



BRAZOS VALLEY
ECONOMIC DEVELOPMENT
CORPORATION

**Presentation to
2019 Small
Business Forum**

June 5, 2019

Brazos Valley EDC Overview

CELEBRATING

30



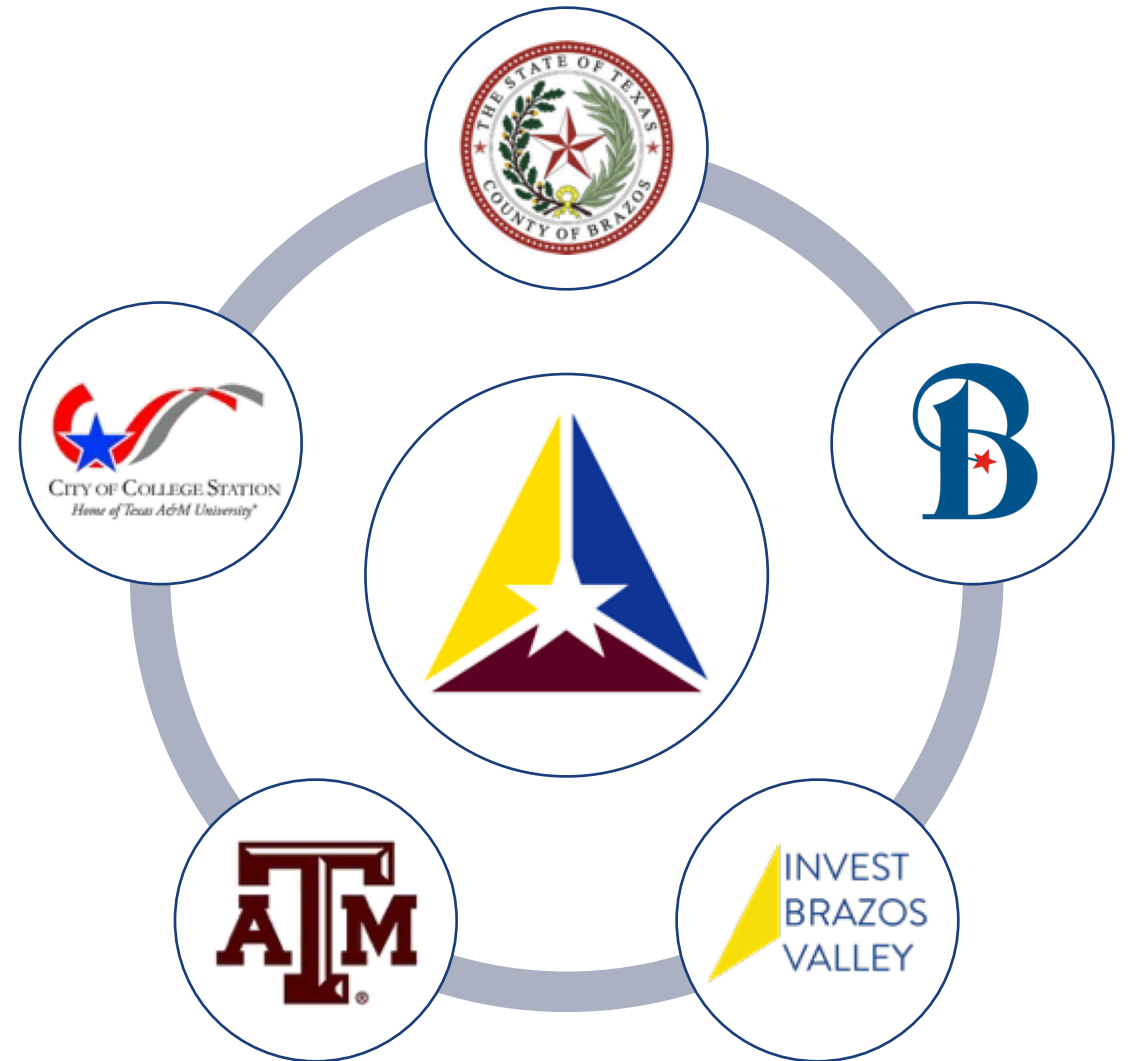
YEARS

Our Mission and Funding Partners

The Brazos Valley Economic Development Corporation strives to help companies

LAUNCH GROW LOCATE

in the region through its planning and support activities without regard to municipal boundaries.



Our Private Investors



Invest Brazos Valley is the BVEDC's private sector voice.

Investors include business leaders from:

- Real estate
- Finance
- Healthcare
- Manufacturing
- Construction
- Professional Services



Meet Our Team



Erin Gough
Office Manager

Steve Fullhart
Communications

Chuck Martinez
Business Development

Matt Prochaska
President/CEO

Tim Neeley
Business Development

Audrey Schroyer
Marketing



Regional Advantages

Location Advantage



➤ Positioned in the center of the “Texas Triangle” – made of Houston, Dallas/Fort Worth and San Antonio – the Brazos Valley provides access to some of the largest markets in the country

➤ The Texas Triangle mega-region has more than 18 million population and projected to reach over 35 million by 2050

➤ More than 70% of Texas’ population resides in the Texas Triangle

➤ Distances to major markets

- Houston 85 Miles
- Austin 85 Miles
- Dallas 150 Miles
- San Antonio 150 Miles



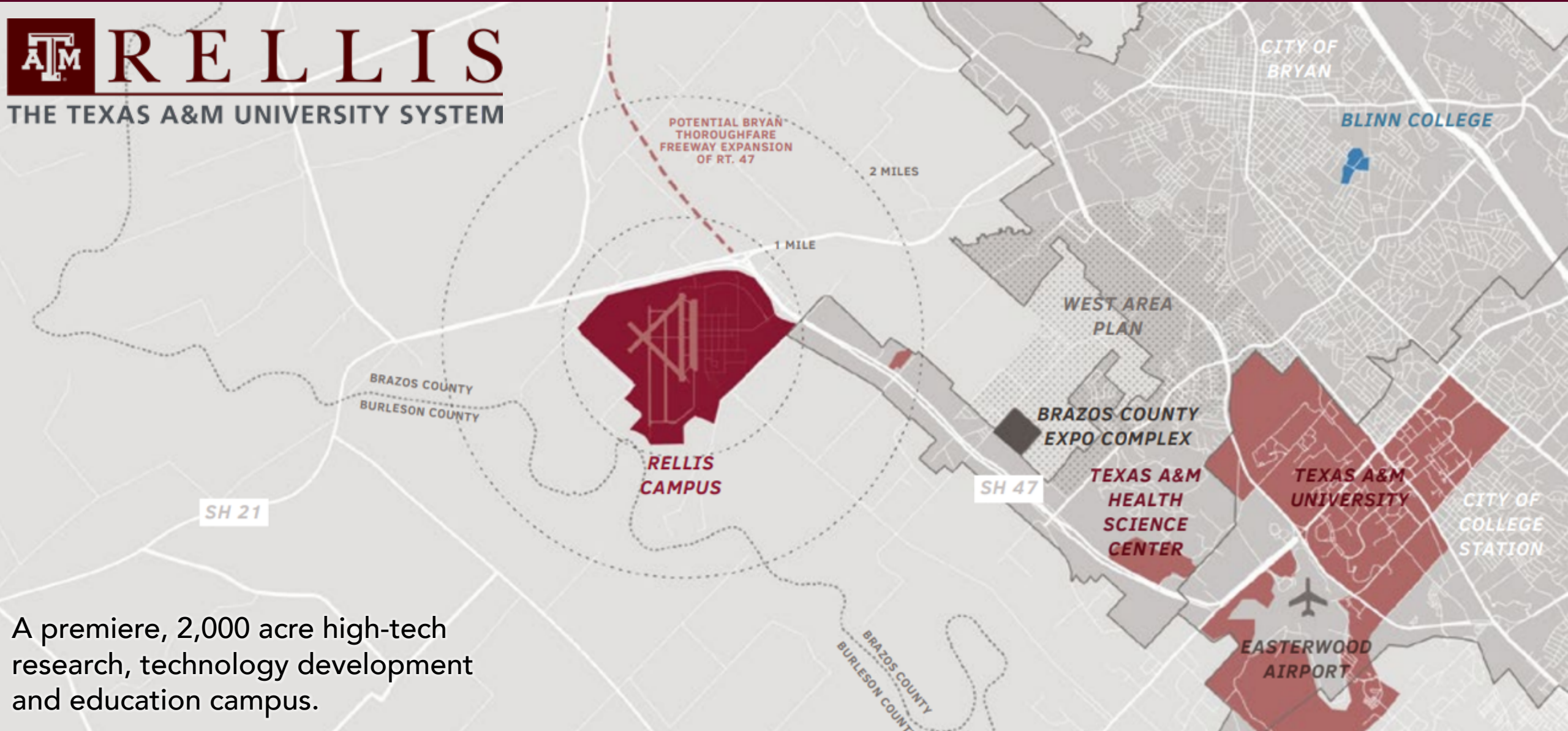
Headquarters of Texas A&M University & System



TEXAS A&M
UNIVERSITY.



Texas A&M University System - RELSIS Campus



A premiere, 2,000 acre high-tech research, technology development and education campus.

Texas A&M University System - RELLIS Campus



- Seamless pathway between Blinn College's two-year degree education to A&M System institutions' four-year and graduate degree educations
- Alliance with industry partners allows RELLIS to tailor curriculums to meet industry needs



Transportation & Connectivity

Regional Mobility Authority Approved



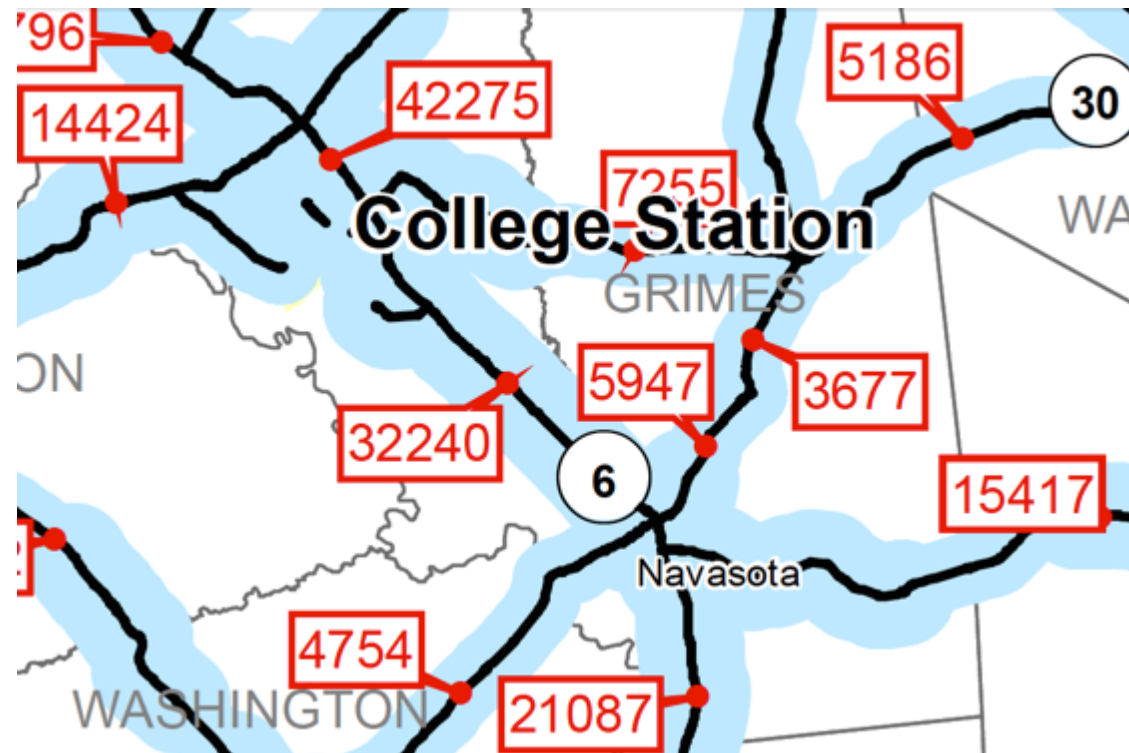
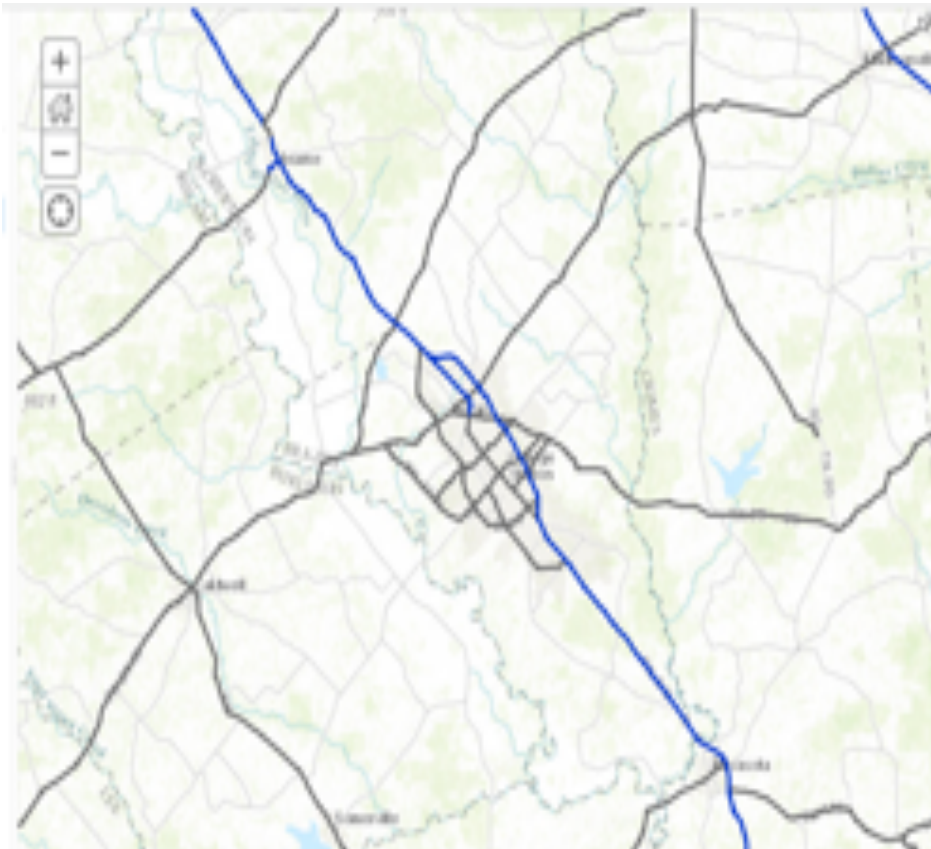
On May, 30, the Texas Transportation Commission gave formal approval for the new Brazos County Regional Mobility Authority (RMA)



Highway Transportation

Source: Texas Freight Mobility Plan, 2016 Total Traffic Flowband

Widening and other improvements of State Highway 6 to maintain the region's only primary route on the Texas Highway Freight Network



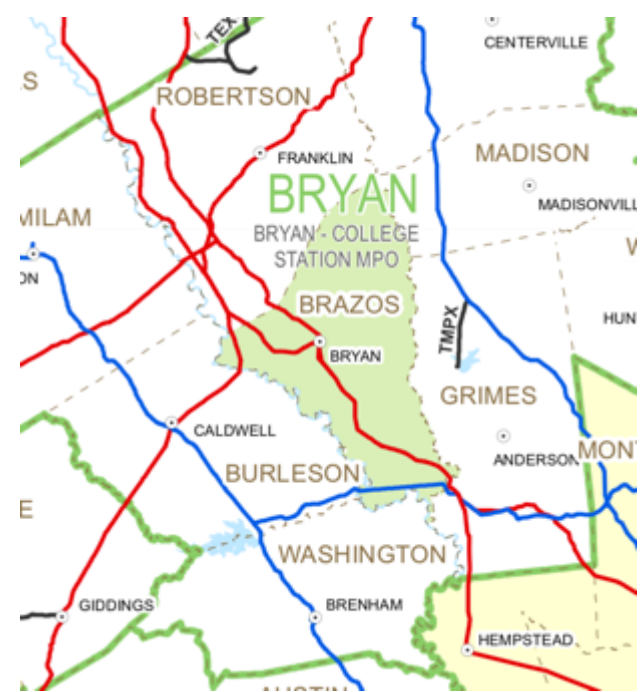
Highway Transportation

Final routing of I-14 as the Central Texas Corridor through the Brazos Valley



Rail Transportation

Map: TxDOT



— BNSF
— Union Pacific



**TEXAS
CENTRAL
RAILWAY**
AMERICA'S BULLET TRAIN

Following Texas Central Railway's developments...

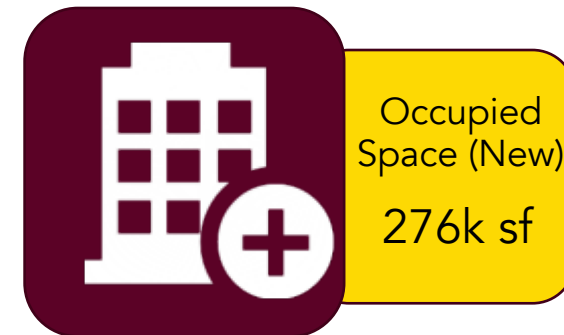
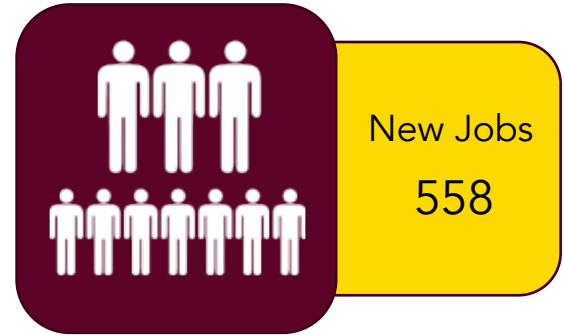


Business Development

2018 Announced Projects

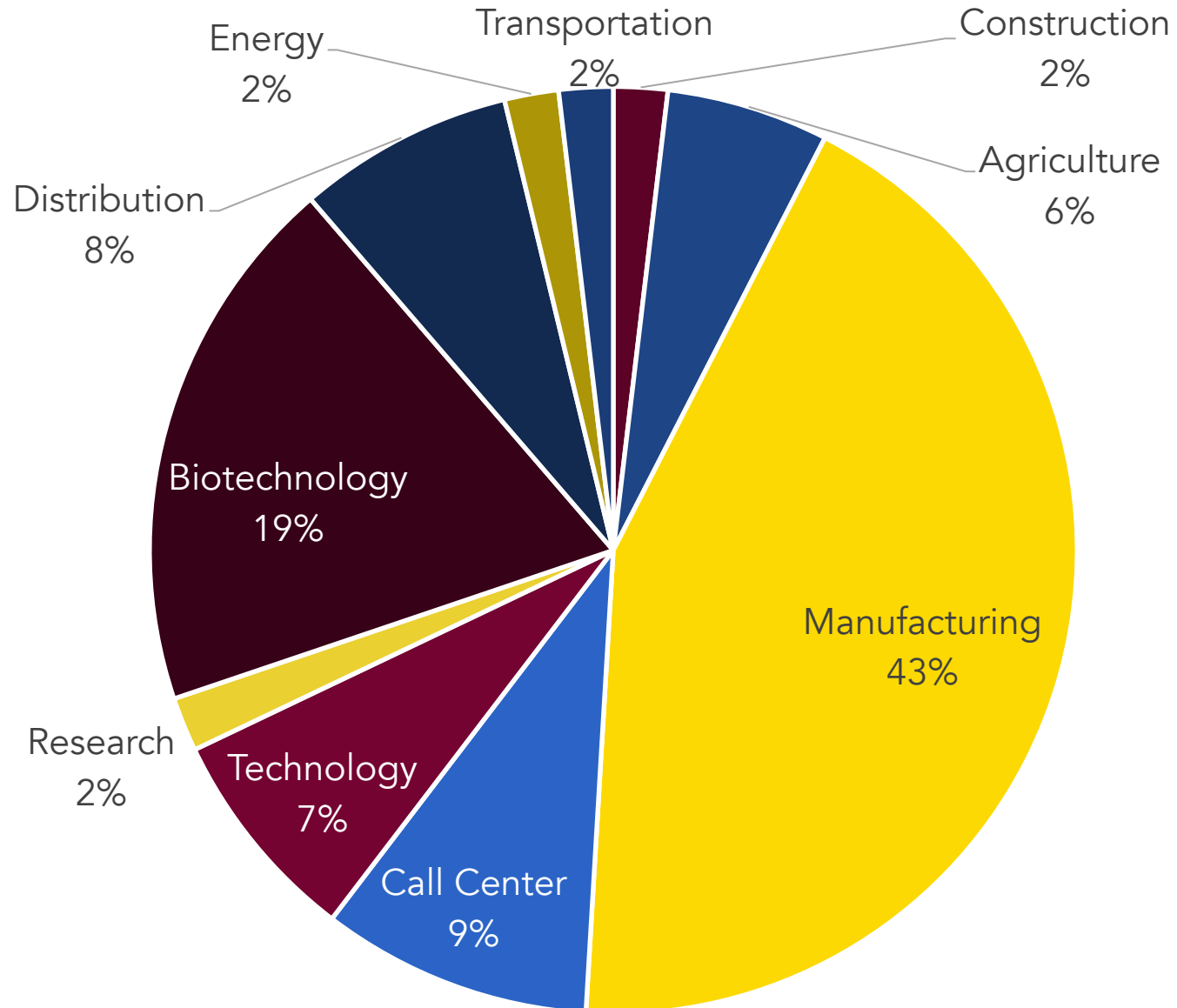


TOTAL IMPACT



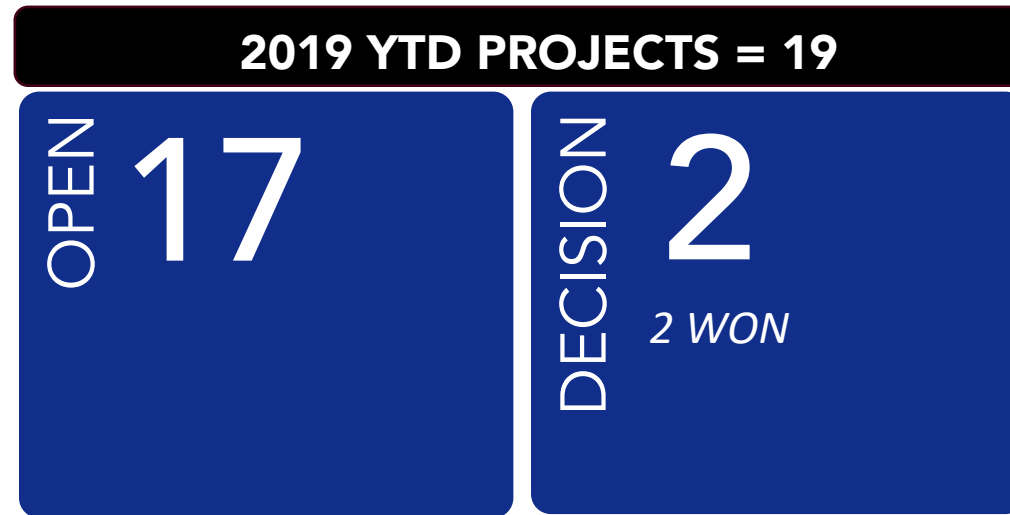
Information reflects community-wide project activity as reported by the Category 1 Funding Partners and the BVEDC. The intent of these metrics is to be inclusive of all primary-industry economic development projects for the Brazos Valley.

Active Projects by Industry

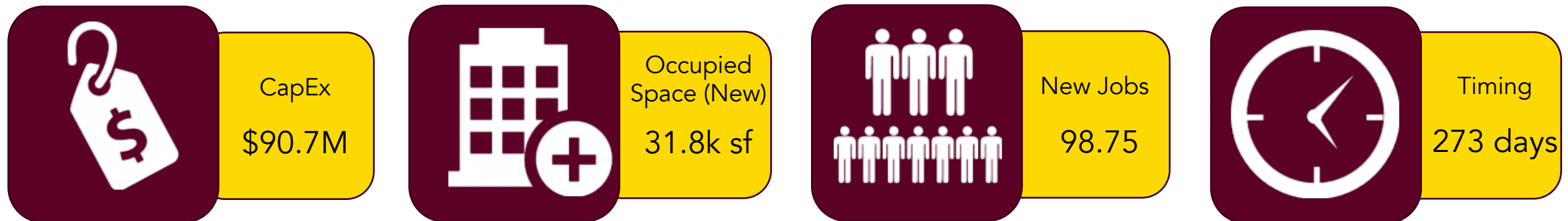


2019 Active Projects by the Numbers (YTD)

(through April 30, 2019)



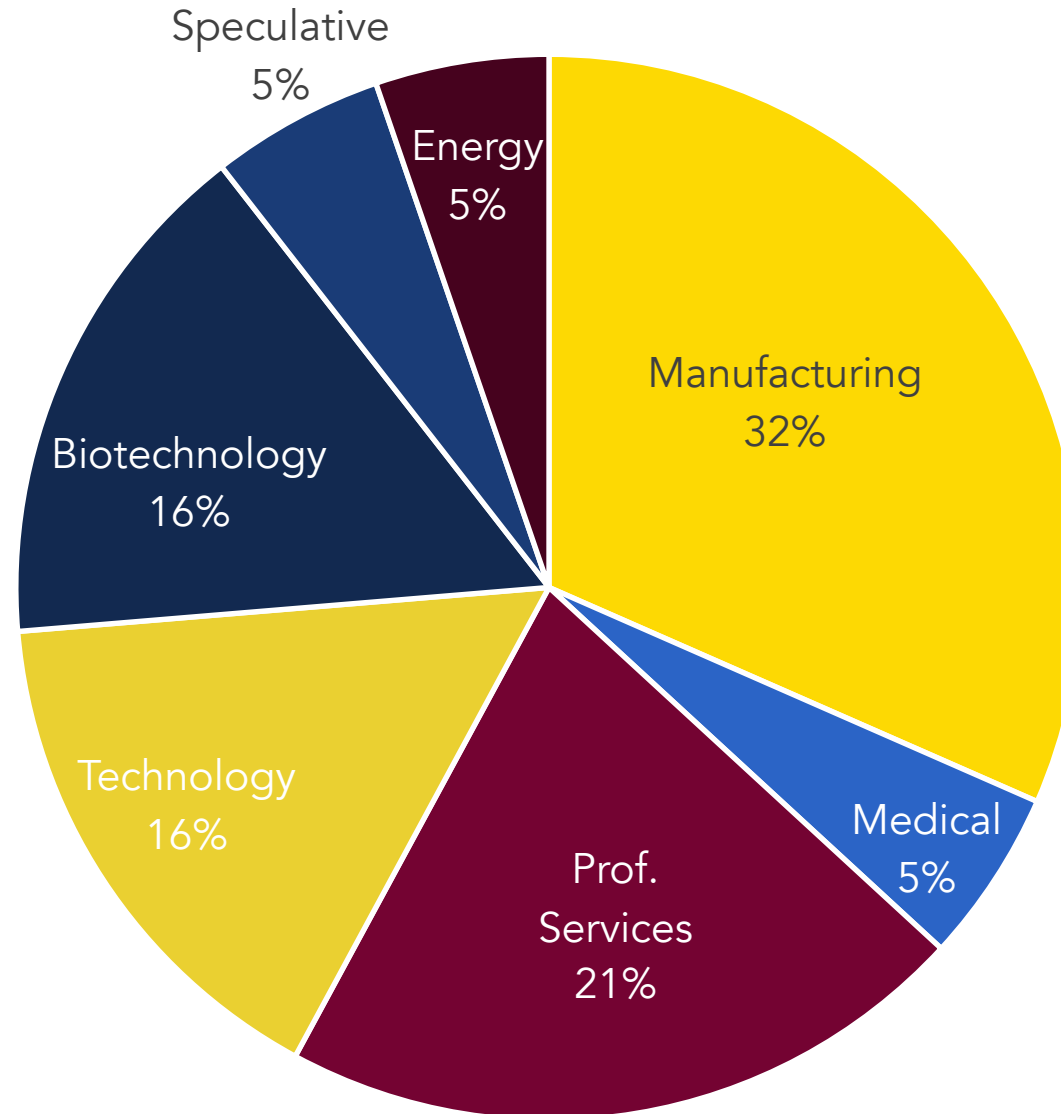
Average Size & Scope of Active Projects



Information reflects community-wide project activity as reported by the Category 1 Funding Partners and the BVEDC. The intent of these metrics is to be inclusive of all primary-industry economic development projects for the Brazos Valley.

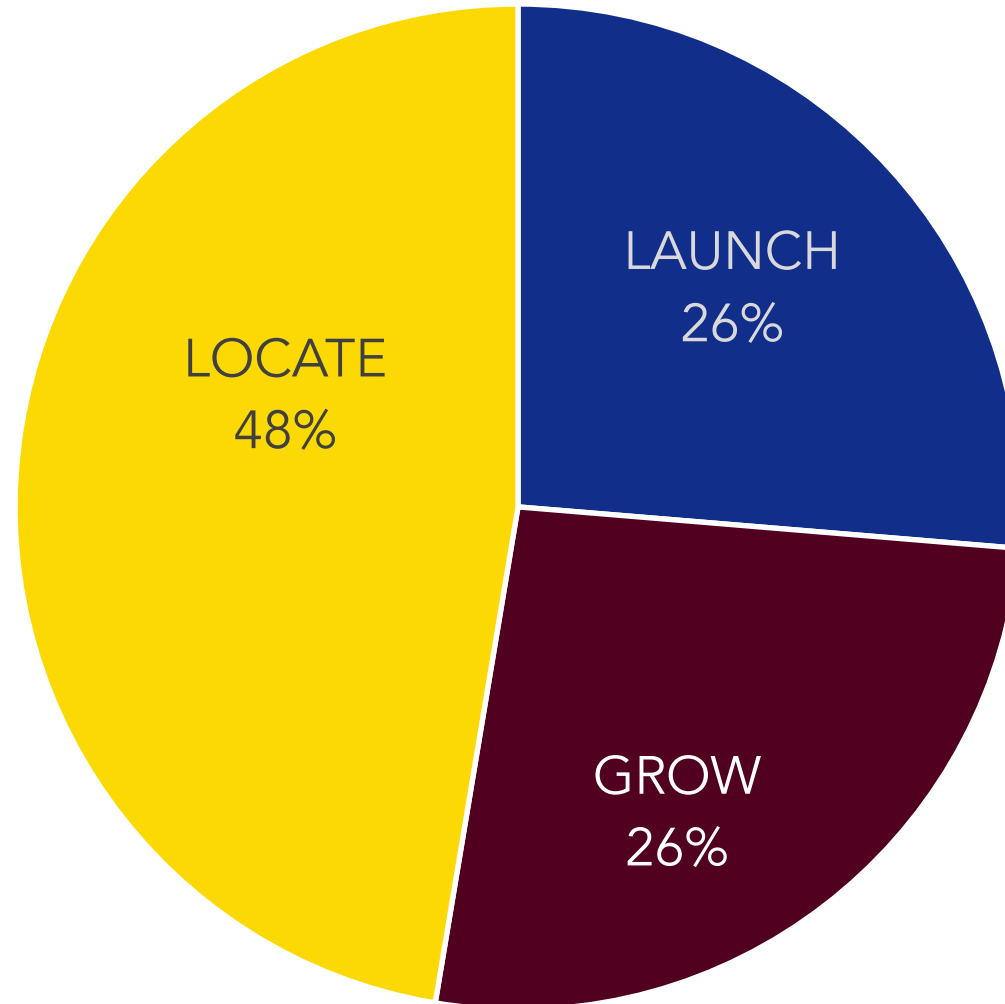
Active Projects by Industry

(through April 30, 2019)



Active Projects by Program Area

(through April 30, 2019)

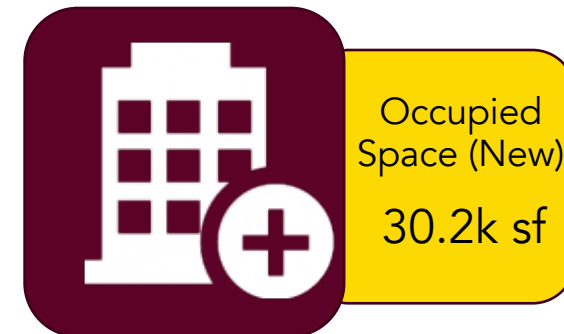


2019 Announced Projects

(through April 30, 2019)



TOTAL IMPACT

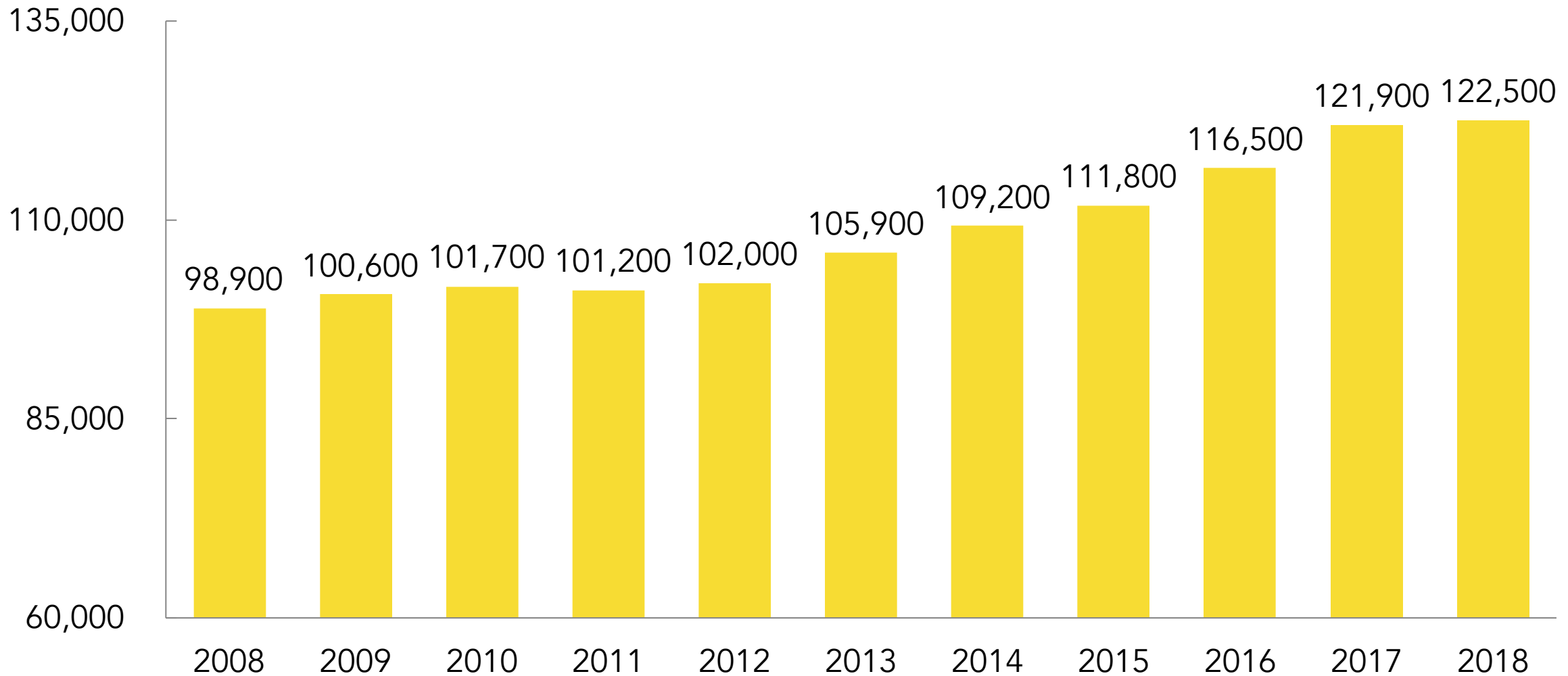


Information reflects community-wide project activity as reported by the Category 1 Funding Partners and the BVEDC. The intent of these metrics is to be inclusive of all primary-industry economic development projects for the Brazos Valley.

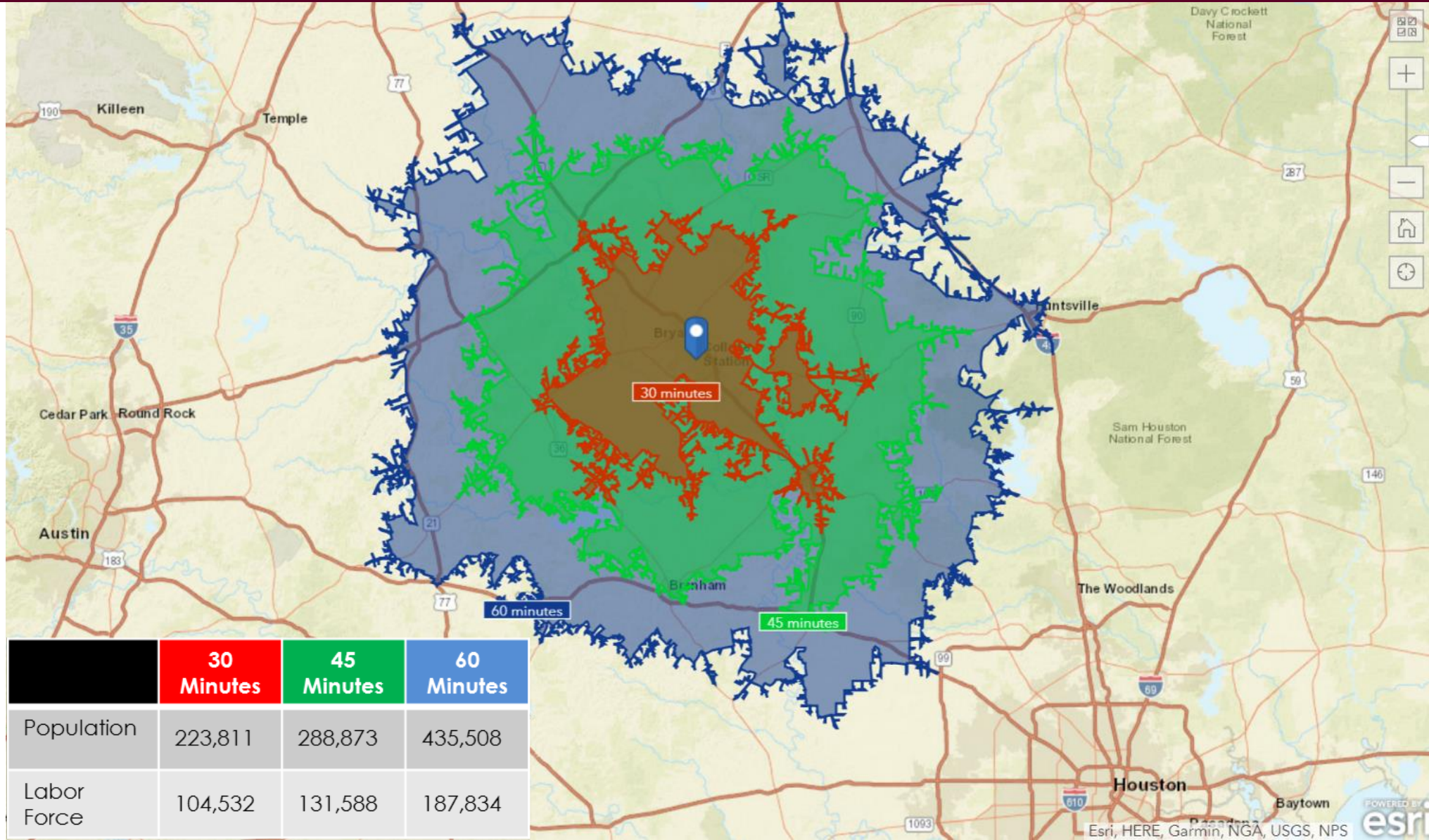
Population & Workforce

College Station/Bryan MSA Employment Estimates

Source: Texas Workforce Commission, LMCI (2018 data is through March)



Labor Pool by Drive Time

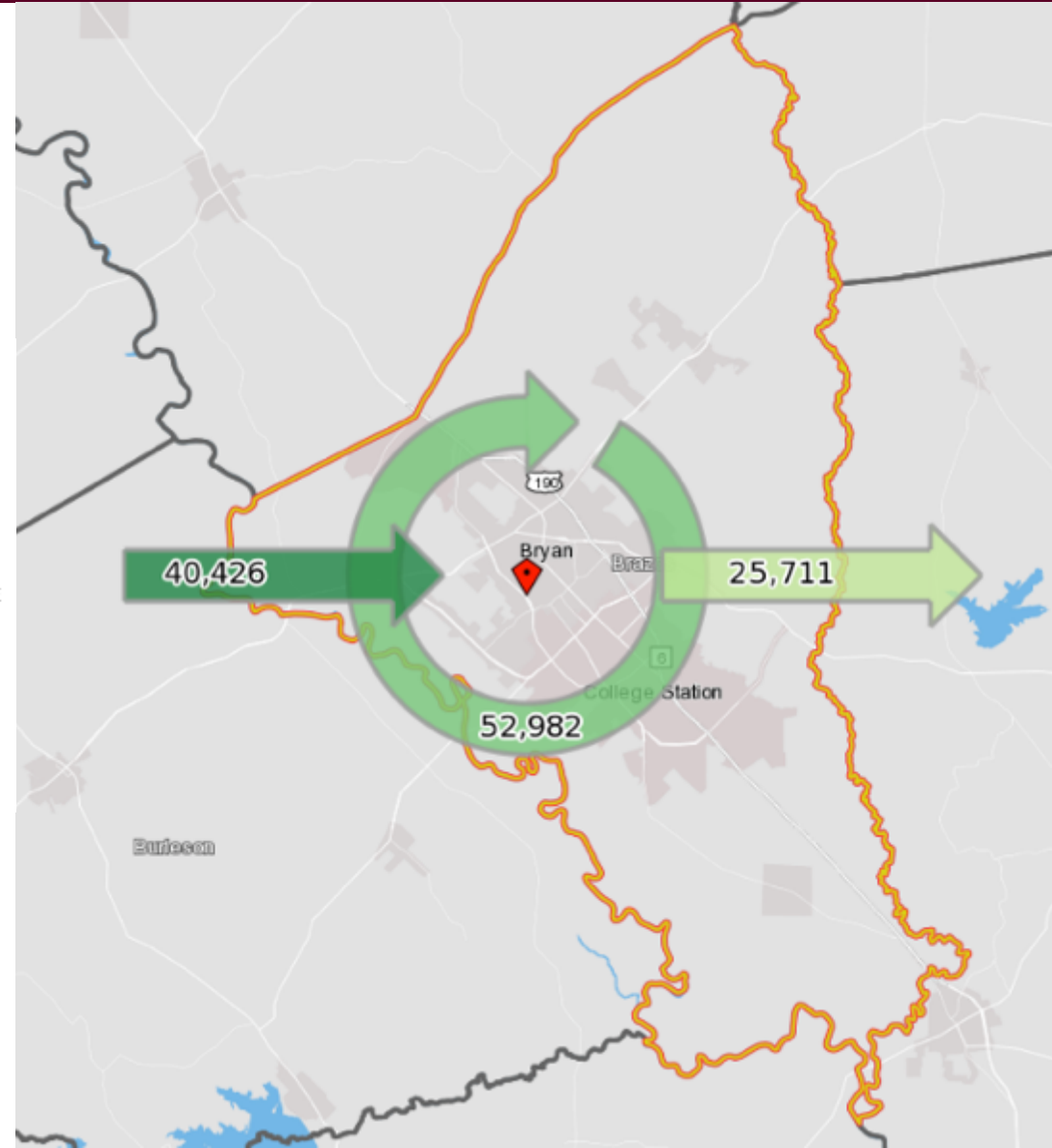
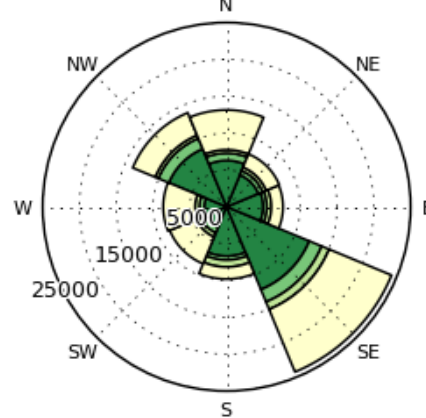


Source: US Census,
American
Community Survey



Inflow/Outflow Primary Jobs: Brazos County

Job Counts by Distance/Direction in 2015
All Workers

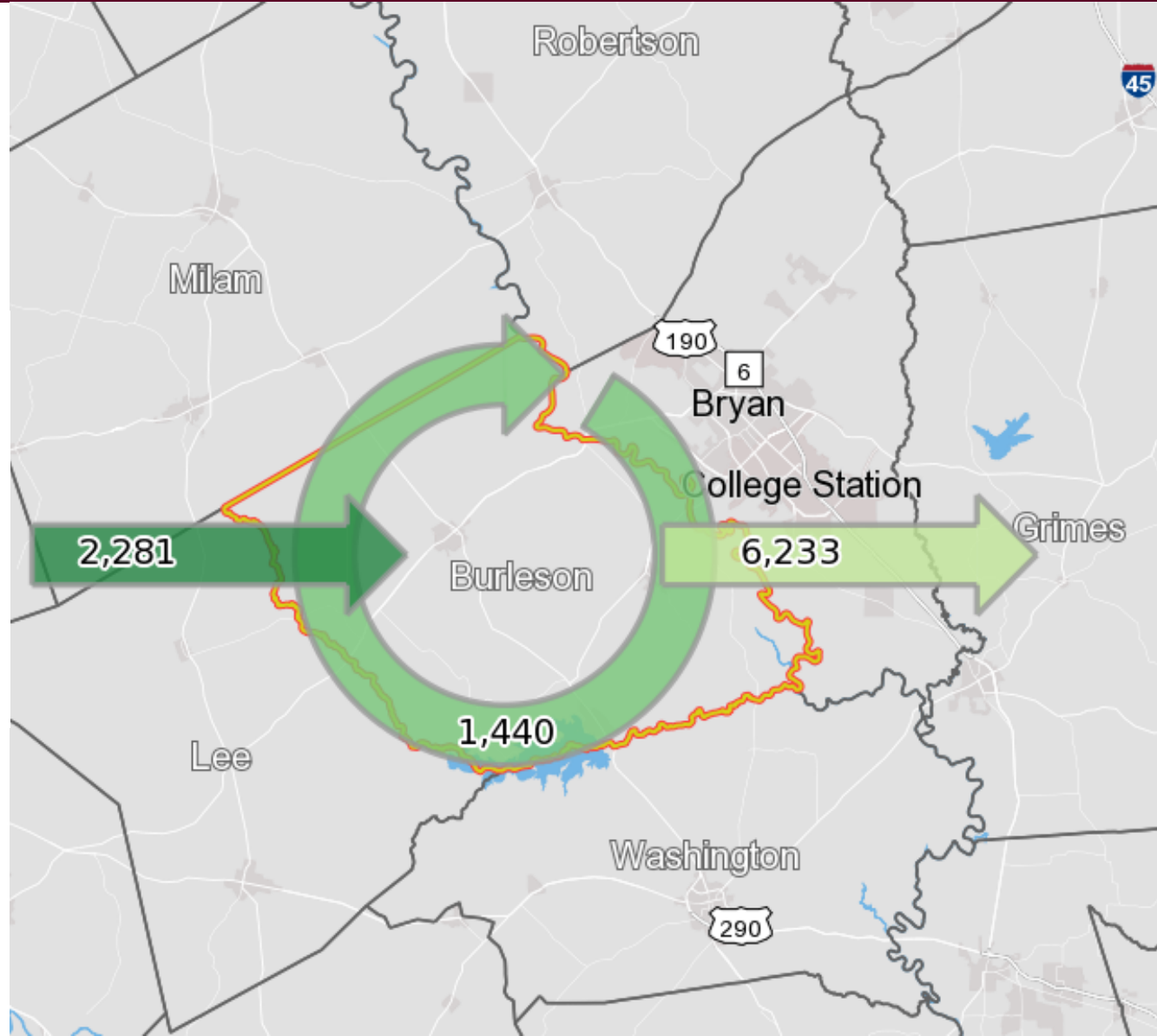
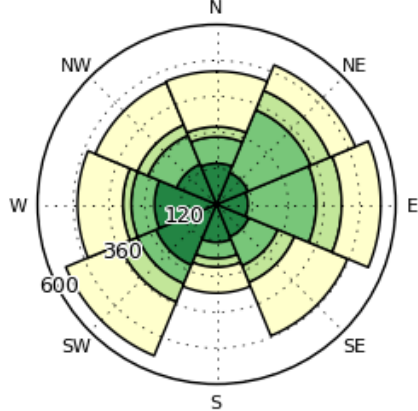


- ➔ Employed and Live in Selection Area
- ➔ Employed in Selection Area, Live Outside
- ➔ Live in Selection Area, Employed Outside



Inflow/Outflow Primary Jobs: Burleson County

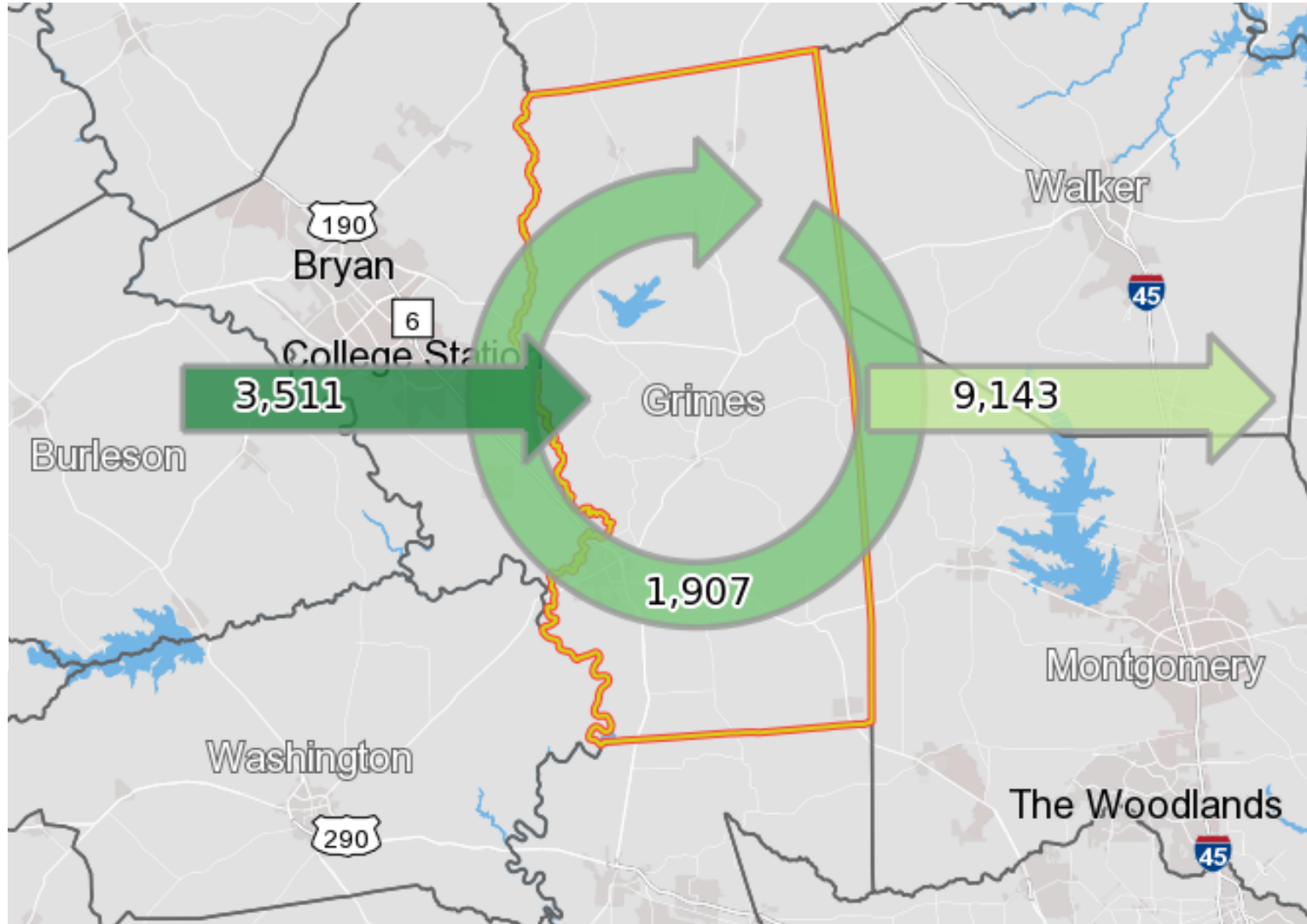
Job Counts by Distance/Direction in 2015
All Workers



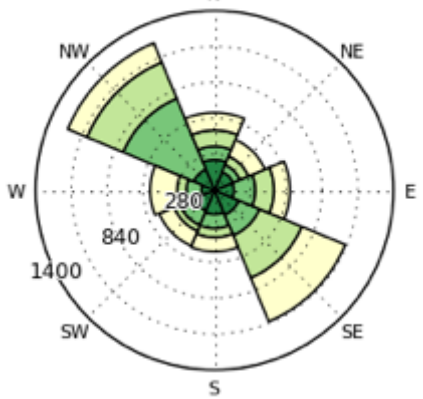
- Employed and Live in Selection Area
- Employed in Selection Area, Live Outside
- Live in Selection Area, Employed Outside



Inflow/Outflow Primary Jobs: Grimes County



Job Counts by Distance/Direction in 2015
All Workers

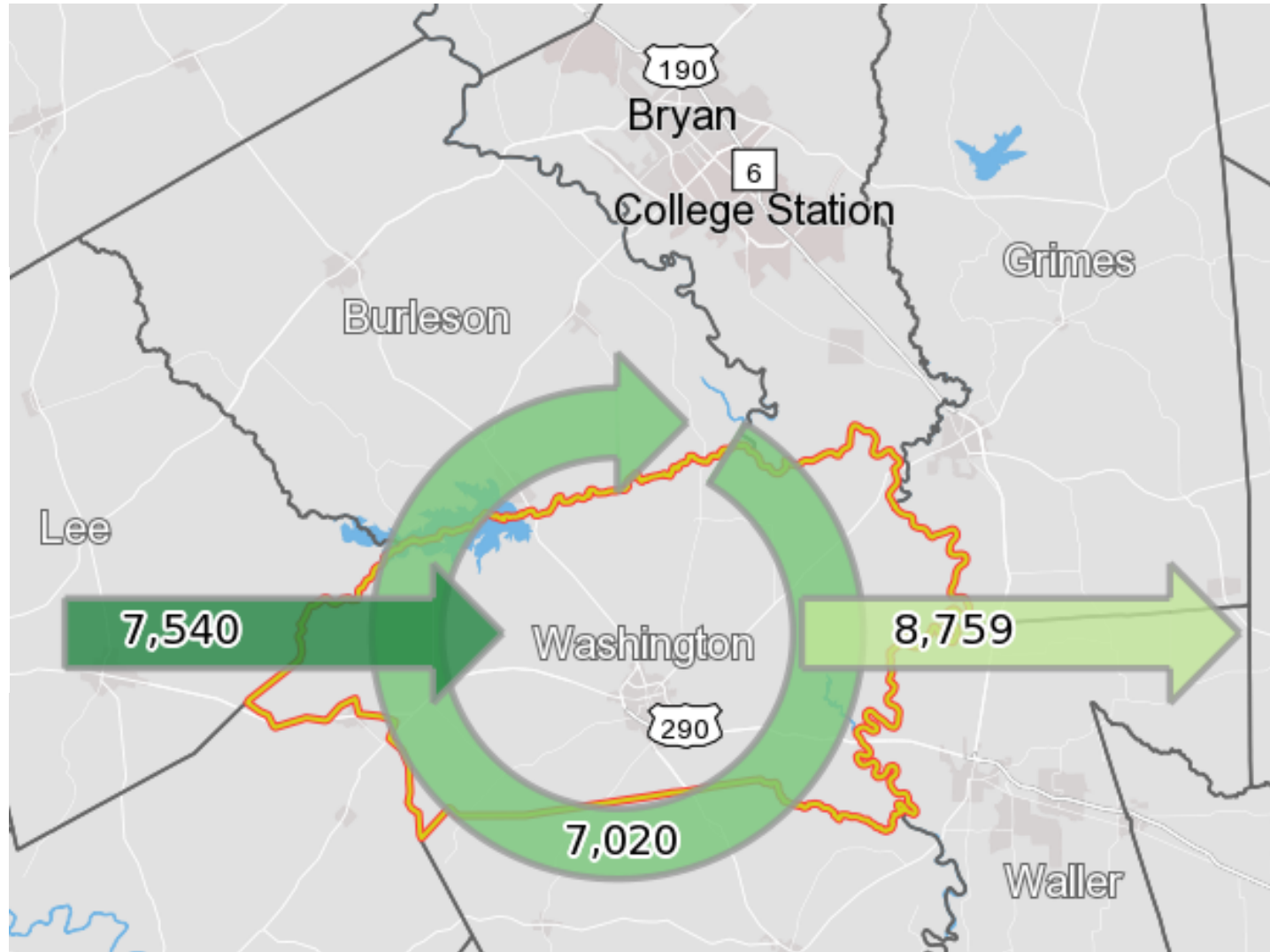
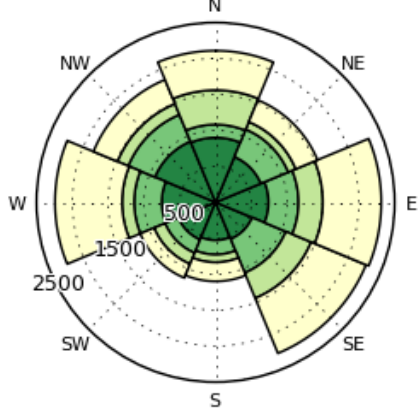


- ➔ Employed and Live in Selection Area
- ➔ Employed in Selection Area, Live Outside
- ➔ Live in Selection Area, Employed Outside



Inflow/Outflow Primary Jobs: Washington County

Job Counts by Distance/Direction in 2015
All Workers

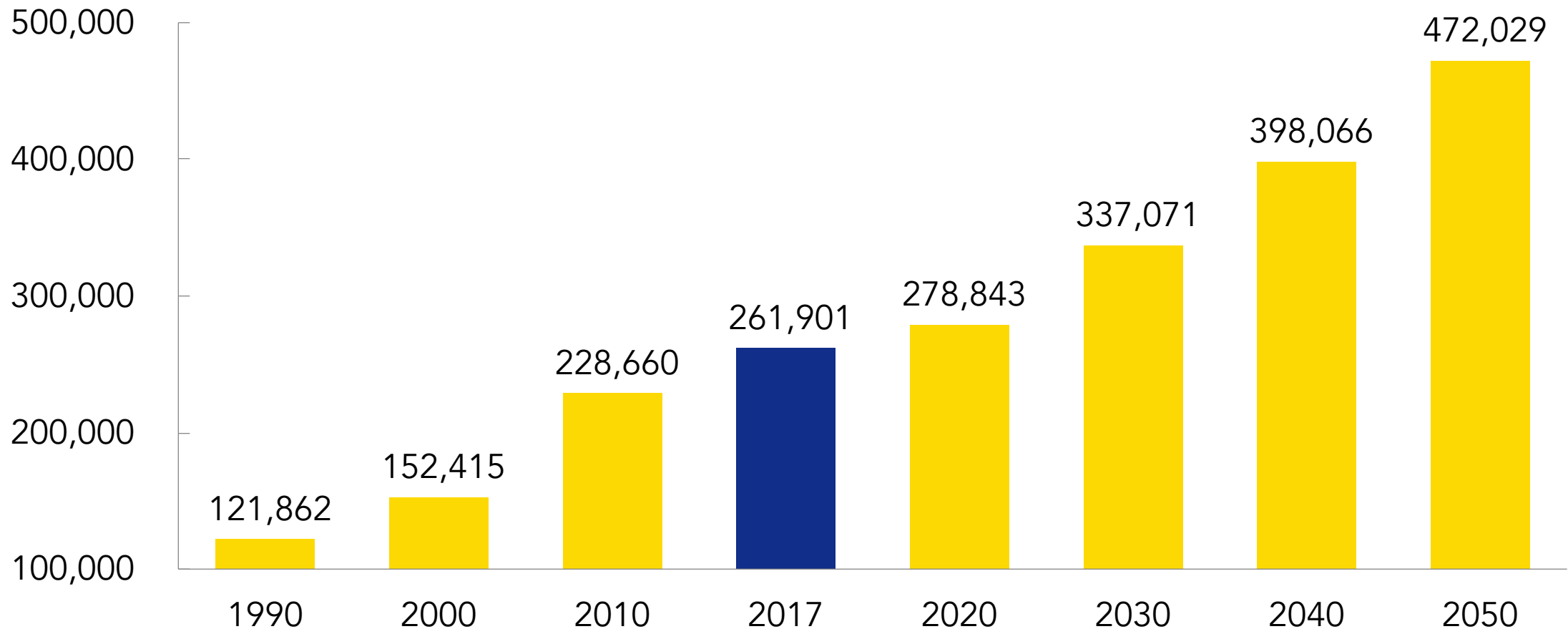


- ➔ Employed and Live in Selection Area
- ➔ Employed in Selection Area, Live Outside
- ➔ Live in Selection Area, Employed Outside



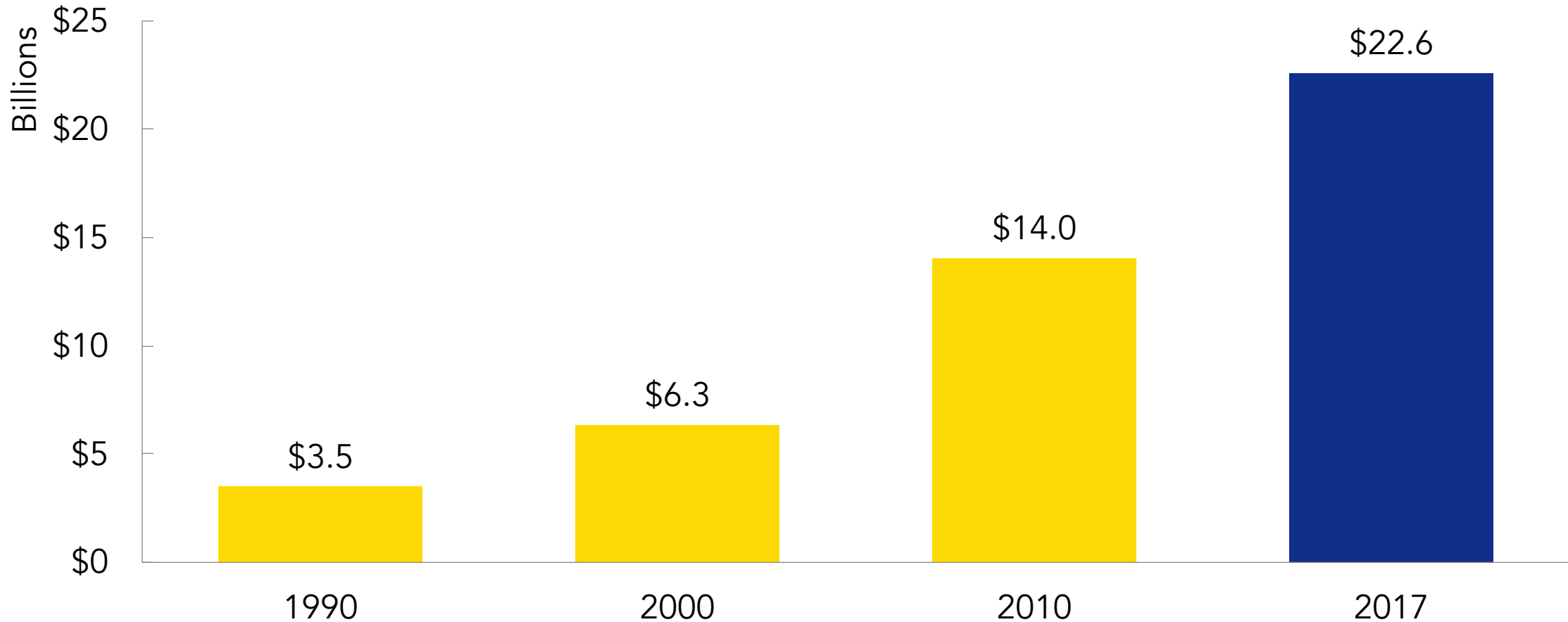
College Station/Bryan MSA Population

Source: Texas Workforce Commission, 1.0 Migration Scenario (2017 Data from THHS)



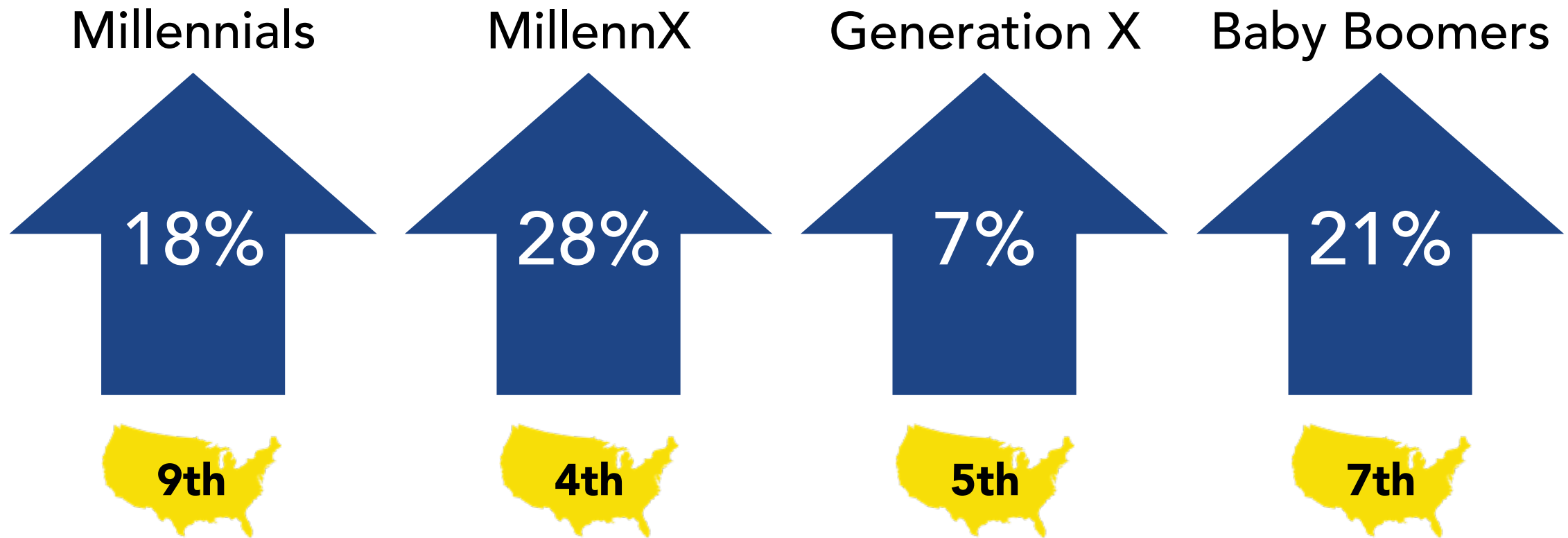
Brazos Co. Property Appraisal (Gross Market Value)

Source: Brazos County Appraisal District



Future Focused: Gen Z

CS-B Workforce Population Growth (2012-17)



Among 274 "Small" U.S. Metro Areas
(U.S. Census Data/Headlight Data)

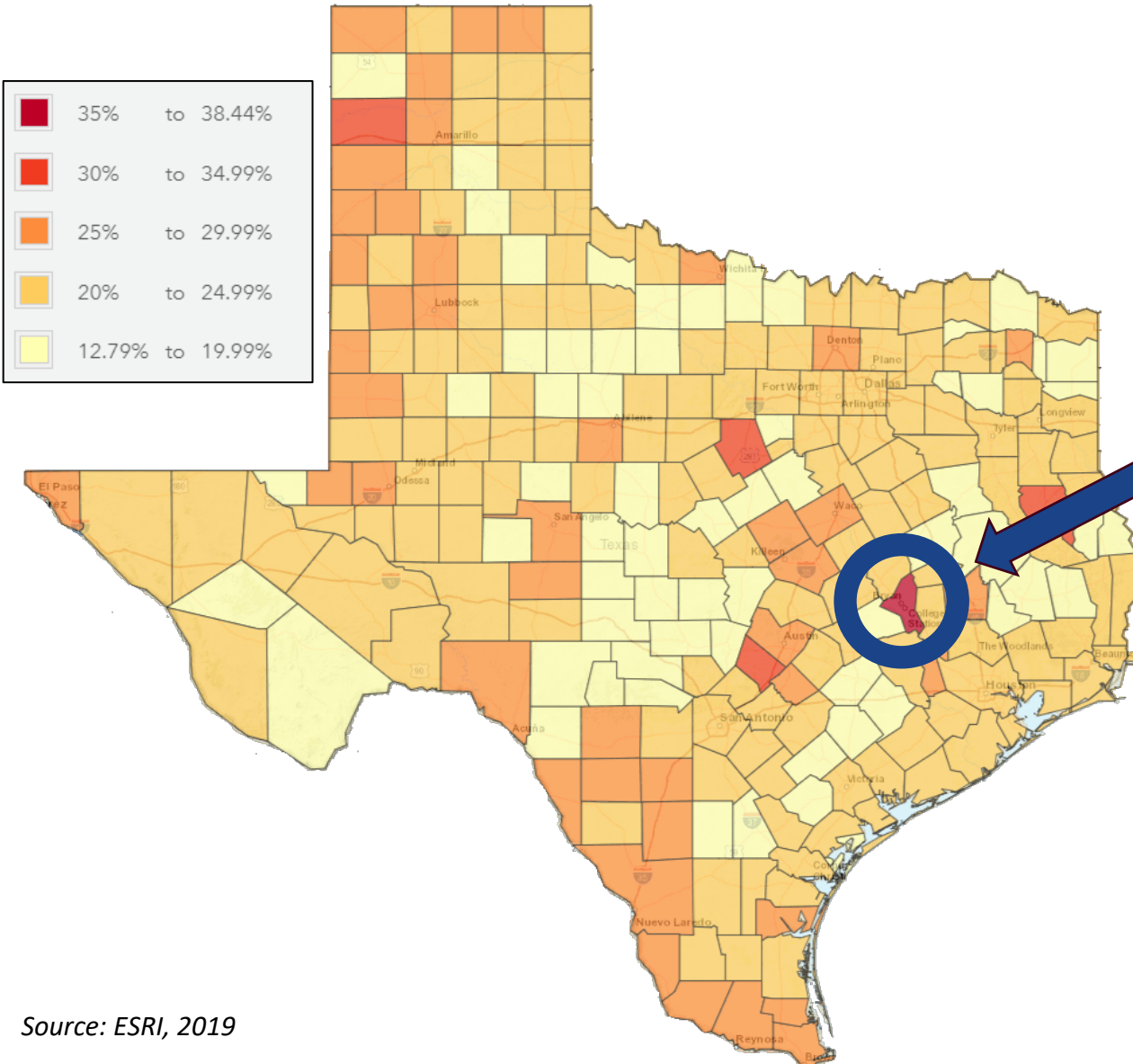


Coming Soon: Generation Z (Born 1999-2016)

2023 Generation Z Population (Est.)

Brazos County: 97,714
(38.44% of population)

Gen Z will make up a higher percentage of Brazos County's population than any other county in Texas.



Generation Z vs. Millennials



Generation Z

- 5 screens
- Communicate with images
- Create things
- Future-focused
- Realists
- Want to work for success



Millennials

- 2 screens
- Communicate with text
- Share things
- Present-focused
- Optimists
- Want to be discovered

Source: Atlas Insight, LLC



Responding to Generation Z

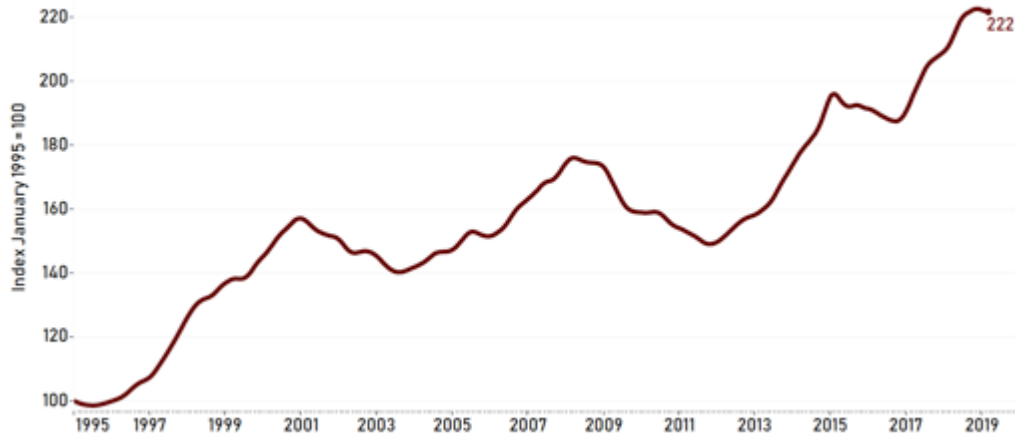
- Job creation
- Support training and education
- Enhance physical and digital infrastructure
- Provide competitive wages
- Promote diversity and inclusion



Economic Indicators

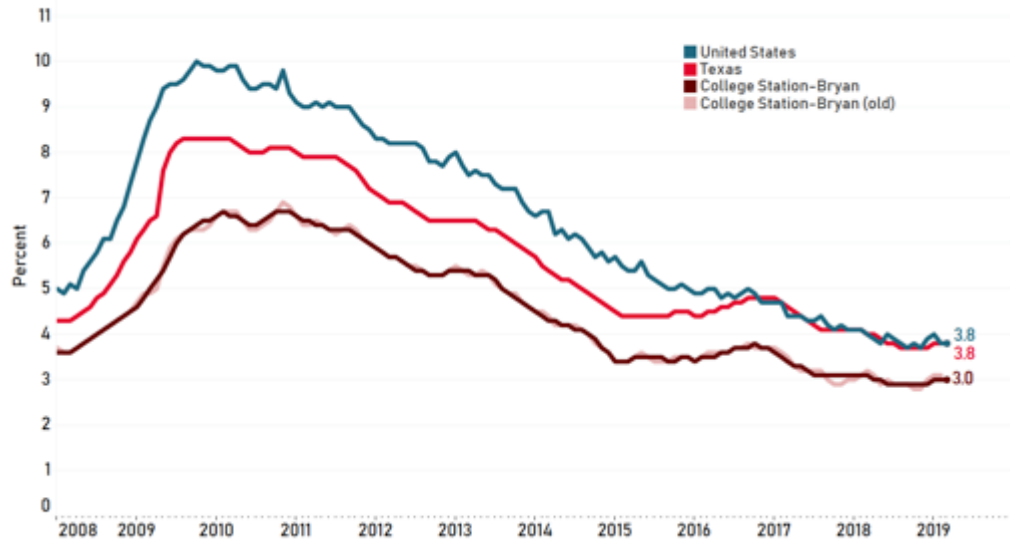
Tracking Growth: "Economic Indicators"

FIGURE 1. COLLEGE STATION-BRYAN BUSINESS-CYCLE INDEX



Last reported data point: March 2019 (monthly). Source: Private Enterprise Research Center.

FIGURE 3. UNEMPLOYMENT RATE



Seasonally adjusted. Last reported data point: March 2019 (monthly). Source: Bureau of Labor Statistics.



Report released monthly

Visit brazosvalleyedc.org
and click "Economic Indicators"



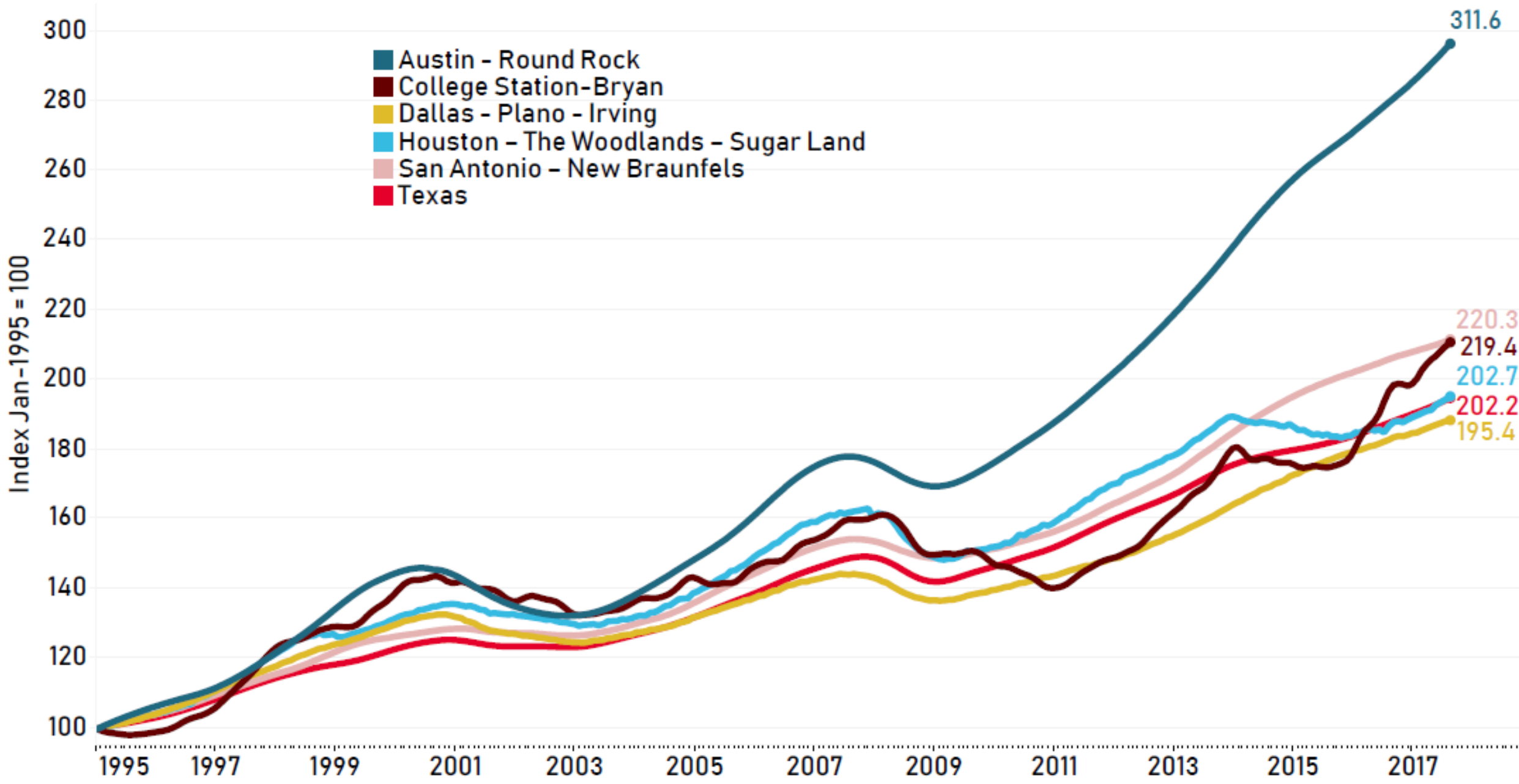
Calculating the CS-B Business-Cycle Index



Based on Models from the
Federal Reserve Bank of Dallas

- Unemployment Rate
- Nonfarm Employment
- Real Wages
- Real Taxable Sales

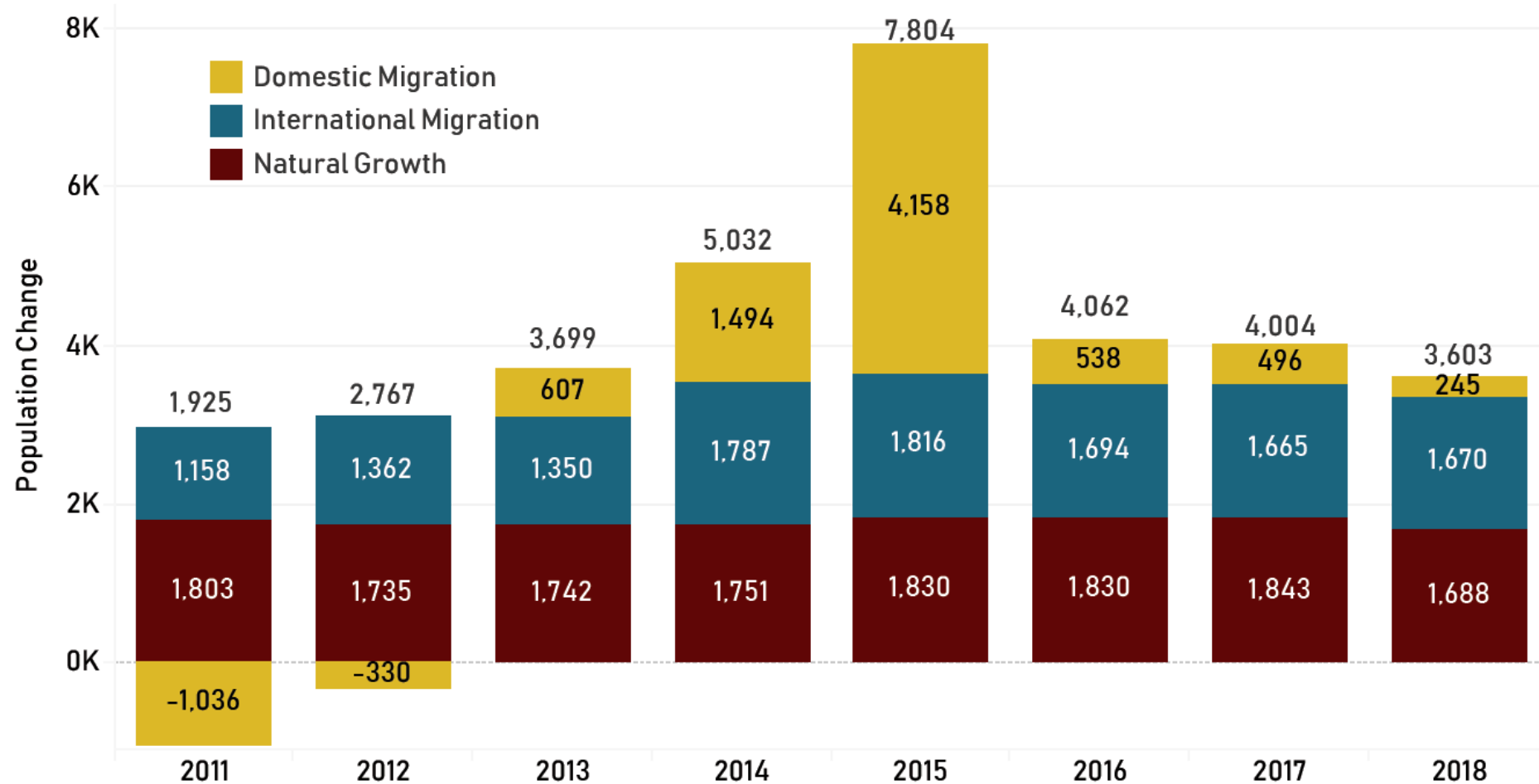




Last reported data point: November 2018 (monthly). Sources: Federal Reserve Bank of Dallas, Metro Business-Cycle Indexes, rebased to January 1995; Private Enterprise Research Center, College Station-Bryan.

Economic Indicators May Feature: Population

FIGURE 5. COMPONENTS OF POPULATION GROWTH IN COLLEGE STATION-BRYAN FOR 2011-2018



Source: United States Census Bureau
(The years represent the final year of the year-to-year pair.)



Economic Development Strategy

Brazos Valley Economic Development Strategy

LOCAL INVOLVEMENT AND OWNERSHIP



- Steering committee
- 1,500+ respondents to online survey
- 8 focus groups
- 12 one-on-one interviews with stakeholders



Brazos Valley Economic Development Strategy

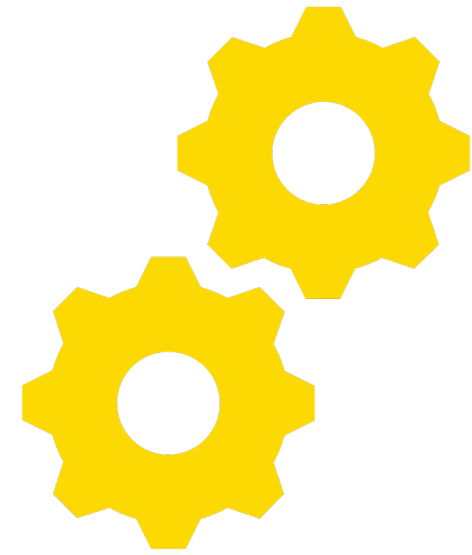
RECRUITMENT TARGET SECTORS



Applied Research
and Development



Professional and
Technical Services

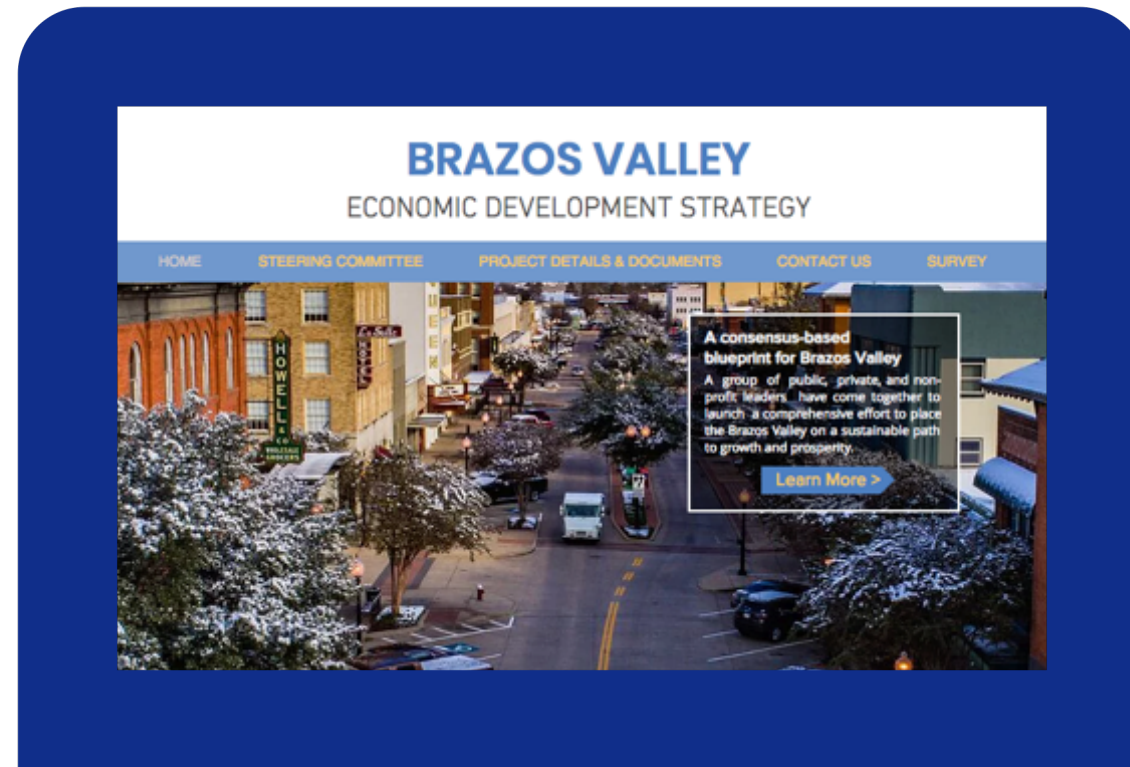


Engineered Materials
and Components



Brazos Valley Economic Development Strategy

brazosvalleystrategy.com



In the Brazos Valley Campaign

Economic Development Marketing Campaign

MADE IN THE
BRAZOS VALLEY

LIFE IN THE
BRAZOS VALLEY

BE IN THE
BRAZOS VALLEY

- Videos shared on the BVEDC website, YouTube and social media
- Written components





brazosvalleyedc.org



Brazos Valley Economic
Development Corporation



@brazosvalleyedc



@brazosvalleyedc



@brazosvalleyedc



BRAZOS VALLEY
ECONOMIC DEVELOPMENT
CORPORATION



SAVE THE DATE

2019 BRAZOS VALLEY BUSINESS SUMMIT



THURSDAY, SEPTEMBER 26



8:00 AM–3:00 PM



TEXAS A&M HOTEL AND
CONFERENCE CENTER



BRAZOS VALLEY
ECONOMIC DEVELOPMENT
CORPORATION

Questions?

Matt Prochaska
mprochaska@brazosvalleyedc.org