

# MOMENTUM

A FIVE-YEAR ECONOMIC DEVELOPMENT STRATEGY



**IN ROUND ROCK,  
WE SOLVE FOR YES.**



# Step Up

## WHAT IS MOMENTUM?

Momentum is a five-year, public-private partnership between the Round Rock Chamber, City of Round Rock and private-sector investors from the Austin-Round Rock metropolitan area who 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.

The work of the Momentum strategic partnership is essential for the future of Round Rock and for the regional business community. As the economic generation leader for Round Rock, the Round Rock Chamber stimulates job creation, encourages business investment, supports entrepreneurs, nurtures local companies and expands the city's economic base.

As the saying goes, "a rising tide lifts all boats." The continued success of these important initiatives creates an economic ripple effect—including an increase in wages, home purchases, retail spending and so on—that both directly and indirectly benefits all residents and business leaders across the region.

Round Rock continues to offer a rock-solid business climate, a strong and responsive city leadership, a superior education system and high-value quality of life. It is through the ongoing commitment of Momentum investors that we continue to strive to make Round Rock the best place to live, work and build a business.



## Top Momentum Project Wins

### AMAZON

CapEx: \$12 million  
Jobs: 600

### AMETRINE

CapEx: \$8.7 million  
Jobs: 147

### EAST/WEST MANUFACTURING ENTERPRISES

CapEx: \$5.65 million  
Jobs: 60

### HUBBELL LIGHTING

CapEx: \$1.7 million  
Jobs: 50

### INVESTEX II, LLC

CapEx: \$17.7 million  
Jobs: 60

### KALAHARI RESORTS & CONVENTIONS

CapEx: \$500 million  
Jobs: 1,000+

### PERSPECTIVE HOSPITALITY MANAGEMENT SERVICES

CapEx: \$20 million  
Jobs: 80

### SALEEN PERFORMANCE PARTS

CapEx: \$10.5 million  
Jobs: 150

### UNITED PARCEL SERVICE

CapEx: \$70 million  
Jobs: 314

### THE DISTRICT

CapEx: \$200 million

## MOMENTUM RETURN ON INVESTMENT

The Momentum program over the past ten years has produced incredible results for Round Rock. Every \$1 invested in Momentum generated \$5,600 in economic output.

## 10-YEAR TOTAL ECONOMIC OUTPUT: \$13.98 BILLION

**\$2.4 BILLION** PER YEAR DIRECT | **\$3.3 BILLION** PER YEAR TOTAL



MILLION  
SALES TAX



MILLION  
PROPERTY TAX



MILLION TO RRISD,  
WILCO, & CITY OF  
ROUND ROCK

- ✓ **75** TOTAL PROJECT WINS
- ✓ **6,644** DIRECT NEW JOBS
- ✓ **10,371** DIRECT + INDIRECT NEW JOBS
- ✓ **\$1.8 BILLION** DIRECT CAPITAL INVESTMENT
- ✓ **\$2.6 BILLION** TOTAL INVESTMENT



# MOMENTUM PROGRAM PRIORITIES: 2022–2026

## 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

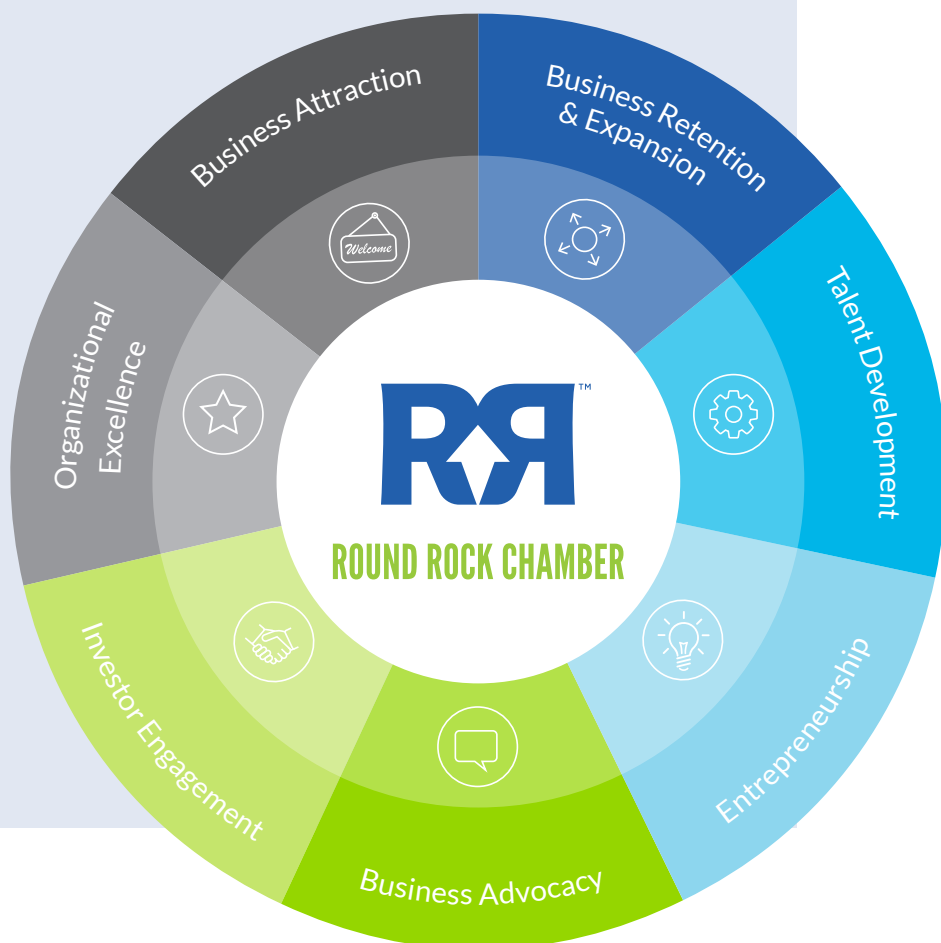
Enhance and expand workforce availability and talent development programs for employers and employees by identifying and addressing industry-based, shared workforce needs while continuing to foster new leaders within the business community.

## 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.



# ROUND ROCK'S TARGET INDUSTRY SECTORS

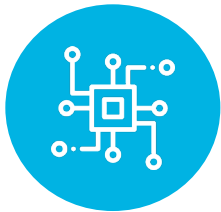
The Round Rock Chamber recently refreshed its five-year economic development strategy to identify and update priority target industries and related program recommendations. The results identified four business sector families that best match Round Rock's unique competitive advantages:



## MAKE IT IN ROUND ROCK

*SMALL-SCALE & TARGETED MANUFACTURING*

Computer & Electronics • Semiconductors (Small-Scale) • Automotive Technology • Battery Manufacturing • Other High-Tech Production



## THINK IT IN ROUND ROCK

*KNOWLEDGE ECONOMY*

Computer, Software & Programming Services • Data Centers & Cloud Computing • Corporate & Regional Headquarters • Robotics & Engineering • Cybersecurity & National Defense



## GREEN IT IN ROUND ROCK

*CLEAN TECH*

Clean Tech & Battery Research • Solar Energy/Photovoltaics • Green Materials • Materials Research & Testing • Power Generation



## HEAL IT IN ROUND ROCK

*HEALTH SCIENCES*

Pharmaceutical Manufacturing • Medical Devices • R&D/Clinical Research • Medical Supplies Distribution • Optical Equipment Mfg. & Distribution



# MOMENTUM INVESTORS

Round Rock's unprecedented success would not be possible without the support of Momentum investors, and the next five years present an exceptional opportunity to implement new initiatives that will continue to support local businesses, expand and diversify the city's economy and attract new companies to Round Rock.

## Pacesetter



## Lead Investor

Burke Real Estate  
Central Texas Regional Mobility Authority  
Frost Bank  
Heritage Title Company of Austin  
Independent Financial  
Mark IV  
Maxwell Locke & Ritter, LLP  
Nyle Maxwell Family of Dealerships  
Patten Title Holdings  
St. David's Round Rock Medical Center  
Stantec

## Investor Plus

2P Consultants, LLC  
Anchor-Ventana Glass Co.  
Broadway Bank  
Cornerstone Site Services  
MW Builders Inc  
Marsh Wortham  
NFP Corporate Benefits  
PlainsCapital Bank  
Round Rock Express Baseball Club  
Structura  
Summit Commercial Industrial Properties  
TNT Financial Services, Inc.  
Trammell Crow Company  
University Federal Credit Union

*Thank you to the following businesses for their investment in the 2017-2021 Momentum program, and we hope to generate additional support for this critical initiative to ensure that Round Rock remains to be an economic driver for the region.*

## Investor

Alan M. McGraw, Attorney at Law  
American Structurepoint, Inc.  
Aramcor, Inc. (Flix Brewhouse/Home Field Grill)  
Atmos Energy  
Austin Marriott North – Round Rock  
Austin Regional Clinic  
BancorpSouth  
Baylor Scott & White  
Beard Commercial Properties  
Brinegar Properties  
Chisholm Trail Financial  
Community Impact Newspaper  
Cushman and Wakefield Austin  
Dietz and Jarrard PC  
Don Quick & Associates  
East/West Manufacturing Enterprises  
First Texas Bank  
Georgetown Title Company  
Henderson Professional Engineers  
Hill Country Payroll  
KAH Architects and Interior Designers  
Live Oak-Gottesman, LLC  
Lora Weber  
McCreary, Veselka, Bragg & Allen, P.C.  
Mike Freeman Properties  
Nelson Homestead Management, LLP  
Pape Dawson Engineers  
Raba Kistner  
Round Rock Industrial Equipment  
Round Rock Travel and Cruises  
Sablatrura Williams  
Sheets & Crossfield, P.C.  
Southern Leasing and Rental Company  
Steve and Shonnie Stapp  
Summit Realtors  
Vera Bank  
W2 Real Estate Partners  
Wag A Bag  
Watkins Insurance Group

# INVESTOR BENEFIT LEVELS

As a Momentum investor, you are afforded many benefits depending on the level of your contribution. The investor benefit summary below outlines the specific benefits associated with each level of contribution. The total contribution amount reflects a five-year commitment. *Scan the QR code to complete the online investor commitment form. →*



INVESTOR LEVELS AND BENEFITS		PACESETTER	LEAD INVESTOR	INVESTOR PLUS	INVESTOR
One seat on the Momentum Advisory Council (MAC)		✓			
Invitation to participate in exclusive monthly MAC meetings to receive confidential economic development updates with city leadership		✓			
Guide and prioritize the annual economic development strategy at the highest-level		✓			
Opportunity to participate in recruiting trips subject to availability		✓			
Preferred VIP seating at all Momentum events		✓			
VIP invitations to exclusive events with elected officials, business leaders and other special guests		✓	✓		
VIP invitations to private engagements with business development prospects and industry influencers		✓	✓		
Inclusion in Business Development Resource Guide provided to prospects with contact information		✓ (Logo + Description)	✓ (Listing)		
Invitation to events such as welcome receptions and ground breakings for relocating businesses		✓	✓	✓	
Opportunity to join an exclusive Target Industry Advisory Task Force for targeted engagement in specific industry recruitment tactics		✓	✓	✓	
Complimentary ticket to quarterly investor events		✓ (4 tickets)	✓ (3 tickets)	✓ (2 tickets)	✓ (1 ticket)
Sponsorship, hosting, and branding opportunities in various annual offerings		✓	✓	✓	✓
E-newsletter subscription with timely economic development news		✓	✓	✓	✓
Listing in the Momentum Annual Report		✓ (Logo)	✓ (Listing)	✓ (Listing)	✓ (Listing)
Inclusion on the Chamber website and directory with a hyperlink		✓ (Logo)	✓ (Listing)	✓ (Listing)	✓ (Listing)
Access to customized research reports		✓	✓	✓	✓
Recognition in all Momentum printed materials		✓	✓	✓	✓
Investment Levels	Quarterly Payment	\$2,500/quarter	\$1,250/quarter	\$625/quarter	\$375/quarter
	Annual Payment	\$10,000/year	\$5,000/year	\$2,500/year	\$1,500/year
	Total Five-Year Commitment	\$50,000+	\$25,000	\$12,500	\$7,500



# STEP UP TO BUSINESS MADE EASY

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[roundrockchamber.org](http://roundrockchamber.org)

[ecodev@roundrockchamber.org](mailto:ecodev@roundrockchamber.org)

512.255.5805

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