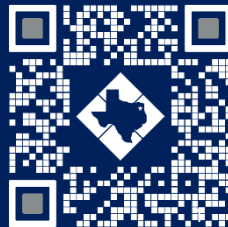


# Annual Meeting & Luncheon

January 29, 2025



**Marshall**  
ECONOMIC DEVELOPMENT



# Welcome

## Keith Hill, Chairman

# Invocation

**Sam Moseley, Director**

# Recognition of MED Board Members

**Rush Harris, Executive Director**

# Board of Directors





# Outgoing Board Members



## ▶ **Sam Moseley**



## ▶ **Brenda Brown**



# Outgoing Chairman



## ► Keith Hill



- ▶ **Projects Considered**
  - Over 100
  
- ▶ **Employment Commitments**
  - Over 400 FTE
  
- ▶ **Capital Commitments**
  - Over \$60 million



## ► **New Services**

- **15 new digital industry reports**
- **50 new ESRI Business Analyst reports**
- **1 market intelligence program**
- **1 statewide workforce database**
- **1 GIS mapping tools and property display**
- **1 formal BRE program**
- **1 formal workforce development program**
- **1 formal marketing program**
- **1 formal financial analysis and compliance program**
- **2 real estate programs for development & reuse**
- **1 façade program**
- **1 small business assistance program**

## ▶ **New Events**

- **1 community wide economic summit**
- **1 regionwide career expo**
- **1 student leadership event**
- **1 annual public meeting**
- **1 BRE business tour session**

## ▶ **Additional Staff Members**

- 2 full-time positions retained
- 3 full-time positions created
- 1 part-time position created
- 2 internships created

## ▶ **New EDC Committees**

- 5 new functional committees formed

## ► **External Groups**

- **1 Business & Education Council**
- **5 Small Group Industry Forums**
- **1 Multiagency Leadership Group**

# State of the EDC

**Rush Harris, Executive Director**



**Marshall**  
ECONOMIC DEVELOPMENT

- ▶ **Annual Report**
  - **Fiscal year Jan 1- Dec 31**
  
- ▶ **Quarterly Updates**
  - **1 month after EOQ**
    - Q1 Mar – Apr 30 Update
    - Q2 Jun – Jul 31 Update
    - Q3 Sep – Oct 31 Update
    - Q4 Dec – Jan 31 Update



# Annual Meeting

## ► Why?

- You deserve to know
- Knowledge builds capacity
- Capacity builds leadership
- Leadership builds people
- People want to know



# What Are We Known For



- **Buy land for business parks!**
- **Recruit new businesses!**

# What Do We Actually Do



## ▶ Direct Assistance

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

## ▶ BRE & Workforce Development

- Events
- Regular Site Visits
- WE Align Group
- Small Business Forums

## ▶ Capital Improvements

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

## ▶ Marketing & Promotion

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

## ▶ Finance

- Operational Oversight & Accountability
- Project Financial Analysis & Compliance

▶ Other tasks are directed by the Board of Directors for the advancement of Marshall, per local government code 501-505

# 2024

# Recap of 2024



## ► Expanding programs

- WE Align Group - 2021
- High Demand Job Training Grants - 2021
- EDC Workforce Development Fund – 2022
- STEM Grants – 2022
- Certificate of Occupancy Bonus - 2022
- Workforce Department – 2023
- CTE Grants – 2023

# Recap of 2024



## ► Expanding programs

- Career Expo -2023
- Economic Summit - 2023
- Façade Match – 2023
- WE Align Council - 2024
- BRE Business Forums - 2024
- Student Leadership Forum - 2024
- Community Collab - 2024
- Finance & Compliance Department - 2024



# Foundations

# Economic Development



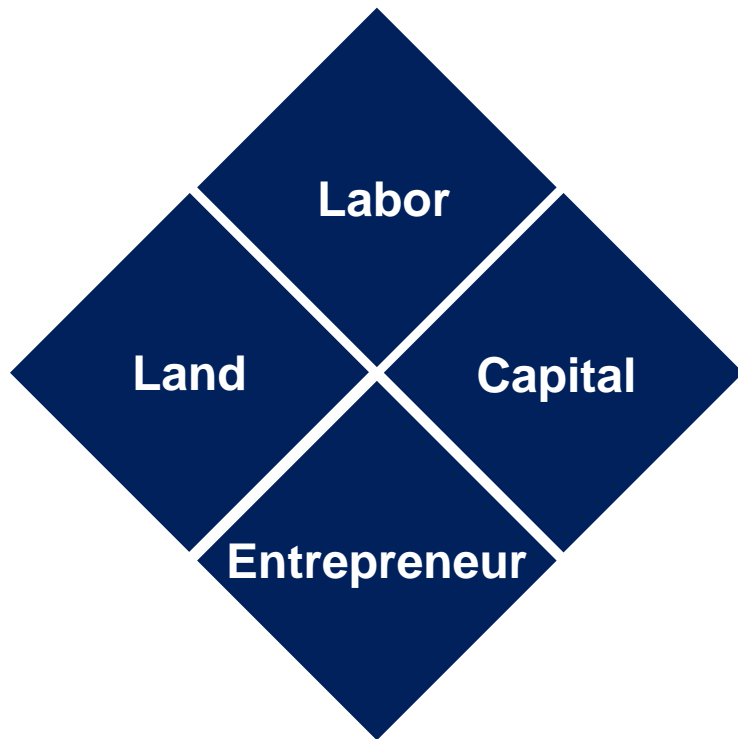
**Work with others to create opportunities.**

**Work with others to direct people within reach of those opportunities.**

# Factors of Production



- ▶ **Neoclassical economic model**
  - **Land**
  - **Labor**
  - **Capital**
  - **Entrepreneurship**



# Explanation



- ▶ **Land**
  - Physical property, land!
  
- ▶ **Labor**
  - Your workers and their skills level

# Explanation



## ▶ **Capital**

- Not money; This is equipment, infrastructure, buildings, personal property

## ▶ **Entrepreneurship**

- Any person/group who combines the other 3 factors to produce goods & services

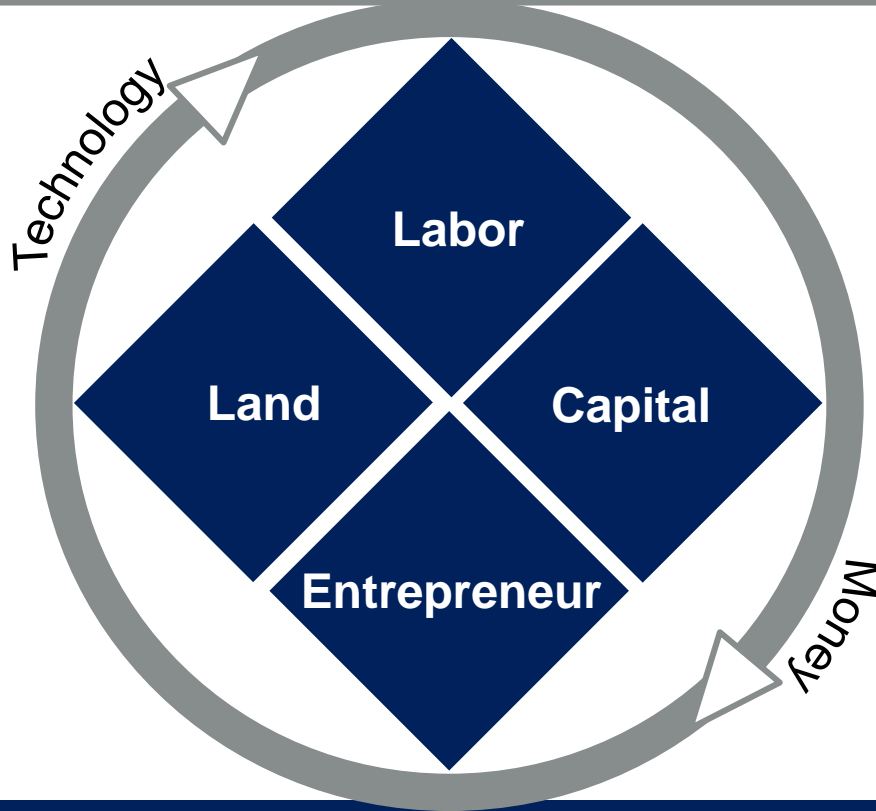
## ▶ **Capitalist Democracy**

- Focus on private ownership
- Individual derives benefit of their labor

## ▶ **Socialist**

- Focus on state ownership
- State allocates benefit of labor





Open  
Competition  
with “SOME”  
Government  
Regulation

Private  
Investment  
With “SOME”  
Government  
Support

# **Our organization must:**

**Promote and support private  
investment,**

**not replace it.**



# 2025

# New Programs 2025



- ▶ **Improve Services, Reporting, & Accountability**
  - Annual Meeting
  - Quarterly Reports
  - Process Management Committee
  - Board & Staff Development Program
  - Policy Management

# New Programs 2025



## ▶ Land

- Real Estate Development & Reuse Program
- Property Inventory Management

## ▶ Labor

- Prevailing Wage Job Training Program
- Talent Retention & Attraction Program



# New Programs 2025



## ▶ **Capital**

- **Infrastructure Capacity & Modernization Studies**
- **Identification of Priority Business Needs**

■

# New Programs 2025



## ▶ Entrepreneurship

- Formal BRE Site Visits
- BRE Business Tours
- Small Business Site Improvement Program
- Marketing & Communications Department
- Revolving Loan Fund
- Community Leadership Development Initiatives

**2023**

**We Are Go For Launch**

**2024**

**Building Together, Winning Together**

**2025**

**Imagine Our Future**

# IMAGINE

# ENVISION

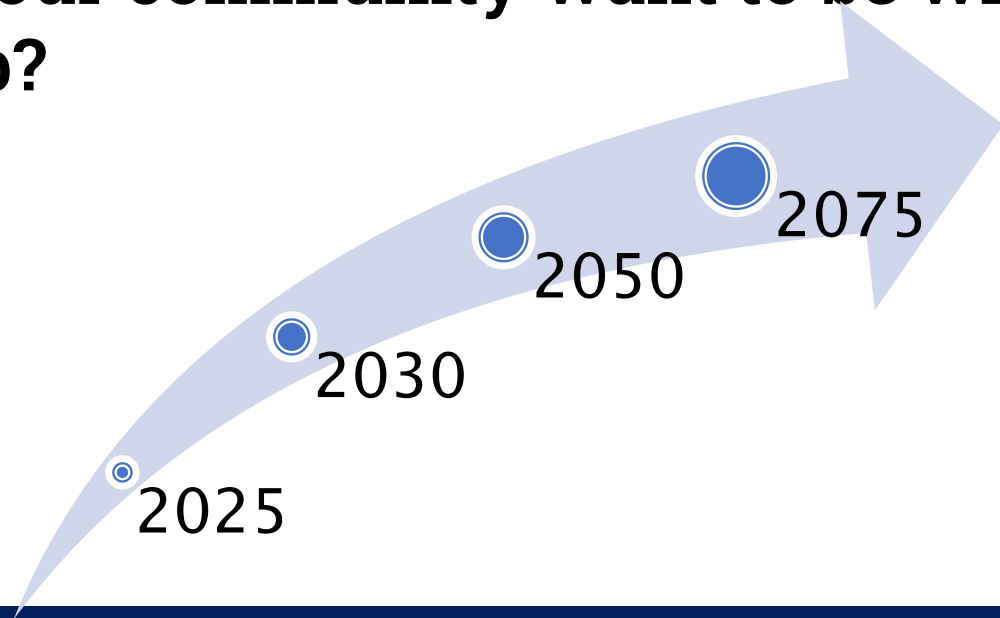
# OUR VISION?

# 2025 Theme



## ► Imagine Our Future

- What does our community want to be when we grow up?



# Imagine



**Who and what will be here?**

**What is our value proposition now?**

**What will our value proposition be?**



# Imagine



**What will our leaders be like?**

**Will our citizens have opportunities?**

**Will our citizens be better off or worse?**

# Imagine -Land



**Do we have a product?**

**What is it?**

**Do we have customers?**

# Imagine - Labor



**Do we have existing talent?**

**Is that talent in demand?**

**How can we get more?**

**How to we deal with change?**

# Imagine - Capital



**Are our foundational services ok?**

**Is our infrastructure advanced?**

**Do we have water, power, & fiber?**

**Are we competitive?**

# Imagine - Entrepreneurs



**Are we growing leaders and talent?**

**Are we welcoming to talent?**

**Do opportunities exist?**

**Do our people want more?**

# **Imagine - Us... All of Us**



**Do we really care?**

**Do we want growth?**

**If so, are we willing to do it?**

**Will we invest in the future now?**

# Thank You



# Marshall

ECONOMIC DEVELOPMENT



# Keynote Speaker



TEXAS ECONOMIC DEVELOPMENT COUNCIL

**Carlton Schwab**  
**President/CEO**