



TEXAS ECONOMIC DEVELOPMENT COUNCIL

2024

# MID-YEAR CONFERENCE

June 5-7, 2024



Margaritaville Resort on Lake Conroe  
Montgomery, Texas

## CONFERENCE SPONSORS

### Reception Sponsor



GREATER HOUSTON  
**PARTNERSHIP**

Making Houston Greater.

### Luncheon Sponsor



**BUILDING AMERICA®**

### Breakfast Sponsors

**TEXAS** Economic  
Development  
Corporation™

**TOMBALL**  
ECONOMIC DEVELOPMENT CORP.

### Networking Break Sponsors



**LONGVIEW**  
ECONOMIC DEVELOPMENT CORPORATION

**LINDALE** TX  
ECONOMIC DEVELOPMENT CORP



### Event App Sponsors

### Community Sponsors

**City of Granbury Economic Development**  
**City of Waller Economic Development Corporation**  
**Decatur Economic Development Corporation**  
**Levelland Economic Development Corporation**  
**Mike Barnes Group**  
**Texas A&M Engineering Extension Service (TEEX)**  
**The Economic Alliance for Brazoria County**  
**The Woodland Economic Development Partnership**

**Golf Tournament  
Sponsor**

**TGBGroup**  
Consulting Engineering – Transportation & Site Development

## CONFERENCE EXHIBITORS

**365 Total Degree Marketing**  
**Bludot**  
**Community Development Strategies**  
**EDOiQ**  
**Flyer View**  
**GrantWorks**  
**HdL Companies**  
**Impact DataSource**  
**Insyteful**  
**Lone Star College/**  
**Community Development Institute**

**Localintel**  
**NaviRetail**  
**Neon Cloud Productions**  
**Railroad Commission of Texas**  
**Scout Cities**  
**Site Selection Magazine**  
**Texas Workforce Commission**  
**TGB Group**  
**The Retail Coach**  
**Via Rail Engineering**  
**Viking Filmworks**

## Tuesday, June 4th

**TEDC Summer Golf Tournament at Walden Golf Club** **Sponsored by: TGB Group**  
*[Separation Registration Required]*

## Wednesday, June 5th

8:00 AM

**TEDC Registration Open**

The Grand Hall

8:30-10:30 AM

**Future Leaders Training Seminar** *[FLT Crew Members Only - Separate Registration Required]*

10:30-11:15 AM

**Community Economic Development Award Committee Meeting**

Coral Reef

*[CEDA Committee Members Only]*

**Education Committee Meeting** *[Open to All]*

Latitude

11:00 AM-5:30 PM

**Exhibits Open**

The Grand Hall

11:30 AM-12:45 PM

**Lunch on your own**

12:50-1:00 PM

**Welcome & Opening Remarks**

Compass Ballroom

**Susan Gill**, CEcD, MEDP, TEDC 2024 Board Chair and President, Lindale Economic Development Corporation

1:00-2:00 PM

**The Prime Cut: Best Places for Food Manufacturing**

Compass Ballroom

**Meghan DiGiacomo**, Senior Consultant, Global Location Strategies

With an increased demand for ready to eat products, elevated pet food and a renewed focus on sustainability, food manufacturing is one of the fastest-growing subsectors in manufacturing. Meghan will take a deep dive into the industry and will share trends, insights, and where Texas lands in the places for food manufacturing today.

1:00-2:00 PM

**Teacher Externship Program: Bridging the Gap Between Education and Industry**

Nautical Wheeler 1-2

**Jan Jungmann**, Business Retention & Expansion Manager, Allen Economic Development Corporation; **Danielle Davis**, Education Partnerships Coordinator, Workforce Solutions North Central Texas

Teacher Externships are a great way to bridge the gap between education and industry. Learn what an Externship is, the impact it makes on the future workforce, as well as how it meets challenges employers may be facing. Workforce Solutions for North Central Texas and Allen EDC teamed up to deliver an impactful externship experience to teachers in the Summer of 2023.

2:00-3:00 PM

**The Forces of Economic and Job Market Change**

Compass Ballroom

**Richard Froeschle**, Senior Labor Market Economist, Texas State Technical College

The economy continues to grow post-pandemic despite ongoing predictions of recession. Texas has experienced huge population growth, and the consumer is driving an economic expansion in which industries and occupations are experiencing solid but uneven growth. The tight job market and labor shortages have started to ease and the next generation is ushering in new perspectives about work values and employment preference. This session offers insights into these behavioral and macroeconomic trends and what they portend for the Texas labor market.



## Wednesday, June 5th

3:00-3:30 PM

### Networking Break

Sponsored by: Longview Economic Development Corporation

The Grand Hall

3:30-4:30 PM

### War Gaming the 2024 Election and the Setup for the Coming Legislative Session

Harvey Kronberg, Editor, The Quorum Report

Compass Ballroom

Elections always have surprises that lay the predicates for the next session. This presentation explores some of the possible outcomes and, sadly the likely dysfunction in 2025. The civil war inside the Republican Party is likely to reach its apex in the election and we will explore how's this will transform the personalities, politics and policy of the next session. We will also explore how the volatility of national politics impacts Texas particularly Texas business.

4:30-5:30 PM

### Legislative Committee and Political Action Committee (PAC) Joint Meeting

Networking on your own

Nautical Wheeler 1-2

## Thursday, June 6th

8:00-9:00 AM

### Breakfast and Networking

Sponsored by: Texas Economic Development Corporation

8:00 AM-5:15 PM

### Exhibits Open

The Grand Hall

8:00-9:00 AM

### Community Economic Development Award Success Stories: 2023 CEDA Recipients

Compass Ballroom

Moderator: Heather Ledbetter, Economic Development Manager, Oncor and Co-Chair CEDA Committee

Panelists: Kristina Collins, EVP-Economic Development, Greater Waco Chamber of Commerce; Megan Layne, Executive Director, Orange County EDC; Kent Sharp, President, Sherman EDC; Nathan Tafoya, CECD, EDFP, Executive Director, Mount Pleasant EDC

Join your colleagues for this discussion as they share details on their award-winning projects. You will hear about their projects from lead generation to landing the project, key stakeholders and partners along the way and economic impact on their communities.

9:00-9:15 AM

### Coffee Break

The Grand Hall

9:15-10:15 AM

### Creative Use of Tax Increment Financing in Implementing a Economic and Community Development Goals

Compass Ballroom

Naina Magon, Principal, Hawes Hill & Associates; Gwendolyn Tillotsen Bell, Chief Economic Development Officer, Mayor's Office, City of Houston; Mary Buzak, Attorney, Bracewell

This presentation describes how communities across Texas are using tax increment financing (TIF) to best support economic development initiatives and create high quality places. As a tool available to communities of all sizes, tax increment financing can be used to overcome increasing economic and community development challenges to spur development and re-development, create jobs, foster innovation, increase housing options, and provide quality-of-life amenities.



## Thursday, June 6th

9:15-10:15 AM

### **Mobile Data Insights: Understanding Visitors, Labor Shed, Marketing and Growth** Coastal Ballroom

**William SaintAmour**, CEO/Executive Director, Cobalt Community Research

In this session, you will be introduced to various types of geofencing. Attendees will learn how geofencing can be used, pitfalls to avoid, how to use data for tactical and strategic decisions, and what is coming down the road for this technology. Real life examples will be shared based on Cobalt's retail and recruitment applications.

10:15-10:30 AM

### **Break**

10:30-11:30 AM

### **Comparing Incentive Value of Jobs Energy, Technology, and Innovation (JETI) Program and the Former Chapter 313** Compass Ballroom

**Paul Scheuren**, Principal and Economist, Impact DataSource

In this session, we will explore the differences between the sunset Chapter 313 program and the newly implemented JETI program. Using case studies, we will compare the typical tax savings achievable under Chapter 313 with those possible under JETI, and we will examine the different requirements of these two programs, highlighting situations where projects that were eligible for Chapter 313 incentives may not qualify under JETI. Additionally, we'll introduce a step-by-step JETI qualifier tool to assist in identifying projects that meet industry, investment, employment, and wage criteria.

11:30 AM-12:00 PM

### **TEDC Program Update: How to Maximize Your TEDC Membership for Advancing Your Career in Economic Development** Coastal Ballroom

**Susan Gill**, CEcD, MEDP, 2024 TEDC Board Chair; **Carlton Schwab**, President & CEO, Texas Economic Development Council

Learn about several of the TEDC's career development programs, including the new Certified Texas Economic Developer (CTED) Certification program, the Future Leaders Training Program and the Mentorship Program.

12:00-1:30 PM

### **Luncheon: Recognition of the 2024 Workforce Excellence Award and Graduates of the TEDC's Future Leaders Training Program** Compass Ballroom **Sponsored by: Union Pacific**

1:30-1:45 PM

### **Break**

1:45-2:45 PM

### **Regionalism: A Trending Economic Development Paradigm Shift** Compass Ballroom

**Ed Curtis**, CEO, YTexas; **John Boyd, Jr.**, Principal, The Boyd Company, **Tracye McDaniel**, President, TIP Strategies; **Dave Porter**, Executive Director, Williamson County Economic Development Partnership

All 12 Texas regions play a pivotal role in Texas' dominant role in the global economy. Today, businesses care more about access to resources, talent, capital and innovation, and less about jurisdictional borders. Regional economies that lead the competition are the ones that utilize a cooperative, collective strategy to leverage local assets and address regional challenges. Learn from industry professionals on best practices that will take your organization to new heights.



## Thursday, June 6th

1:45-2:45 PM

### Rural Corporate Site Location Strategies and the Emergence of Municipal-Owned Industrial Parks

Coastal Ballroom

Wade Williams, Director of Corporate Site Selection, The Montrose Group

Rural regions present a mix of challenges, including slower economic growth and demographic constraints, alongside notable advantages such as lower operational costs and a conducive environment for manufacturing ventures. Wade will share strategies for communities, emphasizing the development of Public-Private Partnerships (PPPs), workforce enhancement, small business growth, and the targeting of specific industries. Participants will gain valuable insights into maximizing rural America's untapped potential for corporate and industrial expansion.

2:45-3:00 PM

### Networking Break

Sponsored by: Greenville Economic Development

The Grand Hall

3:00-4:00 PM

### Power Up Texas: Renewable Energy and Legislative Advocacy

Compass Ballroom

Haley Durbin, Assistant VP-Communications and Digital Advocacy, McGuire Woods;

Annie Scroggs, Research Associate, McGuire Woods; Judd Messer, Texas Vice President, Advanced Power Alliance

This presentation will cover the current state of energy policy in Texas, review bills from the last legislative session that would've directly impacted renewable energy development in Texas and share insights on the upcoming 89th legislative session. The panel will also discuss how EDCs in Texas can engage with the Legislature through Power Up Texas to ensure their communities benefit from a diverse, reliable electric grid for Texas that includes affordable renewable energy.

4:00-5:00 PM

### Update on the Office of the Governor Economic Development & Tourism Programs: What You Need to Know

Compass Ballroom

Larry McManus, Director-Business & Community Development; Melissa Avelino, Director-Economic Development Finance; Terry Zrubek, Deputy Director, Office of the Governor-Economic Development & Tourism

Learn the latest program information and developments from the Texas Semiconductor Innovation Fund, Economic Development Bank, Film Commission, Music Office, and Tourism Office.

5:15-7:15 PM

### Networking Reception

Stars on the Water Terrace

Sponsored by: Greater Houston Partnership

Live Music by The Lost Shaker of Salt Band

7:30-9:30 PM

### TEDC PAC Appreciation Cruise

[TEDC Political Action Committee Members Only - RSVP Required in Advance]



Event App Sponsored  
by: Lindale EDC and  
Pearland EDC



## Friday, June 7th

8:00-9:00 AM

### Breakfast and Networking

Compass Ballroom

Sponsored by: Tomball Economic Development Corporation

8:00-11:00 AM

### Exhibits Open

The Grand Hall

8:15-9:15 AM

### Peer Panel: Navigating Politics in Economic Development

Compass Ballroom

Moderator: **Cynthia Hernandez**, Executive Director, Belton Economic Development Corporation  
 Panelists: **Kevin Carter**, President, Amarillo Economic Development Corporation; **Raudel Garza**, Executive Director, Edinburg Economic Development Corporation; **Terry Stokes**, CEO, Port Arthur Economic Development Corporation

Most of the work we do in economic development in Texas is supported by taxpayer funds. As such, politics is always a part of what we do. The four seasoned professionals on our panel will talk about their experiences navigating the political landscape in their communities.

9:15-9:30 AM

### Coffee Break

9:30-10:30 AM

### Texas Economy: Key Trends and Opportunities for EDCs

Compass Ballroom

**Brian Kelsey**, Manager, EY Economic Development Advisory Services, Ernst & Young

In this session, Brian will share his latest insight on key trends impacting local economies and labor markets in Texas and highlight emerging industry issues that can inform your recruitment and retention programs. He will also share some thoughts on how EDCs are responding and where the practice of economic development may be headed as professionals navigate an evolving landscape, based on EY's work with economic development organizations across the country.

10:30-11:30 AM

### The Energy Transition is HERE!

Compass Ballroom

**Eric Bratcher**, Chief Risk Officer, 5; **Chris Watson**, Senior Energy Advisor, 5

Eric and Chris will share an insightful ERCOT market analysis and future casting for changes coming to Texas and how it will affect your city. We will learn about market changes since Winter Storm Uri, all those charges on our bills, Texas' biggest power challenges for the future, and more.

11:30 AM-12:30 PM

### TEDC Board of Director's Meeting *[Open to All]*

Coastal Ballroom



INTERNATIONAL  
ECONOMIC DEVELOPMENT  
COUNCIL

*The Power of Knowledge and Leadership*

This event is recognized by the International Economic Development Council (IEDC) as a professional development training that counts toward the recertification of Certified Economic Developers (CEcD).

Event App Sponsored  
by: Lindale EDC and  
Pearland EDC



# 2024 ANNUAL SPONSORS

## Diamond



## Platinum



## Gold



## Silver



## Bronze

