

**ROUND ROCK CHAMBER :: MOMENTUM ANNUAL REPORT**



# 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 through strategic priorities including business attraction, business retention and expansion, workforce and talent development, entrepreneurship and business advocacy.

Over the past year, we have witnessed an unparalleled surge in Round Rock's economic landscape. Momentum investors' continued support has been instrumental in funding the execution of the Round Rock Chamber's economic development strategy, which directly contributes to the overall economic vitality of the region.



**WRIT BAESE**  
President,  
Hill Country Payroll  
2024 Momentum Chair

Momentum has supported the recruitment and expansion of new and existing businesses over the past year. Most notably, Toppan Photomasks announced a \$185M expansion of their headquarters facility in Round Rock, and MSS International, a key supplier in the semiconductor supply chain, selected Round Rock as its new U.S. headquarters.

To ensure the sustained economic growth of Round Rock, the Chamber dedicated the past year to regional, national and international outreach efforts to provide dozens of entrepreneurship, workforce development, business expansion and recruitment initiatives, including significant trips to Philadelphia and South Korea.

Our strategic initiatives and collaborative efforts have resulted in another impressive year, and your investment in the Momentum program remains a cornerstone of Round Rock's continued economic success. Thanks to your steadfast support, we will continue to build on the momentum we've generated, shaping a vibrant and thriving community.



**JORDAN ROBINSON**  
President & CEO  
Round Rock Chamber

## NEW PROGRAMS LAUNCHED IN 2023

### Business, Retention and Expansion Blitz

The Chamber launched its first-ever proactive business visitation program as part of its overall Business Retention & Expansion (BRE) strategy. This 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. Over three days, participants held 41 meetings.

### Round Rock Pitch Competition

The Chamber hosted the inaugural Round Rock Pitch Competition—focused on supporting local entrepreneurs in all stages. The pitch competition connected local entrepreneurs with community leaders and partners to further grow Round Rock's entrepreneurial ecosystem. Eight qualifying finalists pitched their companies for an opportunity to win more than \$10,000.

### Defense Innovation Fund

The Chamber launched the Round Rock Defense Innovation Fund (DIF) aimed at accelerating growth of defense innovation-focused startups. In 2023, the Chamber awarded \$40,000 in grants to two defense innovation companies, Smarter Reality and Elysium Robotics.



# RECRUITING EFFORTS

## ROUND ROCK GOES GLOBAL

### SOUTH KOREA TRIP

Leadership from the Round Rock Chamber and City of Round Rock joined a delegation of Williamson County economic development officials on a business mission to South Korea, aimed to foster international business relationships, explore new investment opportunities, and promote Williamson County as a prime destination for business expansion and collaboration. **Key highlights of the delegation mission included:**

#### Individual Prospect Meetings

Throughout the week, the delegation engaged in a total of 32 additional individual meetings with prospective Korean companies looking for expansion and investment opportunities in Central Texas.

#### Seminar at KOTRA Headquarters

The mission commenced with a half-day seminar held at the Korea Trade-Investment Promotion Agency (KOTRA) headquarters in South Korea. The seminar attracted the attention of more than 100 Korean businesses keen on exploring business opportunities in Williamson County.

#### U.S. Embassy Briefing

Delegates received a comprehensive briefing from the U.S. Embassy in Seoul, which was instrumental in helping the delegation understand the political and economic landscape in South Korea.

#### Visit to Pyeongtaek

Delegates had the privilege of touring the expansive Samsung semiconductor facilities allowing for firsthand insights into advanced manufacturing and technology capabilities in South Korea.

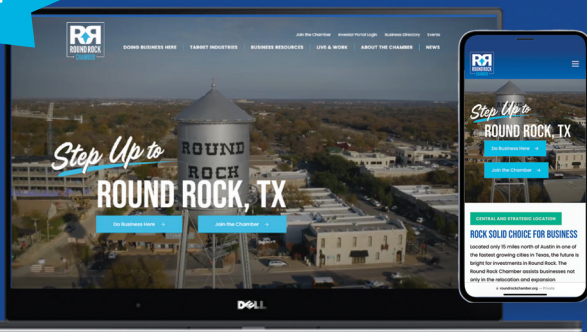
The Round Rock Chamber was thrilled to launch a new website in March of 2023 as a refresh of its digital presence to enhance user experience and strategically align with Round Rock's value proposition for businesses.

The new website has an enhanced architecture and revived content optimizing both the visual appearance and operational capabilities. With the business community and economic development at the core focus of our values, the Chamber wanted to create a digital platform that provides meaningful interactions and robust informational resources.



NEW

### ROUND ROCK CHAMBER WEBSITE



# MOMENTUM

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's Momentum Program stimulates job creation, encourages business investment, supports entrepreneurs, nurtures local companies and expands the City's economic base. 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.



## RECRUITING EVENTS

### March 10-19

SXSW Conference  
(Austin, TX)

### March 23-25

Wilco EDP Fam Tour  
(Williamson County, TX)

### March 29-31

Site Selectors Guild  
Annual Conference  
(San Antonio, TX)

### April 17-19

Area Development  
Annual Workshop  
Forum (Greenville, SC)

### June 20

Health Supernova by  
Capital Factory  
(Dallas, TX)

### June 26-28

Opportunity Austin  
Marketing Trip  
(Chicago)

### August 22-24

Fed Supernova at  
Capital Factory  
(Austin, TX)

### August 28-30

Formnext Additive  
Manufacturing Expo  
(Austin, TX)

### September

Williamson County  
Recruitment Trip  
(South Korea)

### September 10-13

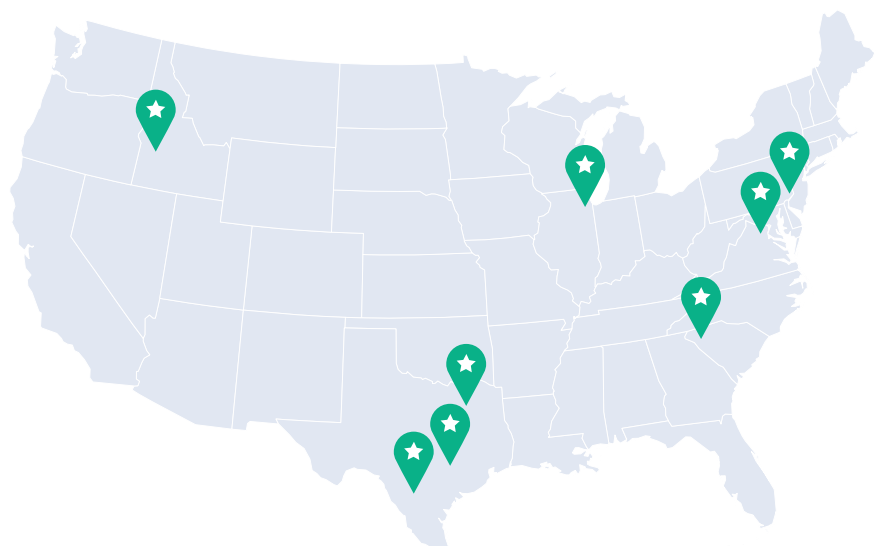
Industrial Asset  
Management Council  
(Boise, ID)

### October 10-12

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

### December 5-7

Round Rock Business  
Recruitment Trip  
(Philadelphia, PA)



# ATTRACTION & RETENTION



## ROUND ROCK'S HEALTHCARE & LIFE SCIENCES ECONOMIC GROWTH

### Microchem Laboratory Facility

Opened a new 46k-sq.-ft. facility. Microchem Laboratory specializes in the testing of disinfectants, sanitizers, antimicrobial devices, medical devices and personal care products.

### Ascension Seton Williamson

\$230 million expansion which will include a six-story tower to house new operating rooms and increased bed capacity and an additional 34k-sq.-ft. expansion at Ascension Seton Williamson Medical Plaza. 400 jobs are projected to be created.

### St. David's Round Rock Medical Center

Opened an expansion to its emergency room, adding 1,200 sq. ft. and increasing the total number of beds to 34. Part of an ongoing \$53.1 million expansion to bring the total number of beds in hospital to 200, 11 operating rooms and space for growth in the future. 60 new jobs to be added over the next two years.

### Baylor Scott & White Medical Center - Round Rock

\$220 million expansion for a new five-story tower and remodel of the existing building to add a neonatal intensive care unit, an undisclosed number of new beds, labs and much more.

# TOPPAN EXPANSION & OTHER HIGHLIGHTS

Toppan Photomasks Round Rock, Inc. has been in Round Rock since 1986 and is an advanced manufacturer of photomasks, a key component in the process of creating a semiconductor chip that is used by global companies such as Samsung, Texas Instruments and others. After evaluating investment opportunities worldwide and in the U.S., Toppan selected its existing Round Rock location to move forward with their expansion and modernization project.

◆ **\$185m** Capital Investment ◆ **50** New Jobs

### MSS International Chooses Round Rock, TX, for U.S. Headquarters

In a strategic move to establish a significant presence in the United States, MSS International, a key supplier of gas sensor and piping to Samsung in the semiconductor supply chain, has chosen Round Rock as the location for its new U.S. headquarters. The decision reflects the company's recognition of Round Rock's pro-business climate and its proximity to Samsung's new fabrication facility in Taylor, TX.

### AiRCO Mechanical Expansion

Opened a new, 40k-sq.-ft. facility next to their existing facility, which will increase training opportunities at their site and provide additional space for operations.

## 2023 EXPANSION AT A GLANCE

**124**

New prospect leads

**39**

Proposals submitted

**5**

Prospect site visits in Round Rock

**56**

Existing business and retention meetings

**67**

Meetings with commercial brokers and site selectors

**13**

Marketing trips

# ENTREPRENEURSHIP

**30+**

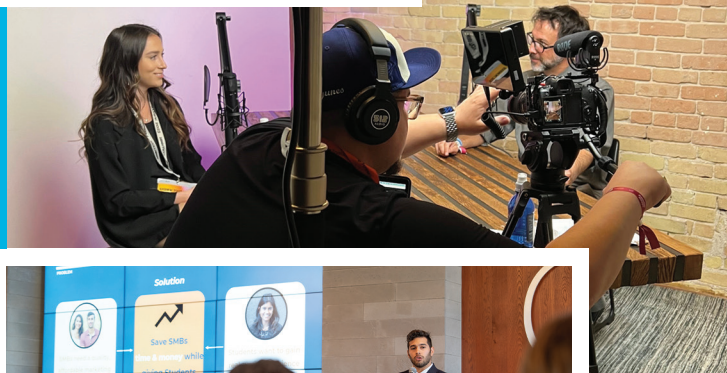
Events

**900+**

Attendees

**50+**

Hours towards  
education

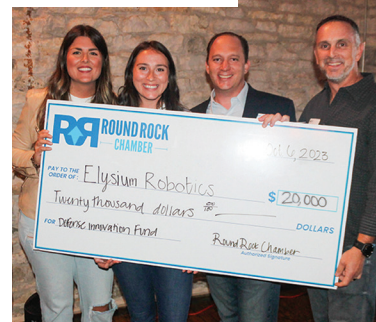


## ROUND ROCK PITCH COMPETITION

The Round Rock Chamber hosted the inaugural Round Rock Pitch Competition—a *Shark Tank*-style pitch competition focused on supporting

local entrepreneurs in all stages from concept to startups looking to scale. This pitch competition connected local entrepreneurs with community leaders and partners to further grow Round Rock's entrepreneurial ecosystem.

- ◆ **8 Finalists** ◆ **75+ Attendees**
- ◆ **Grand Prize valued at more than \$10K**



## TEXAS VENTURE CRAWL

In partnership with the Texas Venture Alliance, the Round Rock Chamber participated in the Texas Venture Crawl. 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 10+ different cities.

- ◆ **Theme: Defense Innovation** ◆ **50+ Attendees**
- ◆ **Defense Innovation Fund Grand Awarded**
- ◆ **Demonstration from Smarter Reality**

The Round Rock community has a strong entrepreneurial culture, bolstered by a friendly environment for startups and small businesses. The Chamber is committed to nurturing a vibrant environment that fosters high-growth entrepreneurs and startup enterprises through a range of programs and events focused on entrepreneurship.

- ◆ *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 **12** 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 company.*
- ◆ *Celebrated National Small Business Week in May.*

**Promoted Round Rock's startup ecosystem at regional and national events:**

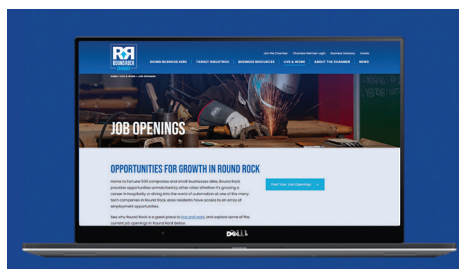


## LAUNCHED DEFENSE INNOVATION FUND

The Round Rock Chamber launched the Defense Innovation Fund to spur and accelerate the growth of defense innovation-focused companies.

- ◆ **2 Grants Awarded (Elysium Robotics & Smarter Reality)**
- ◆ **\$40k in Grants**

# WORKFORCE & TALENT DEVELOPMENT



## Job Board

Incorporated a job board into the launch of our new website in support of Round Rock Chamber members' hiring efforts.

## 2023 EFFORTS

### 2023 Teacher Summer Externship Program

The 2023 Teacher Externship Program is a partnership between Round Rock Chamber, RRISD and Workforce Solutions Rural Capital Area (WSRCA), and is designed to bolster the area's talent development. This year's program included the following statistics:

- ◆ **5-day** Teacher Externship
- ◆ **69** Participating Educators
- ◆ **44** Participating Businesses

### Coffee Connections

Hosted 4 virtual Coffee Connections for RRISD Career & Technical Education educators to connect with local business leaders.

### Talent Development Council

Hosted 6 Talent Development Council meetings, including an inaugural Industry Roundtable, bringing together local education partners and other organizations working to build the talent pipeline in Round Rock.

### Educator Site Visits

The Site Visit Program is in connection with the Externship Program and RRISD. 11 businesses participated, benefiting 100+ educators.

### CEO Round Table

In July 2023, the Chamber gathered founders and CEOs of scaling startups and small businesses to discuss a variety of topics and address challenges that entrepreneurs and small business owners are experiencing in today's environment. This exclusive event included 20 business leaders representing companies ranging from 5 employees to 100 employees. Over the course of 2 hours, the group discussed best practices tied to hiring and retaining employees and how new technology such as AI is transforming business processes.

### BRE Program

In conjunction with National Economic Development Week, the Round Rock Chamber launched its first-ever proactive business visitation program as a part of its overall Business Retention & Expansion (BRE) strategy. This 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. Information gathered during these visits provided clarity about a company's history, products, services, workforce, challenges and opportunities, which in turn allow the Chamber to better assist businesses as they seek to stay and grow in Round Rock.

- ◆ **3** Days
- ◆ **41** Meetings
- ◆ **21** Industries

# 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 businesses that have invested in Momentum.

## Lead Investor

Aloft & Element Austin  
Round Rock Hotels  
Anchor-Ventana Glass  
Burke Real Estate  
Central Texas Regional  
Mobility Authority  
East/West Manufacturing  
Enterprises  
Heritage Title Company  
of Austin  
Independent Financial

Mark IV  
Maxwell Locke & Ritter, LLP  
Nyle Maxwell Family of  
Dealerships  
PlainsCapital Bank  
Robinson Family  
Management  
Ryan Sanders Sports &  
Entertainment  
VeraBank

## Investor Plus

Broadway Bank  
Carl Miller  
Chisholm Trail Financial  
Concept Companies  
Don Quick & Associates  
Elysium Robotics  
Henderson Professional  
Engineers  
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SALT Air & Electric  
Smarter Reality  
Structura  
Texas State Technical College  
(TSTC)  
TNT Financial Services, Inc.  
Truist  
Volcon ePowersports  
Watkins Insurance Group

## Investor

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Austin Marriott North  
Atmos Energy  
Baylor Scott and White  
Beard Commercial Properties  
The Beck Group  
Brinegar Properties  
Cadence Bank  
CENTRO Event Space  
Community Impact  
Dietz and Jarrard PC  
First Texas Bank  
Hill Country Payroll

Hot Dog Marketing  
Lora and Jay Weber  
Marsh & McLennan Agency  
McCreary, Veselka, Bragg  
& Allen, P.C.  
Odyssey Technical Solutions  
Pape-Dawson Engineers  
The Ruby Hotel & Bar  
Sablatrura Williams PLLC  
Sheets & Crossfield, P.C.  
Southern Leasing and Rental  
Company  
Steve and Shonnie Stapp  
Summit Commercial

# PACESETTER INVESTORS



Ascension  
Seton

