



Economic Development Partnership

The Future of High Tech in Texas

July 21, 2026

2025 Gross Domestic Product (GDP)

U.S.

- \$30.7 trillion
- 2.1% growth, driven by consumer spending and A.I. investment

Texas

- \$2.9 trillion (8th largest global economy)
- 2.5% growth

Austin MSA

- \$202.6 billion (51st largest global economy)
- 3.7% growth

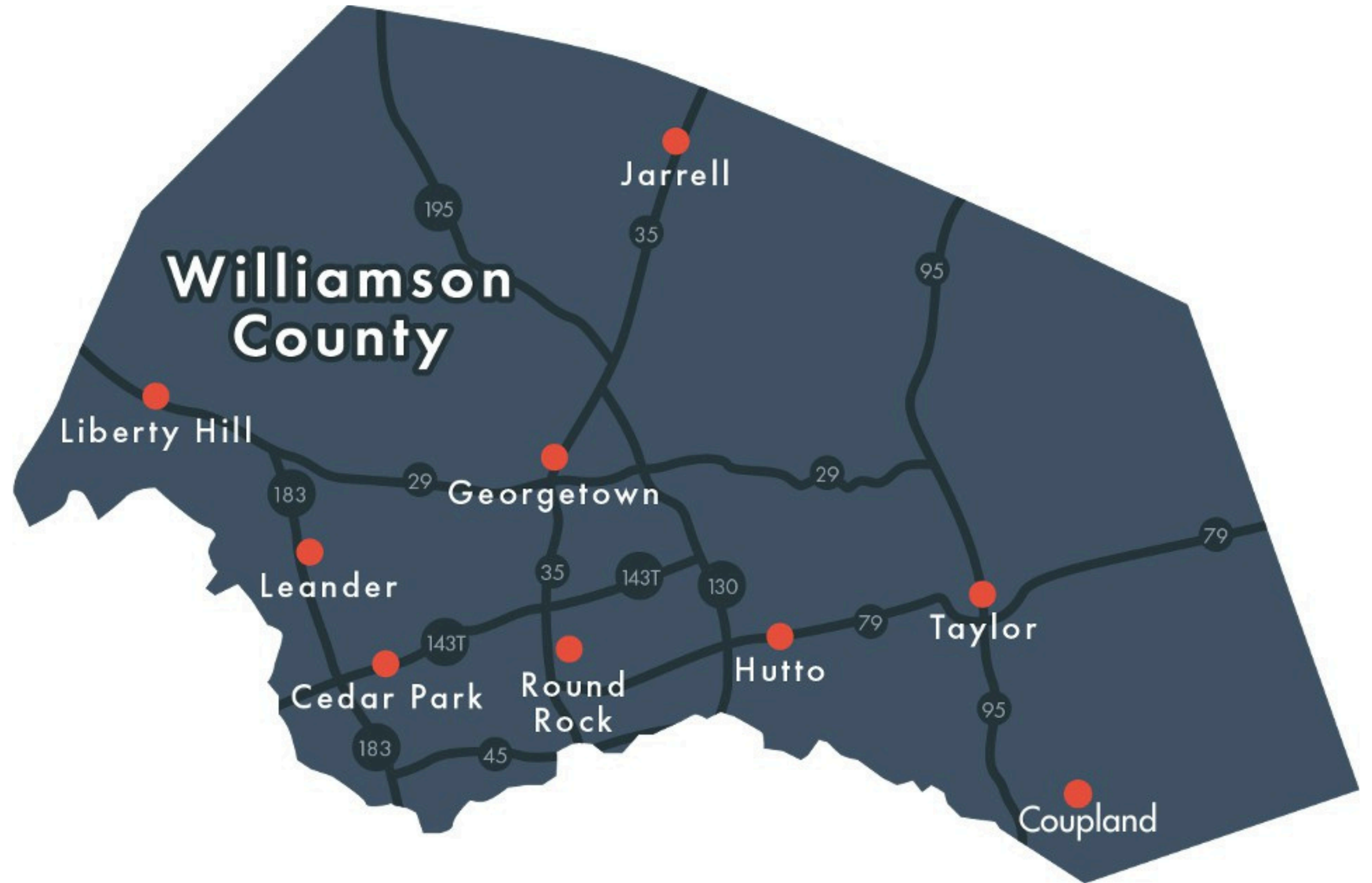
Austin MSA by County

- Travis County - \$202.6 billion
- Williamson County - \$44.6 billion (90th largest global economy)
- Hays County - \$15.3 billion
- Bastrop County - \$4.3 billion
- Caldwell County - \$1.5 billion



Partners

- Williamson County
- Cedar Park
- Hutto
- Jarrell
- Liberty Hill
- Leander
- Round Rock Chamber
- Georgetown
- Taylor
- Coupland



Wilco EDP 2025/2026

Promoting Williamson County

- ARMA Expo (Sponsor | Oct. 2025)
- Korea Trip #1 (Joint Trip with Asian Chamber | Oct. 2025)
- ABJ Growth Summit (Sponsor | Dec. 2025)
- Korea Trip #2 (Feb. 2026)
- SXSW Event (Sponsor | Mar. 2026)
- Space Symposium (Apr. 2026)
- SelectUSA Investment Summit (May 2026)
- 5-Year Strategic Plan Completed (Jun. 2026)



Results 2025/2026

Assisted 8 companies with locating in Wilco (total 30 company announcements)

- 2,224 announced jobs (3,467 jobs | 30 companies)
- \$500 million capital investment (\$2.53 billion | 30 companies)
- Williamson County will receive \$10.23 million in net new tax revenue over a 10-year period
- All local taxing districts are expected to receive \$212.5 million in new tax revenue over 10 years
- School districts will receive \$107.3 million in tax revenue over 10 years



Results (CONT.)

Williamson County's Investment in the Wilco EDP - \$500,000

- For every \$1 of investment the county receives \$22 in additional tax revenue
- \$142 in tax revenue for all local taxing districts
- \$23,777 in economic output

Williamson County ROI - 204%



A Look Ahead FY 2026/2027

Implementation of New Five-Year Strategic Plan

- Competitor Markets
 - Wilco, TN
 - Maricopa County, AZ
 - Savannah, GA
 - Raleigh, NC
 - Denver, CO
- Domestic Target Markets
 - Northern California
 - Los Angeles & Long Beach
 - Nashville
 - Seattle
 - Maricopa County, AZ



Implementation of New Five-Year Strategic Plan (CONT.)

Targeted Industry Sectors

- Advanced Manufacturing
 - Semiconductor
 - Electrical Equipment
 - Computer & Electronic Products
- Technology
 - Computer Systems Design
 - R&D
 - Engineering
 - AG Tech
- Professional Services
 - Back Office
 - Marketing
- Defense
 - Aerospace
 - Cybersecurity
 - Computer & Electrical Products
- Life Sciences
 - Medical Equipment Manufacturing
 - R&D
 - Pharma Manufacturing



Implementation of New Five-Year Strategic Plan (CONT.)

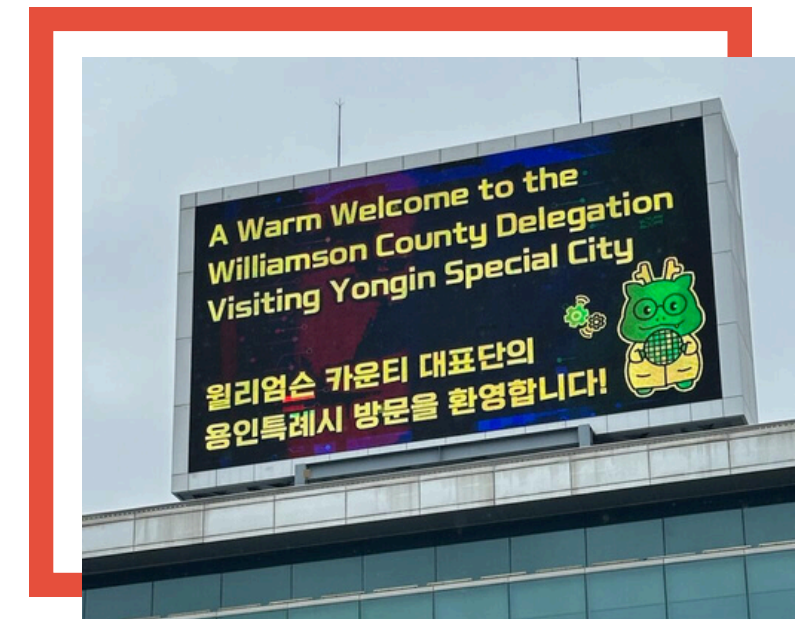
- International Target Markets
 - Japan
 - Korea
 - Taiwan
 - U.K.
 - Czech Republic
 - Monterrey, Mexico Corridor
 - Canada
 - Germany

- Marketing Williamson County
 - Prospect Marketing
 - Disciplined CRM approach to nurture active leads and warm prospects
 - International Marketing
 - Data-driven digital and in-market strategies
 - Launch digital campaigns in Taiwan & Japan
 - Establish a presence at two to three international industry events annually
 - Website and Marketing Collateral Update
 - Wilco Marketing Message - A Unified, County-Wide Message



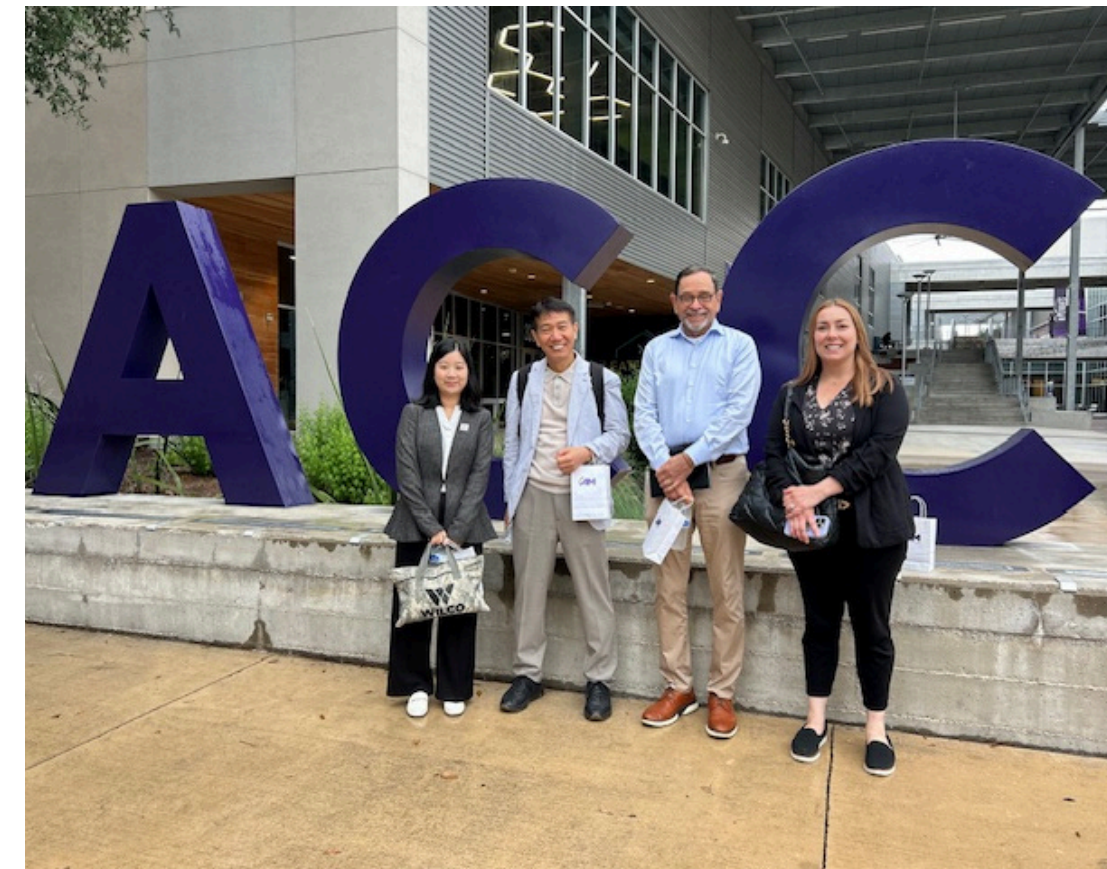
Implementation of New Five-Year Strategic Plan (CONT.)

- Spaceport Development & Promotion
 - Define the EDP's role within the County's spaceport designation
 - Wilco spaceport designation is a significant competitive advantage
 - Build a target marketing program for business attraction across all member cities
 - Attend relevant industry conference and site selector network
 - Develop a spaceport-specific marketing package distinct from general EDP collateral marketing
- Domestic Marketing Missions
 - Develop a 12-month calendar assigning each mission to a specific target industry
- Site Selector Outreach
 - Identify the top 25-30 site selectors
 - Newsletter
 - Host annual event
- Yongin Sister City
 - Build depth and durability into the County's inaugural sister city
 - Structured programming across culture, education, and economic development
 - Establish a sister city committee
 - Pursue additional funding through Sister Cities International



Implementation of New Five-Year Strategic Plan (CONT.)

- Workforce
 - Workforce Council
 - A standing council of employers, education partners, workforce organizations and EDO's to coordinate talent strategies
 - Military Talent Bridge
 - Connect transitioning service members from Fort Hood to county employers in target industries - Tap office at Fort Hood
 - Youth Talent Pipeline
 - Connect K-12 students to career pathways
 - Live Here, Work Here
 - Strategy to promote job opportunities in Wilco
- Ecosystem Engagement
 - County infrastructure task force
 - Electricity, water, wastewater capacity
 - Addresses the constraints that represent the county's most critical bottleneck to economic growth



A Look Ahead 2026/2027



- Domestic Marketing Missions
 - Northern California (Oct. 26)
 - LA/Longbeach (Jun. 26)
- International Marketing Mission
 - South Korea (Feb. 27)
 - Taiwan (May 27)
 - Japan (TBD)
- Space Symposium (Apr. 27)
- SelectUSA Investment Forum (May 27)



**Thank You
For Your Investment!**

