



**HAYS
CALDWELL
EDP**



Additional resources and
information can be found at:
HaysCaldwellEDP.com

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20
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ANNUAL REPORT



**HAYS
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EDP**



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ANNUAL REPORT

Fellow investors, partners, communities, and colleagues,

It is with great anticipation that we look ahead to the future of the Hays Caldwell Economic Development Partnership (HCEDP). That future is built upon the strong foundation laid by many dedicated people and organizations from both the public and private sectors. Thanks to your contributions, our direction has greater clarity, our purpose a sharper definition, and our initiatives renewed energy.

Very soon, you will have the opportunity to see and engage with HCEDP's new strategic plan. This plan reflects the feedback we've heard from you—and, in every sense, it is **your** plan. It outlines clear roles and creates meaningful opportunities for deeper engagement in economic development. Together, we will strengthen relationships, expand workforce and education initiatives, inform policy, attract new businesses, and elevate the marketing of this dynamic region. I am excited to see the difference we will make as we align our efforts toward these shared goals.

Of course, progress will not come without challenges. It will require sustained commitment from our investors, communities, and staff. For that reason, I want to thank you for all you have done – and continue to do—to move this work forward. If you are still considering whether HCEDP is the right investment for you, now is the time to get involved. Opportunities abound to participate in committees, task forces, and initiatives that will shape this region for years to come.

We also anticipate new levels of investment from national and international companies, with specific industry sectors fueling the growth of emerging ecosystems. These are exciting times that will demand the very best from all of us. As the saying goes, nothing worth achieving ever comes easily—but together, the rewards will be great.

Thank you for your partnership as we continue this important journey.

Sincerely,

Mick Hawton

Chairman of the Board
Hays Caldwell Economic
Development Partnership

Dear Friends and Colleagues,

As fiscal year 2025 draws to a close, I am deeply grateful for the many ways our partners, communities, and team have worked together to advance the mission of the Hays Caldwell Economic Development Partnership (HCEDP). It has been a year of meaningful progress and important milestones.

Among these, the rebranding of our organization stands out as a significant step forward. This refreshed identity reflects both the evolution of our mission and our commitment to unity across the region. With our new brand and guiding message of **“Greater Together,”** we are better positioned to communicate our values of collaboration, inclusivity, and shared prosperity. This effort has already strengthened our presence and will serve as a foundation for future growth.

Looking ahead, we are preparing to launch a new strategic plan that will chart the course for HCEDP in the years to come. This plan will build on the momentum of our rebrand and align our priorities in operations, marketing, financial planning, and community engagement with all of our investors and partner communities. Most importantly, it will ensure that we remain focused on the needs of the communities we serve while staying responsive to new opportunities in a dynamic economic environment.

As President and CEO, I am honored to continue leading this Partnership into its next chapter. I extend my heartfelt thanks for your steadfast support and collaboration, which remain the driving force behind all that we accomplish. Together, we will continue to build a stronger, more resilient, and more prosperous future for the Hays and Caldwell County region.

With gratitude and optimism,

Mike Kamerlander

President & CEO
Hays Caldwell Economic
Development Partnership



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HAYS CALDWELL EDP

Hays Caldwell Economic Development Partnership,

or HCEDP, is a 501(c)6 nonprofit public-private partnership that serves as the regional economic development organization for the City of San Marcos and Hays and Caldwell Counties, located at the heart of the Texas Innovation Corridor.

HCEDP promotes and markets the region to attract new employers and assists existing companies to expand, foster entrepreneurial growth, and ensure the continued development of our skilled workforce.

Guided by the community's consensus-built economic development strategy, the services we provide to the Texas Innovation Corridor are focused on HCEDP's mission:

MISSION STATEMENT

Improve the quality of life for the residents in Hays and Caldwell Counties through focused, strategic, and sustainable economic growth by facilitating the creation of high-quality jobs in growth oriented target sectors; attracting new capital investment to the region; optimizing and preparing the regional workforce; and uniting the region's diverse stakeholders in the collaborative pursuit of economic prosperity for all.

Business Attraction

Hays Caldwell Economic Development Partnership works diligently with site consultants and company leaders through all phases of the site selection process, helping them to determine whether our region will be a good fit for a location or expansion. HCEDP promotes the assets, features, and benefits of the Texas Innovation Corridor to attract new business operations and their job-producing investment. Since HCEDP's founding in 2010, more than 70 companies have relocated or expanded to the footprint, resulting in an estimated annual economic impact of \$2.9 billion and thousands of new jobs for the residents of Hays and Caldwell Counties.

Workforce/Talent Development

HCEDP partners with government agencies to enhance a community's or organization's human capital by providing training, education, and career advancement opportunities. This improves workers' skills and employability, ultimately boosting the local economy and ensuring businesses have the skilled labor they need to succeed. We bridge the gap between employer needs and individual career goals by empowering people to develop their potential and helping them find sustainable, fulfilling employment pathways.

Analytics

HCEDP provides data insights that support every aspect of our partners' work, including policy research, regional demographic and economic profiling, and strategic planning. Our team gathers, analyzes, and interprets data—cleaning and organizing it to uncover patterns and insights that guide informed decision-making. We often present these findings through clear visualizations and reports tailored for our stakeholders.

Marketing

The purpose of marketing is simple. It's to reach a target audience and communicate the benefits of moving and growing a business along the Texas Innovation Corridor. Once you're here, the idea is to keep "top of mind" the audience of the benefits of doing business in Hays and Caldwell Counties. HCEDP's marketing team does this by making its team available to help promote your company as it grows and prospers.

Entrepreneurship

HCEDP helps entrepreneurs and small business owners by connecting them with the regional resources. At its core, entrepreneurship is about being a problem solver, utilizing creativity and critical thinking to devise unique and effective solutions that enhance people's lives. HCEDP helps people by properly preparing, planning, growing, and succeeding in the Texas Innovation Corridor.





HAYS CALDWELL EDP



Mike Kamerlander
President and CEO



Shannon Webb
Director of Operations



Ted Groholske
Director of Workforce
Development



Sarah Martin
Project Manager



Emily Mathes
Vice President of
Business Development



Lance Winter
Vice President of
Communications



Daniel Hicks
Director of Business Insights



Christine Pollock
Director of Marketing



Jennifer Rogers
Director of Business
Development

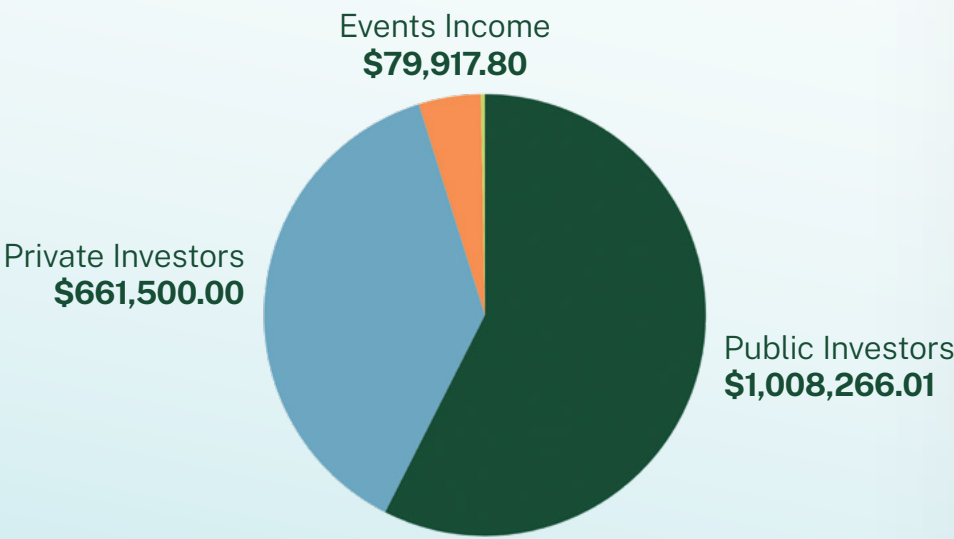
Revenues & Expenses

Celebrating success is important, but even more vital is channeling that momentum toward the challenges and opportunities ahead.

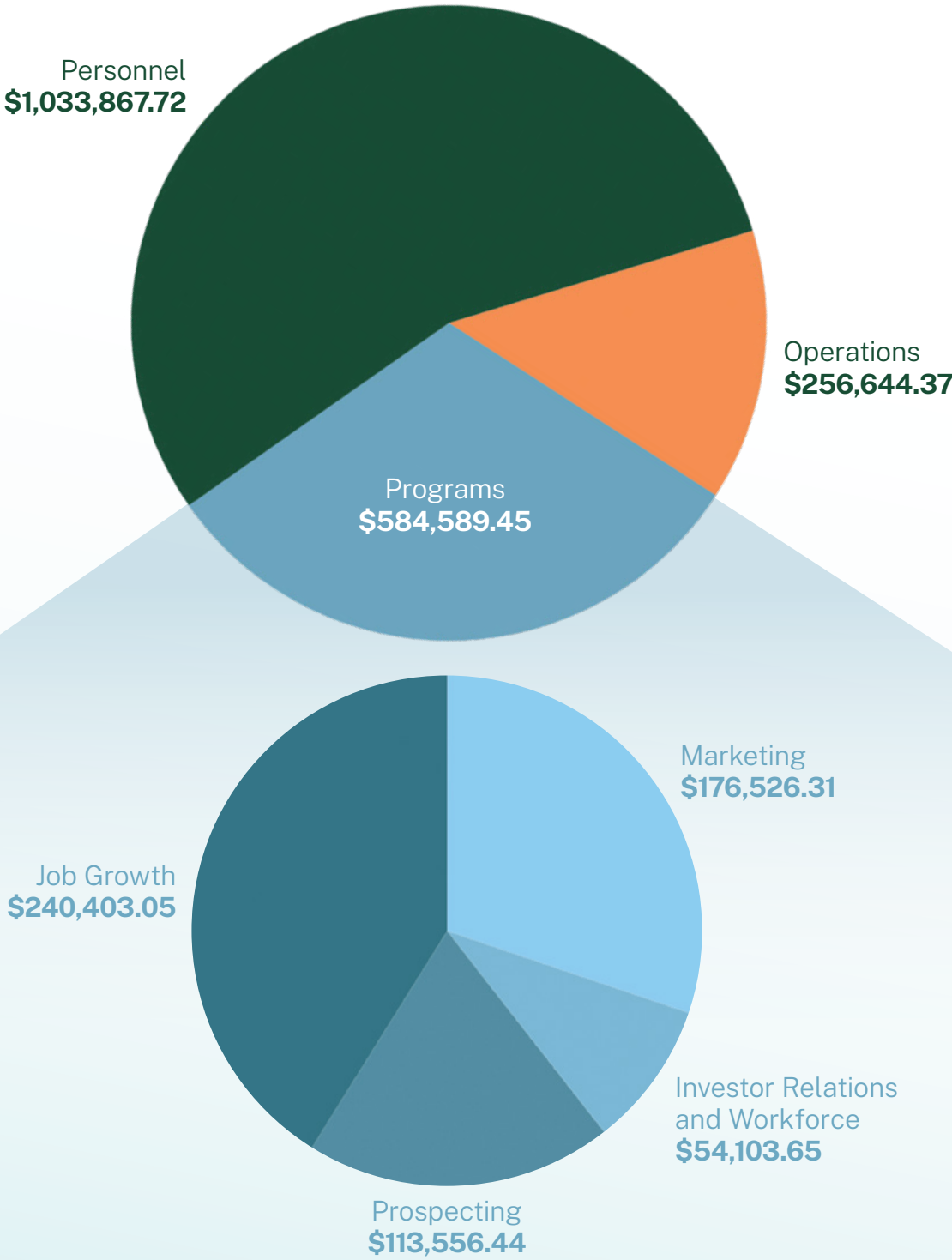
As we continue to pursue sustainable, high-quality economic growth in our region, we will:

- Stay focused on deliverables while maintaining exceptional economic development services for the City of San Marcos, Hays, and Caldwell Counties;
- Continue to build a strong organizational culture dedicated to achieving results in three core areas: economic diversification, workforce excellence, and quality of place;
- Prioritize strategic plan implementation while keeping the organization focused on measurable, results-driven outcomes.

BUDGET 2025



EXPENSES

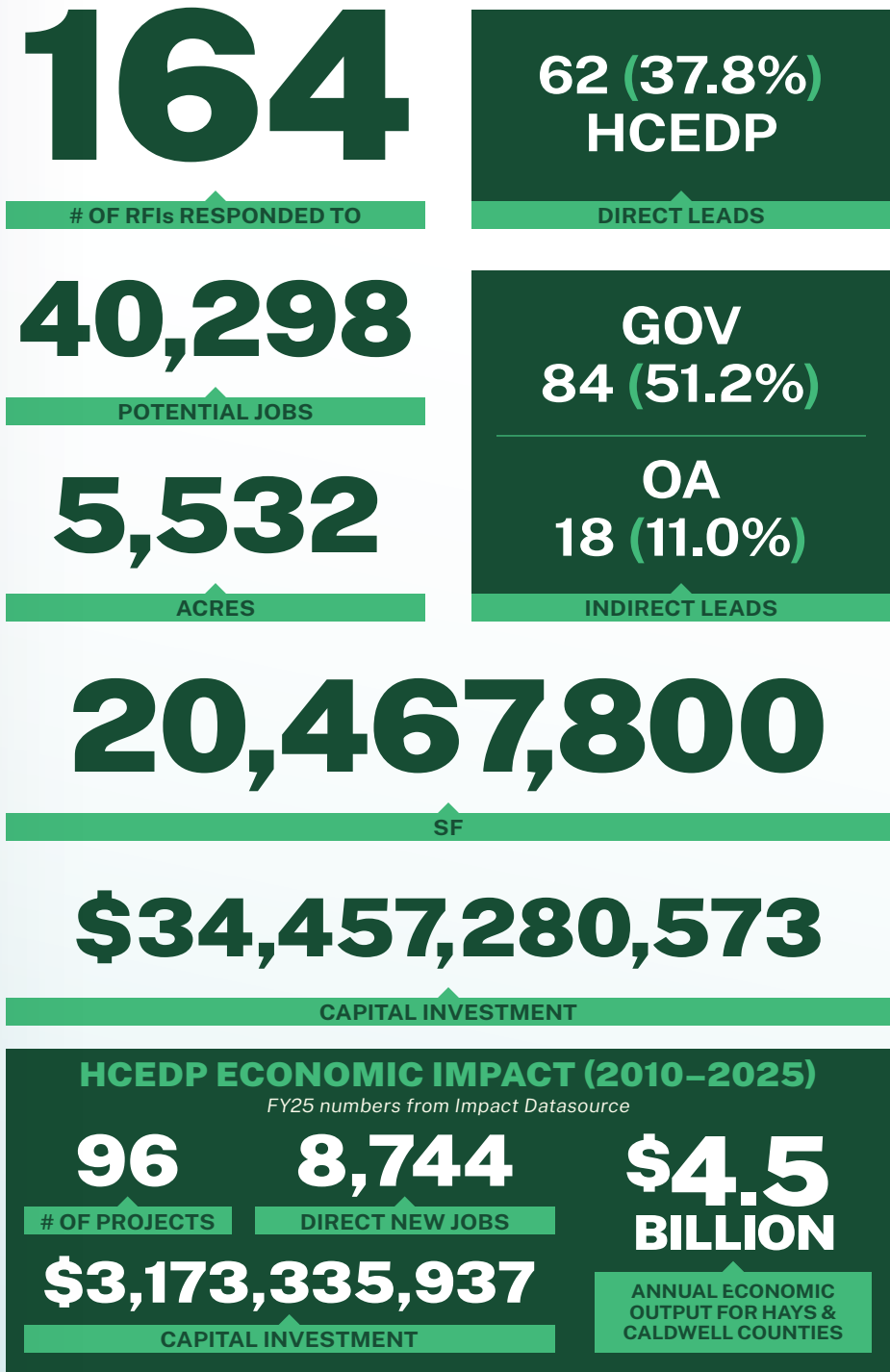


SUCCESS STORIES

6 ANNOUNCEMENTS



PROSPECT PIPELINE



REGIONAL RELOCATIONS & EXPANSIONS

- Mattress Firm:**
San Marcos/Hays County
- TNT Crane and Rigging**
Buda/Hays County
- Nox Group**
San Marcos/Hays County
- Cintas**
Buda/Hays County
- Coated Metals Group**
Buda/Hays County
- Window Nation**
San Marcos/Hays County
- ATX Packaging**
Buda/Hays County
- OTC Industrial Technologies**
San Marcos/Hays County
- FRSTeam**
San Marcos/Hays County
- Bay Insulation**
San Marcos/Hays County
- Siete**
Buda/Hays County
- Ferguson Enterprises**
San Marcos/Hays County
- ZALL Enterprises**
Lockhart/Caldwell County
- Night Hawk Frozen Foods Inc.**
(expansion) Buda/Hays County
- US Imaging**
San Marcos/Hays County
- Vigilantix**
Kyle/Hays County

TOTAL ADDITIONAL TAX REVENUE FOR LOCAL TAXING DISTRICTS

\$275.3 MILLION

The economic impacts translate into fiscal impacts for local cities, counties, school districts, and other jurisdictions. Partnership-supported projects generate more than \$275.3 million in additional tax revenue for local taxing districts.



PROJECTS AND EXPANSION



\$40M Boutique Hotel to Transform Downtown San Marcos

A \$40 million, 120,000-square-foot boutique hotel is coming to the heart of downtown San Marcos through a public-private partnership between Houston-based Midway LLC, Austin-based New Waterloo, Texas State University, and the City of San Marcos. Located at 429 N. Guadalupe St., the project will replace the former Richard A. Castro Administration Building site and is expected to include 130 guest rooms, a full-service restaurant and bar, meeting and event space, and a courtyard with pool.

The development, dubbed Project Cat Tree, will create approximately 250 jobs with an average salary of \$50,000.

“New Waterloo is proud to be the operator of this distinctive project, connecting the energy of Texas State University to the historic downtown,” said Bart Knaggs, CEO & Partnership at New Waterloo.

City Manager Stephanie Reyes called the project “a transformative development... that brings long-term benefits to our residents.”

The San Marcos City Council approved a Chapter 380 Economic Development Agreement offering up to 95 percent annual rebates on city sales and hotel occupancy taxes, with rebates decreasing as hotel revenue per available room (RevPar) rises. The Hays County Commissioners Court also approved the project.

“This transformational project should turn more day trips into room nights and prove to be an economic catalyst for the region,” said Clayton Freels, Executive Vice President of Midway. Hays County Judge Ruben Becerra added, “It represents the kind of quality investment our community deserves.”

Construction must begin by Dec. 31, 2026, with completion within 30 months. The agreement will remain in effect for 15 years after opening.

Delta Millworks Relocates to Wimberley with \$34.7M Sustainable Expansion

Delta Millworks, an Austin-based leader in sustainable wood manufacturing and architectural craftsmanship, is relocating to Hays County as part of a \$34.7 million expansion. Founded in 1985, the second-generation family business now sells 80 percent of its products outside Texas and works with top architects and builders nationwide.

The new 65,000-square-foot facility, including 60,000 square feet of manufacturing and 5,000 square feet of office space, will be built on a 33.4-acre site along Ranch Road 12 in Wimberley.

The project will create at least 72 new full-time jobs and is supported by a 25 percent Hays County property tax rebate over five years.

Designed with sustainability in mind, the facility will feature 180,000+ gallons of rainwater collection, zero reliance on groundwater, less than 20% impervious cover, extensive habitat restoration, dark-sky lighting, and capacity for future solar power.

“Delta Millworks is thrilled to announce our expansion plans and hopes to call Hays County our home for many years to come,” said Price Taylor, Chief Operations Officer. “We’re an innovative, fast-growing, job-creating business with sustainability and craftsmanship at the core of everything we do.”

Hays County Judge Ruben Becerra welcomed the company, saying its values “align perfectly with the values we hold dear in Hays County.” Commissioner Morgan Hammer added that the project will “generate quality jobs” and strengthen essential services like Wimberley Fire, EMS, and schools.

This move marks a new chapter for Delta as it scales production, embraces green building practices, and deepens its impact in the national sustainable construction market.



H-E-B to Invest \$55M in New San Marcos Store

Texas-based grocery leader H-E-B will build a 110,000-square-foot grocery store and 10,000-square-foot convenience store, complete with fuel pumps and a car wash, at the southeast corner of I-35 and McCarty Lane. The \$55.35 million investment is expected to create approximately 450 jobs.

The store will feature bakery, deli, produce, floral, meat, seafood, drugstore, and other departments tailored to San Marcos shoppers.

“Our community has expressed a desire to add additional grocery stores for many years,” said Mayor Jane Hughson. “The City Council took proactive steps... When H-E-B contacted us in August, they cited our proactivity as a reason for moving forward.”

In May 2024, the City Council approved a grocery store incentive offering up to 80 percent property and sales tax rebates over five years, decreasing annually. Economic & Business Development Manager Christian Smith noted the council’s “unique and proactive approach” helped secure the project quickly.

H-E-B is known for offering competitive wages, strong benefits, and career advancement opportunities for its “Partners.” The company also supports local communities through programs like the H-E-B Food Bank Assistance Program and Operation Appreciation.

Construction has begun, bringing a new shopping destination, hundreds of jobs, and a stronger retail tax base to San Marcos.





PROJECTS AND EXPANSION



US Foods Expands in Buda with \$120M Investment and 165 New Jobs

US Foods, one of the nation's leading foodservice distributors, announced a major expansion of its Buda operations, committing more than \$120 million and adding 165 new jobs with an average annual salary of \$74,000.

The project, supported by \$3 million in incentives from the Buda Economic Development Corporation (EDC), City of Buda, Hays County, and the Texas Enterprise Fund, will add 170,000 square feet to the company's existing facility. Completion is expected in 2027, making US Foods Buda's largest employer.

"We're thrilled to have been selected for the US Foods expansion project," said Jennifer Storm, CEO of the Buda EDC. "This expansion will enable significant additional sales tax for the City of Buda and the EDC."

Taylor McIntyre, US Foods Area President, added, Central Texas is a critical part of our distribution footprint.

"This expansion will allow us to continue growing and enhancing our partnerships with foodservice operators across the region," McIntyre said.

Hays County Judge Ruben Becerra called the project "a win for the entire region," while Governor Greg Abbott said it "showcases the strength of our state's continuing economic expansion."

"We're thrilled to have been selected for the US Foods expansion project."

TRACT: A Mega-Campus for the Cloud Economy

Cloud growth doesn't happen in isolation; it requires large-scale, physical infrastructure built in the right place at the right time. At Tract, we stand at the center of this transformation, applying sustainable land use practices and intentional community integration to ensure growth delivers lasting value.

TRACT is a prime example. This 1,515-acre mega-campus, strategically located between Austin and San Antonio, is uniquely positioned for data center investment and the economic development that follows. Situated at the convergence of 345kV transmission lines, the Kinder Morgan Permian Highway gas pipeline, and multiple long-haul fiber routes, the site offers direct access to critical infrastructure and proximity to a large, growing workforce. Energization is scheduled for 2028, placing TRACT at the forefront of the next wave of cloud expansion.

A Shared Vision: Growth That Benefits All

When Cloud and Wholesale Data Centers invest in a Tract-owned parcel, the impact extends beyond the site. Data centers represent more than infrastructure—they are engines of prosperity that strengthen communities, generate tax revenues, and create jobs.

- **Expanding the Tax Base**

Data centers are capital intensive, driving investment in both real and personal property. With servers and equipment refreshed every three years, this investment creates a steady, long-term source of property tax revenue for local governments.

- **Job Creation with Multiplying Impact**

Modern data centers employ highly skilled, well-paid workers, and their presence fuels broader economic growth. A 2025 PwC study found that for every direct data center job, six additional jobs are created in the surrounding community.

TRACT at a Glance

- 1,515 total acres across six parcels
- Energization in 2028
- Direct 345kV transmission line access
- Connectivity to Kinder Morgan's Permian Highway gas pipeline



- **Low-Impact Industrial Activity**

Highly automated and generating limited traffic, data centers bring significant economic return with minimal disruption, especially compared to logistics or warehouse operations.

- **Sustainable Land Stewardship**

Tract has partnered with a leading solar developer to integrate renewable energy with the data center campus and is advancing water-conscious cooling designs to reduce environmental impact.

TRACT is more than a site for data centers—it is a foundation for thriving communities and a model for how technology, infrastructure, and sustainability can move forward together.

Reported Tesla Supplier Inks Major Lease in Small City Southeast of Austin

A Chinese electric vehicle supplier that has ties to Tesla Inc. has taken the entirety of a 218,400-square-foot building in an industrial park rising in a rural area southeast of Austin.

Xinquan Automotive Trim Ltd. is listed as leasing in the Mustang Ridge Business Park, according to a newly released quarterly report from Aquila Commercial LLC.

That property, developed by Houston-based real estate firm Clay Development & Construction Inc., is about 10 minutes south of Austin-Bergstrom International Airport at 6925 Farm to Market Road 1327 along U.S. Highway 183.

A representative of CoStar Group, which tracks real estate data throughout the country, didn't confirm the tenant but said the signed date on the lease was Sept. 30.

Xinquan designs, makes and sells interior and exterior trims for vehicles and has been publicly tied to Tesla in the past. The company has a presence in North America, including its recent announcement of an expansion at a factory in Mexico, which would result in millions of dollars in investment and create several hundred jobs. Xinquan also has recent job listings at Tesla's gigafactory in Fremont, California.

The company's planned operations in Mustang Ridge are unclear. The small city has about 1,000 people and is located roughly 25 miles southeast of Austin — but it's only about 10 miles away from Tesla's massive gigafactory in eastern Travis County.

Mustang Ridge Mayor David Bunn said in a statement the city is "thrilled to welcome Xinquan Automotive to our growing community." The city hasn't approved any incentives to lure the company to the city.

"Their commitment to excellence in manufacturing and innovation aligns perfectly with the spirit of Mustang Ridge, where we value businesses that not only drive economic growth but also contribute to the betterment of our region," Bunn said. "Their partnership promises to deliver meaningful job opportunities and new avenues for collaboration, ensuring a bright future for our residents and businesses alike."

Xinquan appears to be taking building 1 in the 56.6-acre Mustang Ridge Business Park. The building was previously described as a rear-load distribution facility with 32-foot clear-height ceilings, 60-foot-minimum loading bays and 50-by-52-foot column spacing, according to a property brochure.



The project will have parking spots for up to 233 employees and 38 trailers, with the future option of 30 more trailer parking spots.

Attempts to reach Xinquan were unsuccessful. Travis Hicks and Chase Clancy with Austin real estate firm Colliers, which handled the leasing, haven't responded to requests for comment.

Philadelphia-based EQT Exeter, which public records show purchased the 18.7 acres that include Building 1 in September, confirmed it purchased the site but declined to share tenant information. Clay Development declined to comment because it no longer owns the property.

The leasing comes two years after the ABJ first uncovered a filing for the industrial park with the Texas Department of Licensing and Regulation, which estimated the project could cost \$10.9 million. The new warehouse was expected to be completed in the first quarter of this year. Raymond Construction was the general contractor.

Xinquan's lease is part of what has been described as the "Tesla effect," meaning the trend of electric vehicle suppliers flocking to the region because of Tesla's mammoth presence in eastern Travis County, where the Elon Musk-led company has its headquarters as well as

its huge factory. Tesla's expanding footprint in the area in recent years has made Central Texas a hub for the electric vehicle industry.

Tesla and its suppliers operate under a veil of nondisclosure agreements. Still, the ABJ has identified at least a dozen examples of the "Tesla effect" since the company announced its factory in 2020. That has resulted in thousands of jobs in high-tech manufacturing or research and development, hundreds of millions of dollars of capital investment and hundreds of thousands of square feet of industrial space devoted to Musk's most recognizable brand.

Examples of the biggest recent projects in the Tesla sphere include: the company itself taking space in both Kyle and Taylor; suppliers US Farathane Corp. and Hanwha Advanced Materials LLC in Georgetown; and reported supplier Seoyon E-hwa Co. Ltd. in Hutto.

What's becoming clear is that areas are emerging as clusters for Tesla suppliers. They include areas along or near State Highway 130, which include Del Valle, Mustang Ridge and even Kyle, Buda and Lockhart to the south, and north including Taylor and Hutto, due to their easy access to the Tesla plant.

HCEDP launches new site selection tool for top-tier partners

The Hays Caldwell Economic Development Partnership (HCEDP) is excited to unveil its new Site Selector Tool, designed exclusively for executive-level partners and above. This powerful digital resource showcases premier development-ready properties throughout Hays and Caldwell Counties, creating a vital connection between our region’s top investment opportunities and the companies and site selectors looking to locate here.

This tool, created by HCEDP’s own Research Analyst, Daniel Hicks, has multiple features.

Key Features of the Site Selector Tool:

SHOWCASE YOUR PROPERTIES

Executive-level partners can now list and promote their available industrial, office, mixed-use, and greenfield properties directly to qualified prospects.

TAILORED SEARCH CAPABILITIES

Users can filter listings based on critical site selection criteria such as square footage, acreage, and eligibility for special incentives like Opportunity Zones.

COMPREHENSIVE PROPERTY PROFILES

Each listing includes essential details, contact information, and downloadable property flyers to support quick, informed decision-making.

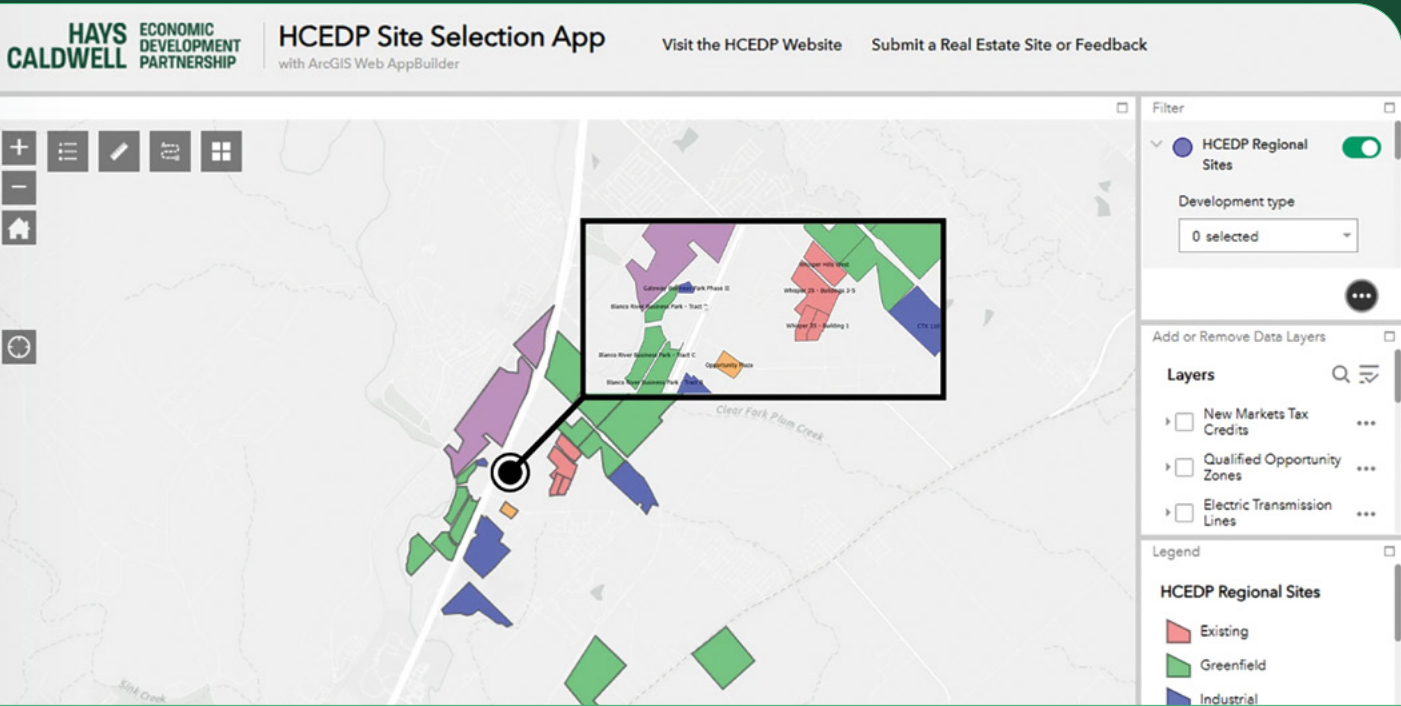
REGIONAL ADVANTAGE

The tool highlights properties that represent the best of Hays and Caldwell Counties, reinforcing our region’s competitive edge for business growth and expansion.



Whether you’re marketing a prime industrial site or promoting shovel-ready greenfield space, the Site Selector Tool is your gateway to visibility among serious site selectors and corporate decision-makers.

The interactive map also includes layers such as floodplains, city boundaries, and electric transmission lines, helping companies identify the best site for their intended use.



Ready to get started?

Executive-level partners and above can begin uploading properties today and put their sites front and center for companies considering their next move.

For more information or to request access, contact HCEDP today at 512-393-3400.

Workforce Development 2025 Rollup

As one of the fastest-growing regions in Texas, Hays Caldwell Economic Development Partnership (HCEDP) is committed to looking ahead and ensuring our workforce has the best opportunities for success. Texas continues to outpace much of the country in business attraction and job growth, and we are proud to contribute to that momentum. In 2025, HCEDP advanced its workforce development mission through a broad mix of programs, partnerships, and events that connected employers, educators, and job seekers across Central Texas. From career fairs and high school showcases to employer outreach and statewide leadership panels, HCEDP played a key role in shaping a stronger, more resilient workforce for our region.

JANUARY: Building Momentum

The year began with the Twin Pops Job Fair in partnership with Lockhart EDC. Over three days, more than 700 individuals registered, leading to 300+ on-site interviews in a single day. HCEDP provided marketing support and secured a free venue, helping maximize employer and job seeker participation.

In parallel, outreach began for an **Automotive Service Excellence (ASC) training program** with Austin Community College (ACC) and Lost Pines Toyota, aligning with the Good Jobs Grant to expand mechanic upskilling opportunities in Caldwell County. HCEDP also connected with Business & Community Lenders (BCL) to track upcoming workforce-related grants and opportunities.

At **Dripping Springs High School’s Senior Showcase**, staff participated on four employer panels, offering students professional feedback as they presented their post-graduation plans and career goals.

FEBRUARY: Expanding Partnerships

HCEDP engaged with the **Quad County Skilled Trades Coalition**, connecting with Local Union #286 (Plumbers & Pipefitters) and strengthening ties with Lost Pines Toyota and ACC to explore in-house Toyota T-Ten certification programs. Staff also participated in the **Texas Alliance of Manufacturing Association luncheon**, networking with manufacturing groups across the region.

MARCH: Job Fairs and Higher Ed Connections

March featured a **Lockhart Regional Job Fair**, attracting 66 job seekers from across Caldwell and Hays Counties. HCEDP coordinated employer outreach, logistics, and engagement while also tracking participant demographics to better understand regional workforce needs.

HCEDP also hosted a **Texas State University—Avison Young meet & greet**, bringing together academic leaders and

corporate representatives to foster collaboration in sales, marketing, engineering, and innovation initiatives.

APRIL: Career Fairs in Kyle

HCEDP invited more than 30 employers to participate in the **Kyle Library Job Fair**, which brought in nearly 50 job seekers from multiple communities. A majority were unemployed or underemployed, and participant data highlighted the broad range of educational backgrounds represented. The event demonstrated the continued value of local career fairs in connecting talent to opportunities.

Staff also attended the **ARMA Workforce Luncheon** focused on semiconductor and advanced manufacturing strategies, connecting with regional training partners including Skillpoint Alliance, ACC, and TSTC.

MAY: Sharing Workforce Insights

HCEDP served as a **guest speaker at San Marcos High School’s AVID program**, presenting wage comparisons and career outlook data to help students understand local workforce opportunities. Additionally, staff moderated the **Governor’s Small Business Summit Workforce Panel**, developing targeted workforce questions for regional leaders representing education, workforce, and healthcare.

JUNE: Preparing for Training Programs

Meetings with **Alamo Colleges** and **Texas State Continuing Education** furthered collaboration around employer training initiatives. Two new programs were launched for August: a **Commercial Driver’s License (CDL) training program** hosted at STAR Park and Round Rock, and a **Hospitality Certification program** held at Horseshoe Bay Resort.

JULY: Workforce & Leadership Engagement

HCEDP moderated a panel at the **Faith & Community Leadership Summit**, highlighting workforce and technology connections from high school through college. Staff also worked with **Community Action** and the **St. David’s Foundation** to develop a formal review process for small workforce-related grants.

AUGUST: Expanding Access & Second Chances

HCEDP was honored to serve as a **guest speaker at the Kyle Men’s Correctional Facility graduation**, highlighting career readiness and second-chance training opportunities. Staff also reviewed the Texas Mutual Insurance Grant process to align workforce safety training with industry needs, while continuing leadership discussions through **WFSRCA’s Pathway Leadership meeting** to create a virtual hub for work-based learning and credentialing opportunities.

SEPTEMBER: Workforce Promotion & Regional Collaboration

HCEDP collaborated with **Hays CISD, San Marcos CISD**, and Lockhart ISD to produce promotional videos showcasing local Career & Technical Education (CTE) programs. Staff worked with **Texas Mutual Insurance** and **Community Action** on workforce safety training, including Spanish-language classes, and joined the **Smithville Workforce Coalition** to assess trade workforce needs in rural counties. HCEDP also participated in the **Workforce Solutions RCA rural workforce meeting in Luling**, addressing childcare, apprenticeship opportunities, and regional employment numbers.

Plans were also set in motion for an **October Manufacturing Month luncheon** in partnership with ARMA, the City of San Marcos, and WFSRCA to highlight manufacturing trends and opportunities.

WORKFORCE IMPACT

In 2025, HCEDP’s workforce engagement spanned career fairs, employer outreach, school partnerships, and statewide leadership initiatives. By connecting regional employers with training partners, securing grant opportunities, and creating meaningful career pathways for students, veterans, and second-chance job seekers, HCEDP strengthened the foundation of workforce readiness across Hays and Caldwell Counties.



Marketing Meetings: Connecting people, sharing ideas, driving growth

At the heart of economic development is collaboration, and nowhere is that more evident than in the marketing meetings our team participates in throughout the year. These gatherings bring together professionals, organizations, and stakeholders with a shared goal: attracting investment, talent, and tourism to our region.

Some of these meetings take place on the national stage. For example, the International Economic Development Council (IEDC) Annual Conference convenes thousands of professionals from across the country to exchange ideas, learn about emerging trends, and sharpen the tools of our trade.

Others happen abroad and across the U.S., reflecting the global and regional reach of the Hays Caldwell Economic Development Partnership (HCEDP). Recent roundtables have taken place abroad, in Korea and Paris, as well as domestically, in Los Angeles and Wisconsin.

Together, these marketing meetings keep HCEDP top of mind, connected, and well-positioned for success.



In 2025, HCEDP staff partnered with the public relations firm Jeff’s Journeys to achieve a record number of media placements across local, regional, state, and national media outlets.

San Antonio Express-News

Austin American-Statesman

AUSTIN BUSINESS JOURNAL

SAN ANTONIO BUSINESS JOURNAL

COMMUNITY **IMPACT** NEWSPAPER
LOCAL. USEFUL. EVERYONE GETS IT.®



Giving Back: Our Commitment to the Communities of Hays and Caldwell Counties

At the Hays Caldwell Economic Development Partnership (HCEDP), we see ourselves as more than just a regional economic development organization. We're deeply invested in the well-being and growth of the communities we serve, fostering long term relationships with both clients and local organizations. Our commitment to giving back is a reflection of these relationships, and we encourage our employees to remain actively involved by volunteering their time and resources to causes they care about.

Throughout 2025, HCEDP employees have collectively dedicated countless hours to local organizations, ranging from healthcare foundations to educational initiatives and community leadership programs. Some of the organizations we've supported include CHRISTUS Santa Rosa Hospital Foundation, the San Marcos Education Foundation, United Way of Hays and Caldwell Counties, Leadership San Marcos, and the San Marcos Historic Preservation Commission, among others.

Serving as a regional economic development organization in Hays and Caldwell Counties is just a part of what we do.

We're also a community partner that gives back time and resources. It's part of building lifelong relationships with our clients and communities.

The Hays Caldwell Economic Development Partnership's employees are the ones who make this happen. We encourage our employees to remain involved in the communities they serve by volunteering with organizations of their choosing.

Throughout 2025, employees have dedicated countless hours to local organizations, including the CHRISTUS Santa Rosa Hospital Foundation, San Marcos Education Foundation, United Way of Hays and Caldwell Counties, Leadership San Marcos, San Marcos Historic Preservation Commission, and the Lockhart Education Foundation Golf Tournament, to name a few.

Here are a few highlights of how we've contributed to these vital organizations: CHRISTUS Santa Rosa Hospital Foundation



The Hays Caldwell Economic Development Partnership is proud to support CHRISTUS Santa Rosa Hospital and its ongoing dedication to community health and wellness. One of the ways we contribute is through our participation in their Star of Texas Gala, which honors the hospital's healthcare heroes. HCEDP is also represented on the CHRISTUS Santa Rosa Hospital Foundation board, helping ensure the hospital's continued impact on our community.

San Marcos Education Foundation



The mission of the San Marcos Education Foundation is to enrich teaching, inspire learning, and create opportunities for all students within the San Marcos CISD. Their goal is to recognize and reward innovation and excellence in education while helping every student reach their highest potential. The Hays Caldwell Economic Development Partnership actively supports this mission by serving on the foundation's board and participating in fundraising events, including their popular Skeet Shoot.

The Governor's Small Business Initiatives



Team HCEDP had a fantastic time at the Hays County 2025 Small Business Summit!

Our own Ted Groholske and Lance Winter were honored to moderate two insightful panels. Ted led a discussion on workforce strategies in a changing landscape, while Lance shared marketing insights that drive real results.

A big thank you to the Hays County Chambers and the Governor's Office for putting together such a meaningful event. We're proud to support small businesses across our region.





COMMUNITY INVOLVEMENT

OTHER SPONSORSHIPS

Buda

Buda Entrepreneur Camp & Pitch Contest

Kyle

Kyle Chamber—Golf Classic

Kyle Chamber—Kyle Sporting Clay Classic

Lockhart

Lockhart Education Foundation—50 Lions Who Can Cook

Lockhart Education Foundation—Chip in for Golf

Luling

Luling—Zedler Mill Foundation

San Marcos

San Marcos Chamber of Commerce—Annual Dinner

San Marcos River Clean Up

San Marcos Christus Santa Rosa—Stars of Texas Gala

San Marcos Education Foundation—Skeet Shoot

Downtown Association San Marcos

Art League—Window Decorating

Sights & Sounds

San Marcos Chamber—State of the City Address

Wimberley

Wimberley Valley Chamber of Commerce—Luncheon Sponsor (2)

Wimberley Valley Chamber of Commerce—Golf Tournament

Others

Texas Legislative Conference—New Braunfels Chamber

Four Rivers Association of Realtors Annual Banquet

San Antonio-Austin Megaregional
Collaborative Investor Event: HCEDP, Greater SATX, OA, and
New Braunfels Chamber of Commerce

Austin Business Journal—San Antonio Business Journal Growth Summit

MEGAREGIONAL COLLABORATIVE

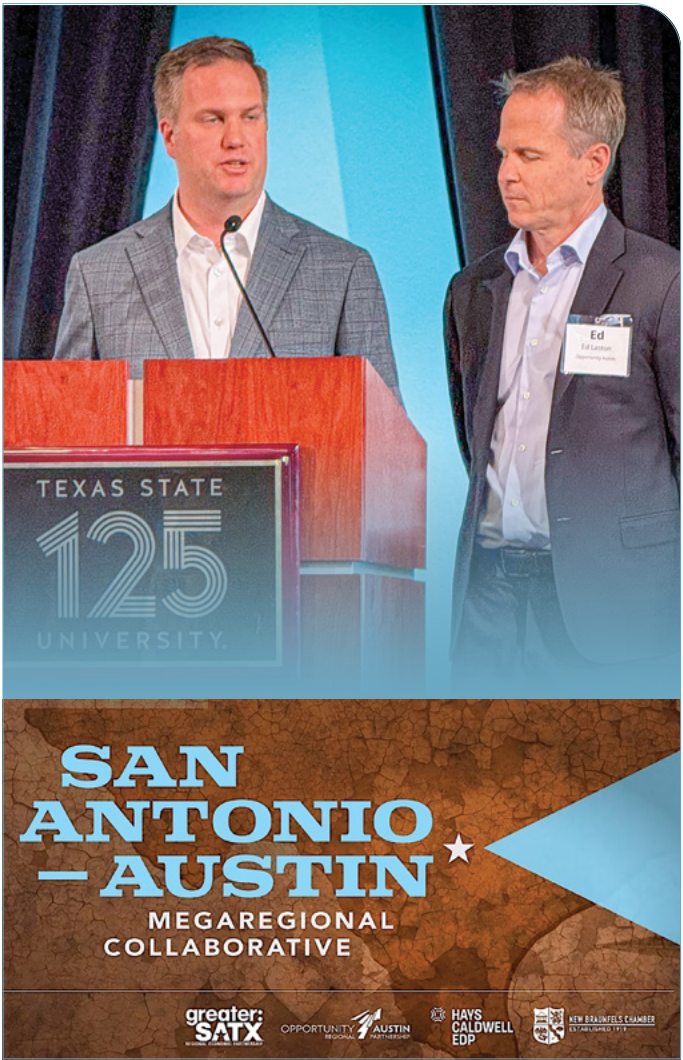
San Antonio–Austin Megaregion Economic Summit

The inaugural San Antonio–Austin Megaregion Economic Summit, hosted at Texas State University, brought together business and civic leaders from across Central Texas to strengthen collaboration along one of the fastest-growing economic corridors in the nation.

Regional partners—including greater:SATX, the New Braunfels Economic Development Foundation, Opportunity Austin, and the Hays Caldwell County Economic Development Partnership—joined to explore shared priorities in investment, mobility, and economic prosperity. Discussions centered on workforce development, infrastructure, and industry trends driving sustained growth across technology, life sciences, and manufacturing.

The program featured opening remarks from Mike Kamerlander (HCEDP) and Ed Latson (Opportunity Austin), with a welcome from Texas State University President Dr. Kelly Damphouss. A workforce panel, moderated by Sonal Shah (Texas Tribune), included Bryan Daniel (Texas Workforce Commission), Jamie Francis (U.S. Chamber Foundation), and David Leebron (Texas2036). A site selector panel followed, moderated by Aaron Demerson (Texas Economic Development Corporation), with insights from Larry Gigerich, Adam Glatz, and Jason Hickey.

Former San Antonio Mayor and U.S. Secretary of Housing and Urban Development Henry Cisneros delivered the keynote address, highlighting the megaregion’s transformative potential. Closing remarks from Jenna Saucedo-Herrera (greater:SATX) and Jonathan Packer (New Braunfels Chamber) reaffirmed the region’s commitment to alignment, innovation, and shared investment.



INVESTORS

LEAD INVESTORS (\$20,000+)

Brookfield Residential BVRT Utility Holding Co., LLC CHRISTUS Santa Rosa Hospital Corridor Title Doucet & Associates A Kleinfelder Company Embassy Suites ENDEAVOR Real Estate Group Frost Bank La Cima	McCoy’s Building Supply Plum Creek Development Partners Scarborough Lane Development SH 130 Concession Company Walton Global Winstead PC Buda EDC Caldwell County City Of Buda-City Hall	City of Kyle City of Lockhart City of San Marcos Hays County Lockhart Economic Development Corporation Lower Colorado River Authority Pedernales Electric Cooperative, Inc. Texas State University
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PRINCIPAL INVESTORS (\$10,000+)

Acres Advisory Group American Constructors Austin Business Journals Austin Commercial Austin Community College District Carson Properties Cude Engineers Headwater Companies	Highpointe Communities Inc Hill & Wilkinson General Contractors HNTB Corporation Ingram Readymix, Inc. JE Dunn Construction La Tierra Realty Live Oak Page	Pape-Dawson Engineers, Inc. Quiddity Engineering Real Cold Related Fund Management Rosendin Electric, Inc. Southwest Engineers Inc. SpawGlass Tex-Mix Concrete
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EXECUTIVE INVESTORS (\$5,000+)

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Buda Area Chamber of Commerce Dripping Springs Chamber of Commerce Kyle Area Chamber of Commerce Lockhart Chamber of Commerce	Luling Chamber of Commerce San Marcos Area Chamber of Commerce Wimberley Valley Chamber of Commerce
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Honoring a Legacy of Innovation

The Richard “Dick” Burdick Award

“Dick” Burdick, the visionary founder and chairman of Therman, passed away on February 25, 2018, leaving behind an indelible legacy of leadership, ingenuity, and service to others. His impact, both locally and globally, is felt through his groundbreaking work and commitment to innovation, making him one of the brightest success stories of the Texas Innovation Corridor and a respected figure in his industry worldwide.

In 2013, the Hays Caldwell Economic Development Partnership established the Burdick Award for Innovation to honor Mr. Burdick’s remarkable contributions. The inaugural presentation of the award was fittingly made to both Therman and Mr. Burdick himself, recognizing his role as a trailblazer in the world of technology and manufacturing.

Although Mr. Burdick is no longer with us, his legacy of creativity and forward thinking solutions continues to inspire the next generation of innovators.

The Burdick Award is presented annually to local companies that exemplify Mr. Burdick’s spirit of



innovation. These companies are recognized for developing inventive solutions to complex challenges and for their role in advancing the Texas Innovation Corridor as a hub of creativity and technological advancement. Past recipients include Quantum Materials, MicroPower Global, Paratus Diagnostics, Bautex, Visionary Fiber Technologies, Veritacor, BVRT, X-Bow, Method Manufacturing, and recently, Quantum Copper.

The Burdick Award for Innovation is a testament to the transformative power of vision and leadership, celebrating those who are not only pushing boundaries but also bringing global attention to the ingenuity thriving in our region.

The Hays Caldwell Economic Development Partnership is proud to present this award each year, ensuring that Richard Burdick’s enduring legacy of innovation lives on in the companies and individuals who continue to shape the future.



His legacy of creativity and forward-thinking solutions continues to inspire the next generation of innovators.

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