



**TAYLOR**  
THE ZEST OF TEXAS

# Summary Results 2008-2011 Board Goals

Including 4Q 2011 Summary  
(as of December 31, 2011)



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## Four Key Goals (2008-2011)

1. **Business Retention and Expansion** – The Taylor EDC will create a favorable business climate and build economic wealth for the community by further developing a business retention and expansion (BRE) program to assist primary employers.
2. **Business Recruitment/Development** – The Taylor EDC will create a favorable business climate and build economic wealth for the community by increasing business attraction and (targeted) promotional marketing activities which will attract at least \$12 million in new capital investments and 300 net new jobs with higher than average payrolls.
3. **Workforce Development** – The Taylor EDC will develop the quality and size of a sustainable semi-skilled and skilled workforce in Taylor by investing resources in K-12 and higher education programs.
4. **Marketing-Communications** – The Taylor EDC will improve the brand image of Taylor by promoting the city as an energetic, progressive community with a good quality of life and pro-active business climate.



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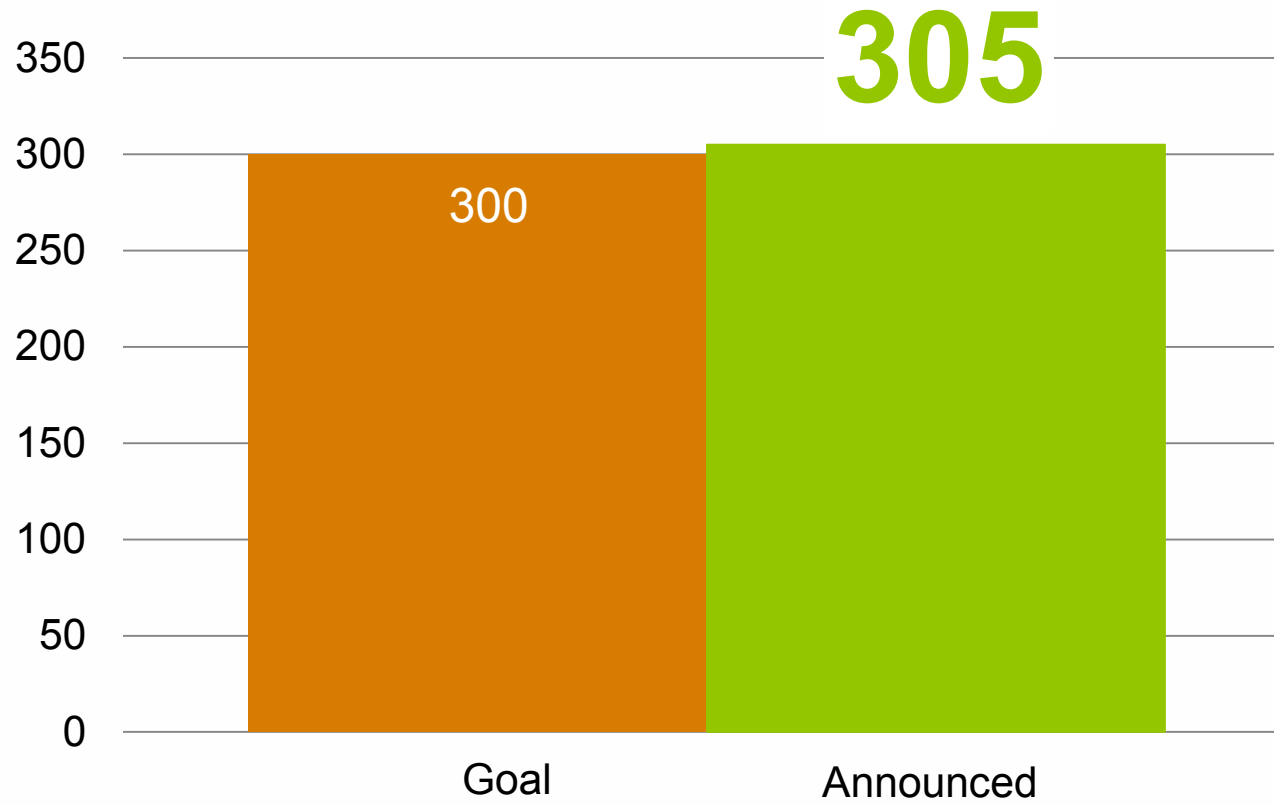
## Snapshot Results (2008-2011)

Four-Year Campaign Results	Campaign Goal	Campaign Actual
New Jobs Announced	300	305
- Known layoffs	-	(54)
Net New Jobs Announced	300	251
Company Relocations / Expansions	-	20
Net New Capital Investments	\$12 million	\$38.2 million
Prospect Visits (unique company visits)	64	93
Prospect Visits (all company visits including repeats)	-	251
BRE Visits (unique company visits)	64	59
BRE Visits (all company visits including repeats)	-	255



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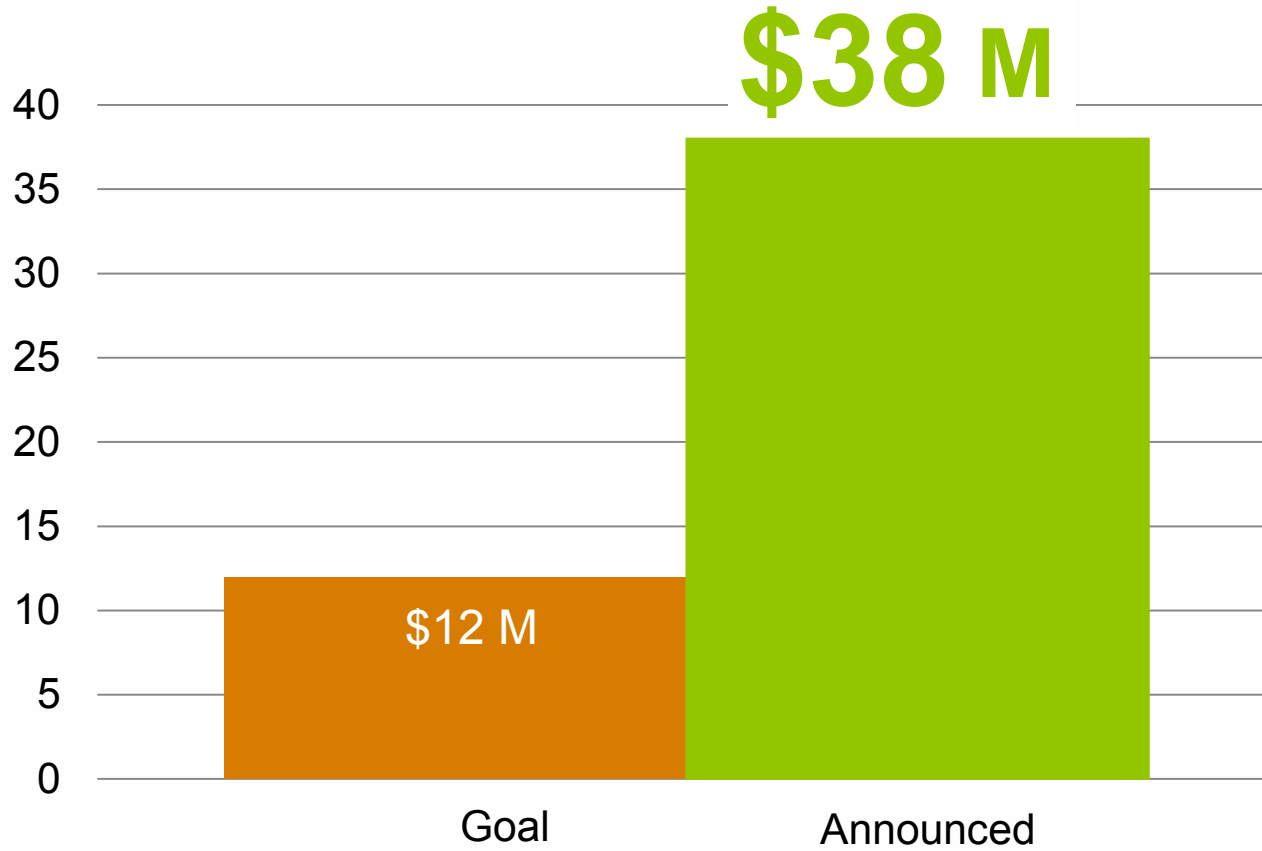
## Jobs Announced (2008-2011)





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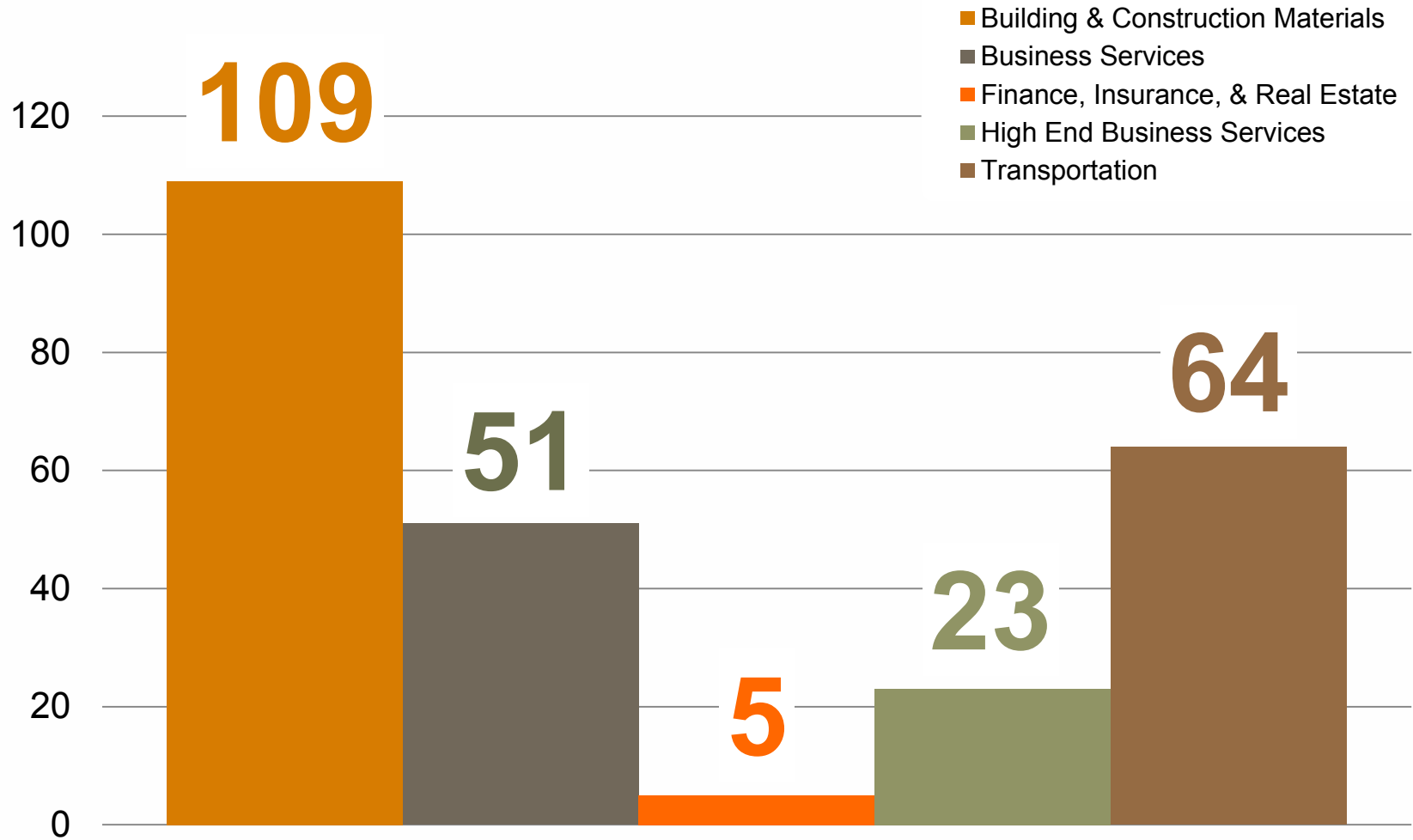
## Capital Investments (2008-2011)





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## Jobs Announced in 2011

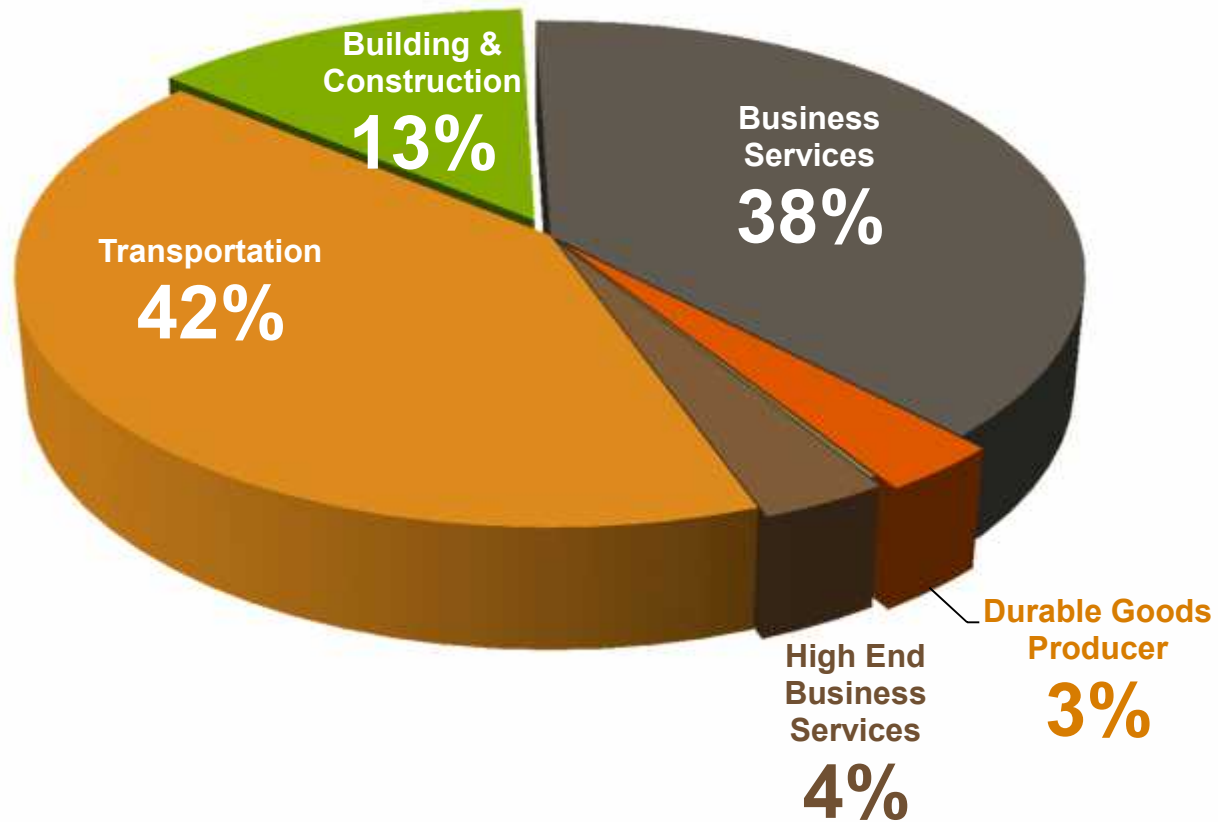




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## Projects Announced in 2011

Capital Investments by Industry (2011 = \$15.7 Million)





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## Assisted Projects & New Companies (2011)

Company Name	Industry Sector	Jobs
Alliance Geotechnical Group of Austin	High End Business Services	14
Citizens National Bank	Finance, Insurance, & Real Estate	5
Clark Travel Enterprises	Transportation	50
Durcon, Incorporated	Building & Construction Materials	100
On Technology Consultants	High End Business Services	6
Ringer Windows	Building & Construction Materials	9
Skybeam Wireless (formerly Eccentrix)	High End Business Services	3
Taylor Custom Graphics	Business Services	1
Texas Prisoner Transportation Division	Transportation	14
Wilco Recycling	Business Services	40
<b>TOTAL JOBS ANNOUNCED IN 2011</b>		<b>242</b>

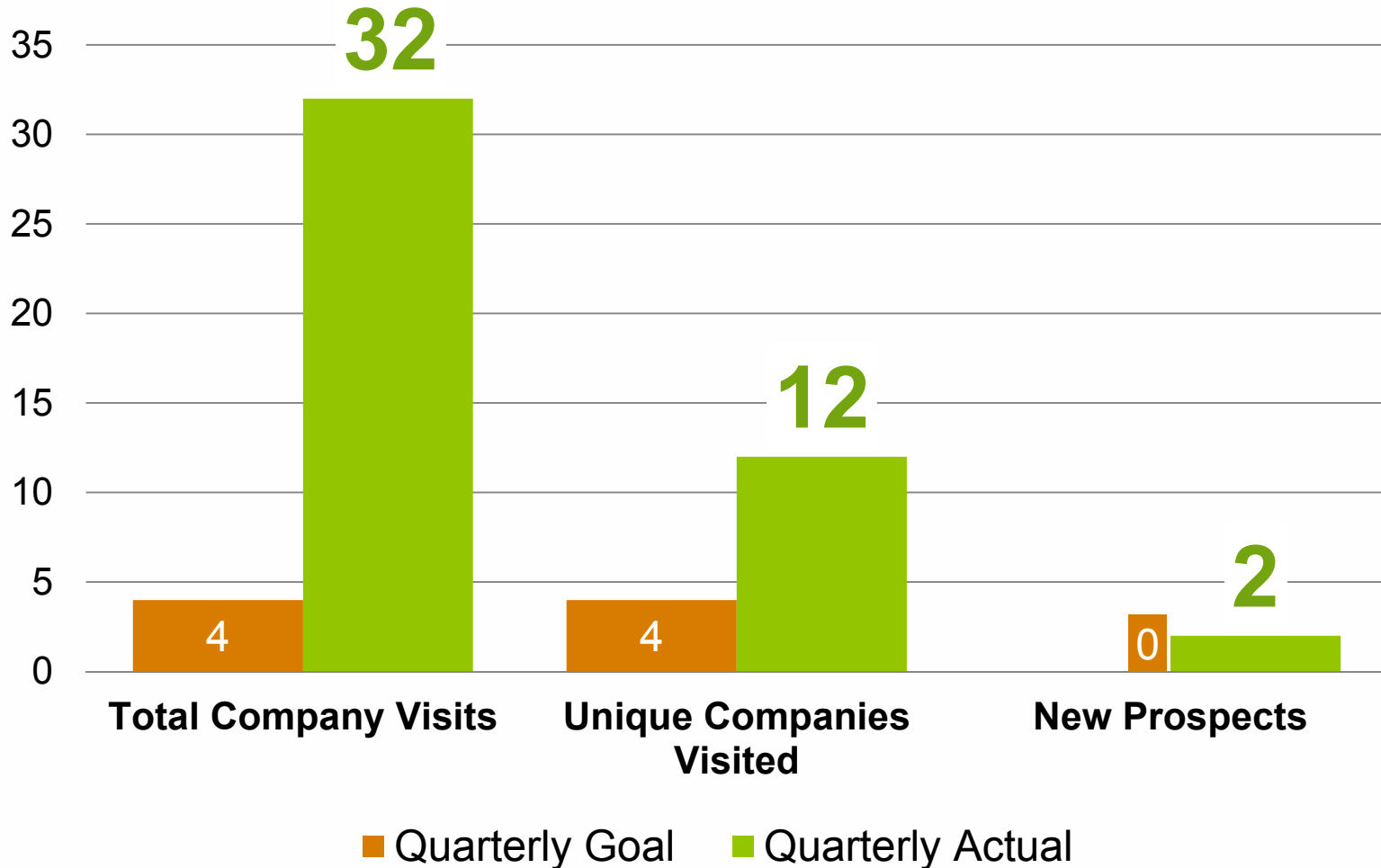




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## Goal 1. Business Retention & Expansion (BRE)

4<sup>th</sup> Quarter Progress (Oct 2011 thru Dec 2011)

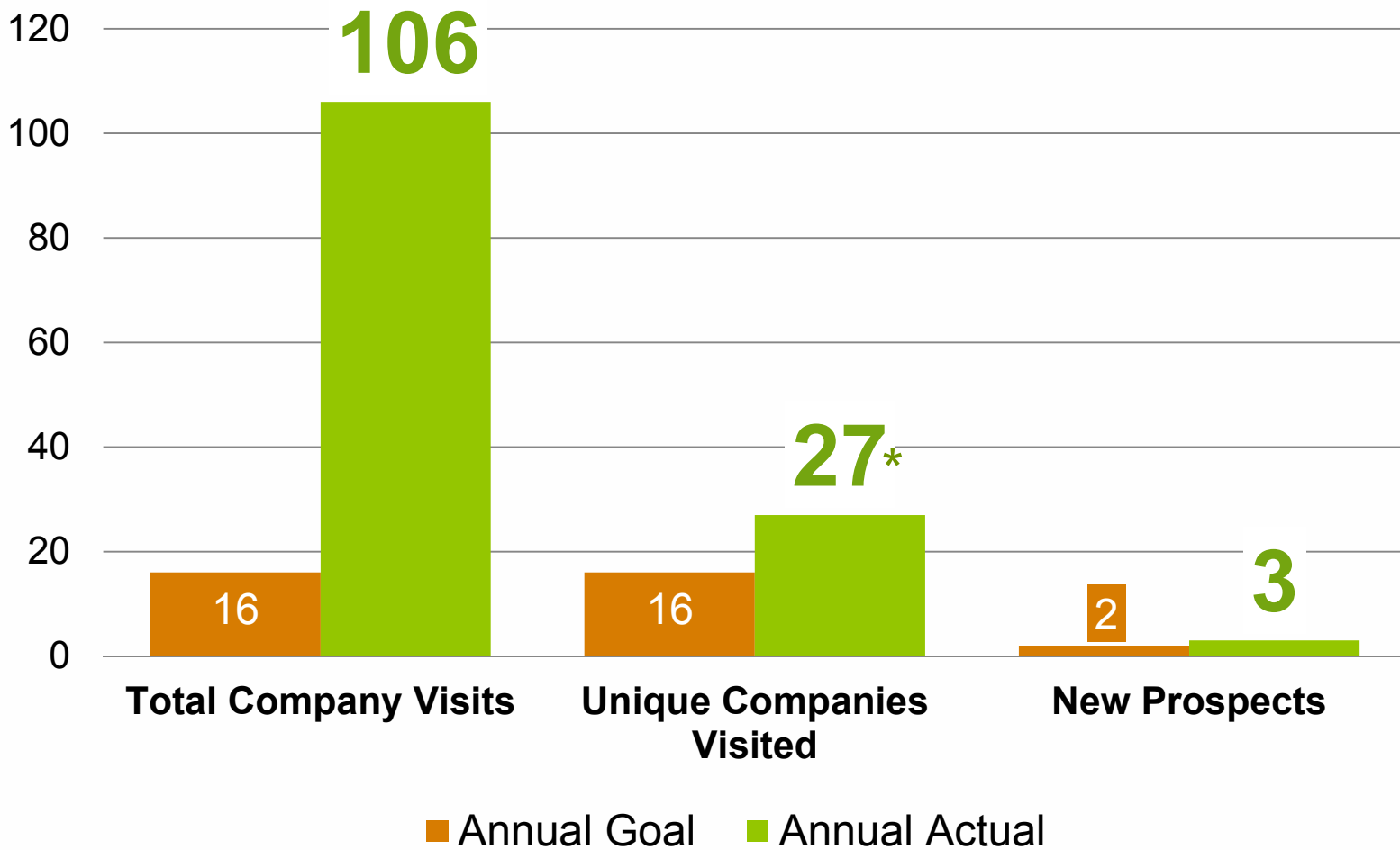




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## Goal 1. Business Retention & Expansion (BRE)

Annual Progress (Jan 2011 thru Dec 2011)

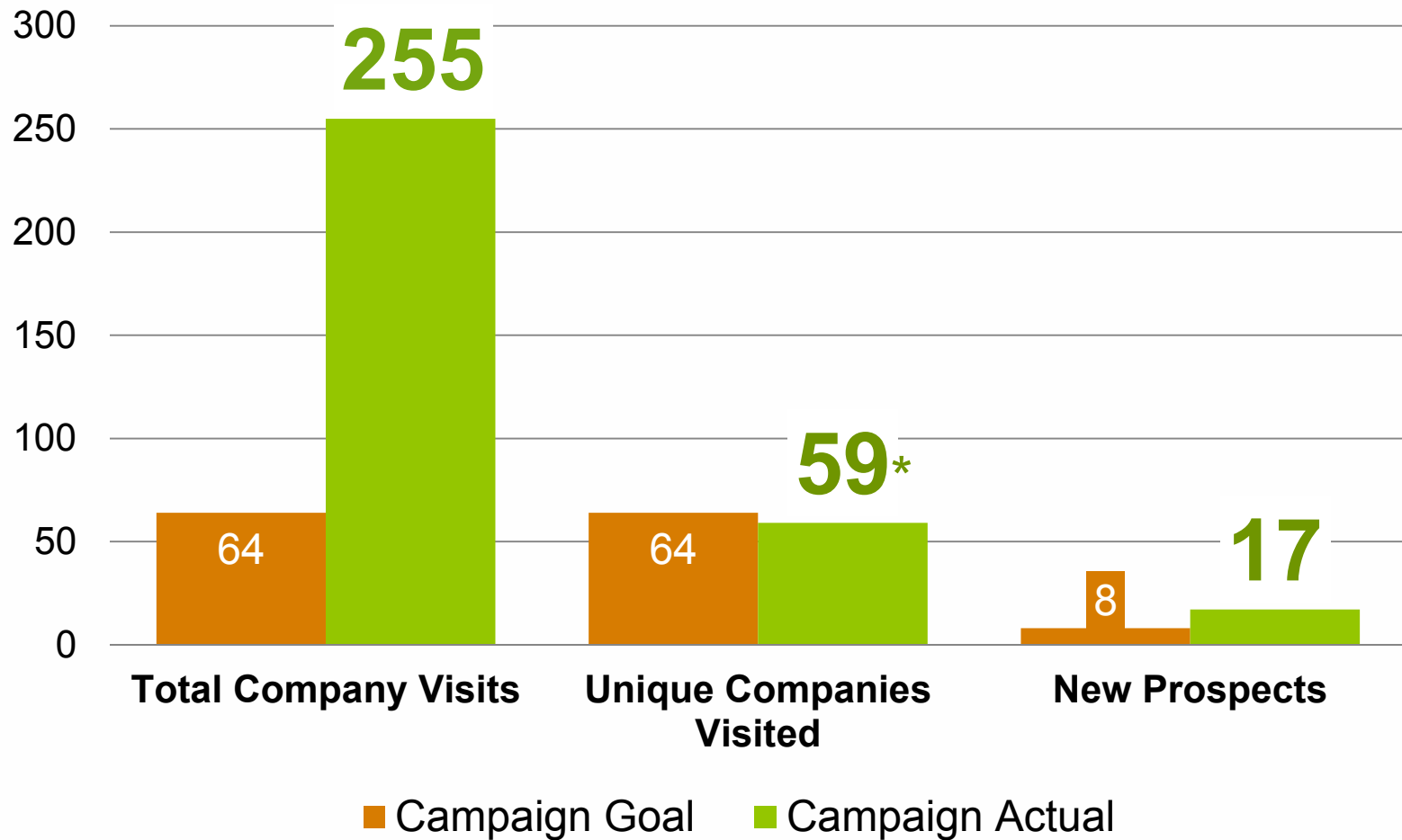




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## Goal 1. Business Retention & Expansion (BRE)

Campaign Progress (Jan 2008 thru Dec 2011)

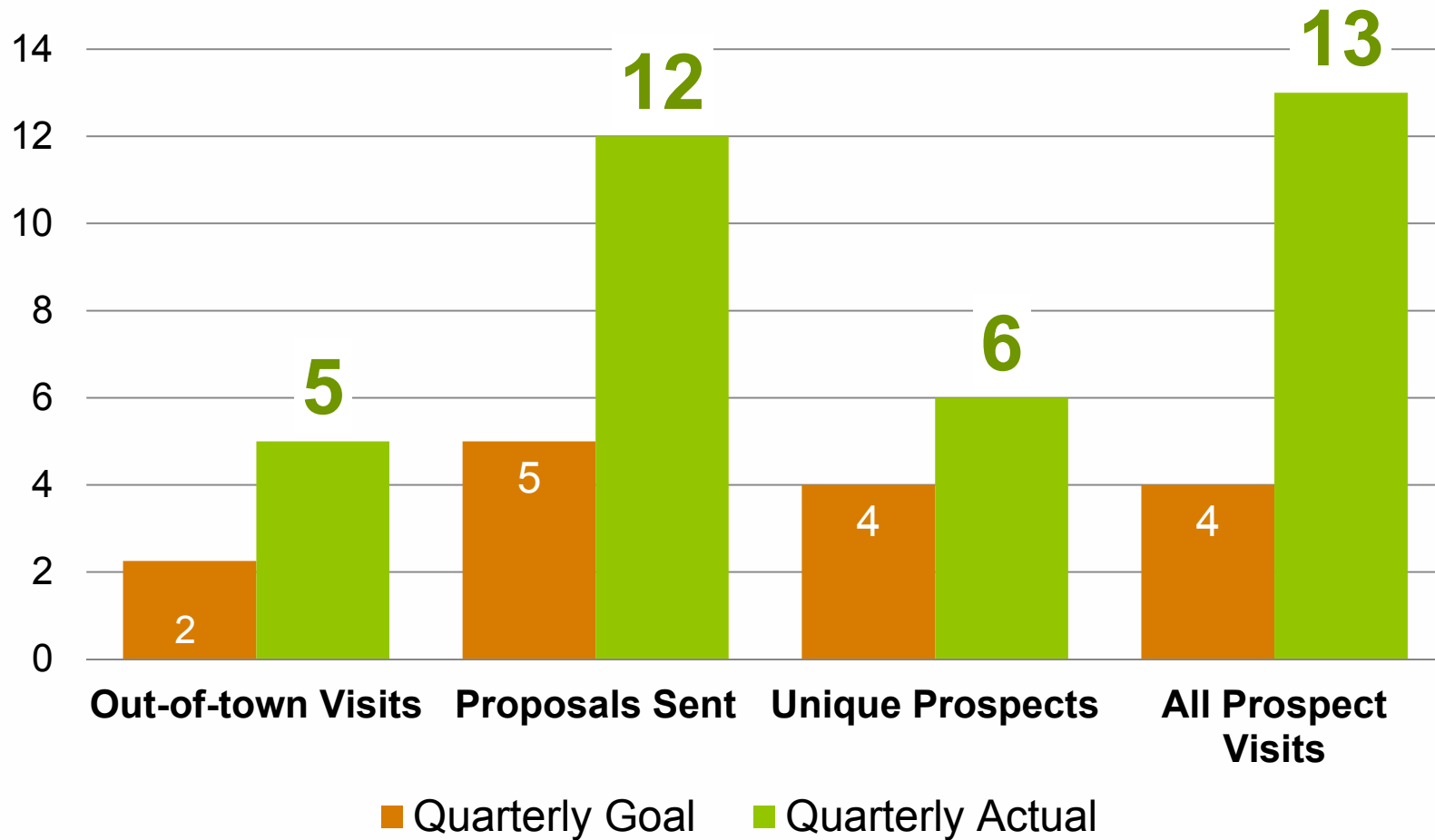




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## Goal 2. Business Recruitment

4<sup>th</sup> Quarter Progress (Oct 2011 thru Dec 2011)

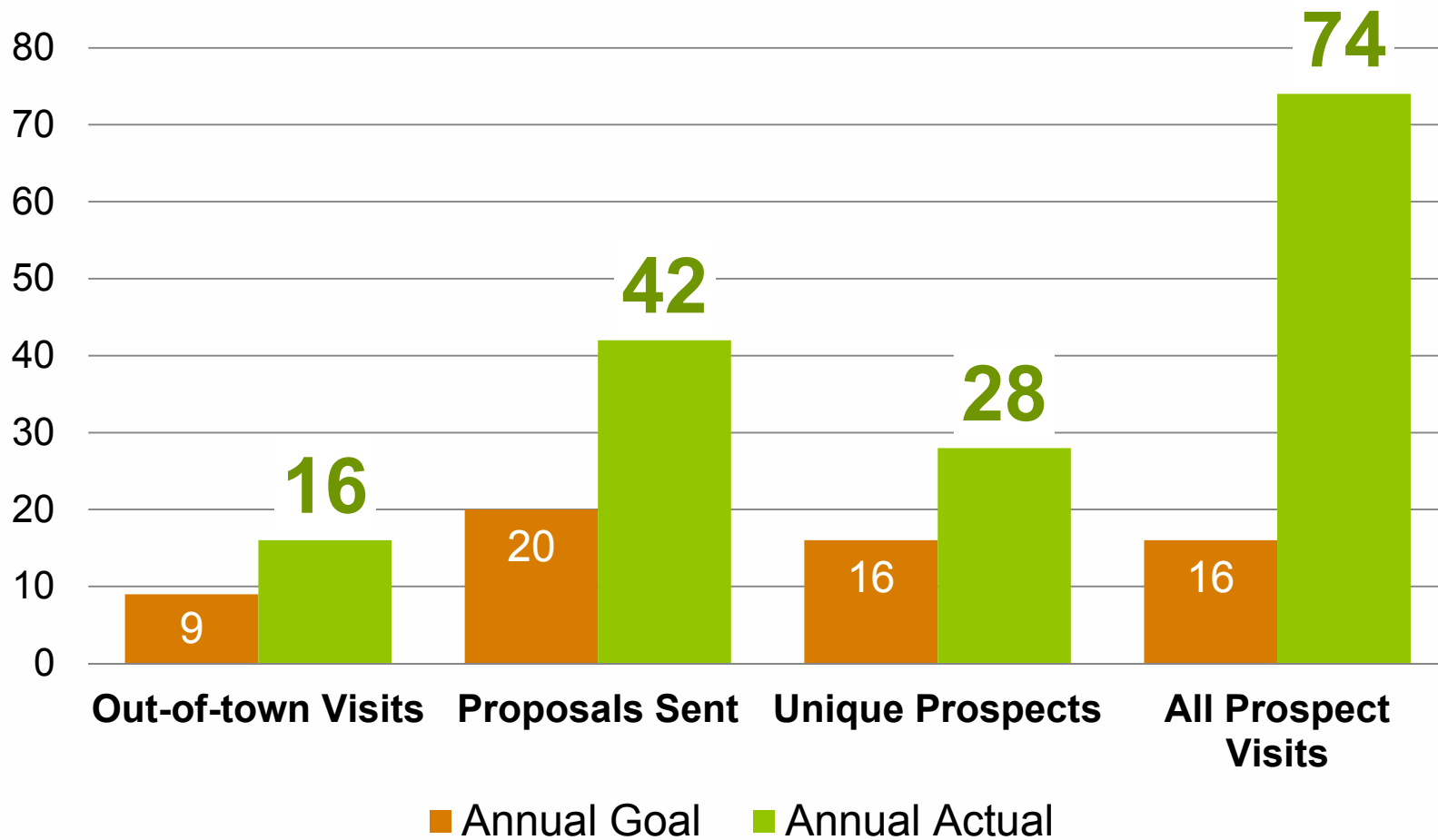




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## Goal 2. Business Recruitment

Annual Progress (Jan 2011 thru Dec 2011)

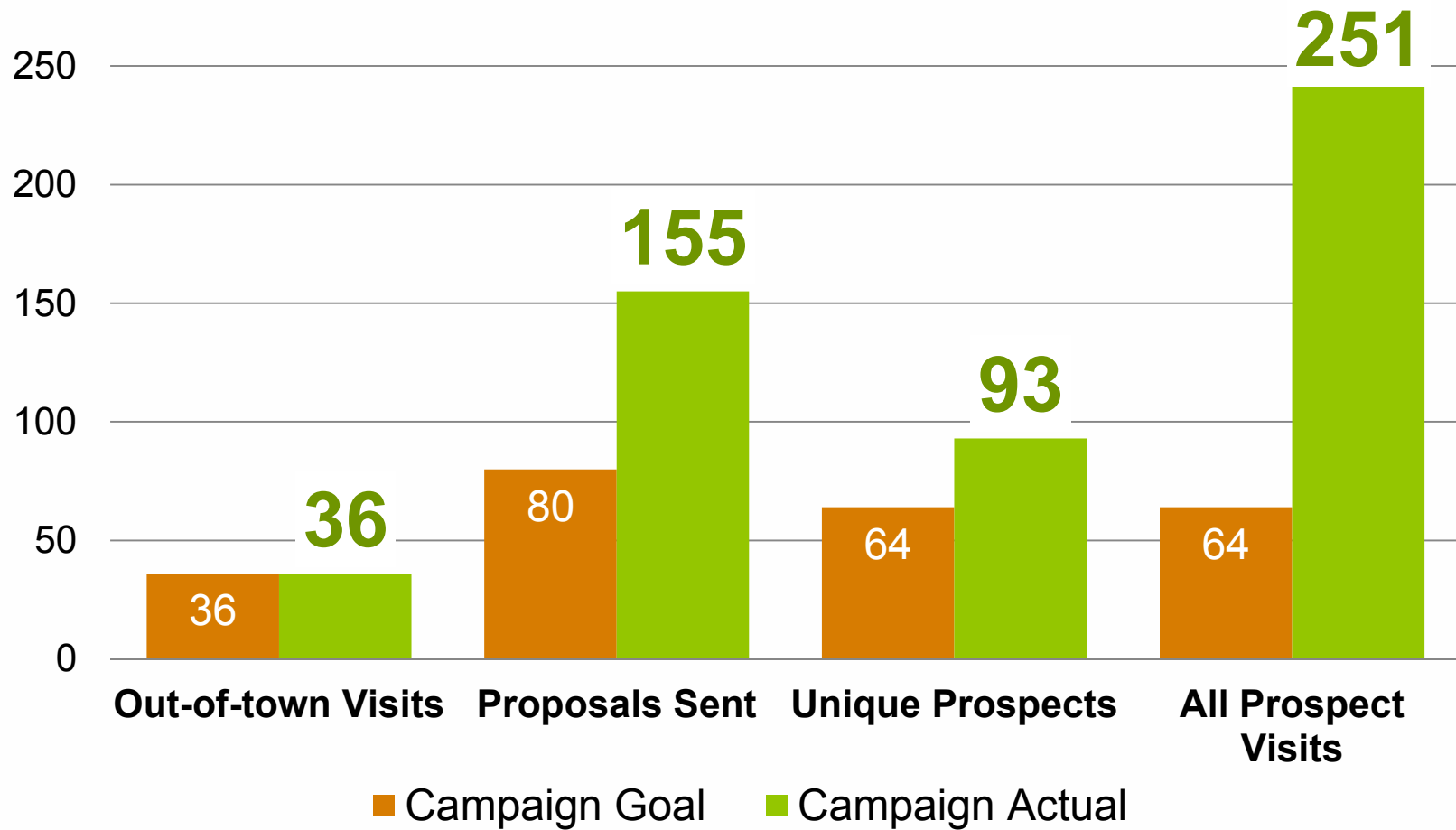




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## Goal 2. Business Recruitment

Campaign Progress (Jan 2008 thru Dec 2011)





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## Supporting Data

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## Business Retention/Expansion

Period Ending 4th Qtr 2011 (December 31, 2011)

	Quarterly Goal (10/11 - 12/11)	Quarterly Actual (10/11 - 12/11)	Annual Goal (1/11- thru 12/11)	Annual Actual (1/11 thru 12/11)	Campaign Goal (1/08 thru 12/11)	Campaign Actual (1/08 thru 12/11)
Unique Companies Visited	4	12	16	27*	64	59*
Total Companies Visited	4	32	16	106	64	255
New Prospects	0	2	2	3	8	17

\*revised since 3Q-2011 to remove duplicates





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## Business Retention/Expansion

Period Ending 4<sup>th</sup> Qtr 2011 (December 31, 2011)

	<b>Quarterly Goal (10/11 - 12/11)</b>	<b>Quarterly Actual (10/11 - 12/11)</b>	<b>Annual Goal (1/11- thru 12/11)</b>	<b>Annual Actual (1/11 thru 12/11)</b>	<b>Campaign Goal (1/08 thru 12/11)</b>	<b>Campaign Actual (1/08 thru 12/11)</b>
Survey Visits **	4	0	16	10	64	28
Company Assists ***	-	14	-	61	-	126

\*\* Formal Survey Visits started in February 2009.

\*\*\* Assists tracked since October 2009.



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## Business Recruitment/Development

Period Ending 4<sup>th</sup> Qtr 2011 (December 31, 2011)

	<b>Quarterly Goal (10/11 - 12/11)</b>	<b>Quarterly Actual (10/11 - 12/11)</b>	<b>Annual Goal (1/11- thru 12/11)</b>	<b>Annual Actual (1/11 thru 12/11)</b>	<b>Campaign Goal (1/08 thru 12/11)</b>	<b>Campaign Actual (1/08 thru 12/11)</b>
Out-of-town Visits	-	5	9	16	36	36
Proposals Sent	5	12	20	42	80	155
Unique Prospects	4	6	16	28	64	93
All Prospect Visits	-	13	-	74	-	251



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Questions?

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