTOR PLUS

Broadway Bank

Carl Miller

CBI Group

Chisholm Trail
Financial Group

Concept Companies

Don Quick & Associates

East/West Manufacturing

Henderson Professional
Engineers

Moman Design

NFP Corporate Benefits

Page

SALT Air & Electric

Structura

Texas State
Technical College

TNT Financial Services

Truist

Watkins Insurance Group

INVESTOR

Alan M. McGraw,
Attorney at Law

Atmos Energy Company

Austin Marriott North

Baylor Scott & White Health

Beard Commercial
Properties

Brinegar Properties

Cadence Bank

CENTRO Event Space

Community Impact

Dietz & Jarrard PC

First Texas Bank

Hill Country Payroll

Hot Dog Marketing

Lora & Jay Webber

Marsh & McLennan Agency

McCreary, Veselka,
Bragg & Allen, P.C.

Odyssey Technical Solutions

Pape-Dawson Engineers

Sablatura Williams

Sheets & Crossfield

Southern Leasing
& Rental Company

Steve & Shonnie Stapp

Summit Commercial

The Ruby Hotel & Bar



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