

2017 VISION

ANNUAL PLAN OF WORK

AMARILLO ECONOMIC DEVELOPMENT CORPORATION



AMARILLO
economic development corp.



LETTER FROM THE PRESIDENT

For more than 25 years, the Amarillo EDC has dedicated its mission to improving the lives of those in the greater Amarillo area by supporting the growth and diversification of our local economy. Whether it's recruiting new companies to the area or helping local businesses expand their operations, we see each project as an opportunity to provide residents quality jobs with growing companies.

To support the growth and success of our community, the Amarillo EDC develops an annual Plan of Work to identify opportunities to communicate with external audiences the impressive business climate our area provides.

This year, the 2017 Plan of Work focuses our business development efforts on regional, state and national events that allow us to connect with site selection consultants and corporate real estate professionals. We will also continue to work closely with local and statewide consortium partners throughout the year to promote the superior business advantages that Texas boasts about.

We are excited to see what 2017 will bring and look forward to the opportunity to continue to share the great success stories of Amarillo.

DOUG NELSON
Interim President & CEO



“To promote business expansion in the greater Amarillo area that builds a stronger, more diversified economy and increases the economic vitality and wealth of the community...”

* Attracting new business & industry to the Amarillo area

* Assisting existing primary business & industry with growth & expansion plans

* Creating a business environment conducive to entrepreneurialism

TARGET INDUSTRIES



ANNUAL OBJECTIVES

Business Development

The Amarillo EDC works to promote the area as a competitive location for primary business and industries with specific focus on companies offering competitive wages. The Amarillo EDC does so by developing relationships with our targeted industry mix through a highly aggressive business recruitment initiative.

Business Retention and Expansion Program

Each year, the Amarillo EDC conducts a pro-active business retention and expansion (BRE) program that supports the continued growth and expansion of existing business and industry in the Amarillo area. These local expansion success stories are evidence of the ongoing economic strength of the city and region.

Consistent Branding

The Amarillo EDC promotes our established brand to targeted industry sectors via an annual marketing and promotional plan focused on prospective primary businesses in local, national and international audiences.

Promoting Entrepreneurship

The Amarillo EDC recognizes that local entrepreneurship is a vital component of a healthy local economy. For this reason, we fund \$500,000 in annual grants through the WTAMU Enterprise Center's annual EnterPrize Challenge. To date, this event has resulted in more than 762 primary jobs and \$5.1 million in local investment.

Workforce Development

Workforce availability is one of the top three leading factors most companies and site selectors consider when evaluating communities for relocation or expansion. The Amarillo EDC recognizes the importance of a robust workforce and, therefore, is a community partner of workforce development initiatives in the region. We work closely with established community organizations and academic institutions to ensure that the local workforce is positioned for success.

**RANKED BY SMARTASSET AS ONE
OF THE BEST CITIES FOR LIVING
THE AMERICAN DREAM**



COLLABORATIVE PARTNERS



CALENDAR OF EVENTS

OCT

IAMC FALL PROFESSIONAL FORUM (TEAM TEXAS SPONSOR) (INDIANAPOLIS, IN)
HIGH GROUND ANNUAL MEETING (LUBBOCK, TX)
INC 5000 ANNUAL CONFERENCE (SAN ANTONIO, TX)
TEDC ANNUAL CONFERENCE (SAN ANTONIO, TX)

NOV

NORTHEAST/NYC CONSULTANT ROAD SHOW (NY / NJ AREA)
TEAM TEXAS HOSPITALITY EVENT - FOOTBALL (TBD)
INBOUND 2016 (BOSTON, MA)
CONSULTANT CONNECT (DALLAS, TX)
FAB-TECH SHOW W/TEAM TEXAS HOSPITALITY EVENT (LAS VEGAS, NV)

DEC

AREA DEVELOPMENT TS2 CONSULTANTS FORUM (MIAMI, FL)

JAN

HIGH GROUND AUSTIN ALLIES LEGISLATIVE EVENT (AUSTIN, TX)

FEB

NATIONAL FARM MACHINERY SHOW - HIGH GROUND EVENT (LOUISVILLE, KY)
AWEA O&M EVENT - HIGH GROUND EVENT (SAN DIEGO, CA)
TEAM TEXAS HOSPITALITY EVENT - BASKETBALL (TEXAS)

MAR

WEST COAST/CA CONSULTANT ROAD SHOW (WEST COAST / LAX)
SITE SELECTORS GUILD ANNUAL CONFERENCE (TUCSON, AZ)
SEDC MEET THE CONSULTANTS (TBD)

APRIL

IAMC SPRING PROFESSIONAL FORUM (TEAM TX HOSPITALITY SPONSOR) (TAMPA, FL)
MRO AMERICAS W/ TEAM TEXAS EVENT (ORLANDO, FL)

MAY

PLAYERS CHAMPIONSHIP VIP RECRUITMENT (JACKSONVILLE, FL)
AWEA WINDPOWER (IN CONJUNCTION W/ HG EXHIBITION) (ANAHEIM, CA)

JUNE

I.CON-INDUSTRIAL REAL ESTATE CONFERENCE (LONGBEACH, CA)
AREA DEVELOPMENT CONSULTANTS FORUM (TBD)
MIDWEST CONSULTANT ROAD SHOW (CHICAGO / MINNEAPOLIS)
SELECT USA SUMMIT* WITH TEAM TEXAS (WASHINGTON, D.C.)
TEDC MID-YEAR CONFERENCE (TBD)

AUG

HIGH GROUND FORWARD PLANNING (TBD)

SEP

NAIOP - COMMERCIAL REAL ESTATE (TBD)
PPROA ANNUAL MEETING & CONVENTION (AMARILLO, TX)
PORTS-TO-PLAINS ANNUAL CONFERENCE (TBD)