GREATER TOGETHER

HAYS CALDWELL ECONOMIC DEVELOPMENT PARTNERSHIP



COMMITMENT OVERVIEW

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WHO WE ARE

The 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, assists existing companies to expand, fosters entrepreneurial growth, and ensures the continued development of our skilled workforce.

Our Core Values are CLEAR
Connection-Leadership-Engagement-Accountability-Resourcefulness

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.

HAYS CALDWELL ECONOMIC DEVELOPMENT PARTNERSHIP, MISSION STATEMENT

1,503,728
POPULATION
WITHIN 45 MIN. DRIVETIME

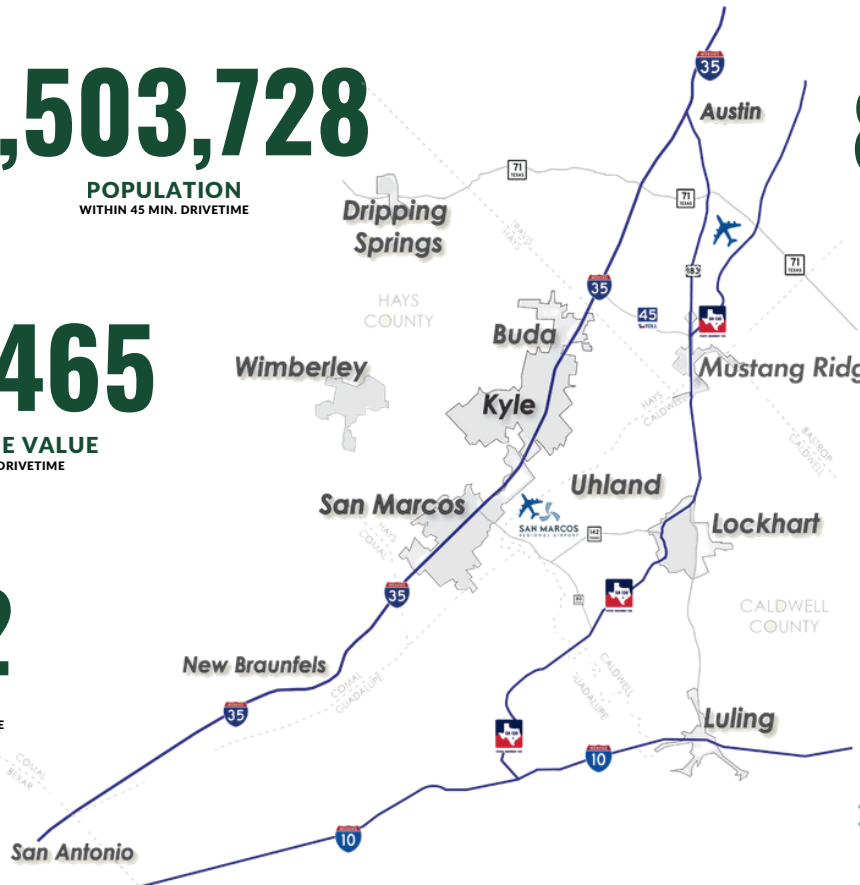
883,312
REGIONAL EMPLOYMENT
WITHIN 45 MIN. DRIVETIME

$311,465
MEDIAN HOME VALUE
WITHIN 45 MIN. DRIVETIME

11%
LOWER COST OF LIVING
THAN THE NATIONAL AVERAGE

35.2
MEDIAN AGE
WITHIN 45 MIN. DRIVETIME

10.2%
ANNUAL GROWTH
HAYS (4.8%) AND CALDWELL (2.2%)



HAYS CALDWELL EDP

TASK FORCE COMMITTEES

As part of its strategic plan to strengthen long-term economic competitiveness, the Hays Caldwell Economic Development Partnership is launching three targeted task force committees focused on the region's most critical growth drivers: talent, innovation, and infrastructure. Together, these committees represent a proactive, collaborative approach to ensuring the region is prepared not only for today's opportunities but for sustained prosperity in the years ahead.



Regional Infrastructure Strike Team

The Regional Infrastructure Strike Team will coordinate public and private partners across jurisdictions to accelerate the delivery of utilities, transportation, broadband, and site readiness needed to support continued population and business growth. A multi-jurisdictional task force of public and private partners dedicated to accelerating infrastructure project planning and execution.



Entrepreneurship & Technology Transfer Accelerator

The Entrepreneurship & Technology Transfer Accelerator will cultivate a stronger startup and innovation ecosystem by supporting founders and helping research and new technologies reach the marketplace. Advocating for the creation of a program to cultivate startup culture and support commercialization of research through targeted mentorship, capital access, and technology transfer pathways.



Talent Alignment Taskforce

The Talent Alignment Taskforce will bring employers, educators, and workforce partners together to close skills gaps and build a pipeline prepared for high-demand industries.Initiating a cross-sector working group bringing together employers, educators, and workforce agencies to identify skill gaps and align training programs with industry needs.

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Investor Levels & Benefits

Fiscal Year 2026 October 1-September 30				
5 YEAR PLEDGE 2026-2030 STRATEGIC PLAN	**Lead $100K**	**Principal $50K**	**Executive $25K**	**Associate $12.5K**
ANNUAL CONTRIBUTION	$20K	$10K	$5K	$2.5K
INVESTOR WEBSITE BENEFITS				
Company Landing Page on Investor Database	✓	✓	✓	✓
Company Bio on Landing Page	120 words	100 words	85 words	65 words
Photo & Video on Landing Page	Video +	3 Photos	1 Photo	
Company Assets Included on HCEDP Site Selection Tool	✓	✓	✓	
Social Media Handles on Landing Page	✓	✓		
Post Job Openings or Internships* in HCEDP Footprint	✓	✓		
INVESTOR MEETINGS				
Invitation- Quarterly Investor Meetings	✓	✓	✓	✓
Invitation- Executive Above Member Meetings	✓	✓	✓	
Invitation- Principal & Lead Level Roundtable Luncheons	✓	✓		
Invitation- Inbound/ Outbound Marketing Trips	✓	✓		
ADDITIONAL BENEFITS				
Subscription to HCEDP Newsletters	✓	✓	✓	✓
Priority Invitation to HCEDP Signature Events- (1 Week Lead Time)	✓	✓	✓	✓
First Consideration Host & Sponsor Investor Events	✓	✓	✓	
Company Assets Included on HCEDP Site Selection Tool	✓	✓	✓	
Preferred Vendor Resource Guide Distribution	✓	✓	✓	
Taskforce Committee Eligibility	✓	✓	✓	
Annual Company Meeting with HCEDP	✓	✓	✓*	
Access to HCEDP Custom Market Research	✓	✓		
2 Tickets Annually to HCEDP Signature Event	✓	✓		
Taskforce Chair/ Strategic Council Eligibility	✓	✓		
Company Spotlight Monthly Newsletter (1100+ Distribution)	✓			
Recommend Presenter, Moderator or Panelist for Events	✓			
Complimentary Quarterly Lunch & Learn Sponsorship	✓			

Your annual contributions are essential to advancing economic development across Hays and Caldwell counties, supporting local businesses, and fostering opportunities for a thriving regional community. Together, we're building a stronger, more prosperous future for all!

✓* *Virtual

Please contact Jennifer Rogers for additional information.
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