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Marshall

ECONOMIC DEVELOPMENT



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Keith Hill

Chairman, Board of Directors



Marshall
ECONOMIC DEVELOPMENT

LETTER FROM THE CHAIRMAN

Dear Marshall Community,

On behalf of the Board of Directors of the Marshall Economic Development (MED), I am proud to present the FY 2024 Annual Report.

As we close another successful year and set our sights on the future, I am filled with optimism about the opportunities that lie ahead. Realizing these opportunities will require creativity, strategic foresight, and a steadfast commitment to our mission of driving economic growth and job creation in Marshall, Texas.

We are fortunate to have exceptional leadership across our staff, local government, county government, and community organizations. This collaboration, now stronger than ever, fuels a shared vision and dedication to advancing our goals. The energy and enthusiasm within our community are palpable, and I am confident that they will lead to transformative economic success in the years to come.

I remain excited about the journey ahead and deeply grateful to be part of this unified effort to create meaningful opportunities for Marshall and the greater Harrison County area.

Together, we are building a stronger, more prosperous future for all.

Thank you for your continued support.



Rush Harris
Executive Director



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LETTER FROM THE EXECUTIVE DIRECTOR

As we take this moment to review and reflect on the past year, I am humbled by the incredible progress and opportunities we have achieved together as a community. Our ability to work collaboratively toward continuous improvement is a testament to our community's strength, resilience, innovation, and shared vision for a prosperous future.

The mission of Marshall Economic Development is to be a catalyst for the City of Marshall in support of primary employers that, in turn, create primary jobs and new investment. This important concept remains at the heart of everything we do. We endeavor to provide our local businesses with opportunities to thrive and grow and to enhance the overall quality of life in our community.

We promoted many successful programs this year including a dynamic Economic Summit and Student Leadership Forum. We've collaborated with partners to create a student Career Expo which drew over 55 businesses and colleges and was attended by over 750 high school kids. Our Workforce & Education Alignment Group continues sparking meaningful skills education discussions between educators and businesses. Small business forums have spawned from this effort as well. These accomplishments reflect the hard work of our partners, stakeholders, and community leaders who have dedicated themselves to building a strong foundation upon which to grow.

Looking ahead, our focus will remain on creating sustainable economic growth while embracing an inclusive and holistic approach to economic development. We are committed to fostering partnerships that improve our workforce, drive private investment, support entrepreneurship, and ensure our community thrives in an ever-changing economic landscape.

I invite you to explore the highlights of our programs and initiatives outlined in this brochure. Together, we will build on our momentum, tackle new challenges, and seize opportunities that strengthen our community. I encourage you to IMAGINE with your whole heart and trust your mind to ENVISION how bright our future will be. Thank you for your ongoing support, collaboration, and belief in the power of working together to transform lives and communities. I look forward to working alongside you as we continue this exciting journey.

BOARD OF DIRECTORS



KEITH HILL
CHAIRMAN



COLIN BRADY
VICE-CHAIRMAN



JEREMY SPEARS
SECRETARY/
TREASURER



BRENDA BROWN
DIRECTOR



SAM MOSELEY
DIRECTOR

EX-OFFICIO BOARD MEMBERS

Amy Ware- Mayor

Amanda Abraham- Mayor Pro Tem

Melissa Vossmer- Interim City Manager

The Marshall EDC Board of Directors members advocate for business and industry in Marshall! Our board members and staff bring decades of experience in long-term economic development, government coordination, data services, site development, and competitive incentives.





MISSION/VISION STATEMENT



"We exist to serve local businesses. My job is to direct an organization focused on sustaining the tax base and stimulating new private investment. To do this, our EDC must work collaboratively with diverse leaders and organizations in our community."

-Rush Harris, CECD, Executive Director

Our primary EDC purpose is to act as an instrument of the City of Marshall in support of primary employers and primary jobs. We must retain and grow local employment and investment. We strive to recruit new business and investment. In addition, we work with local, regional, state, and national partners to evaluate and plan for all aspects of economic development. We do this to maintain a holistic view of our economic landscape and to foster a "create-wealth" community. We strive to build inclusive participation, capacity, and leadership to improve our diverse citizens' well-being, wealth, and opportunities.

The maintenance and growth of existing businesses in Marshall is a priority. Our organization exists to serve them. Creating a diverse pro-business ecosystem that meets the dynamic needs of private investment is paramount. To accomplish this, we believe long-term sustainable planning for education and infrastructure are primary drivers to maintain and grow the economic base. Initiatives include developing and adapting workforce development programs from youth to retirement, developing large industrial sites, and partnering with the private sector to meet the needs of economic demand.

EDC HISTORY

1979

Texas Development Corporation Act permits the formation of economic development nonprofits

1987

Texas Constitution is amended to allow public money to be used for economic development

1989

Cities in Texas are allowed to direct sales tax revenue to economic development

1991

The Legislature authorized a one-half-cent sales tax for certain cities to promote civic and commercial projects.

1991

Voter approval by the Citizens and City Commission of Marshall to create the Marshall Economic Development Corporation funded by 1/2 of 1% sales and use tax

1992

EDC bylaws adopted and ratified by the City of Marshall

2002

EDC bylaws are amended for reporting and responsibilities

2009

The act was recodified to Local Government Code Chapters 501 through 505 changing the names from 4A and 4B to Type A and Type B.

2011

Bylaws amended to restrict appointments of elected officials and add the City Manager, Mayor, and Mayor Pro Team as ex-officio members

2012

Election called to reduce sales tax for economic development from 1/2 of 1% to 3/8 of 1% and the adoption of a local sales tax of 1/8 of 1% for the repair and maintenance of municipal streets



SYNERGY PARK

- ANDY RAY SMITH UNIVERSITY
- INSTITUTE OF EDUCATION OF HILL COUNTY
- TONYA PARKER NATIONAL ARCHIVE
- 200 YEARS OF THE UNIVERSITY OF TEXAS AT AUSTIN
- BOWEN HALL NEWS MESSAGE
- ECONOMIC FINANCIAL GROUP
- OFFICE OF THE CHIEF OF POLICE
- COMMUNITY RELATIONS
- PROSECUTOR GENERAL'S OFFICE

PARTNERSHIPS

Economic Development does not happen in silos. MED has developed relationships with a number of regional partners. These partnerships are the cornerstone of a successful economic development strategy. One of our goals is to provide access to programs and services that benefit our community by collaborating with a diverse group of organizations. We want to thank all of our partners for their commitment to the continued growth and development of Marshall, Harrison County, and our region.

Workforce Partners





EDUCATION PARTNERS

HIGHER EDUCATION

East Texas Baptist University
Wiley University
Texas State Technical College
Panola College



HIGH SCHOOL

Marshall Independent School District
Dual Enrollment Programs
Career & Technical Education Programs



BENEFITS

Marshall Economic Development relies heavily on our local education. We work together in order to help build and expand the young minds of Marshall.

UTILIZING OUR EDUCATORS

We recruit students for our internship program from the local universities. This gives students the opportunity's to grow their resumes and gain work experience before entering the workforce. Through this program we aim to develop a talent pipeline for our local businesses.





David Newell II (MED Intern) participating at TSTC's TechCelerate event

BUSINESS SERVICES

1 Direct Assistance

- Primary Contact for Business Development
- Government Liaison
- Customer Service & Data Hub
- Business Incentive Programs

2 BRE & Workforce Development

- Events
- Regular Interaction
- WE Align Group
- Small Business Forums

3 Capital Improvements

- Redevelopment & Reuse
- Site Ready Property
- Business Infrastructure Modernization

4 Marketing & Promotion

- Internal Marketing
- External Marketing
- Recruitment
- Trade Missions/Events

5 Finance

- Operational Oversight & Accountability
- Project Financial Analysis & Compliance

We are the local point of contact for new business development in Marshall, Texas. Addressing development needs may require the attention of one or more entities to create a path to success.

MED is the frontline for services and information for new, existing, and relocating businesses that want to call Marshall home. We work with developers, site consultants, realtors, and business owners to address questions about site location or expansion. Our professional staff works with these representatives to provide accurate and timely information and connections critical to their decision-making process.



BUSINESS RETENTION & EXPANSION



FOCUS AREAS

- 1. Site Visitation
- 2. Job Fairs
- 3. Labor & Wage Reports
- 4. Industry Forums

AN ESTIMATED 80%
OF NEW EMPLOYEES
COME FROM
EXISTING
INDUSTRY

WHAT WE DO

The focus of the Business Retention & Expansion programs is to offer assistance and support to local existing businesses with the goal of getting businesses to stay local and grow, as well as to prevent them from closing or relocating.

The Retention program utilizes visitation, surveying, and economic data to offer information to local businesses. The Hometown Initiative & Business Visitation Program allows us to offer on-demand resource information to our businesses.

We continue to work with the SBDC and SBA to offer business counseling and financial resources.



WORKFORCE DEVELOPMENT

Strategy

Our workforce development strategy includes creating programs that target high wage, high demand jobs. These efforts include developing a talent pipeline through internships, CTE development, and support through the WE Align Council.

2024 Workforce Grants

- 1** Workforce Development Fund- Texas Eastman
- 2** Workforce Development Fund- George Washington Carver Community Center
- 3** High Demand Job Training Grant- Wiley University Workforce Development Program
- 4** High Demand Job Training Grant- TSTC Process Operations Program
- 5** High Demand Job Training Grant- MISD Manufacturing CTE Program (In-Progress)





CAPITAL IMPROVEMENTS

PROPERTY DEVELOPMENT

MED has been developing property since the 1990s. Our team is very familiar with the demands for utility-served, rough-graded, site-ready property and will help connect businesses to the right local resources for their use.

In addition to MED-controlled properties, MED researches other available properties and engages with the private sector to find options for industrial, commercial, retail, and office needs. Whether it's an existing building, greenfield, or brownfield redevelopment, MED can help businesses find the right solution for their growth

INFRASTRUCTURE MODERNIZATION

The foundation of good water, sewer, and roadway service are expected, and are necessary city assets for maintenance and growth. MED can assist to upgrade these connections for modern-day business use. These improvements also include fiberoptic, natural gas, and electricity.



Our team understands that the “speed to business” is important. Our team is the point of contact for help with finding a site. Outside of MED inventory, we work with the private sector to build a robust inventory of economically viable locations for industrial, commercial, retail, and office use.

SMALL BUSINESS DEVELOPMENT

Supporting small businesses is one of the core responsibilities of economic development. We provide information and resources to assist businesses with growth opportunities. We support business connections with local lenders, the Small Business Administration, and Community Development Financial Institute (Greater Texas Capital Finance) in East Texas to provide increased opportunities to access capital.

Small Business Development Center

Marshall Economic Development provides office space at Synergy Park in Marshall to the Small Business Development Center (SBDC) of North Texas. SBDC Programs deliver professional, high quality, individualized business advising and technical assistance to existing small businesses and pre-venture entrepreneurs. SBDCs provide problem-solving assistance to help small businesses access capital, develop and exchange new technologies, and improve business planning, strategy, operations, financial management, personnel administration, marketing, export assistance, sales and other areas required for small business growth and expansion, management improvement, increased productivity and innovation.



Our local higher education institutions provide business education services, some including entrepreneurial centers.

“
SMALL BUSINESSES
CONTRIBUTED 55% OF NET
JOB CREATION OVER THE
PAST DECADE.
”
- U.S. BUREAU OF LABOR STATISTICS

Ruggenbach Brewing Co.





Business Incentives

PRIMARY EMPLOYER PROGRAM FUND

Gap fund for expansion and relocation for primary employers.

SMALL BUSINESS SITE IMPROVEMENTS

Rebate grant for substantial investments in improvements within the City of Marshall for any new or expanding businesses.

ECONOMIC DEVELOPMENT WORKFORCE FUND

Fund to build a skilled labor pipeline using revenue set aside each year to focus on Career & Technical Education Grants, High Demand Job Training Grants, STEM Education Grants, and allocations recommended by the WE Align Council.

JOB TRAINING GRANT

Companies desiring to upskill employees can apply for partial job training grants offered by a certified third-party provider provided the wages paid will be above the prevailing occupation wage.

REVOLVING LOAN FUND

Fund for microloans or to hedge commercial loan risk for new or expanding small businesses. Awardees will be required to work with the Small Business Development Center.

COMMUNITY COLLAB GRANT

Grant will match a major employer's contribution up to \$5,000 to meet a quality of life need in arts, entertainment, history, or community development.

CERTIFICATE OF OCCUPANCY BONUS

Rebate grant covering 10% of construction costs up to \$100,000 for businesses that redevelop a blighted property in defined corridors and have received a Certificate of Occupancy.

FAÇADE MATCH

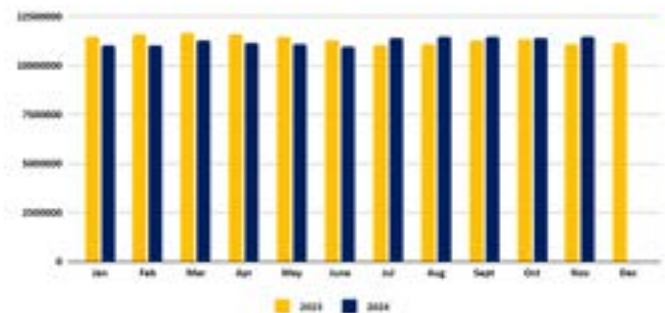
Qualified projects can receive a rebate up to 75% of total façade costs up to \$10,000.

FINANCE

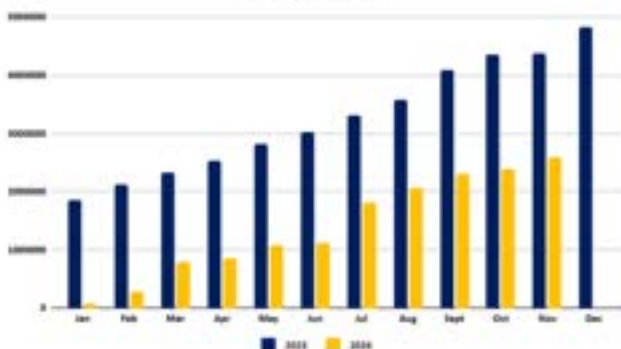


Marshall Economic Development is a Type A Economic Development Corporation. A report detailing our assets, revenues, and expenses, along with our economic development goals and strategy is submitted annually to the Texas Comptroller's Office. Financial consistency year over year allows MED to efficiently allocate resources as needed for economic development programs and initiatives, which includes business incentives.

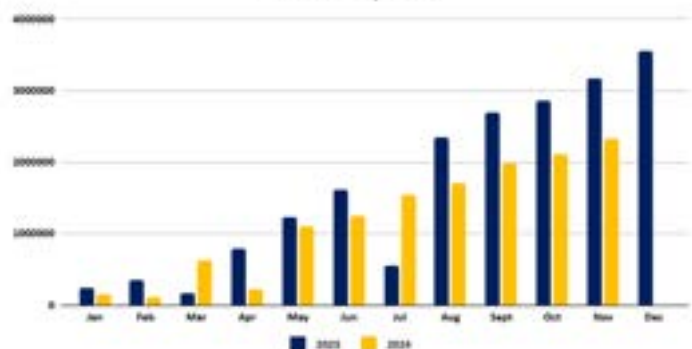
FY24 YTD Net Assets



FY24 YTD Revenue



FY24 YTD Expenses







Delegation attending the Best of Texas Bus Tour, located in the Harrison County Historical Courthouse

PROGRAM INITIATIVES



- CTE Student of the Month
- Cabinetworks Job Fair
- Trade Mission
- Economic Summit
- Leadership Forum
- Career Expo
- WE Align

TEAMWORK MAKES THE DREAM WORK

The theme and inspiration for everything we did in 2024 was “Building Together, Winning Together”.

Without each other, success would be impossible. The projects we have worked on through 2024 were to help build the community, and inspire teamwork.



Desiderio Gaspar



Magaly Ramirez



Albert Harrison



Kassandra Cordova



Sofia Arriaga



Morgan McGuire



**Joselyn Espinoza
Reyes**



**Lizette Acuna
Garcia**



Ryan Wells

CTE STUDENT OF THE MONTH

The CTE Student of the Month program, sponsored by Marshall Economic Development, The Marshall News Messenger, MISD, and Prysmian Group, recognizes outstanding students in Career & Technical Education (CTE) at Marshall Independent School District. Each month, a deserving student is selected based on their commitment to their studies and contributions to their CTE program.

The program aims to highlight and reward students excelling in their technical education, encouraging a focus on career readiness and skill development. This initiative supports workforce development and strengthens the partnership between education and the local economy, showcasing the value of technical education in shaping a skilled workforce for the region's future.

2024 Winners

January- Desiderio Gaspar (Welding)
February- Magaly Ramirez (A/V Production)
March- Albert Harrison (Health Science)
April- Kassandra Cordova (Teaching/Education)
May- Sofia Arriaga (Culinary Arts)
September- Morgan McGuire (Animal Science)
October- Joselyn Espinoza Reyes (Welding)
November- Lizette Acuna Garcia (Cosmetology)
December- Ryan Wells (Animal & Plant Science)



Marshall
ECONOMIC DEVELOPMENT



CABINETWORKS JOB FAIR



PARTNERS



Overview

Hosted on August 29, 2024, Marshall Economic Development, the City of Marshall, and Workforce Solutions East Texas hosted a private job fair at the Marshall Convention center exclusively for the employees of Cabinetworks, formerly known as Master WoodCraft.

In July Cabinetwork announced plans to close by September, leaving hundreds of workers potentially jobless. This rapid response job fair in coordination with Workforce Solutions East Texas was designed for all employees of Cabinetworks to get ahead of the shut down and find another job. Over 50 businesses participated in the job fair offering over 600 jobs total. The event helped mitigate the loss of 250 jobs.



AAOV

Heating and Cooling Professionals

Employment Positions

- **PERFORMANCE:** Manager, Supervisor, Technician, Journeyman, Apprentice, and Office
- **SKILLS/KNOWLEDGE:** Mechanical, Electrical, Refrigeration, and HVAC
- **EDUCATION/EXPERIENCE:** High School Diploma or GED, and 2-4 years of experience

Employment Requirements

- High School Diploma or GED
- Ability to perform physical work, including lifting and moving equipment
- Able to work in various environments

TRADE MISSION



JAPAN & TAIWAN TRADE MISSION

October 2024, Marshall Economic Development welcomed a visiting delegation of 27 from Japan and Taiwan. The focus of the tour was to promote international understanding, cultural exchange, mutual respect, and awareness, as well as to develop economic and cultural relationships between Japan, Taiwan, and Marshall, Texas.



BEST OF TEXAS BUS TOURS

During their stay, the visiting guests were surrounded by East Texas culture and experiences. These included:

- A sunset boat tour of Caddo Lake coordinated by Patrick Collins
- Local craft brew and mouth-watering barbeque thanks to Rüeggenbach Brewing Co and Wright On Taco & BBQ
- Light breakfast and networking thanks to East Texas Baptist University Synergy Park
- A “gentle” ride on a J.Packey, our resident longhorn courtesy of Bear Creek Smokehouse
- A community welcoming presentation from City of Marshall Mayor Amy Ware, Harrison County Judge Chad Sims, and MED Executive Director Rush Harris inside the Historic 1901 Harrison County Courthouse Chambers.





ECONOMIC SUMMIT

The Marshall Economic Summit, held in March 2024 at Memorial City Hall Performance Center, brought together local leaders, business professionals, and educators to discuss regional economic growth and workforce development.

Featured speakers included: **Ray Perryman, Glenn Hegar, and Michael Reeser**, who explored topics like workforce readiness and investment in human capital.

The summit reinforced Marshall's commitment to community-driven economic progress and education.

The event also raised funds for the Marshall Education Foundation to support local schools.



SCAN HERE!





LEADERSHIP FORUM

The first ever Student Leadership Forum was hosted in 2024. It offered high school and college students the opportunity to engage directly with prominent leaders in government, business, and education. This interactive event followed the Marshall Economic Summit, featuring a panel discussion with officials such as the Texas Comptroller and local economic leaders. Students gained insights on goal-setting, workforce readiness, and leadership strategies. The forum emphasized cultivating future community leaders by connecting students with mentors and offering guidance on entering the workforce with an aspirational mindset.



Speakers:

Felecia Herndon- MED

Bart Day- TSTC Provost

Glenn Hegar- Texas Comptroller



Scan here!



CAREER EXPO

The Marshall Career Expo, held on February 28, 2024, at the Marshall Convention Center was a dynamic career exploration event aimed at students, educators, and local businesses. Over 750 high school students engaged with representatives from over 50 regional employers and multiple colleges to learn more about career pathways, job training skills, and educational opportunities.

The Expo emphasized career awareness rather than immediate job placements, fostering connections between workforce needs and education. This event highlighted collaborative partnerships and the area's commitment to economic growth through workforce development initiatives.



SCAN HERE!



x R/L

RYAN HARRIS - CHAIR
MARSHALL ECONOMIC DEV.

x Renee C. Smith

RENEE OSWALT - WKRP
ALL COORS BLUE SHELTON
TX

x Carolina Valdez

CAROLINA VALDEZ - WKRP
CV BOOKING BUS, LLC

x Bryan Mattes

BYRAN MATTES - WKRP
MATTES PRODUCTIONS, LLC

x Samantha Jennings

SAMANTHA JENNINGS - WKRP
JENNINGS GROUP

x Laura Trepp

LAURA TREPP - WKRP
THE GLAM ROOM SALON

x Scott McCreary

SCOTT MCCREARY - EDUC
EAST TEXAS BAPTIST UNIV

x Charlotte Leon

CHARLOTTE LEON - EDUC
MARSHALL HIGH SCHOOL

x Laura Wood

LAURA WOOD - EDUC
PANGLOSS COLLEGE

x Bart Orr

BART ORR - EDUC
TEXAS STATE TECH COLLEGE

x Dr. Fender Bradley

DR. FENDER BRADLEY - EDUC
WILSON UNIVERSITY

x Robert Andrade

ROBERT ANDRADE - HEALTH DIRECTOR
MARSHALL ECONOMIC DEV

WE ALIGN GROUP



Our monthly WE Align meetings focus on aligning workforce development efforts with education and industry needs. These monthly gatherings foster collaboration among local employers, educators, and workforce organizations to address regional talent gaps and advance economic development goals. The initiative highlights partnerships, such as with Workforce Solutions East Texas and MISD Career & Technical Education, emphasizing the importance of preparing a competitive workforce to meet current and future demands.

WE-ALIGN COUNCIL

The Workforce & Education Alignment Group, or WE Align, now has an official council! The WE Align Council hears from local businesses, educators, workforce, and other interested community partners. The WE Align Council engages in discussions to build a skilled labor pool for our regional businesses and provide meaningful employment to our citizens.



MARSHALL ECONOMIC DEVELOPMENT STAFF



RUSH HARRIS, CEcD
EXECUTIVE DIRECTOR

OUR TEAM



ROBERT
ANDRADE

DIRECTOR OF
BUSINESS,
RETENTION,
EXPANSION, &
WORKFORCE
DEVELOPMENT



DR. FELECIA
HERNDON, CEcD,
EDFP, PCED

DIRECTOR OF
FINANCE AND
STRATEGIC
INITIATIVES



TERESA
WRIGHT

ASSISTANT TO THE
EXECUTIVE DIRECTOR



HEATHER
HILL

ADMINISTRATIVE
COORDINATOR



AMBER
THIBODEAUX

MARKETING &
COMMUNICATIONS
ASSOCIATE



**SCAN THE QR CODE
TO VISIT OUR WEBSITE!**



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