



2022

ANNUAL REPORT

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

A MESSAGE FROM OUR LEADERSHIP

Although we are still experiencing the effects of the pandemic, our community continues to prevail. Together, we have adapted to countless challenges to serve our growing community. We are blessed with opportunities and look forward to another successful year.

Round Rock’s government officials, Chamber team, business leaders and civic leaders are dedicated and committed to serving our community. During my time as Chair, our team will focus on four primary areas: driving economic development, maintaining a strong business climate, developing a thriving entrepreneurial ecosystem and providing meaningful business engagement opportunities.

This year, the Chamber’s goal is to strive for greater economic development and business opportunities. I am proud of our resilience to achieve such accomplishments thus far, and have no doubt that 2023 will be another successful year.



JEREMY BARCLAY
2023 Board Chair
Round Rock Chamber

1 DRIVING ECONOMIC DEVELOPMENT

As the economic generation leader for Round Rock, the Chamber will continue to execute its economic development strategy that stimulates job creation, encourages business investment, nurtures existing local companies and expands the City’s economic base.

2 MAINTAINING A STRONG BUSINESS CLIMATE

The Chamber is the unified voice of the business community and is committed to ensuring all federal, state and local elected officials are well-informed of the perspectives of businesses in Round Rock and Williamson County. This year, the Chamber will communicate key public policy priorities, which are critical to the region’s growth and success, during the 88th Texas Legislative Session.

3 DEVELOPING A THRIVING ENTREPRENEURIAL ECOSYSTEM

The Chamber is dedicated to developing an ecosystem that supports high-growth entrepreneurs and startup businesses in Round Rock by nurturing and accelerating entrepreneurship and innovation throughout all stages of the startup pipeline.

4 PROVIDING MEANINGFUL BUSINESS ENGAGEMENT OPPORTUNITIES

The Chamber will continue to offer its investors the highest quality experience by creating an active business community, convening community leaders, providing opportunities for business connections and offering elevated, relevant and diverse programming.

LETTER FROM CHAMBER PRESIDENT & CEO

The Round Rock Chamber experienced another successful year that, through the dedication of the staff and our volunteer leadership, reached pre-pandemic membership levels, broke records on total investment into the organization and enjoyed the highest investor retention rate in nearly a decade. In my first year as President & CEO, I want to sincerely thank our business community for your ongoing support provided to me and our amazing team.

As the economic generation leader for Round Rock, the Chamber strategically supported the recruitment and expansion of new and existing businesses across a diverse set of industries ranging from defense innovation to semiconductors. We announced five economic development recruitment and expansion projects that represent hundreds of new and retained jobs and more than \$200 million invested in the Round Rock community.

Through the work of the Business Climate Council, the Round Rock Chamber adopted its *Agenda for Economic Vitality* and developed a set of legislative priorities that will be communicated to elected officials and policymakers during the 88th Texas Legislative Session. Additionally, we endorsed a successful bond election for Austin Community College and co-hosted a candidates forum for the Round Rock ISD board of trustees election.

We also worked to elevate our programs and investor engagement opportunities, including: graduating the largest Leadership Round Rock class in the program’s history, partnering with the City of Round Rock to launch the first-ever Business Plan Competition, completing a life science industry development strategy and laying the groundwork to launch a Young Professionals Network and Diversity, Equity & Inclusion Council.

While there was much to celebrate in 2022, Round Rock was enormously impacted when a devastating tornado ripped through our community. However, when faced with adversity, Round Rock demonstrates its resiliency, and I am proud that the Chamber was part of the widespread effort to raise more than \$400,000 for recovery relief funds through Round Rock Cares.

As we enter 2023, the Chamber will continue to execute our bold, strategic plan to further secure the economic vitality of Round Rock. I am truly proud to serve such a strong, rock-solid community and look forward to working with you on another successful year ahead.



JORDAN ROBINSON
President & CEO
Round Rock Chamber

ABOUT THE CHAMBER

The Round Rock Chamber is the economic generator for the Round Rock community and is driven by its dedication to improving quality of life and creating new opportunities for businesses, individuals and families. By fostering collaboration and partnerships with a unified voice, the Chamber drives business growth, attracts new businesses, creates new jobs and nurtures small businesses.

ABOUT 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.

MISSION

The Round Rock Chamber will lead economic generation in Round Rock through collaboration with community and business leaders to establish programs that support business growth.

VISION

To establish the City of Round Rock as a regional economic driver that offers businesses an environment for growth, career opportunities for residents and an excellent quality of life for all.

VALUES

- Integrity
- Innovation
- Unity
- Transparency
- Collaboration
- Professionalism

BELIEF STATEMENT

A strong economy in the community of Round Rock will create new opportunities for businesses, individuals and families to achieve greater potential and improve their quality of life.



CHAMBER 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.
- ✓ **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 also fostering a new pipeline of leaders within the business community.
- ✓ **BUSINESS RETENTION & EXPANSION**

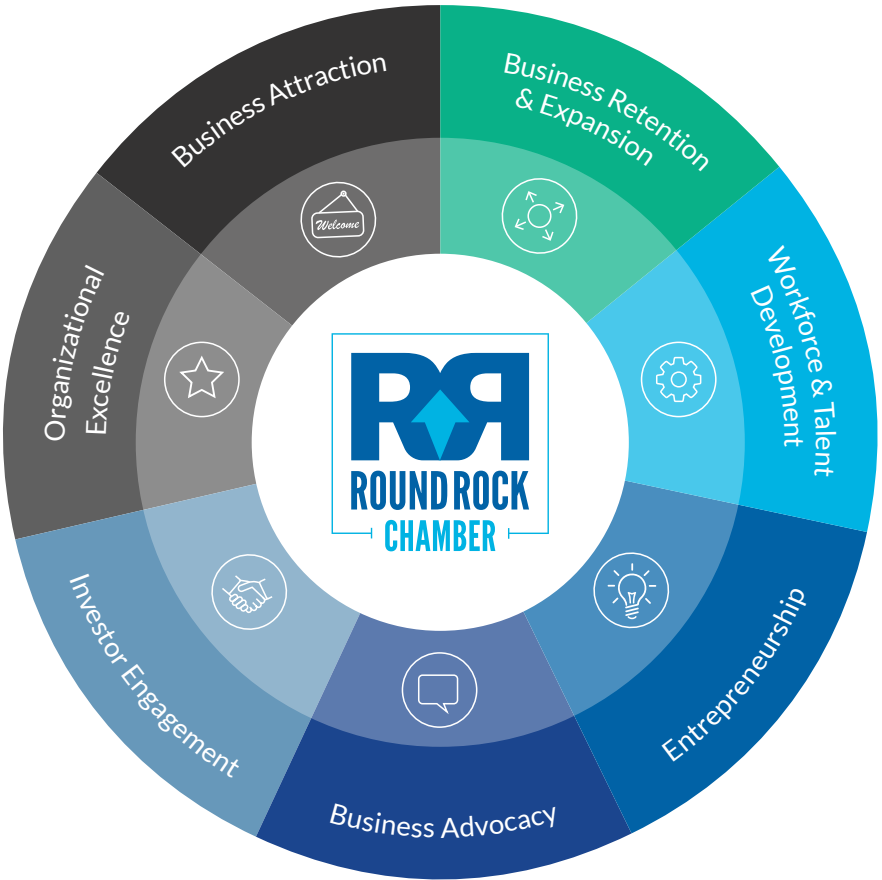
Provide support for local employers to maintain and grow operations in Round Rock through a proactive business visitation program, offering local business assistance and ensuring the city remains a viable place to do business.
- ✓ **BUSINESS ADVOCACY**

Promote a general pro-business climate in Round Rock that is supportive of economic vitality and influence infrastructure investment that supports growth and mobility.
- ✓ **ENTREPRENEURSHIP**

Develop a thriving ecosystem that supports high-growth entrepreneurs and startup businesses in Round Rock by nurturing and accelerating entrepreneurship throughout all stages of the startup pipeline.
- ✓ **INVESTOR ENGAGEMENT**

Provide meaningful opportunities for investors to establish connections and knowledge, while continuing to convene business and community leaders that will influence outcomes in Round Rock.
- ✓ **ORGANIZATIONAL EXCELLENCE**

Advance the Round Rock Chamber's mission with best-in-class industry practices and talent.



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.

In the last ten years, Momentum produced more than **\$14 billion** in economic output, including jobs, financial relief for existing companies and the strategic attraction of new businesses.

A CATALYST FOR BUSINESS GROWTH

80+
MOMENTUM INVESTORS

\$14 BILLION
ECONOMIC OUTPUT THROUGH
MOMENTUM FROM 2011-2022

\$3.5 BILLION
GENERATED ANNUALLY FOR THE
LOCAL ECONOMY THROUGH
MOMENTUM-ASSISTED BUSINESSES

10,000+
DIRECT & INDIRECT JOBS CREATED
THROUGH MOMENTUM



PACESETTER INVESTORS



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

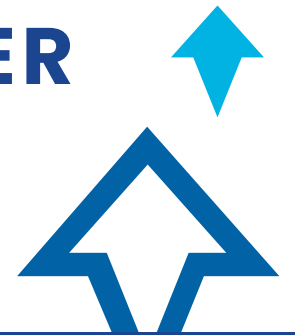


BUILDING THE TALENT PIPELINE

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.

POLICIES THAT EMPOWER

As a trusted convener for policymakers and the business community, the Chamber works diligently to facilitate meaningful, proactive communication where opportunities and challenges can be evaluated, discussed and executed with a unified voice.



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.

2022 GRADUATES

28 Leadership Round Rock **2** Ascend

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.



ECONOMIC VITALITY

The entire community thrives when the local economy is strong, providing opportunity for all. As such, our public policy efforts focus on issues that ensure Round Rock stays optimally situated for business success, economic opportunity and an exceptional quality of life. Our dedication to maintaining Round Rock's supportive and proactive environment is reflected in our adoption of the *Agenda for Economic Vitality*.



The *Agenda for Economic Vitality* is a vehicle for the Round Rock Chamber to express our broad and prevailing positions on vital public policy issues at the local, state and federal levels. Chamber investors play an active role in shaping our priorities to ensure Round Rock maintains its pro-business and light regulatory climate to allow local businesses to flourish.

88TH TEXAS LEGISLATIVE SESSION

As the 88th Texas Legislature convenes on January 10, 2023, state executive leadership and the Legislature will have a generational opportunity to strategically position Texas for sustained growth and prosperity. Through our *Agenda for Economic Vitality*, 2023 Legislative Priorities and engagement of elected officials, the Round Rock Chamber will impress our key public policy priorities upon policymakers to ensure continued business success, economic opportunity and an exceptional quality of life in Round Rock.



WASHINGTON, D.C. CONFERENCE

The Round Rock Chamber's advocacy and engagement strategy includes shaping public policy at the federal level through collaborative efforts within the Central Texas Region. Last June, the Chamber brought a delegation of area business and civic leaders to Washington, D.C. to demonstrate our commitment to regional cooperation and success.



KEY ISSUES SUPPORTED

Round Rock is an exceptional place to live, work, learn and play. During this past year, the Round Rock Chamber has orchestrated events and demonstrated support for high priorities such as the Round Rock ISD Board of Trustees Candidate Forum and Austin Community College 2022 Bond Election. The Chamber is committed to engaging stakeholders and constituents to ensure high-quality education, health and wellness, comprehensive and proactive infrastructure investment and continued prosperity in the City of Round Rock.

CONNECTIONS THAT COUNT

With more than 100 events a year, the Round Rock Chamber provides members a variety of opportunities to gain new connections, knowledge and company exposure. We provide meaningful connections and offer dynamic, relevant and diverse programming. Investors in the Chamber are investing in the economic future of Round Rock.

2022 ENGAGEMENT

100+
EVENTS

5,000+
ATTENDEES



1 MILLION CUPS ROUND ROCK 300+ ATTENDEES

1MCRR is a monthly opportunity for entrepreneurs to present their company and receive feedback, as well as tools and resources to help them strengthen their company.

BUSINESS AFTER HOURS 11 EVENTS 650+ ATTENDEES

Business After Hours are casual events that allow the host/sponsor business to showcase its services and facilities to fellow Chamber investors.

ANNUAL AWARDS BANQUET 600+ ATTENDEES

The Annual Awards Banquet is a celebration of the year's successes and a time to honor our annual award winners.

BUSINESS LEADER SERIES 300+ ATTENDEES

This monthly event allows industry experts the opportunity to share valuable business lessons and insights used to succeed in their entrepreneurial journey.

SPARK 100+ ATTENDEES

Successful entrepreneurs gather quarterly to share their stories—the good, the bad and the ugly—to inspire budding leaders.

MID-MORNING MIXER 357 ATTENDEES

Mid-Morning Mixer is a high-energy networking event hosted at investor businesses every other month.

MOMENTUM INVESTOR ENGAGEMENT EVENTS 250+ ATTENDEES

These special engagement events are held for Momentum investors and to enhance Momentum campaign efforts.

POWER LUNCH 1,450 ATTENDEES

Power Lunch brings together Chamber investors to stay informed on issues relevant to the business community.

RIBBON CUTTINGS 47 EVENTS

An integral part of investor engagement is coordinating ribbon cuttings for new businesses and businesses that open new locations.

TASTE OF ROUND ROCK 850 ATTENDEES

This annual community event showcases the best of Round Rock restaurants, catering and dining experiences.

GOLF TOURNAMENT 144 PLAYERS

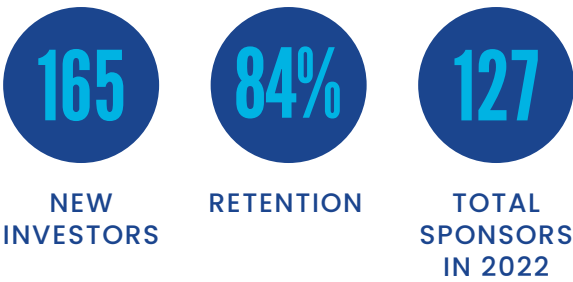
The Round Rock Chamber hosts its annual Birdies, Bogeys, & Biz Golf Tournament every year. This is a fundraising event for the Chamber and an exclusive opportunity for investors to get outside and network on the green while competing for bragging rights and prizes.



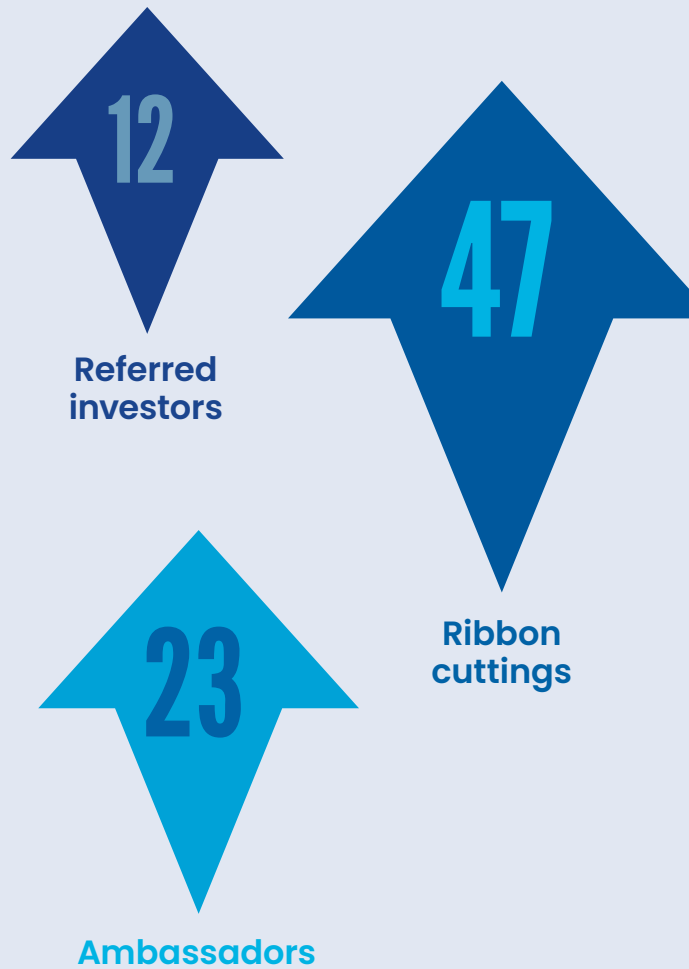
In 2022, the Chamber realized our pre-pandemic investor total plus had reached our highest retention rate in eight years.

We achieved an all-time high for total Chamber dues with a **gain of 10% over last year**. This was due in part to a **13% increase** in our top two investment levels. Additionally, our investors increased their support of the Chamber by sponsoring events. 2022 saw a total of **127 sponsors**, 30 more sponsors than last year.

INVESTOR ENGAGEMENT



CHAMBER AMBASSADORS



CHAIRMAN'S CIRCLE INVESTORS

Thank you to the following
businesses for their
investment in the Chamber
at the highest level:



ADVANCING THE MISSION

2023 EXECUTIVE COMMITTEE

OFFICERS

Board Chair
Jeremy Barclay
St. David's Round Rock
Medical Center

Chair-Elect
Jessica Scanlon
Hot Dog Marketing

Secretary
Selicia Sanchez-Adame
Think Group

Treasurer
Mike Lancaster
Broadway Bank

Past Chair
John Howard
Dell Technologies

VICE CHAIRS

Ascend
Leah Clark
Office of Texas Senator
Charles Schwertner

Momentum
Writ Baese
Hill Country Payroll

Business Climate
Tammy Young
Central Texas Refuse

Entrepreneurship
Daniel Hernandez
First Crush Tastings

Diversity, Equity & Inclusion
(new committee)
Melissa Fleming
IronBridge Private Wealth

Ambassadors
Deana Cavanaugh
Seton Williamson
Foundation

Leadership Round Rock
Matt Baker
Baker Realty

Talent Development
Rick Villarreal
State Farm Insurance

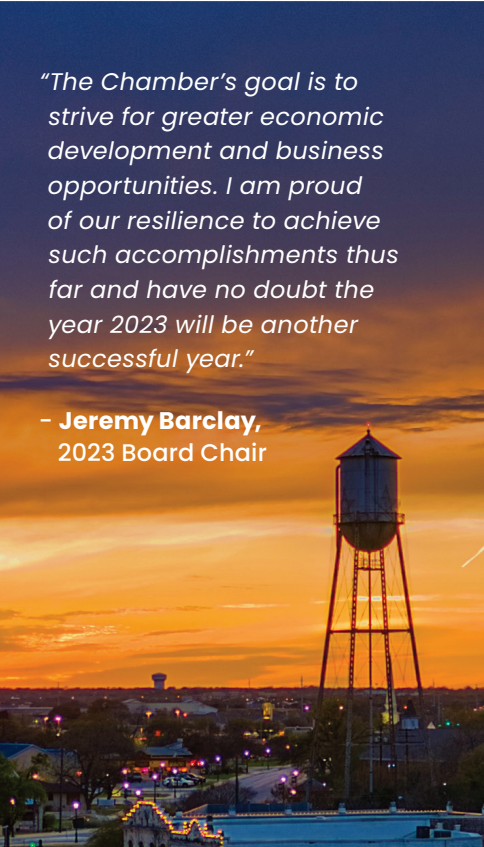
Young Professionals
(new committee)
Charlie Waters
Cadence Bank

GENERAL COUNSEL

Jim Howicz
Richards Rodriguez & Skeith, LLP

"The Chamber's goal is to
strive for greater economic
development and business
opportunities. I am proud
of our resilience to achieve
such accomplishments thus
far and have no doubt the
year 2023 will be another
successful year."

- **Jeremy Barclay,**
2023 Board Chair



FINANCIAL POSITION

	2022 estimated	2021 audited
ASSETS	\$2,636,068	\$2,346,662
LIABILITIES	\$532,548	\$534,045
EQUITY	\$2,103,520	\$1,812,617

CHAMBER TEAM

Kimberly Dolson Manager of Events	Alejandra Murillo Samdumu Vice President of Finance and Operations
Jordan Robinson President and CEO	Adriana Nunez-McDermott Manager of Economic Development
Katarina Corona Programs Coordinator	Zach Scott Director of Workforce Development
Iris Day Office Coordinator	Kiersten Rathke Manager of Marketing and Communications
Brad Napp Vice President of Investor Engagement	
Laura McManus Director of Investor Development	
Danielle Morrissey Director of Business Attraction and Strategic Initiatives	



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