



BRAZOS VALLEY
ECONOMIC DEVELOPMENT
CORPORATION



Bryan/College Station Chamber of Commerce

2024 Economic Outlook Conference

January 24, 2024

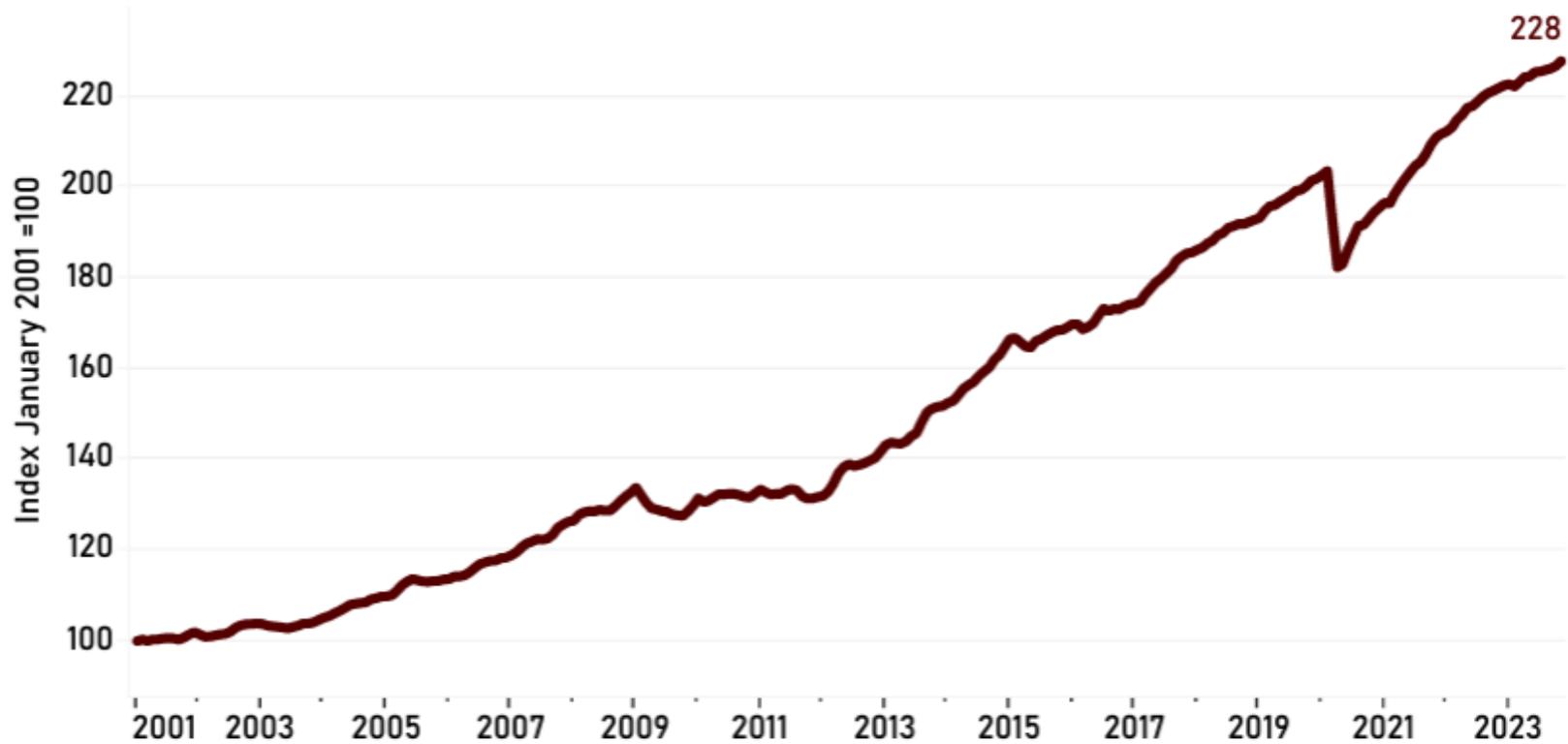


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Data Insights

Bryan College Station Business Cycle

FIGURE 1. COLLEGE STATION-BRYAN BUSINESS-CYCLE INDEX



Last reported data point: November 2023 (monthly). Source: Private Enterprise Research Center.

Regional GDP College Station-Bryan MSA

TABLE 1. INFLATION-ADJUSTED GDP IN COLLEGE STATION-BRYAN MSA COUNTIES

Year	Brazos, TX	Burleson, TX	Robertson, TX
2017	\$9.58B	\$0.87B	\$2.00B
2018	\$10.03B	\$1.08B	\$1.88B
2019	\$10.29B	\$1.25B	\$2.03B
2020	\$10.28B	\$1.19B	\$2.08B
2021	\$10.97B	\$0.99B	\$2.18B
2022	\$11.50B	\$0.83B	\$2.20B

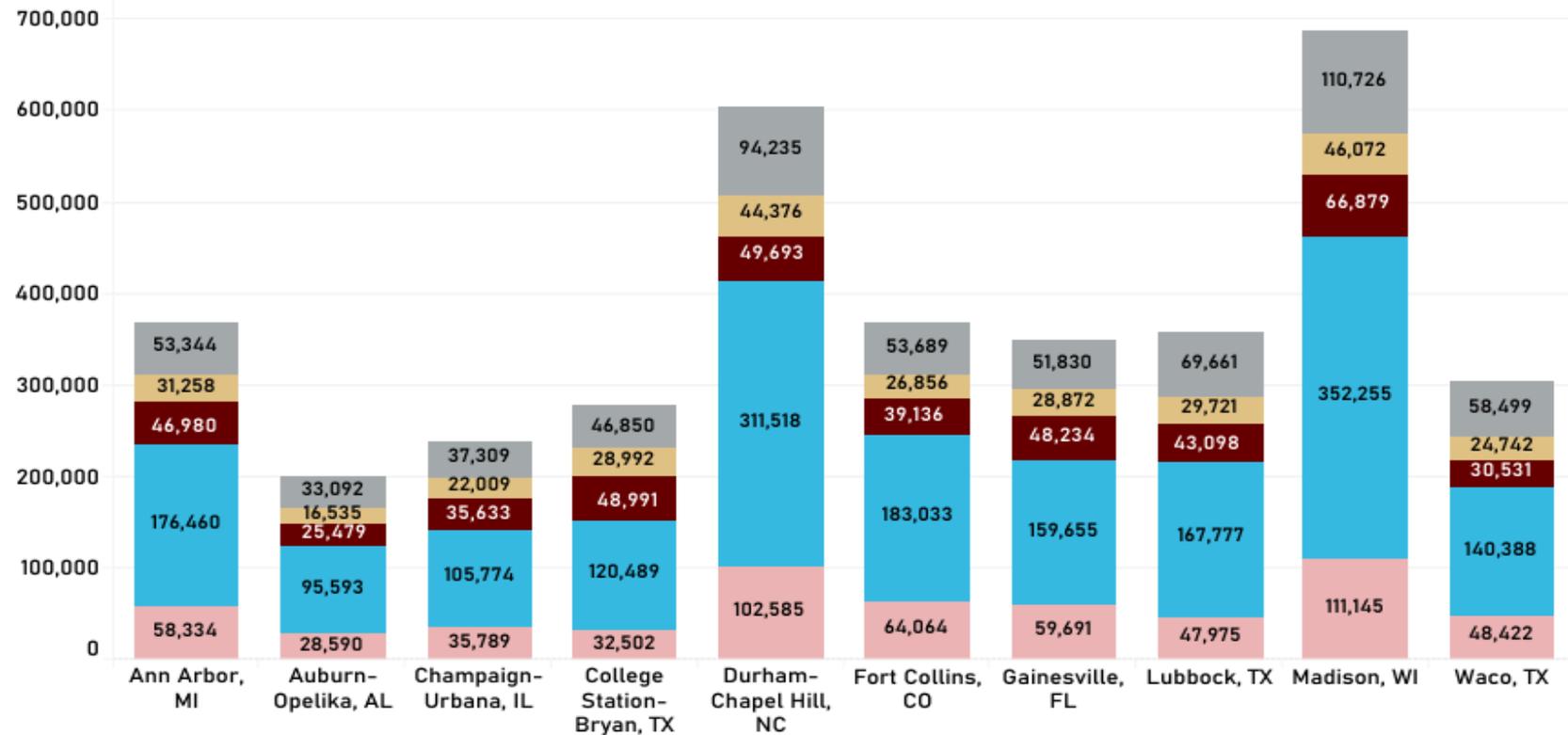
Source: Bureau of Economic Analysis, (BEA).

Population Distributions for University Regions

FIGURE 7. AGE COMPARISON IN SELECTED MSA POPULATIONS, 2021-2022

- Population (0-14)
- Population (15-19)
- Population (20-24)
- Population (25-64)
- Population (65+)

Source: United States Census Bureau.





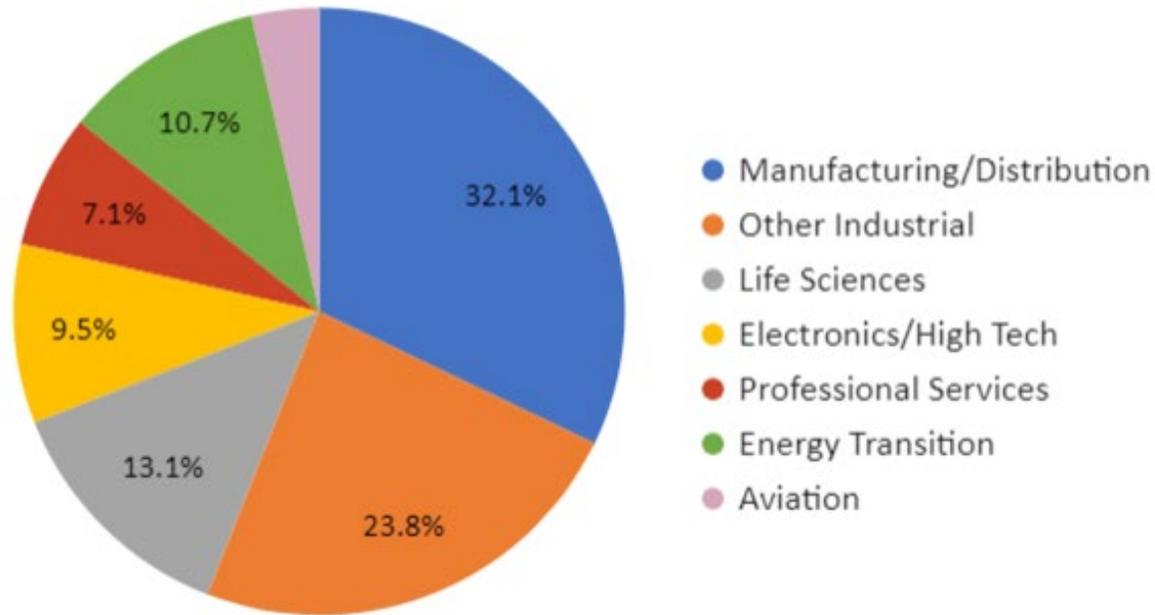
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Strategic Direction

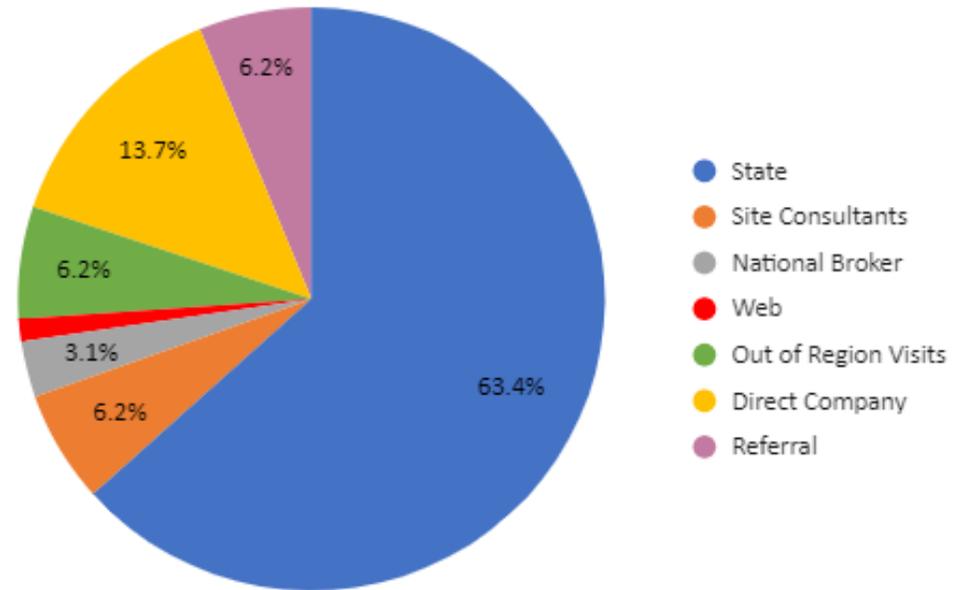
FY23 - Project Activity

Intake(Leads)	Prospects	Hot Prospects	Announcements	BRE Visits
161	28	16	3	57

Active Projects by Industry, Cumulative



Projects by Lead Source Cumulative



Tactics

New Business Attraction

Business Retention/ Expansion

Innovation Ecosystem

Themes

Defense

Advanced
Manufacturing

Innovation

Target Industry Sectors	
Life Sciences	Animal, Plant, Human
Semiconductors	Research and Development, Advanced Manufacturing
Energy Transition	Research and Development, Advanced Manufacturing
Professional Services	HQ- Domestic and Intl. Companies Digital Technology, Product Development
Aerospace	Research and Development, Test Facilities

Metrics:

- Enhanced Regional Gross Domestic Product (GDP)
- New Primary Jobs
- New Capital Investment



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BVEDC

Organizational

Updates

Board Members Fiscal Year 2024



John Nichols
Mayor
College Station, Texas



Bobby Gutierrez
Mayor
Bryan, Texas



Duane Peters
Judge
Brazos County



Susan Davenport
President & CEO
BVEDC



Katherine Kleemann
Chair



Seth McKinney
Immediate Past Chair



Spencer Clements
Chair-Elect



Jason Jennings
Advisory Chair

Board Members Fiscal Year 2024



Julie Schultz
Brazos County



Greg Hartman
Texas A&M



Jeremy Osborne
City of College Station



Jason Bienski
City of Bryan



Clint Cooper
Texas A&M System



Brandon Sears
Treasurer



Ryan Becker
General Council

Fiscal Year 2024 Advisory Board Chair



Jason Jennings, 2024 Chair
Regional President, Baylor Scott & White Health

Fiscal Year 2024 Advisory Board “Playbook”

Regional Opportunities

1. Rellis Campus and Initiatives
2. Local School Districts
3. Heart of Texas Location (TX Triangle Position)
4. Texas A&M (Best Research Institution) and Blinn
5. Philanthropic Nature of Community
6. Reimagining Easterwood

Regional Challenges

1. College Station vs. Bryan
2. Airport
3. Limited Housing Stock
4. Lack of Land
5. Labor Force (small)
6. Utility Limitation

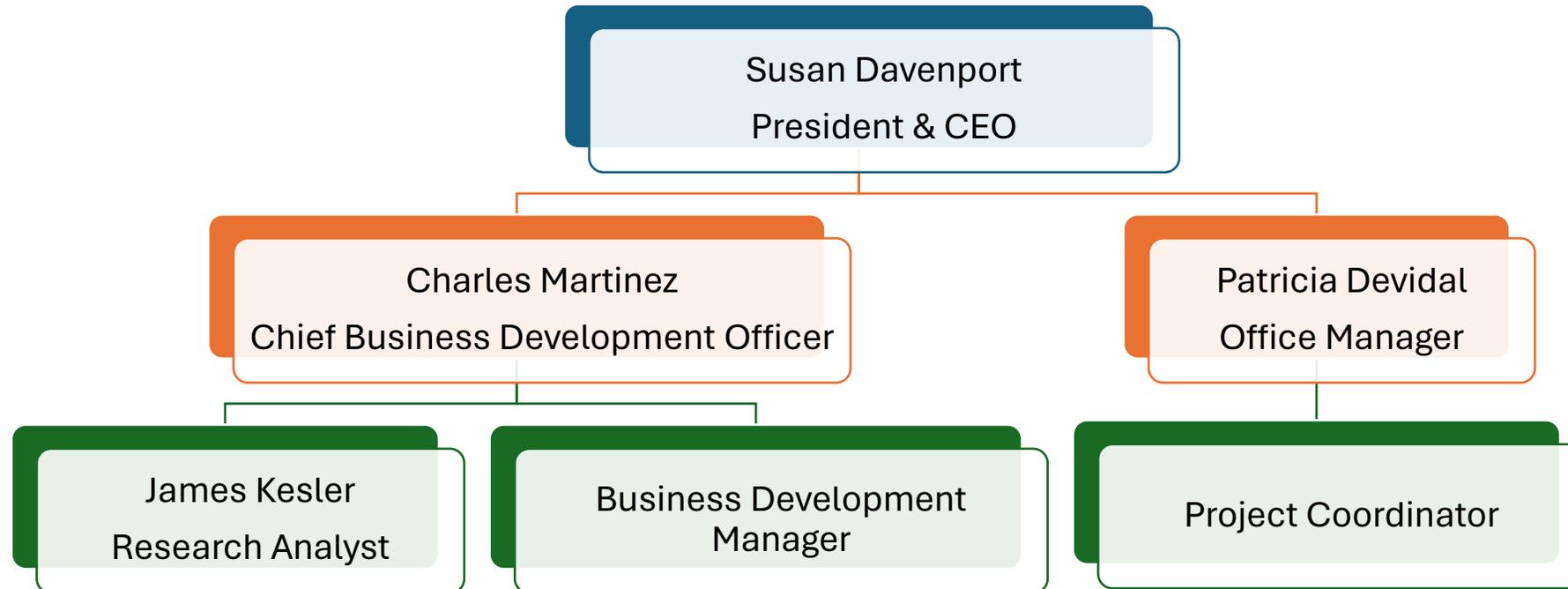
INVEST BRAZOS VALLEY

- 80 Regional Corporate Investors
- IBV Committees – Chairs
 - Real Estate – Josh Isenhour
 - Transportation – Jerry Nickerson
 - Quality of Life – Gerry Farrell
 - Marketing – Joel Bryan





BVEDC Organizational Chart



Marketing and Rebranding Initiative

DCI: Research & Discovery
Timeline: February to May 2024



Drift: Creative work
Timeline: May 2024/TBD completion



FY 2024 Marketing Outreach

- **FY 2024 Outbound Marketing Events**
 - Silicon Valley – February
 - Japan – May/June
 - Chicago – August
 - East Coast - December
- **FY 2024 In-market Events**
 - *Midway to the Future* – April
- **Digital Marketing Campaigns – June**

BVEDC Public Policy Focus Areas

- **Federal Agency Visit in Washington, DC – March 2024**
- **Texas Economic Development Council - Legislative Committee**
- **State/National Target Industry Organizations**
 - **Semiconductor**
 - **Life Science**
 - **Energy**
 - **Aerospace**

Key Partner Organizations

- **Texas A&M Private Enterprise Research Center (PERC)**
- **Brazos Valley Small Business Development Center (SBDC)**
- **Hance Scarborough, LLP**
- **Ryan (Incentive Monitoring)**

Regional Footprint

- College Station-Bryan MSA:
- Brazos, Burleson, Robertson Counties
- Additional counties under consideration:
- Washington, Grimes



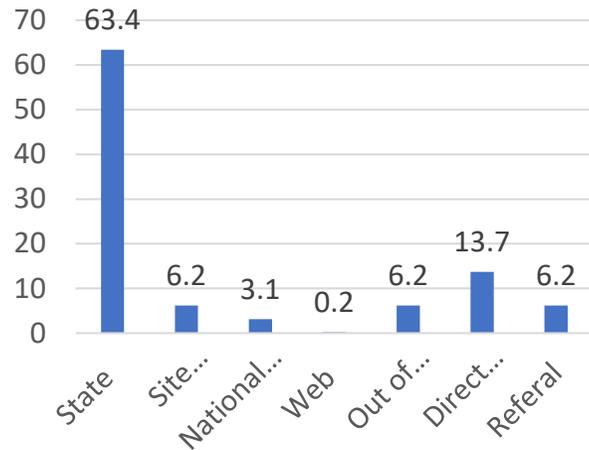
COUNTY DATA

	Population	Growth Rate	Labor Force Size	Labor Force Participation Rate	College Educated Workforce	Square Miles
Brazos	231,095	1.9%	115,759	61.7%	68%	591
Burleson	17,687	0.7%	8,047	56.4%	50.1%	677
Robertson	16,839	0.4%	7,445	56.2%	47.7%	865
Grimes	28,878	1.4%	11,396	49.4%	48.3%	802
Washington	35,561	0.6%	17,162	59.4%	56.1%	622
Total	330,060		159,809			3,557

METRICS

	Leads	Prospects	Active Projects	Hot Projects	Announcements	Retentions visits
FY 2023	161	28	Did not exist in 2023	16	3	57
FY 2024	250	125	50	25	6	50

Leads Sources 2023



Leads Sources 2024



- Reactive leads must not exceed 25% of total leads generated/year (example – State of Texas leads)
- Proactive leads should equal at least 75% of total leads generated/year
- **Targeted Primary employer: 10 full time employees - 10,000 Sq Ft space in target sectors

Thank You



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