

# 2024

## ANNUAL REPORT





# A MESSAGE FROM OUR LEADERSHIP

As a proud Round Rock native, I've been fortunate to witness the incredible journey of our Chamber. This year is particularly special as we celebrate **75 years of accomplishments**, honoring the legacy of the past while embracing the promise of the future. I am deeply honored to serve as your Chair during this milestone year.

Adding to this excitement is the **grand opening of our new Chamber building**, a place we'll proudly call home. This space reflects our growth, strength and commitment to serving our businesses and community. Opening this new chapter during our 75th-anniversary celebrations makes this milestone year even more memorable.

I am grateful for our Chamber staff and their outstanding leadership—their dedication and hard work are key to elevating our success. I also want to thank our **city officials, civic leaders and entire community** for the collaborative spirit that drives our shared achievements. Together, we embody what makes Round Rock such a remarkable place to live and work.



**SELICIA SANCHEZ-ADAME**  
2025 Board Chair, Round Rock Chamber

**As we chart the path forward, I will focus on four key pillars that reflect our vision for continued success:**

## **Membership Growth**

I've set an ambitious goal to grow our membership to 1,000. This target is not just about numbers, but about connecting more businesses to the incredible resources, opportunities and collaborations our Chamber offers. Together, we can demonstrate why being part of this organization is invaluable for businesses of all sizes and industries.

## **Regional Collaboration**

By strategically working with regional and county chambers, we can expand our resources and collective influence. These partnerships allow us to lead with a unified voice, share best practices and enhance our impact across Central Texas as a forward-thinking and visionary Chamber.

## **Access to Opportunity**

This pillar is about creating opportunities for all businesses. We aim to connect businesses to resources, partnerships and networks that foster growth and innovation, ensuring everyone benefits from these opportunities. This includes supporting women-owned and minority-owned businesses and recognizing the importance of embracing diversity and cultivating an inclusive environment. By fostering collaboration and understanding, we create a community where all businesses—regardless of size or background—can thrive and contribute to our shared success.

## **Workforce Development and Talent Pipeline**

A thriving workforce is essential to our economic future. This pillar focuses on aligning businesses with skilled talent, supporting career development and ensuring Round Rock remains competitive and innovative. By investing in our workforce, we strengthen our foundation for sustained success and prosperity.

As we celebrate our 75th anniversary, let's honor the legacy of those who built our Chamber while looking forward to the opportunities ahead. Thank you for your dedication and passion, which are the heart of everything we achieve. I am excited to lead and work alongside you as we embrace the challenges and opportunities of the future together.

# A MESSAGE FROM THE CHAMBER CEO

As we prepare to celebrate the Round Rock Chamber's 75th anniversary in 2025, I am honored to reflect on this milestone year with immense pride in our accomplishments and gratitude for your unwavering support. Our success as a Chamber is deeply rooted in the vision and determination of the leaders who came before us, and because of them, our community stands as a beacon of opportunity and growth today.

In 2024, we achieved significant progress across several fronts, strengthening our commitment to the prosperity of Round Rock. From expanding partnerships and advancing workforce development to attracting new investments and businesses that add vibrancy to our economy, each accomplishment has been possible thanks to our shared dedication. A highlight of the year was our first-ever InterCity Visit to Williamson County, Tennessee, where we gleaned valuable insights to fuel new ideas and collaborations back home. Additionally, our targeted programs for talent development, business innovation and community engagement have continued to yield results that resonate throughout Central Texas.

Looking ahead, 2025 offers an extraordinary opportunity to honor our past while "Building on Vision" for the future. Our 75th anniversary is more than a celebration—it's a call to action. We recognize and celebrate the legacy leaders who have paved the way for Round Rock's current success. Yet, we also know that the continued growth and vitality of our community depends on cultivating and empowering the next generation of leaders to carry that torch forward.

With your continued support, we are poised to make bold strides toward an even brighter future for Round Rock. Thank you for your commitment to our mission, and here's to a historic year of progress, innovation and community success.



**JORDAN ROBINSON**

President & CEO, Round Rock Chamber



# BUILDING ON VISION

The Round Rock Chamber is the economic generator for the Round Rock community. It 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
- Unity
- Collaboration
- Innovation
- Transparency
- 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.



## 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.



## 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.



## 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 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.



## 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 PACESETTER INVESTORS



Ascension  
Seton



# RECRUITING TO ROUND ROCK



## RECRUITING EVENTS

### March 8-10

SXSW Conference  
(Austin, TX)

### April 3-5

Site Selectors Guild  
Annual Conference  
(Nashville, TN)

### April 18-21

Wilco EDP-FAM Tour  
(Williamson County, TX)

### June 3-6

BIO International  
Convention  
(San Diego, CA)

### June 10-12

Area Development  
Site Selectors  
Conference  
(Virginia Beach, VA)

### June 17-20

Collision  
(Toronto, CAN)

### June 22-26

SelectUSA  
(Maryland/D.C.)

### July 9-11

SEMICON West  
(San Francisco, CA)

### September 15-18

Fed Supernova at  
Capital Factory  
(Austin, TX)

### October 14-16

Association of  
the United States  
Army – AUSA  
(Washington, D.C.)

### October 28-30

Round Rock  
Recruitment Trip  
(Bay Area, CA)







## SAN FRANCISCO RECRUITMENT TRIP

The Round Rock Chamber traveled to San Francisco with a group of city, community and education leaders to gain insights into building a strong entrepreneurship ecosystem while showcasing Round Rock's potential to corporate site selection professionals and companies. The delegation engaged with industry experts and innovation hubs to understand successful entrepreneurship ecosystems and to promote Round Rock as a prime expansion location. The Round Rock Chamber aims to adopt best practices and innovative strategies to strengthen Round Rock's startup ecosystem and support the city's growth as a tech and innovation hub.

## HICKEY GLOBAL

### New Economic Strategic Plan

The Round Rock Chamber selected Hickey Global, a distinguished national site selection and economic development consulting firm, to develop a new Five-Year Economic Development Strategic Plan. The scope of this strategic plan is aimed to strengthen Round Rock's economic foundation and enhance our community's future prosperity.

### Key components included:

- Community SWOT Analysis
- Target Industries Identification
- Business Retention and Workforce Development Analysis
- Strategic Land and Development Opportunities



# Attraction & Retention

## 2024 Project Wins



Flex, one of the world’s largest contract manufacturers, expanded their footprint into Round Rock by leasing more than 150k-sq.-ft.



Mars Auto, a leading innovator in autonomous vehicle technology based in South Korea, relocated their U.S. headquarters to Round Rock.



Exfluor, a chemical manufacturer, broke ground to expand their existing facility to expand their existing Round Rock facility by more than 33k-sq.-ft.



The U.S. subsidiary of iMarketKorea, a major maintenance, repair and operations company that supports Samsung’s fabrication facility in Taylor, TX, established their U.S. headquarters in Round Rock, TX.



Bare Performance Nutrition, known for supplements that support athletic performance, will expand into a 76k-sq.-ft. industrial building, adding 20 new jobs and investing \$3M.



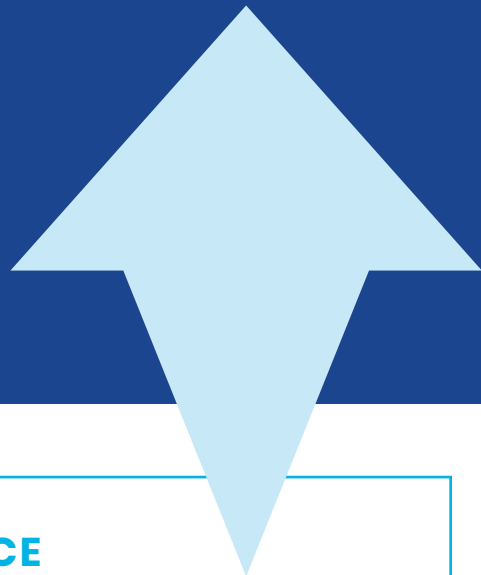
Wondercide, featured on *Shark Tank* for its plant-powered pest control solutions, relocated its headquarters and fulfillment center to a 62k-sq.-ft. space in Round Rock.



SmartWebs, a software company focused on community management software for HOAs, expanded their headquarters in Round Rock.



Shop LC, an e-commerce, media, logistics and manufacturing company, is maintaining their HQ and operations in Round Rock for at least another five years.



## 2024 Activity at a Glance

150

New prospect leads

65

Proposals submitted

13

Prospect site visits to Round Rock

11

Marketing trips and events

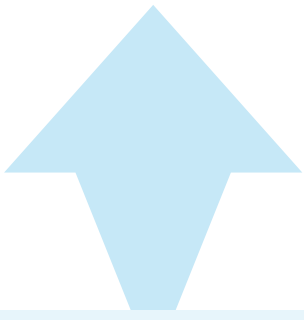
75

Meetings with commercial brokers and site selectors

53

Existing business and retention meetings



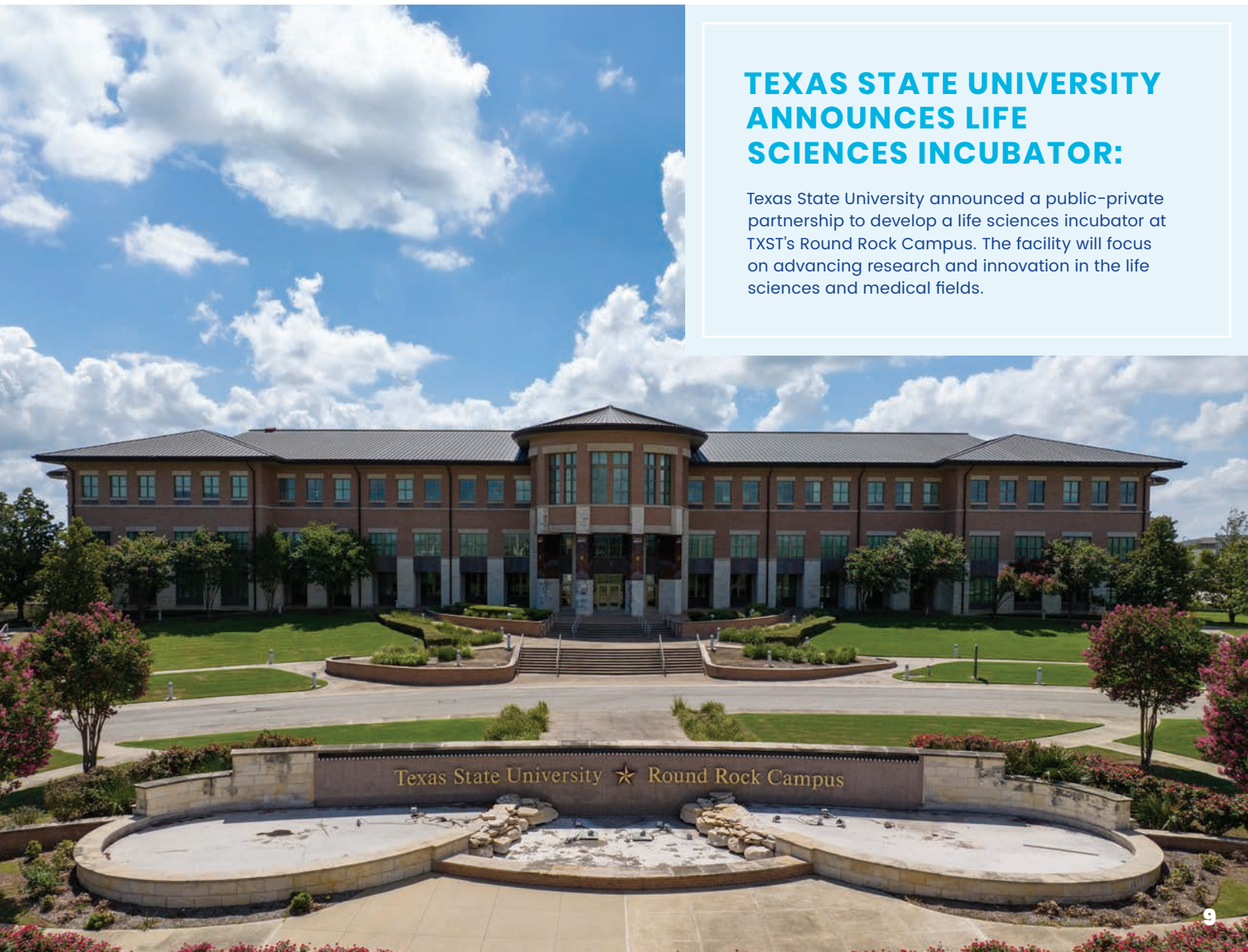


## UT SUPERCOMPUTER HOUSED IN ROUND ROCK:

The Texas Advanced Computing Center's new AI supercomputer, "Horizon", will be located at Sabey Data Centers in Round Rock. This project, backed by a \$457 million National Science Foundation grant, will expand research and innovation capabilities in artificial intelligence across Texas.

## TEXAS STATE UNIVERSITY ANNOUNCES LIFE SCIENCES INCUBATOR:

Texas State University announced a public-private partnership to develop a life sciences incubator at TXST's Round Rock Campus. The facility will focus on advancing research and innovation in the life sciences and medical fields.







# ENTREPRENEURSHIP

**30+**

Events

**1,200+**

Attendees

**30+**

Hours towards  
education

Round Rock thrives with a robust entrepreneurial spirit, supported by a welcoming ecosystem for startups and small businesses. The Chamber is dedicated to fostering this dynamic environment, actively supporting high-growth entrepreneurs and innovative startups through diverse programs and events that drive entrepreneurship forward.

## RECURRING EVENTS

- ◆ Hosted **10** Business Leader Series events for scaling companies, including an exclusive CEO Roundtable for entrepreneurs and small business owners.
- ◆ Hosted **4** Spark events where successful entrepreneurs gather quarterly to share their stories—the good, the bad and the ugly—to inspire budding leaders.
- ◆ Hosted **11** 1-Million Cups Round Rock events, a monthly opportunity for entrepreneurs to present their company and receive feedback, as well as tools and resources to help them strengthen their business.

## ENTREPRENEURSHIP STRATEGY: SOLUTION FOCUSED AGENCY

In addition to partnering with Hickey Global, the Chamber engaged Solution Focused Agency, a team of regional startup ecosystem experts, to develop an Innovation Ecosystem Plan. This strategy provided measurable action items to nurture innovation, support startups and bolster Round Rock's entrepreneurial spirit.



## PROMOTED ROUND ROCK'S STARTUP ECOSYSTEM AT REGIONAL AND NATIONAL EVENTS:

**SXSW**

**AUSTIN  
TECH WEEK**

**DENVER**  
STARTUP WEEK

**FED SUPERNova**

**COLLISION**





## INAUGURAL EVENT



## TEXAS VENTURE FEST & PITCH COMPETITION

In partnership with the Texas Venture Alliance, the Round Rock Chamber participated in the Texas Venture Fest. Texas might be the Lone Star State, but we shouldn't have Lone Star founders. This event highlighted the fast-growing greater venture and entrepreneurship community across the state. This unique statewide event occurred simultaneously on the same day and at the same time in 15+ different cities.

- ◆ 50+ Attendees
- ◆ 3 Finalists
- ◆ \$1,500 Cash Prize

## INAUGURAL, AWARD-WINNING STARTUP DAY & ROUND ROCK PITCH COMPETITION

The Round Rock Chamber hosted the inaugural Round Rock Startup Day, a full day dedicated to celebrating innovation and entrepreneurship. This event brought together a diverse community of entrepreneurs, visionaries and trailblazers for a day dedicated to fostering creativity and collaboration.

Attendees had three unique ways to engage. The day began with the Buildership® Workshop, where selected participants took part in an immersive, hands-on experience designed to elevate their entrepreneurial skills. Following the workshop, breakout sessions offered an opportunity to dive deep into key topics for startups, covering everything from scaling strategies to funding insights. The day wrapped up with the Round Rock Pitch Competition, where entrepreneurs showcased their innovative ideas, competing for a grand prize that highlighted the region's commitment to fostering local talent. We were also fortunate enough to have Round Rock City Council Member, Michelle Ly, read a proclamation declaring May 2, 2024, Round Rock Startup Day.

- ◆ 1 Workshop in Partnership with Builders & Backers
- ◆ 4 Educational Sessions
- ◆ 6 Finalists at Second Annual Pitch Competition
- ◆ 200+ Attendees
- ◆ Grand Prize Valued at More Than \$10K
- ◆ Received 2 Awards from IEDC & TEDC

# WORKFORCE & TALENT DEVELOPMENT



## DIVERSITY, EQUITY & INCLUSION

The Round Rock Chamber is committed to fostering a diverse, equitable and inclusive community and business environment that further strengthens Round Rock's position as a great place to live, work and build a business. The mission of the Diversity, Equity & Inclusion Committee is to identify resources and implement strategies that increase economic opportunity for the Round Rock business community and within the workforce. The Chamber is dedicated to promoting inclusivity and advancing opportunity for all the voices, perspectives and cultures that make up this vibrant and growing community.

The DEI Committee was successful in identifying resources in the area that can assist our local business owners. We also partnered with Texas State MBA students to assess Chamber demographics and opportunities. We spotlighted different leaders in the community during Hispanic Heritage, Asian Pacific Islander and Black History months to bring awareness to the minority business owners and operators.

## 2024 EFFORTS

### Talent Development Council

The Round Rock Chamber hosted bimonthly Talent Development Council meetings, bringing together local education partners and organizations to build the talent pipeline in Central Texas. This included two industry roundtables connecting employers with workforce resources to better address the workforce needs of Round Rock businesses.

### BRE Program

During National Economic Development Week, the Round Rock Chamber continued its Business Retention & Expansion (BRE) Visitation Program, focused on identifying challenges and opportunities for existing businesses through confidential, face-to-face meetings with Chamber, City and private-sector leaders. The information gathered provides deeper insight into each company's history, products, services, workforce, challenges and opportunities, allowing the Chamber to better support businesses looking to grow and thrive in Round Rock.

◆ 3 Days

◆ 41 Meetings





## 2024 Teacher Summer Externship Program

The 2024 Teacher Externship Program, a partnership between Round Rock Chamber, Round Rock ISD and Workforce Solutions Rural Capital Area, is designed to bolster local talent development.

- ◆ **5-day** Teacher Externship
- ◆ **67** Participating Educators
- ◆ **45+** Participating Businesses

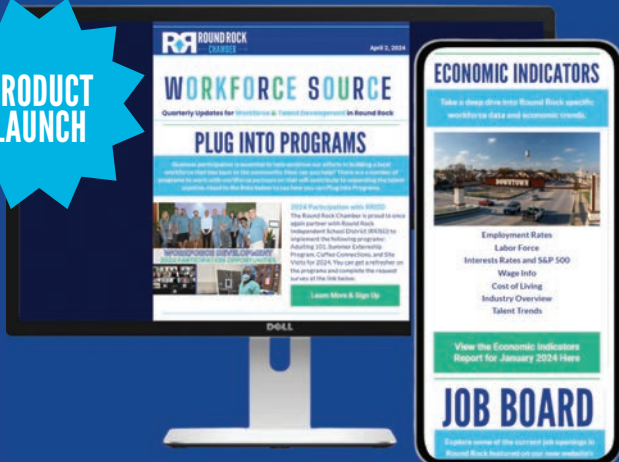


## RRISD Summer Programs: Coffee Connections and Educator Site Visits

The Round Rock Chamber and Round Rock ISD teamed up to provide educators with opportunities to learn from local industries to share with their students. The Chamber hosted four virtual Coffee Connections for Career & Technical Education teachers to engage with local business leaders. The Chamber also coordinated educator site visits, giving teachers firsthand insight into real-world practices. **13** public and private organizations participated, benefiting **100+** educators.



**PRODUCT  
LAUNCH**



## LAUNCH OF WORKFORCE SOURCE

2024 marked the launch of Workforce Source, the Round Rock Chamber's quarterly talent and workforce development e-newsletter. Topics include programs seeking local company participation, employer resources, relevant news, economic indicators and more.



# INTERCITY VISIT

WILCO  
TEXAS

*meets*

WILCO  
TENNESSEE

The Round Rock Chamber conducted its inaugural InterCity Visit, traveling to Williamson County, Tennessee, with a focus on learning from the successful economic strategies of the City of Franklin and surrounding areas. Round Rock city officials, educational leaders and regional community and business influencers joined the visit to learn and gain valuable insights from their Tennessee peers on key issues shared by both regions.

#### HIGHLIGHTS INCLUDED:

##### **Workforce Development & Career Education:**

Williamson County's approach to College, Career and Technical Education (CCTE) has strengthened its workforce by equipping students with industry-relevant skills. Round Rock's delegation noted how local businesses partner with schools to provide career-oriented education, offering a model for Round Rock ISD.

**Economic Development:** Williamson County has successfully attracted corporate headquarters and supported small business growth through strong public-private partnerships. These strategies offer valuable insights to support Round Rock's economic goals.

**Growth, Housing and Affordability:** Franklin's experience with rapid population growth provided lessons on managing housing affordability, balancing residential expansion and supporting infrastructure—key issues also facing Round Rock.

##### **Downtown Development & Tourism Attraction:**

Franklin's *America's Favorite Main Street District* draws significant tourism, contributing to local economic vitality. The delegation observed how a lively downtown can boost jobs, tourism and cultural appeal, offering ideas for enhancing Round Rock's downtown.



**Why Do Peer City Visits Matter?** The InterCity Visit underscores the importance of peer learning between growing cities for addressing common challenges and gaining practical insights that Round Rock can adapt locally for its own economic growth and development.



# BUSINESS ADVOCACY

## ADVOCATING FOR ECONOMIC VITALITY

The Round Rock Chamber engages federal, state and local officials to ensure they are informed of our business community's perspectives and needs, fostering continued economic prosperity in Round Rock and Central Texas. The updated, biennial *Agenda for Economic Vitality*, published in October 2024, outlines our key positions on public policy issues at the local, state and federal levels.

## CHAMBER HOSTED U.S. SENATOR FOR TEXAS JOHN CORNYN

The Chamber's August Power Lunch featured U.S. Senator John Cornyn, continuing the cadence of hosting key federal officials each fall. Senator Cornyn serves on the Senate Intelligence, Judiciary and Finance committees and co-authored the CHIPS for America Act, bringing \$6 billion in federal funding to Williamson County.

## PREVIEW OF THE 89TH LEGISLATIVE SESSION POWER LUNCH

Ahead of the 89th Texas Legislative Session, the Chamber hosted a panel with the Texas Association of Business, Texas 2036 and Quorum Public Affairs. They discussed the projected budget surplus, biennial budget, key legislation and potential allocation of funding for critical issues like infrastructure, education and workforce.

## 2025 STATE LEGISLATIVE PRIORITIES

The Chamber, through the work of the Business Climate Council, published our 2025 State Legislative Priorities to impress our key public policy priorities upon policymakers throughout the 89th Legislative Session. These efforts further position Round Rock for continued business success, economic opportunity and an exceptional quality of life.

## LOCAL ISSUES SUPPORTED

The Chamber endorsed the successful bond elections for the Round Rock ISD 2024 Bond propositions A, B, and C which include funding to provide upgrades and address needs throughout the district. In addition, the Chamber hosted a public forum for candidates running for the three open board of trustees seats, allowing them an opportunity to answer questions submitted by the community.



# EVENTS

## 2024 ENGAGEMENT

102

Events

7,200+

Attendees

### 1 Million Cups Round Rock

◆ 350+ Attendees

### Business After Hours

◆ 11 Events

◆ 1,100+ Attendees

### Annual Business Awards

◆ 725+ Attendees

### Business Leader Series

◆ 350+ Attendees

### SPARK

◆ 150+ Attendees

### Mid-Morning Mixer

◆ 500+ Attendees

### Momentum Investor Engagement Events

◆ 300+ Attendees

### Power Lunch

◆ 1,700+ Attendees

### Ribbon Cuttings

◆ 43 Events

### Taste of Round Rock

◆ 1,100 Attendees

### Golf Tournament

◆ 144 Players

## INVESTOR ENGAGEMENT

The Chamber has maintained a retention rate of over **79%** over the last three years.

Member dues exceeded our 2024 forecast at \$568,274.96. Additionally, our investors supported the Chamber by sponsoring **122** events.

◆ 186 New Investors

◆ 80% Average Retention

◆ 89 Total Sponsors in 2024

## MEMBER ORIENTATION MEETINGS

The Investor Engagement Team began offering Member Orientation Meetings to all new and existing members in October of 2024. The meeting introduces all the programs, councils and events that the Chamber offers, and teaches members how to make the most of their membership benefits. Feedback has been overwhelmingly positive from both new and current members.



## CHAMBER AMBASSADORS

25

Ambassadors

29

Referred  
investors

42

Ribbon  
cuttings



# LEADERSHIP PROGRAMS

## LEADERSHIP ROUND ROCK

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.

LRR Class of 2024 raised over \$35,000 for the Round Rock Police Department's Step N2 Success program.

◆ 20 Graduates

## ASCEND

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.

◆ 7 Graduates

## YOUNG PROFESSIONALS

The Chamber launched its first Young Professionals Program in 2023. This program is for professionals between the ages of 22-40 and is designed to build and strengthen the young professional workforce in Round Rock. The Chamber is committed to offering events and programs that revolve around leadership development, educational resources and networking with like-minded individuals. This year, the Young Professionals program held a variety of new events that included lunch with the City Council, Muffins with the Mayor and a combined event with the Association of the United States Army. We also hosted our second nonprofit mixer and saw an increase from seven participating nonprofits in 2023 to 23 participating nonprofits in 2024.

◆ 8 Events

◆ 350+ Attendees



# FINANCIAL POSITION

	2024 Estimated	2023 Audited
<b>Assets</b>	\$3,254,696	\$3,063,239
<b>Liabilities</b>	\$718,173	\$666,288
<b>Equity</b>	\$2,536,523	\$2,396,951

## CHAIRMAN'S CIRCLE INVESTORS





# EXECUTIVE COMMITTEE

## OFFICERS

### Board Chair

Selicia Sanchez-Adame  
*Think Group*

### Chair-Elect

Tammy Marcell  
*Republic Services*

### Secretary

Deana Cavanaugh  
*Ascension Texas Foundations*

### Treasurer

Aaron Dominguez  
*Frost Bank*

### Past Chair

Jessica Scanlon  
*Hot Dog Marketing*

### General Counsel

Taylor Tomanka  
*Fergus & Tomanka, PLLC*

## VICE CHAIRS

### Ambassadors

Steffanie Bartlett  
*Community Impact*

### Ascend

Tanner O'Brien  
*ActionCOACH Central Texas*

### Business Climate

Amy Mizcles  
*United Way for Greater Austin*

### Entrepreneurship

Bill Combes  
*No Time for Social*

### Diversity, Equity & Inclusion

Richard Lopez  
*UKG*

### Leadership Round Rock

Rachael Sefton  
*Community Leader*

### Momentum

Writ Baese  
*Hill Country Payroll*

### Talent Development

Dr. Julie Lessiter  
*Texas State University – Round Rock Campus*

### Young Professionals

Zach Sperry  
*Community Leader*

## CHAMBER TEAM

### Jordan Robinson

*President and CEO*

### Brad Napp

*Vice President of Investor Engagement*

### Alejandra Murillo-Samdumu

*Vice President of Finance and Operations*

### Kimberly Dolson

*Director of Events and Programs*

### Nicole Thompson

*Director of Membership*

### Danielle Morrissey

*Director of Business Attraction and Strategic Initiatives*

### Adriana Nunez-Young

*Director of Innovation and Entrepreneurship*

### Zach Scott

*Director of Workforce and Industry Development*

### Kiersten Rathke

*Manager of Marketing and Communications*

### Iris Day

*Membership Engagement Coordinator*

### Kathryn Alvarado

*Economic Development Coordinator*

### Anna Hipps

*Programs and Events Coordinator*





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