

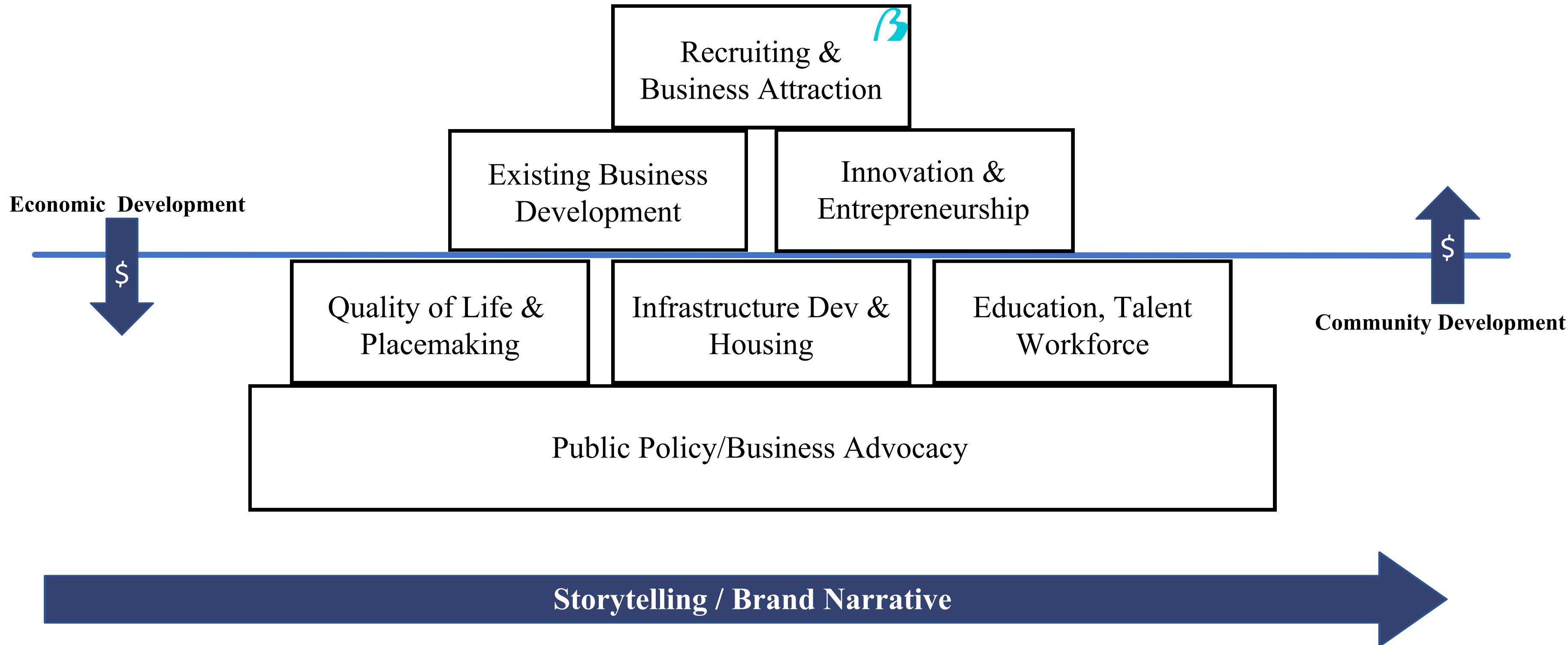


THE GREATER BRAZOS REGION

A 5-Year Framework

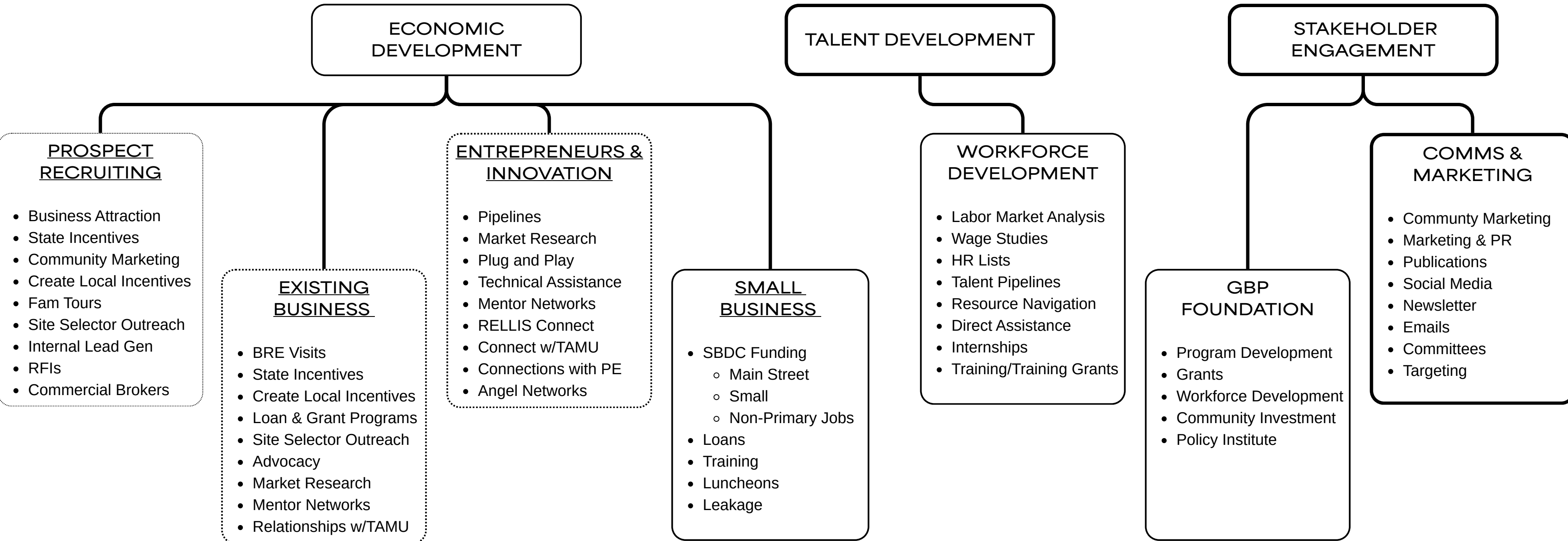


ECONOMIC & COMMUNITY DEVELOPMENT FRAMEWORK



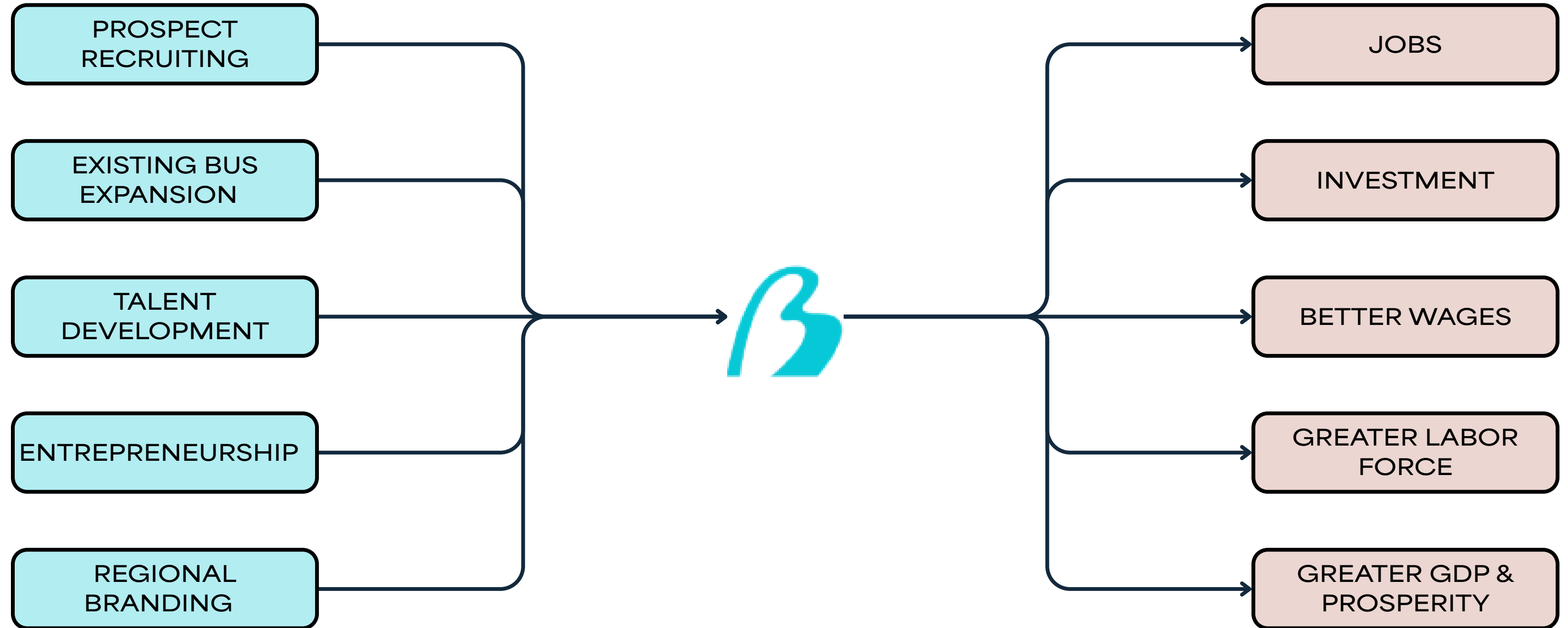
WHAT GBP STAKEHOLDERS SAY THEY WANT

Primary: Bring prospects, expand businesses, help with workforce, create entrepreneurs, and build brand



Storytelling / Brand Narrative

WHAT WE DO





VISION

Be the Innovation Hub
of the Texas Triangle

MISSION

Bring the best projects,
partners, and people to the
Brazos region

CORE VALUES

Lead and Listen

Embrace Collaboration

Attack the Hard Stuff

Do the Right Thing

FUNCTIONS/ACTIVITIES

1-YR OUTPUTS

1-YR OUTCOMES

5-YR DASHBOARD

MISSION

VISION

ECONOMIC DEVELOPMENT

Lead Generation + Recruiting

Business Retention + Expansion

Entrepreneurship + Innovation

Business Growth + Support Ecosystem

Workforce Development

External Affairs

WORKFORCE + STAKEHOLDER ENGAGEMENT

Investor + Stakeholder Engagement

GBP Foundation + Fundraising

- Generate 100 qualified investment leads; respond to 10+ state-led RFIs
- Conduct 25 strategic engagement meetings; attend 3 conferences
- Build sector-specific business cases
- Conduct 20 in-person BRE visits
- Deliver 2 employer education sessions
- Support and track wins/expansions
- Engage 75 startups
- Facilitate 3+ curated deal flows (PNP)
- Launch Innovation Council
- Serve 140+ clients with 1,700 counseling hours
- Host 5 workshops; support 20+ new business starts
- Launch revolving loan fund
- Convene quarterly employer-partner meetings; reach 100+ workforce touchpoints
- Publish 2 sector briefings; deliver 5 custom workforce reports
- Launch K-12 exposure initiative
- Publish positioning toolkit + annual report
- Secure 2 media placements
- Conduct state/federal meetings
- Establish enhanced IGB tiers
- Launch investor onboarding + engagement program
- Host quarterly IGB investor briefings
- Launch investment toolkit
- Execute annual campaign (75-100 prospects)
- Submit 1-2 grant proposals

10+ Qualified Site Visits

6+ Wins/ Expansions

3+ Startup Deal Flows

5% Increase in Innovation Space

20+ New Business Starts

2% Increase in Early-Career Talent Pool

5% Growth in Unique Website Visitors

30 WINS/EXPANSIONS

Life Sciences
Semiconductors
Energy
Advanced Manufacturing

30K NEW JOBS

30% INCREASE IN WAGES

\$30B REGIONAL GDP REACHED

3% HIGHER LABOR FORCE PARTICIPATION

than US, CA, AZ, & TX

BRING THE BEST Projects, Partners, and People to the Greater Brazos Region

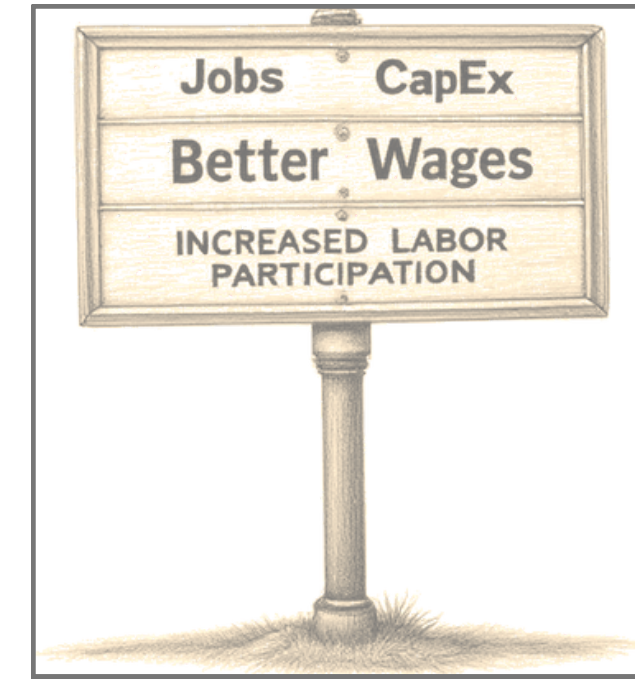
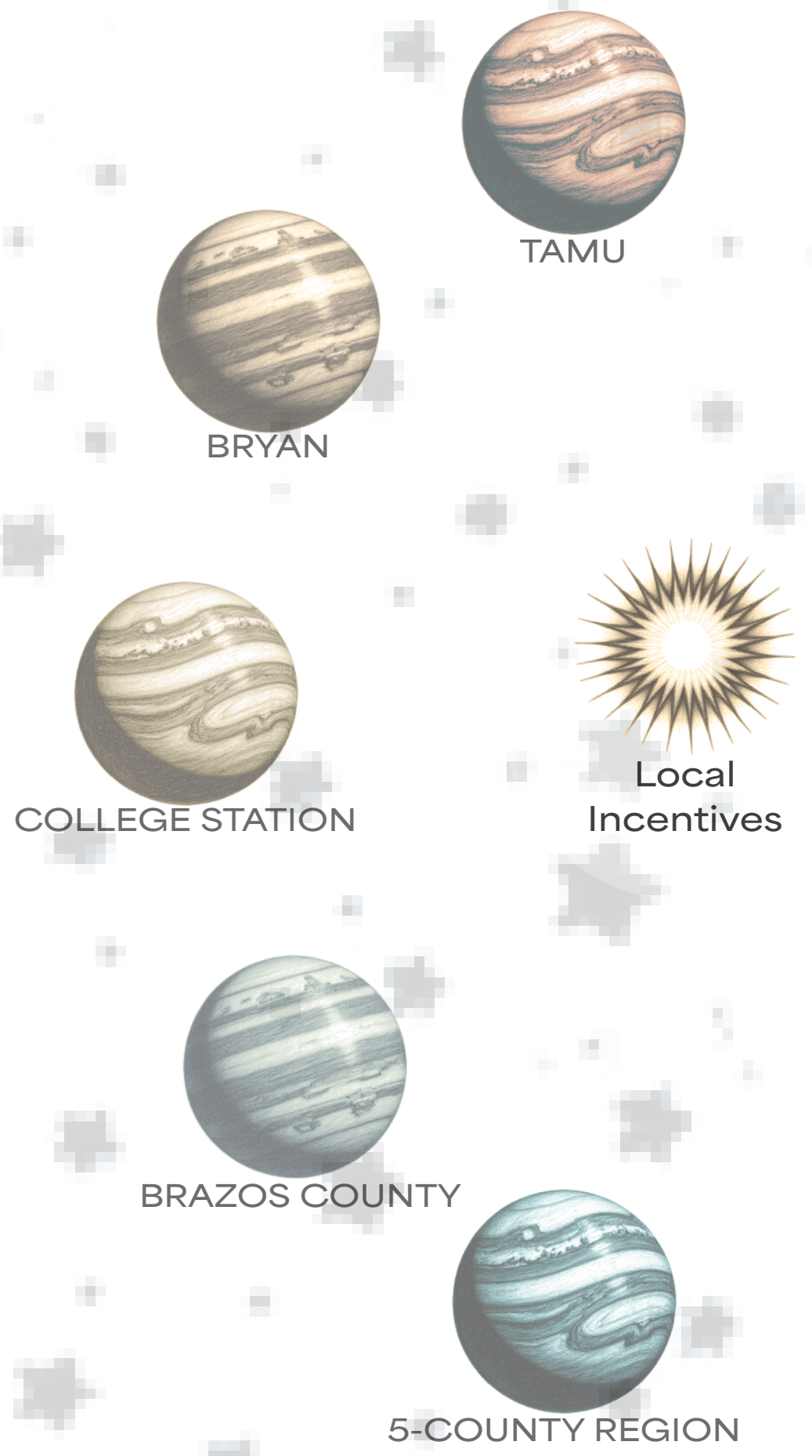
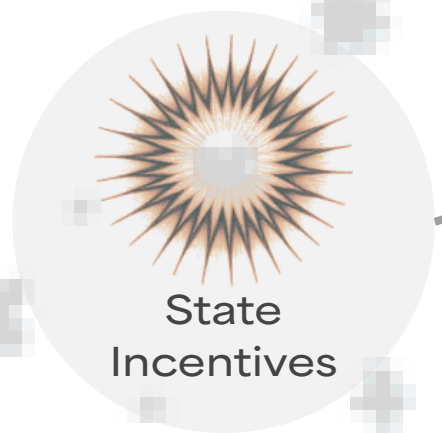
BE THE HUB

of Innovation in the Texas Triangle

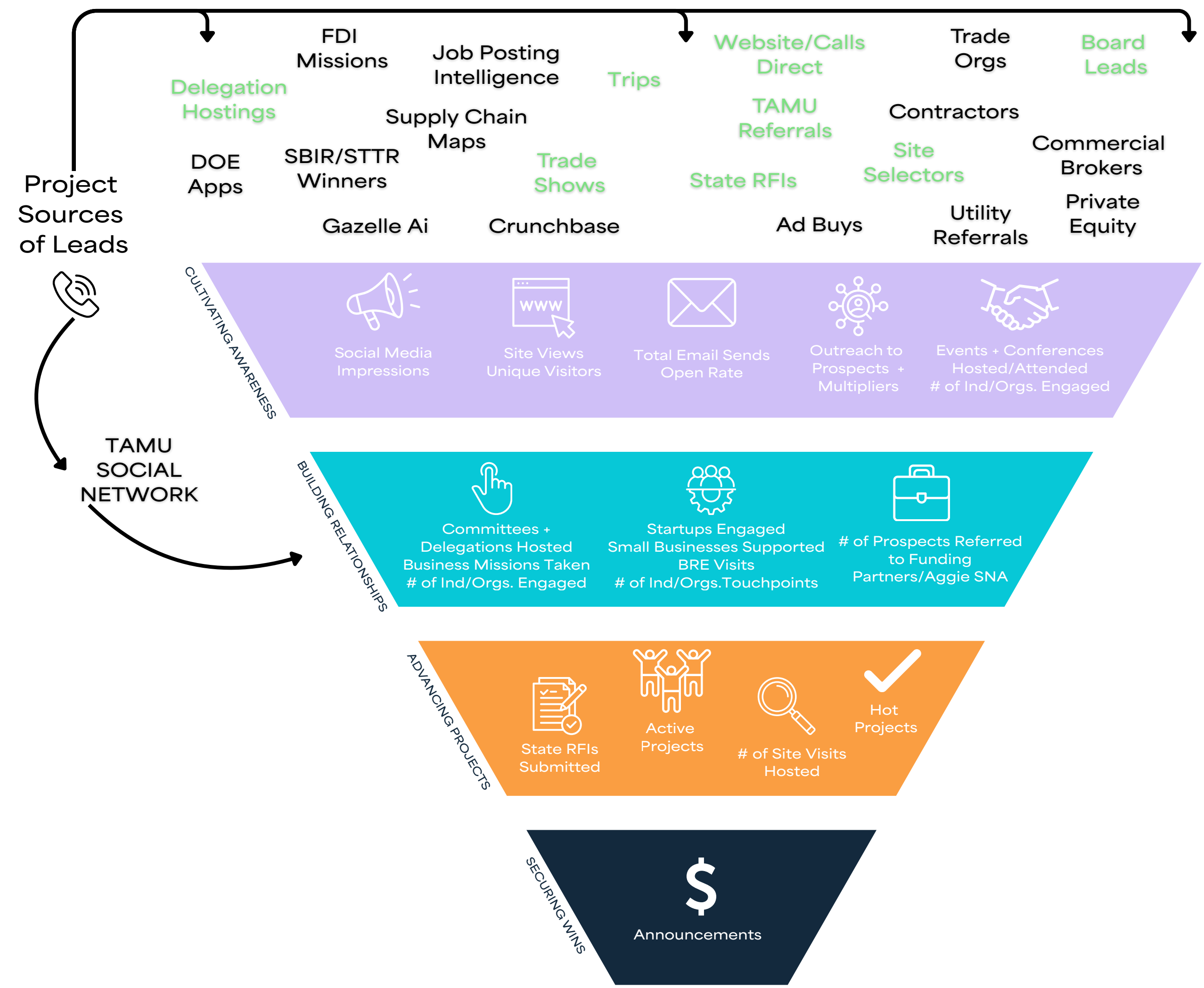


STEP 1

STEP 2



PROJECT ENGAGEMENT FUNNEL



THE GREATER BRAZOS REGION

A 5-Year Framework

