



2024

MOMENTUM
ANNUAL REPORT



A MESSAGE FROM OUR LEADERSHIP

As the driving force behind economic growth in Round Rock, the Chamber remains committed to executing its economic development strategy through **Momentum**. This initiative drives job creation and economic prosperity by advancing business attraction, retention and expansion, workforce development, entrepreneurship and advocacy.

This year, Round Rock's economy has seen significant growth, thanks to continued investment from **Momentum** supporters. A key milestone was the development of the **Chamber's 5-Year Economic Development Strategic Plan** with **Hickey Global**, ensuring long-term competitiveness. Additionally, the **Entrepreneurship & Innovation Ecosystem Strategic Plan** was launched to strengthen support for startups and small businesses.

Round Rock's **pro-business climate** continues to attract top industries. We announced several **new relocations and expansions**, including **iMarket America**, a key supplier for Samsung's \$45B fabrication facility, along with other semiconductor and advanced industry companies, creating **high-paying jobs** for the region. We also traveled nationwide on business recruitment efforts, including a **trip to California**, engaging with industry leaders to encourage future expansion.

Beyond recruitment, the **Business Retention & Expansion Program** ensures local businesses have the resources to grow. We also worked in partnership with local industry leaders and education partners to **strengthen the talent pipeline**, aligning workforce development efforts with industry needs to keep Round Rock businesses competitive.

Your investment in **Momentum** continues to fuel Round Rock's success. Together, we are building a strong business climate, creating new opportunities and securing a thriving economic future for our community.



JORDAN ROBINSON
President & CEO
Round Rock Chamber



WRIT BAESE
Hill Country Payroll
2025 Momentum Chair



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)

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.



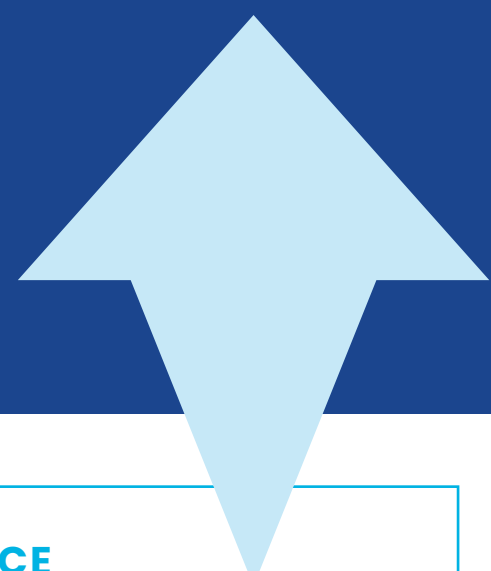
Wondercide, featured on *Shark Tank* for its plant-powered pest control solutions, relocated its headquarters and fulfillment center to a 62k-sq.-ft. space in Round Rock.



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

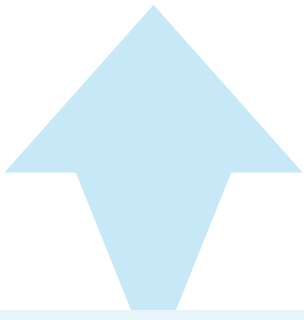
Marketing trips and events

75

Meetings with commercial brokers and site selectors

53

Existing business and retention meetings

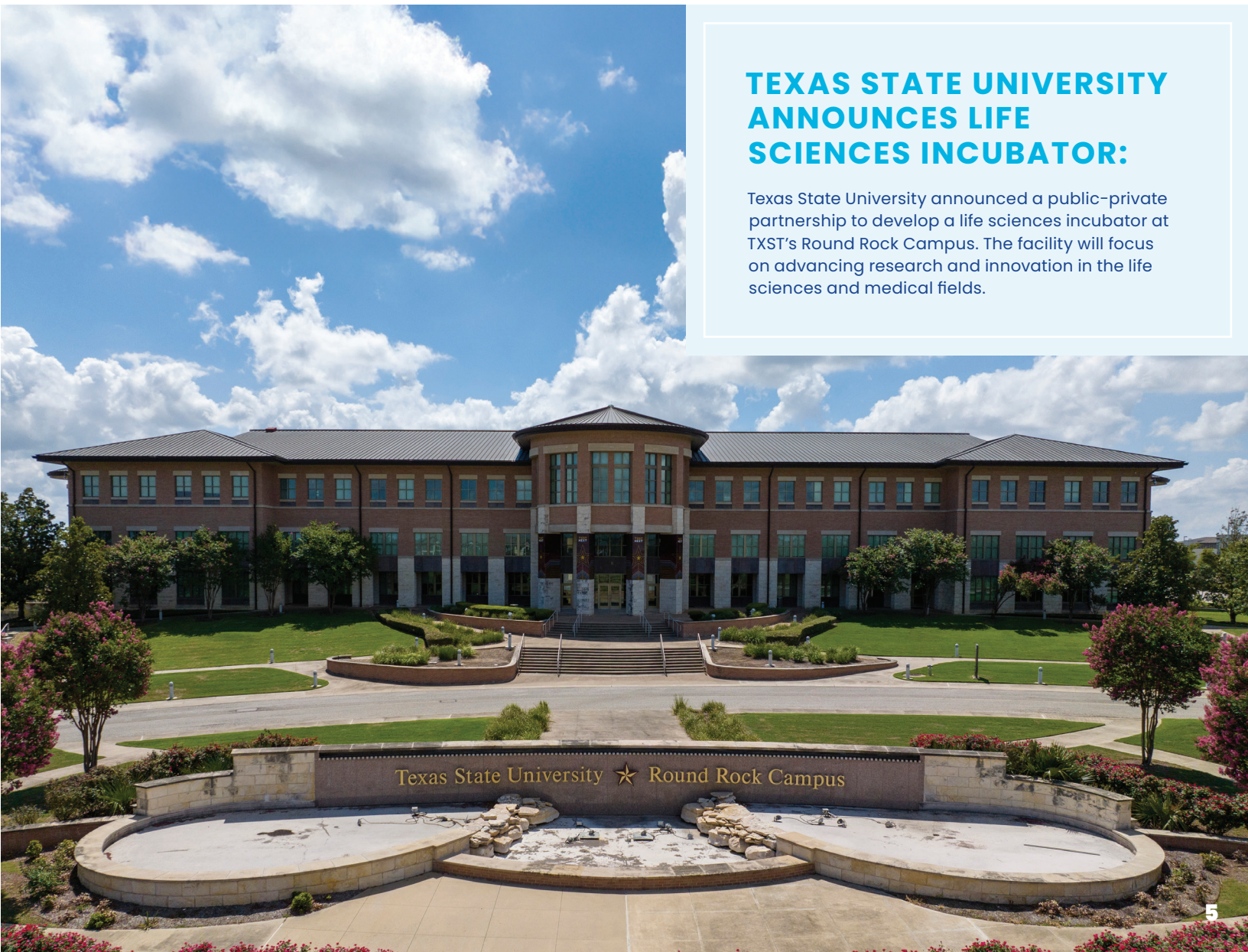


UT SUPERCOMPUTER HOUSED IN ROUND ROCK:

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



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



BUSINESS ADVOCACY

As part of its Business Advocacy efforts—a key pillar of the Momentum program—the Round Rock Chamber proudly endorsed the successful passage of Round Rock ISD’s 2024 Bond Propositions A, B and C. These critical investments will provide facility upgrades, modernized technology and infrastructure improvements to ensure students receive a high-quality education that prepares them for future careers.

Recognizing that strong schools are essential to workforce and talent development, the Chamber also hosted a public forum for candidates running for the three open Round Rock ISD Board of Trustees seats. This event gave candidates a platform to discuss their priorities and answer community-submitted questions on the future of education in Round Rock.

Through strategic advocacy and community engagement, the Chamber continues to champion pro-business policies and workforce development initiatives that strengthen the local economy and ensure a skilled workforce for the future.

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

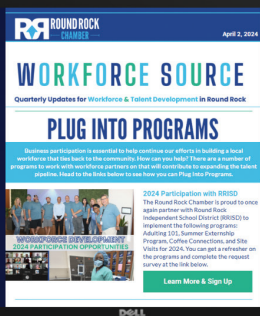


RRISD Summer Programs: Coffee Connections and Educator Site Visits

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



ECONOMIC INDICATORS

Take a deep dive into Round Rock specific workforce data and economic trends.



Employment Rates
Labor Force
Interests Rates and S&P 500
Wage Info
Cost of Living
Industry Overview
Talent Trends

View the Economic Indicators Report for January 2024 Here

JOB BOARD

Explore some of the current job openings in Round Rock featured on our new website's

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.



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



MOMENTUM INVESTORS

LEAD INVESTOR

Aloft & Element Austin Round Rock Hotels
Anchor-Ventana Glass
Burke Real Estate
Central Texas Regional Mobility Authority
First Citizens Bank
Frost Bank
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
Yates Construction

INVESTOR PLUS

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

INVESTOR

Alan M. McGraw
Austin Marriott North
Atmos Energy
Baylor Scott & White Health
Beard Commercial Properties
The Beck Group
The Bingham Group, LLC
Brinegar Properties
Cadence Bank
CENTRO Event Space
Community Impact
Dietz & 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
Oncor
Pape-Dawson Engineers
The Ruby Hotel & Bar
Sablatura Williams PLLC
Sheets & Crossfield, P.C.
Southern Leasing & Rental Company
Steve & Shonnie Stapp
Summit Commercial

MOMENTUM PACESETTER INVESTORS





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