

A cable-stayed bridge at night, illuminated with vibrant purple, blue, and yellow lights. The bridge's structure, including its tall pylons and stay cables, is reflected in the calm water below. The sky is dark, and the overall scene conveys a sense of modern infrastructure and urban vibrancy.

Waco, Texas: Flowing with Opportunities

From our central location, to our robust talent, diverse industry base, and more, businesses are choosing Waco for growth.

Our Team is Working for You!



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Our Mission, Our Values

Our Mission:

The Chamber's top priority is a vibrant and sustainable economy for all. We will achieve this by growing a strong, diversified business base; attracting and retaining diverse, talented and educated people; and by capitalizing upon strategic opportunities for greater Waco.

Our Core Values:

Decisions and actions of the Greater Waco Chamber of Commerce will be driven by integrity and excellence, rooted in our core values of:

- Ethical
- Flexible
- Collaborative
- Optimistic
- Inclusive
- Transformative

Goals of Economic Development



**WE WEAR
MANY HATS.**





WACO
Foreign Trade Zone #246

WACO-MCLENNAN COUNTY
Economic Development Corporation

Build,
Compete,
Thrive



Our Work, Our Focus:



THRIVING ECONOMIC
CORRIDORS



PUBLIC POLICY



INNOVATION &
ENTREPRENEURSHIP



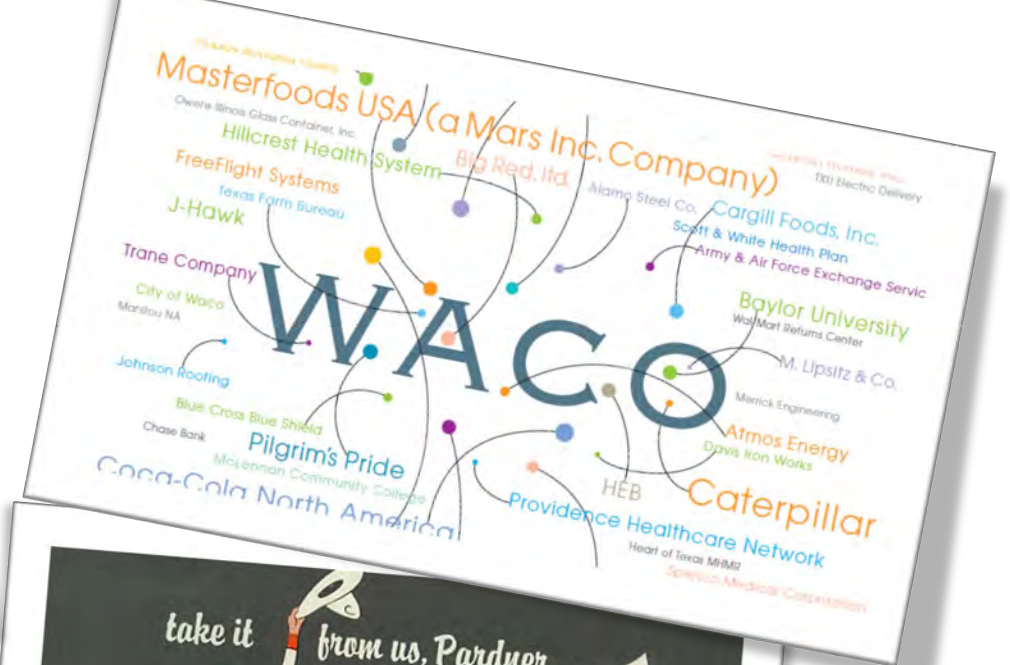
TALENT, WORKFORCE
& EDUCATION



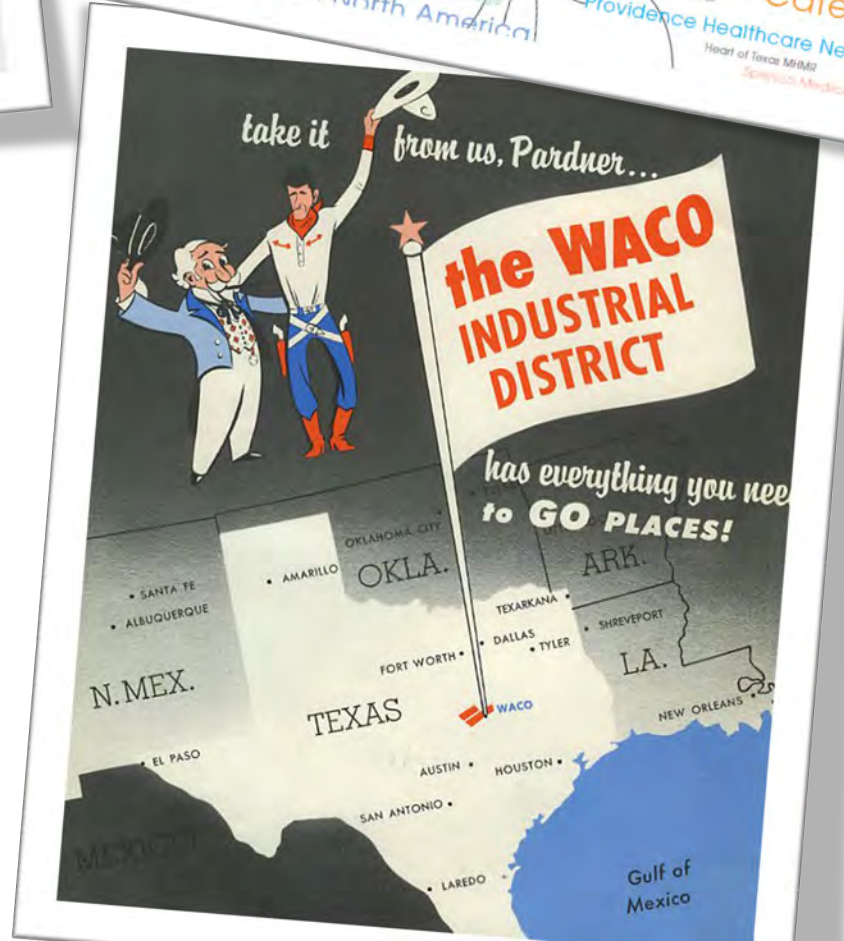
ECONOMIC DEVELOPMENT

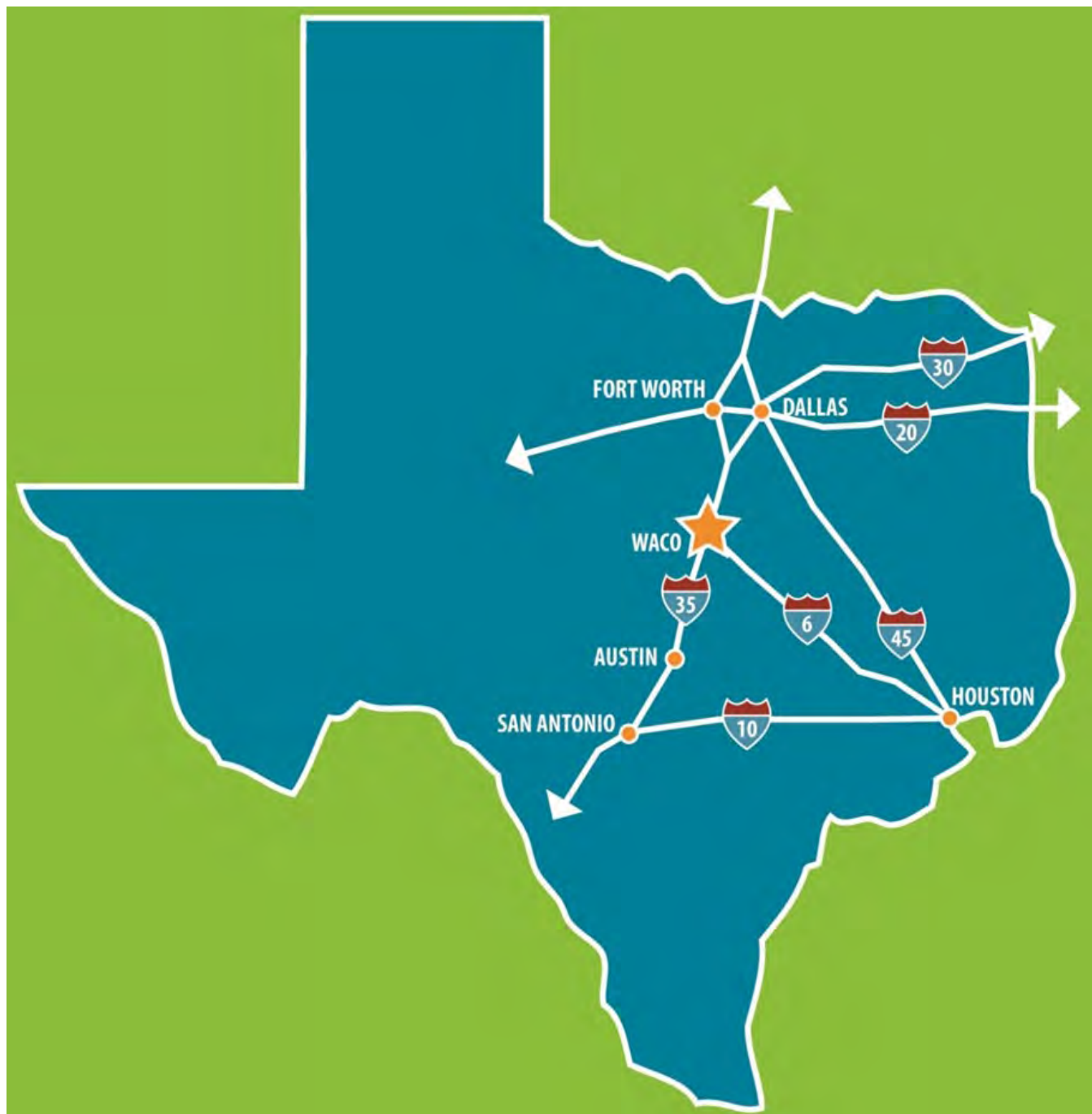


FUTURE ECONOMY



"The City of Unequaled Industrial and Commercial Opportunities." cir. 1909





"there is reason to believe that Waco will continue to emerge as the next great Texas city."

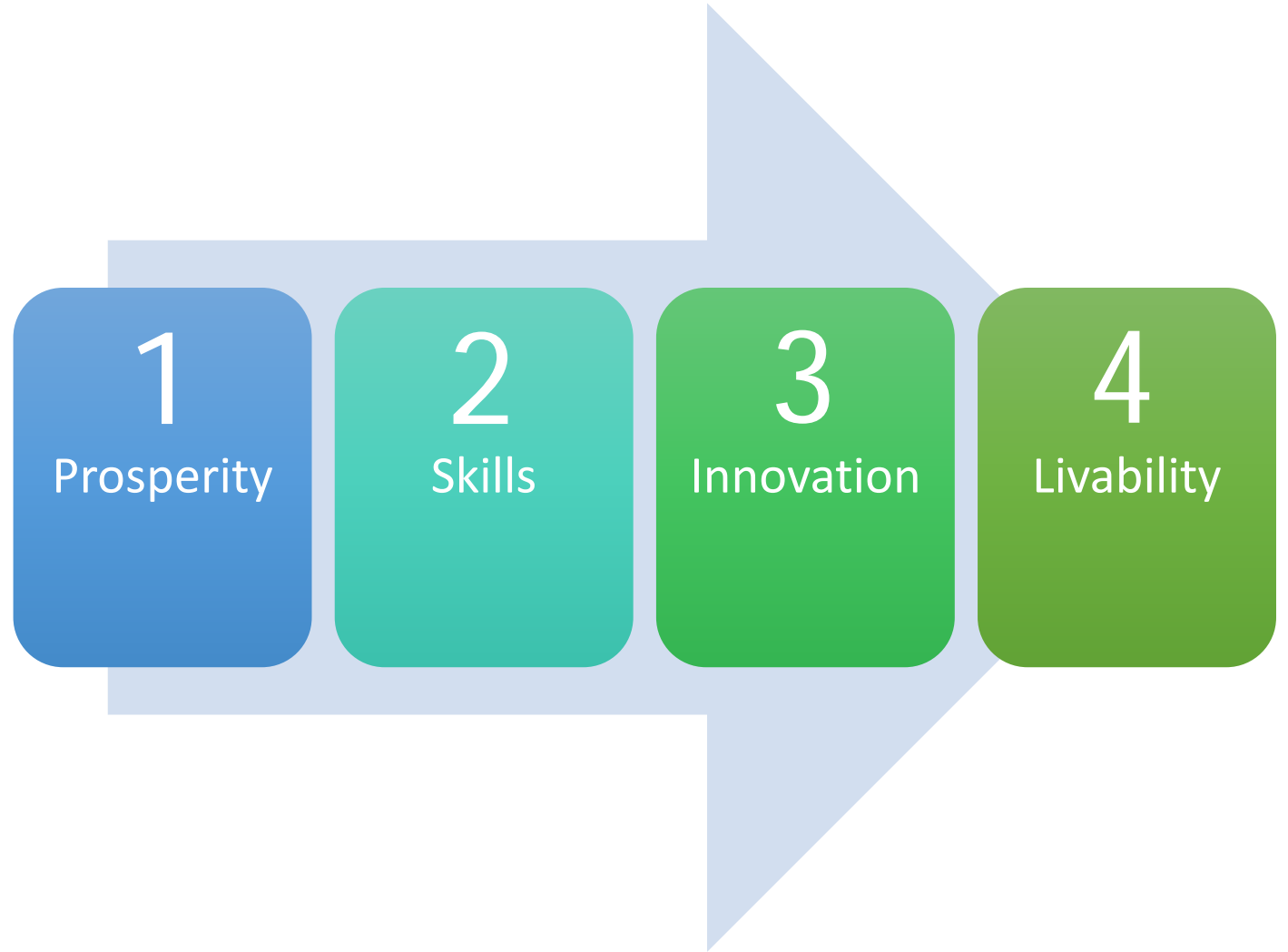
- RAY PERRYMAN

ONE OF TEXAS' BEST-KEPT SECRETS

Only 90 miles from Dallas and 90 miles from Austin, Waco has always been a **central hub for economic activity** in the state of Texas, across the United States, and even within North America.



The Four Pillars to Economic Development and Community Growth



1



**PROSPERITY
BUSINESS ATTRACTION
AND BUSINESS RETENTION
AND EXPANSION**

Focused Business Growth



Professional Services



Aerospace & Defense



Healthcare Technology



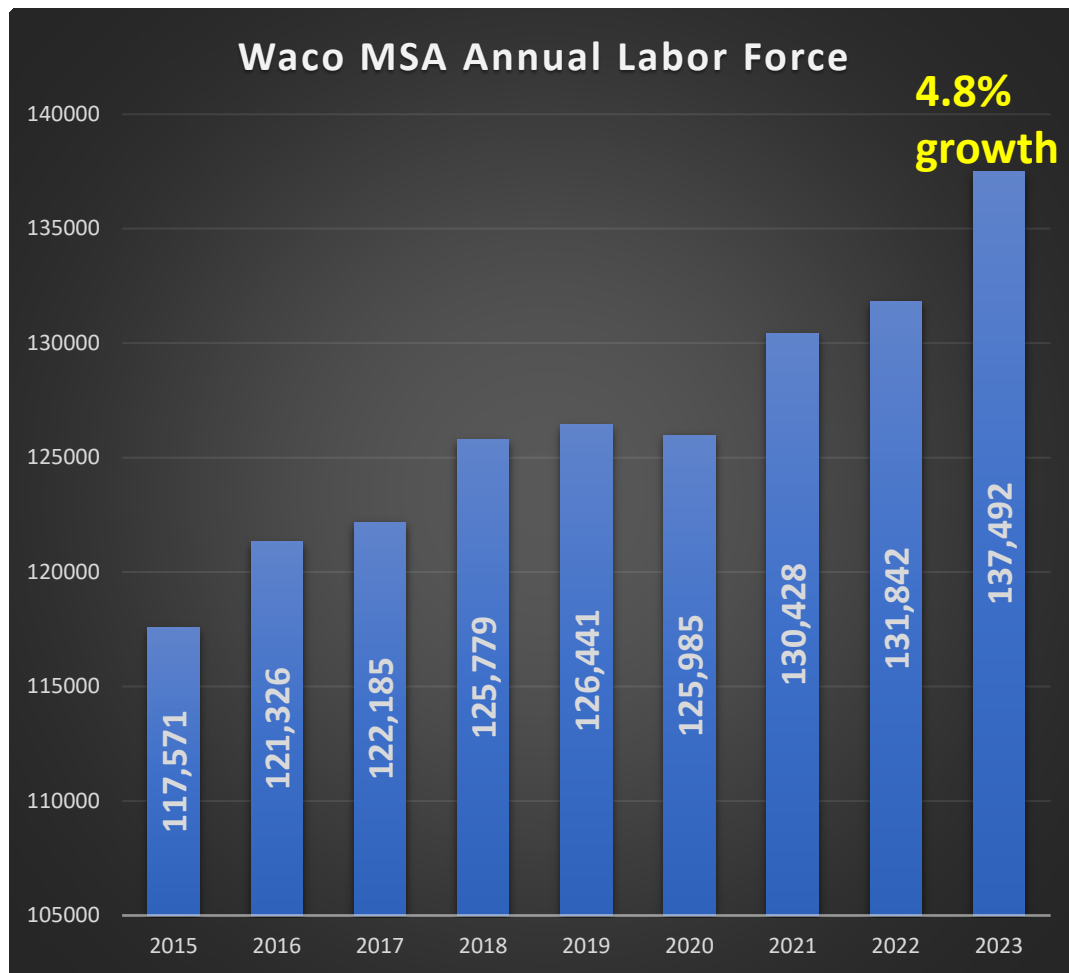
Supply Chain & Logistics



Advanced Manufacturing

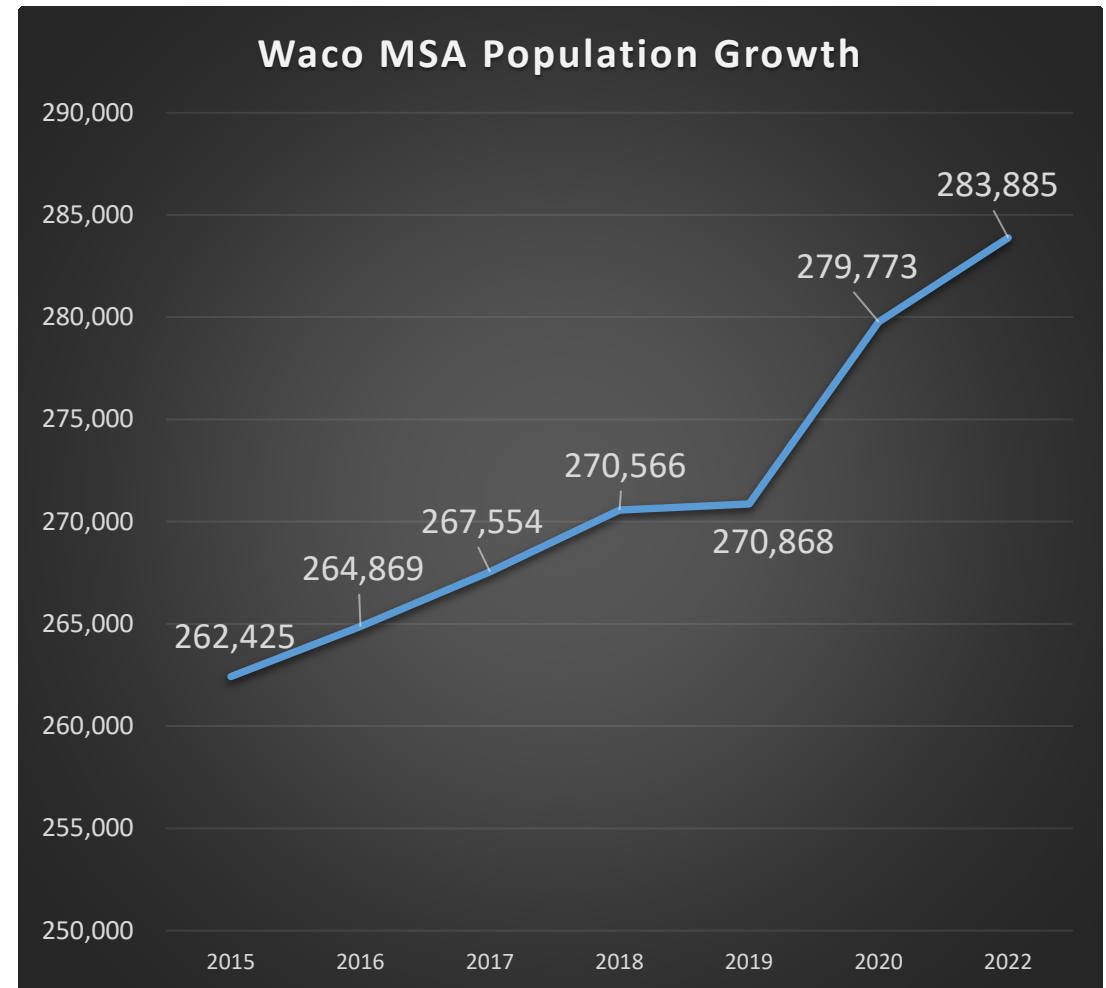


Innovation



Waco MSA is the **FIRST** metro area in Texas to reach full recovery, returning to Pre-pandemic levels and beyond.

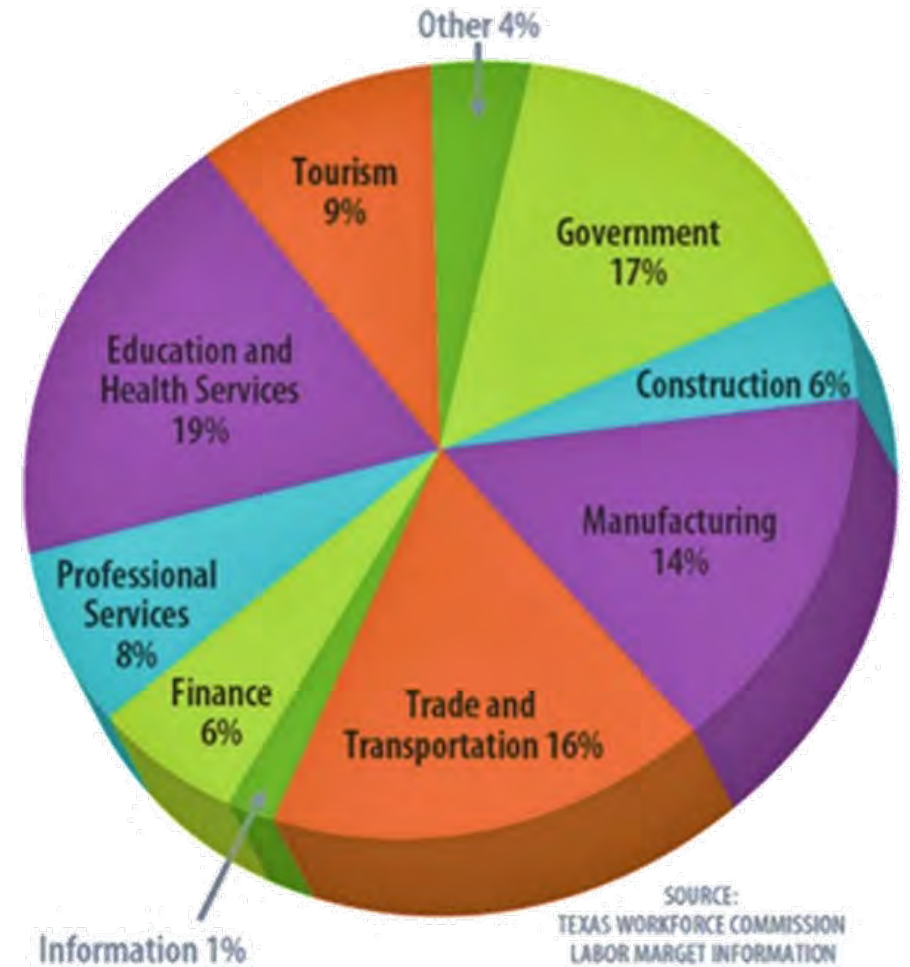
Growing Population and Workforce



Home to a Balanced Economy

Major Employers

Baylor University	2835
Ascension Providence	2530
Waco ISD	2373
HEB Stores	2000
Baylor Scott & White Hospital	1685
City of Waco	1500
WAL-MART	1174
Midway ISD	1157
McLennan County	1133
Sanderson Farms, Inc.	1120
Veterans Administration Medical Center	886
L3Harris	843
Dept of Veterans Affairs Regional Office	796
AbbVie	747
S2G Support Services	715
Big Creek Construction	704
Aramark Higher Education	696
Mars Wrigley Confectionery	695
American Income Life Insurance	693
McLennan Community College	665



FDI Impacts in Greater Waco (2020-YTD2024)

8

New
Companies
Attracted



5

Countries
Represented



\$888M

Capital Investment
(26% of total investment)

794

New Jobs
(16% of total new jobs)

2.2M

Square Feet of New Construction
(27% of total new construction)

Tremendous Economic Growth & Success

Economic Success	Since 2006	Since 2020	% of Total	YTD 2024
Square Footage of Development	17,869,447	8,608,896	48%	2,042,226
New Jobs Announced	13,781	4,603	33%	997
Capital Investment	\$5,069,945,556	\$3,395,270,494	67%	\$1,072,300,000
Total Projects Announced	163	37	23%	7
Expansions by Existing Companies	91	15	16%	3
New Companies Attracted	72	22	30%	4
Foreign Direct Investment	16	10	63%	3



A Regional Workforce Population (2023 Estimates):

- 835,607 (Regional) – 304,865 (Waco MSA)

Labor Force August 2024 Estimates):

- 358,960 (Regional) – 140,707 (Waco MSA)

Employment:

- 342,485 (Regional) – 135,007 (Waco MSA)

Unemployment Rate:

- 4.5% (Regional) – 4.1% (Waco MSA)

Unionization: Texas: 5.1% Total
Waco MSA: 3.1% Total, 1% private sector

Top 5 Industries by Employment MSA	
Education & Health Services	26,600
Trade, Transportation, & Utilities	23,800
Government	20,800
Manufacturing	16,200
Professional and Business Services	13,800



Economic Development



We've got powerful tools!

Regional Approach to
EcoDevo

Waco McLennan County
EDC

Waco Industrial
Foundation

Municipal Partners

State, Federal,
Chambers, Workforce,
Schools, Colleges,
Utilities



Waco McLennan County EDC

- Est. 1997
- Authorized by Chap 380 and 381, Texas Gov. Code
- 3-member board (City Manager/Mayor, County Judge, Waco Industrial Foundation representative)
- Chamber serves as Administrator; provides board management, contract administration, investment recommendations and client relations
- Invests in projects to diversify economic base, create new jobs, raise income, attract private investment
- Regional focus; supports projects throughout McLennan County

Waco McLennan County EDC Leadership

Bradley Ford – Waco City Manager
Roles: WMCEDC Board Member,
City Council Intermediary,
WIF Member



Scott Felton – County Judge
Roles: WMCEDC Board Member
County Commissioner Intermediary
WIF Director

Bill Clifton – The Clifton Group
Roles: WMCEDC Board Member (Appointed by WIF EC)
WIF – Member-At-Large



Waco McLennan County EDC Impact

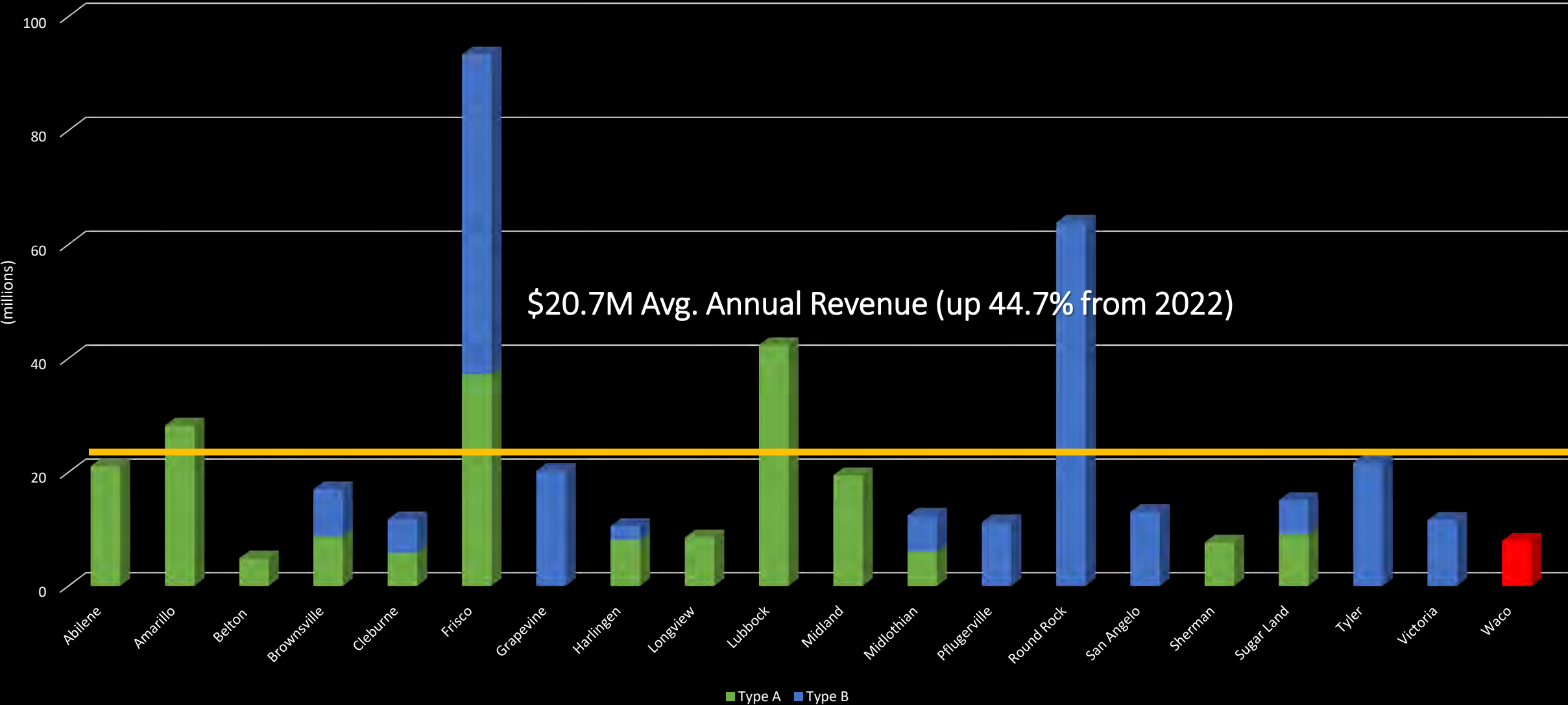
- As of 2024:
- Supported 77 projects (Completed, Active)
- Approved \$55 million in grants
- Leveraging \$1.12 Billion in private, industrial capital investment
- Each WMCEDC dollar invested has leveraged \$20 in corporate investment. The current project commitments will increase the ratio to 1:36.
- Largest awards: Envases, SpaceX, Tractor Supply, AbbVie, Sherwin-Williams, Hello Bello, Mars Drive/Old Hewitt Rd. Reconstruction

Analyzing the impact of WMCEDC funded companies since 1997, the property taxes generated by these companies annually represents \$0.04-0.05 on the McLennan County tax rolls.

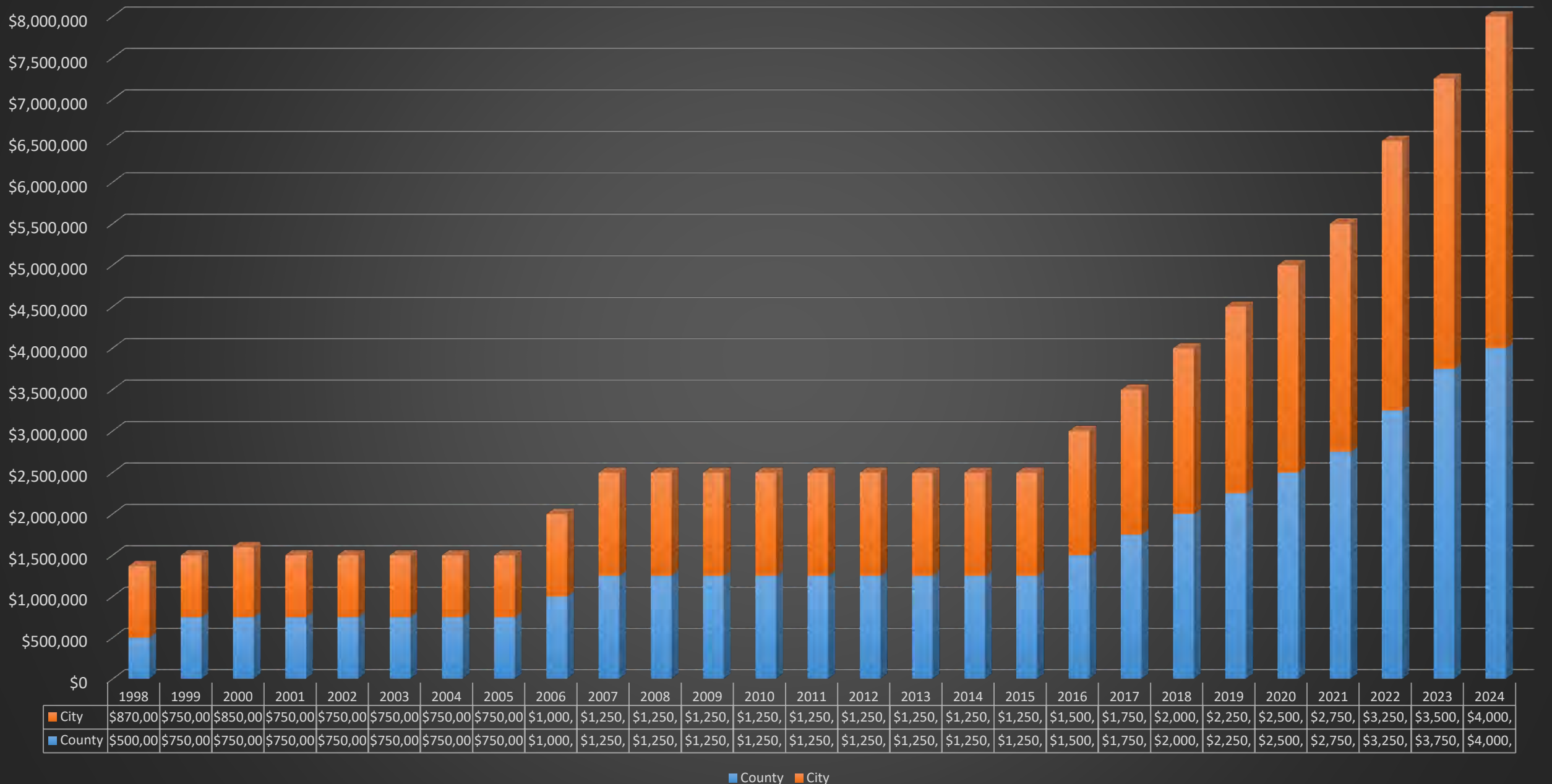


Sales Tax City Comparison

2023 Type A/Type B EDC Annual Sales Tax Revenues



WMCEDC Annual Contribution Summary



The Impact of 100 Jobs

Community benefits per Impact DataSource -

- Additional Indirect Jobs: 168 (for a total of 268 jobs)
- Direct Payroll: \$5,744,253
- Indirect Payroll: \$7,171,699 (for a total of \$12,915,952 per year)
- Direct Output Value of Goods and Services: \$30,621,034
- Indirect Output Value of Goods and Services: \$30,862,940 (for a total of \$61,483,974 per year)
- \$654,000 in new housing construction
- \$2,185,550 in new banking deposits
- \$5,834,025 in additional retail sales annually in Greater Waco
- *Impact DataSource used a number of sources for this analysis, including the Federal Bureau of Economic Analysis, Bureau of Labor Statistics, U.S. Census Bureau, the Federal Reserve Board, and the McLennan County Appraisal District.*

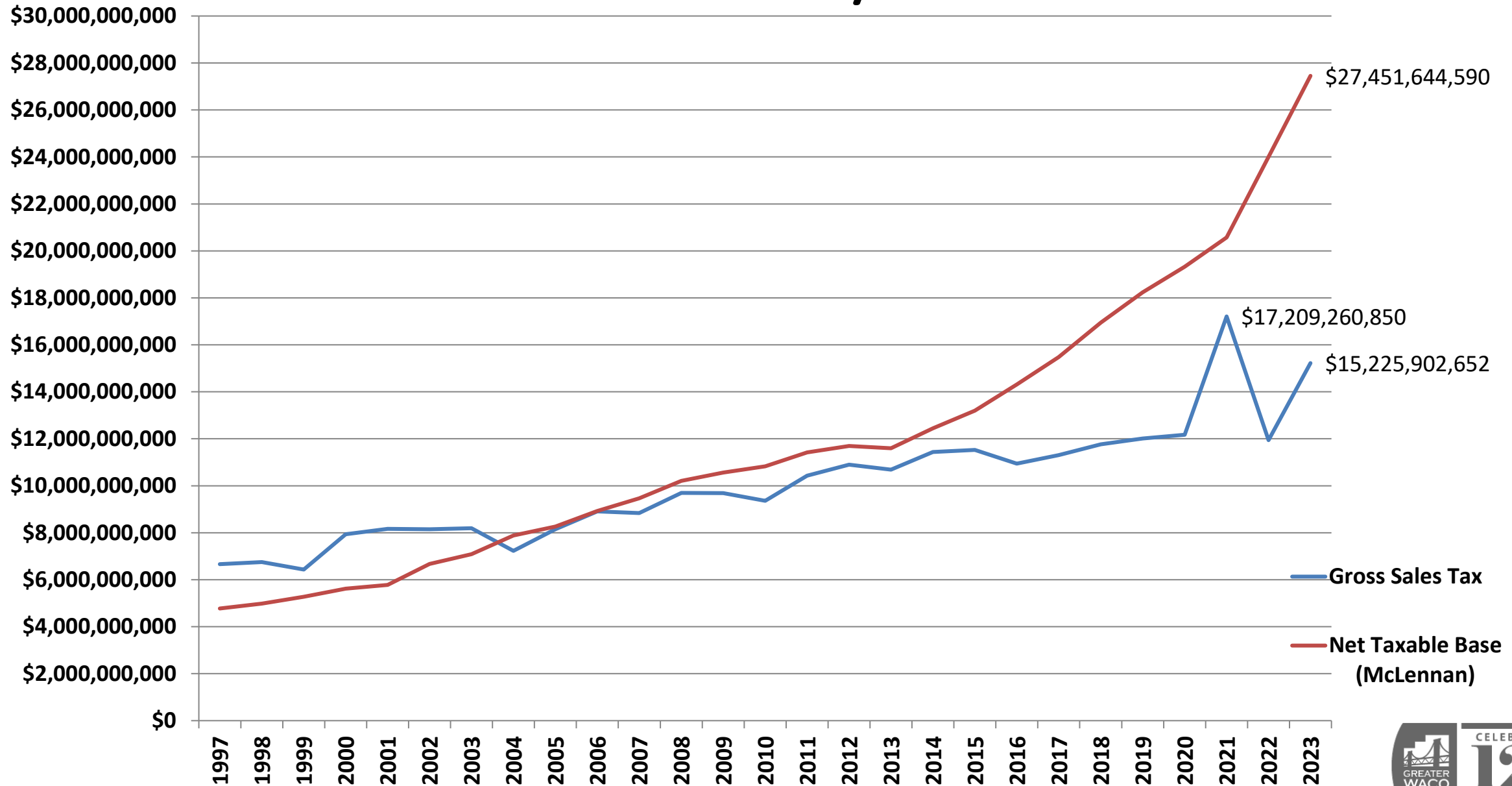


Waco McLennan County EDC Impact

- As of 2024:
- Supported 77 projects (Completed, Active)
- Approved \$59 million in grants
- Leveraging \$1.21 Billion in private, industrial capital investment
- Each WMCEDC dollar invested has leveraged \$20 in corporate investment. The current project commitments will increase the ratio to 1:35.
- Largest awards: Envases, SpaceX, Tractor Supply, AbbVie, Sherwin-Williams, Hello Bello, Mars Drive/Old Hewitt Rd. Reconstruction

Analyzing the impact of WMCEDC funded companies since 1997, the property taxes generated by these companies annually represents \$0.04-0.05 on the McLennan County tax rolls.

McLennan County Tax Growth



Understanding the Impact

What's the current and/or new impact?

Estimated taxable inventories, at the end of each year:

(Enter an amount in Year 1 and the percent of annual increase or enter appropriate amounts for each year.)

Year	Percent of annual increase after Year 1:			Total Inventories
	Land	Buildings and Other Real Property Improvements	Furniture, Fixtures and Equipment	
1			\$5,482,890	\$27,000,000
2				\$27,270,000
3				\$27,542,700
4				\$27,818,127
5				\$28,096,308
6				\$28,377,271
7				\$28,661,044
8				\$28,947,655
9				\$29,237,131
10				\$29,529,502
Total	\$0	\$0	\$5,482,890	\$5,482,890

Everything has an impact:
Utilities
Taxable Spending
Out of town visitors...

Costs, Benefits and Net Benefits to the City of Waco and McLennan County Over the Next 10 Years

	Benefits	Costs	Net Benefits
Sales taxes	\$1,415,592		\$1,415,592
Property taxes	\$4,049,958		\$4,049,958
Utility revenues	\$163,995		\$163,995
Utility franchise fees	\$52,139		\$52,139
Building permits and fees	\$0		\$0
Hotel occupancy taxes	\$21,667		\$21,667
Other taxes and user fees	\$0		\$0
Costs of Services to New Residents		\$0	\$0
Costs of Providing Monthly Utility Services		-\$163,995	-\$163,995
Total	\$5,703,350	-\$163,995	\$5,539,355

If the company leaves, what does the community lose?

Demonstrating the Opportunity for Tomorrow

Company Commitments:

- New Capital Investment
- New and/or retained jobs

Community Commitments:

- Cash incentives
- Phased in taxes
- Tax reimbursements
- No-cost site
- New and/or Upgraded Infrastructure Upgrades
- EZ Project Designation
- Workforce Training

Returns and Payback of Separate Incentives for the County and City							
Option	Possible Cash Incentives	Portion of Incentives Offered by the		Return on County Incentives		Return on City Incentives	
		County	City	Rate of	Payback	Rate of	Payback
				Return on	Period	Return on	Period
				Investment	(Years)	Investment	(Years)
1	\$2,229,216	\$1,114,608	\$1,114,608	20.9%	6.0	35.3%	3.4
2	\$2,376,792	\$1,188,396	\$1,188,396	19.6%	6.3	33.1%	3.6
3	\$2,524,368	\$1,262,184	\$1,262,184	18.4%	6.6	31.2%	3.9
4	\$2,671,944	\$1,335,972	\$1,335,972	17.4%	6.9	29.5%	4.1
5	\$2,819,520	\$1,409,760	\$1,409,760	16.5%	7.2	27.9%	4.3
6	\$2,967,096	\$1,483,548	\$1,483,548	15.7%	7.4	26.5%	4.6
7	\$3,114,672	\$1,557,336	\$1,557,336	14.9%	7.6	25.3%	4.8

Net Benefits Over the First 10 Years				Present Value
	Additional Benefits	Additional Costs	Net Benefits	of Net Benefits**
	\$4,108,974	\$171,650	\$3,937,324	\$2,971,013
	\$2,326,406	\$0	\$2,326,406	\$1,734,933
	\$9,738,122	\$4,227,687	\$5,510,435	\$4,246,399
	\$1,039,167	\$0	\$1,039,167	\$798,739
	\$17,212,670	\$4,399,337	\$12,813,333	\$9,751,084

Returns and Payback of Combined Incentives for the County and City				
Possible Cash			Rate of Return on Investment	Payback Period (Years)
County and City				
County Incentives		Return on City Incentives	28.1%	4.4
Payback Period (Years)	Rate of Return on Investment	Payback Period (Years)	26.4%	4.7
			24.8%	5.0
			23.4%	5.2
6.0	35.3%	3.4	22.2%	5.5
6.3	33.1%	3.6	21.1%	5.7
6.6	31.2%	3.9	20.1%	6.0
6.9	29.5%	4.1	19.2%	6.2
7.2	27.9%	4.3	18.4%	6.5
7.4	26.5%	4.6	17.6%	6.7
7.6	25.3%	4.8	16.9%	6.9
7.9	24.1%	5.0	16.3%	7.1
8.1	23.1%	5.2	15.7%	7.3
8.3	22.1%	5.4	15.1%	7.5
8.6	21.3%	5.6	14.6%	7.7
8.8	20.4%	5.8		

Net Revenues Over the Next 10 Years	
	Net Revenues
County	\$2,326,406
City	\$3,937,324
Total	\$6,263,730

Business Parks in Greater Waco

- 11 Business Parks, Spanning 15,000 Acres
- Master Planned, Shovel-Ready Sites
- Preconstruction Analysis Available

Waco International
Aviation Park

1100 Acres

McGregor Business Park

9000 Acres

Robinson Business Park

630 Acres

Texas Central Park

3700 Acres

Robinson Industrial Park

Corridor Business Park

1150 Acres

GREATER
WACO
CHAMBER™

LEGEND
■ MASTER PLANNED COMMUNITIES
■ AIRPORTS
■ COLLEGES/UNIVERSITIES
■ MIXED USE
■ REGIONAL PARKS
■ BUSINESS PARKS

Waco Industrial Foundation

- Est. 1952, *for-profit* corporation
- Converted to not-for-profit in 1957
- Acquires and develops real estate for economic development
- 9 member executive committee, 24 member board
- Chamber serves as Exec. Vice President and staff

WIF's Mission:

To provide land at a reasonable cost, assist in providing financing for development in Waco and the surrounding area and in general to do everything necessary to assist in promoting the sound business and economic growth of Waco and the surrounding vicinity.



2024 Portfolio

■ 1,155 Acres

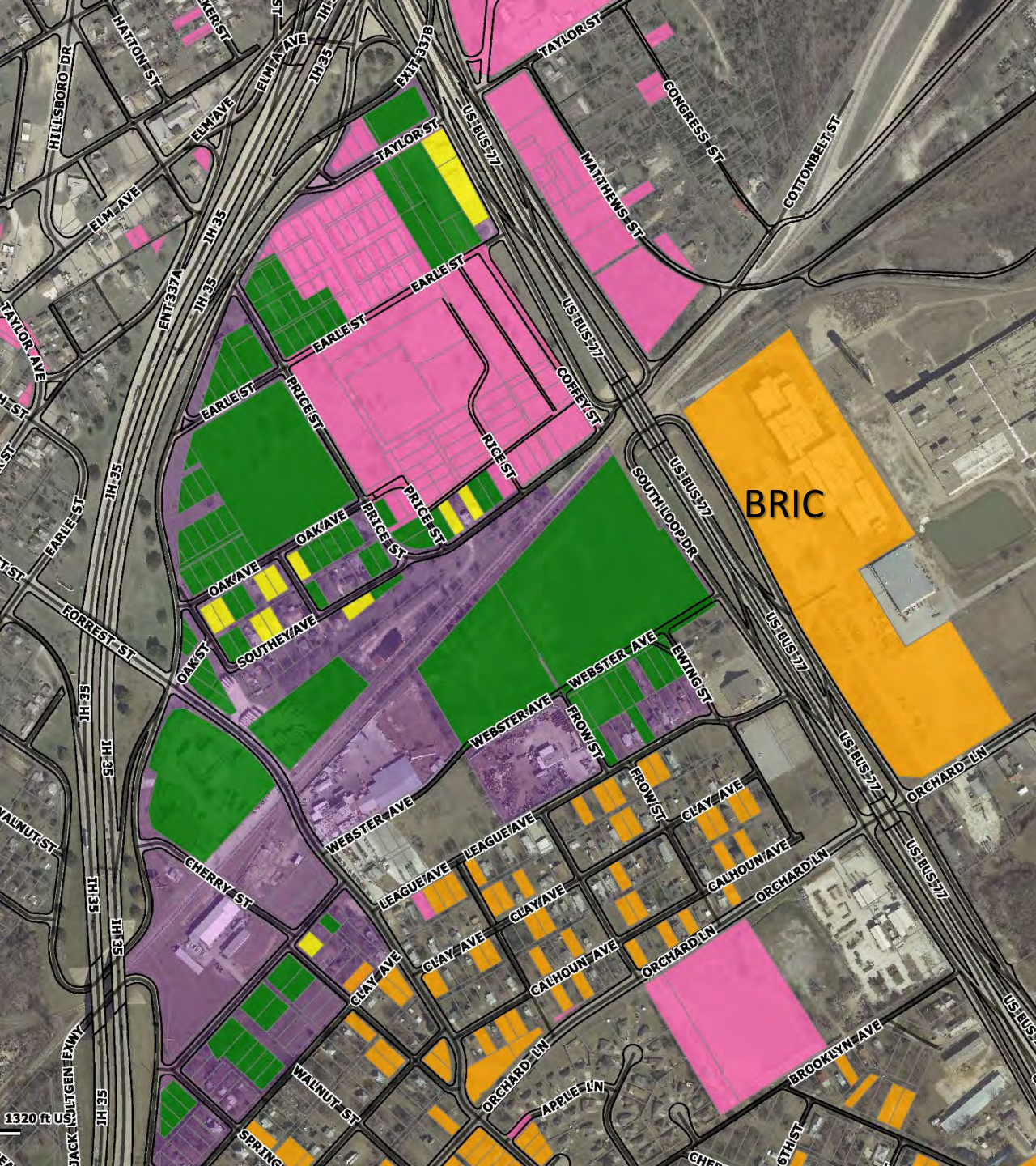
- ◆ Texas Central Park: 297 Acres
- ◆ Waco International Aviation Park: 255 Acres
- ◆ Robinson Business Park: 530 Acres
- ◆ Project Innovate: 43 Acres
- ◆ Other: 30 acres

Texas Central Park- 297 acres available





Waco International Aviation Park – 255 acres available



Project Innovate (Phase I)

Goals:

- 60% of Top Priority Acquired
- Explore Revenue Opportunities
- Tax Exempt Status Achieved 2016
- Begin master plan discussions

Status:

- Total Land Area: 74 Acres
- Total Acquired Area: 47 Acres, 43 acres available
- Total % Acquired: 62.5%

Robinson Business Park – 530 acres available





2

SKILLS WORKFORCE DEVELOPMENT AND EDUCATION



Strengthening the Workforce

Bright Outlook Jobs

- Construction
- Manufacturing
- Trade & Transport
- Financial Services
- Leisure & Hospitality
- Service Industry
- Education & Health Services





Greater Waco Advanced Manufacturing Academy

The Greater Waco Advanced Manufacturing Academy (GWAMA) trains Sophomore, Junior and Senior students in a range fields, including:

- ▶ Welding
- ▶ Architectural Design
- ▶ Electronics & Robotics
- ▶ Construction Science

All students in the program receive certifications in:

- ▶ Forklift Operation
- ▶ OSHA 10
- ▶ Fall Protection
- ▶ CPR & Basic Life Support

3

INNOVATION SUPPORTING ENTREPRENEURSHIP AND SMALL BUSINESS



Baylor Research & Innovation Collaborative





STARTUP WACO

- \$750,000 Public Investment
- \$1.5M+ Private Support
- Community-wide Entrepreneurial Support
- Co-working Space



THE MEETUP

AT STARTUP  WACO

kiva

WACO HUB

STARTUP  WACO

Powered by  Extraco
Banks.

EMERGE

POWERED BY STARTUP  WACO

OFFICE HOURS

STARTUP  WACO

4

LIVABILITY

ECONOMIC AND COMMUNITY TRANSFORMATION





Easy Living in Waco

- Greater Waco offers opportunity and an attractive lifestyle in an ideal location.
- It's a great place to live, and according to Business Week, is an ideal location to start over.
- Texas is on the list of healthiest state economically and a place where people living in other areas can discover jobs, affordable housing and excellent resources. It's also the most popular destination for those who want to relocate.
- Forbes magazine has named Waco as No. 3 on its list of best cities in America for new jobs.

The Magnolia Silos





Waco – A Destination City

OVER 1.9+ Million Visitors at Local
Attractions in 2022



Uniquely Waco



Balcones Whiskey Distillery



A Vibrant & Growing Downtown



Signature Events: Attracting visitors from across the globe





Mother Neff State Park



Waco Mammoth National Monument

National & State Parks

Beautiful Rivers



Big XII Sports





A Growing
Arts Community

Planning for the Future



Strong Water Position

Lake Waco – Main Water Source

- Originally constructed in 1929, Lake Waco has undergone several expansions to its current storage capacity of 189,418 acre feet
- Lake Waco-related water rights: 80,000 acre feet
- Watershed for the lake is over 1,670 miles and supplied by two major tributaries to the Brazos River
- Water reserves have not dropped below 115,000 acre feet since improvements made in 2003

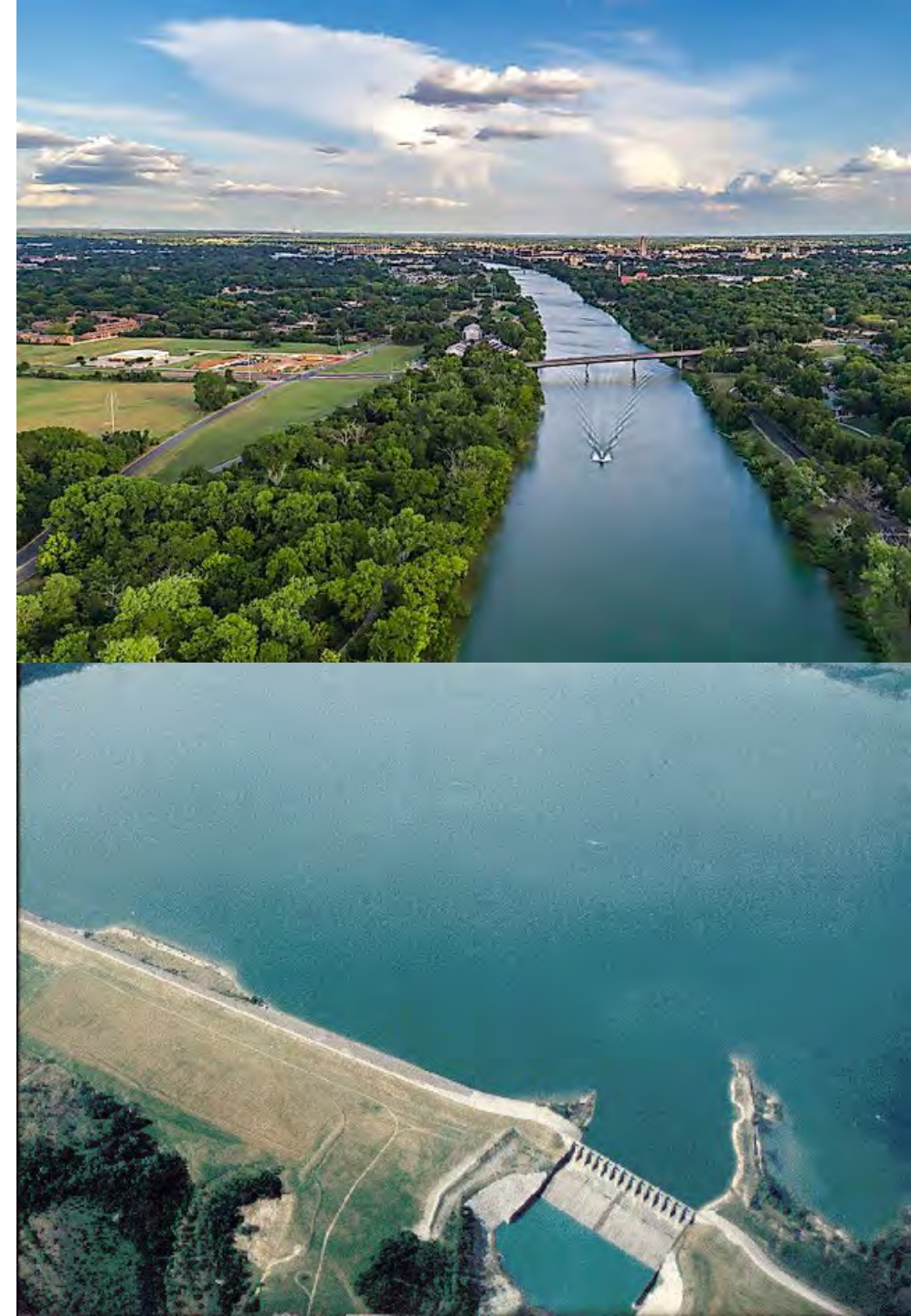
Conservation Strategy:

- Continuing public education on conservation
- Policies that encourage conservation
- Tools such as My Waco Water that allow our customers to monitor their water usage in real time

Looking Ahead:

The City continues to investigate other water strategies such as:

- reuse
- additional water resources
 - Lake Belton
 - Lake Whitney
 - Brazos River
 - raising of Lake Waco





THE WORKSITE

30,047 sq ft.

Training labs

Meeting spaces

Classrooms

Opening: February 2025

- A new training center located in the heart of the Texas Central Park business park
- Facility will be operated by the Texas State Technical College
- Hands-on vocational training and credentials for industry partners' incumbent workers & upskilling/reskilling of local workforce
- Facility will be equipped with the latest technologies and training equipment.

\$10Million
Waco Regional
Airport
Renovation &
Modernization
Project





**\$700MM
Riverfront
Development**

Foster Pavilion – Opened January 2, 2024



Floyd Casey Stadium Redevelopment

- Floyd Casey Stadium served for years as Baylor University's football stadium prior to the construction of the new McLane Stadium in 2014
- This infill project will cover 77 acres with a combination of homes mixed-use commercial, green spaces, playgrounds, splash pads and almost two miles of trails and sidewalks
- The development is projects to be mostly completed by YE 2025, and it will be tied into adjacent park spaces and retail centers





Economic Growth Through:

- ▶ Prosperity
- ▶ Workforce
- ▶ Innovation
- ▶ Livability