



Economic
Development
Partnership

ANNUAL REPORT

OCTOBER 1, 2022 –
SEPTEMBER 30, 2023

williamsoncountytxedp.com





FY 2022/2023

Summary of Results

- Two major Marketing Trips to Korea — met with 53 companies/prospects.
- Conducted a half-day Seminar in Korea (102 companies participated)—
“Doing Business in Williamson County, TX”.
- One Announcement
 - Hanyang ENG – Samsung Supplier located to Cedar Park.
- Hosted 5 Site Consultants for the Dell Technologies PGA Event.
- Contracted with Global Business Partners in Seoul, South Korea to represent the Williamson County EDP in Korea (July 1, 2023).
- First – Champions Luncheon, honoring all elected officials and city managers. Guest speaker, Dr. Ray Perryman, Economist.
- Contracted with Chi and associates to assist with international leads.
- New Website (www.wilcotxedp.com) went live in June 2023.
- Developed Marketing Brochure — “Williamson County – The Future of High Tech in Texas”.

WILLIAMSON COUNTY EDP HIRES FIRST EXECUTIVE DIRECTOR

The Williamson County EDP was established in 2014 as a 501(C6). In the Spring of 2022 due to the growing amount of economic development activity the Board decided it was time to “activate” and hire a full-time executive director. Dave Porter was retained as a consultant in the summer of 2022 to determine a strategy for funding and new lead generation for the EDP. Williamson County stepped up in a big way to assist with funding as well as the eight partner

cities (Cedar Park, Leander, Georgetown, Liberty Hill, Jarrell, Round Rock Chamber of Commerce, Hutto and Taylor). The Partnership asked Porter to become the first Executive Director. On October 1, 2022, the Partnership was officially launched.



WILCO EDP HOSTS SITE CONSULTANTS EVENT

March 23 – 25, 2023

Hosting consultants that do national and international site selection analysis for companies looking at expanding or relocating is a great way to showcase the many assets Williamson County and its cities have to offer. The Partnership hosted five consultants for a two-day event that included a helicopter tour of the county and cities as well as panel discussions around workforce development and Why Williamson County (employers panel). The fun portion of the event was spending part of the day attending the Dell Technologies PGA Match-play event held at the Austin County Club.



FIRST WILCO DELEGATION TRIP TO KOREA

April 15 – 22



This first trip was led by County Judge, Bill Gravell and Taylor Mayor, Brandt Rydell. Other members of the delegation were Commissioner Russ Boles (Precinct 4), Brian LaBorde, City Manager, Taylor, Dave Porter, Executive Director, Charisse Bodisch, Opportunity Austin, E.C. Chi, International Director, Wilco EDP, and the Taylor EDC.

The primary purpose of this trip was twofold: 1) to thank Samsung leadership for their investments in Taylor, and 2) to begin establishing relationships with Samsung suppliers and government organizations. One of the meetings was with the leadership of KOTRA (similar to the U.S. Department of Commerce). A partnership was requested by KOTRA with Williamson County.

KOTRA – AUSTIN OFFICE OPENING EVENT

April 27, 2023

Judge Gravell and KOTRA President sign MOU which strengthens the relationship between Korea and Williamson County.



WILLIAMSON COUNTY EDP OPENS SEOUL OFFICE

July 1, 2023

The Wilco EDP has partnered with Global Business Partners, a business development consulting firm co-located with KOTRA in Seoul to represent the Williamson County EDP. Besides the many Samsung suppliers there is a great opportunity to capture diverse industry sectors like automotive, software, life sciences, and emerging technologies like A.I.



1ST CHAMPIONS LUNCHEON

August 18, 2023

To honor all Wilco elected officials and city managers whom all have helped and continue to help shape Williamson County to be the dynamic place it is today. Over 75 officials attended the lunch and heard from Dave Porter who gave an update on the Wilco Partnership and our featured speaker, Dr. Ray Perryman, Economist who spoke about how Williamson County is helping lead the Central Texas economy.



WILLIAMSON COUNTY DELEGATION TO KOREA

(September 9 – 16, 2023)

The Wilco EDP hosted a half-day seminar on “Doing Business in Williamson County, Texas”.

The Wilco EDP partnered with KOTRA to host over 100 companies for the three-hour presentation. Wilco participants were: Commissioner Russ Boles, Dave Porter, Jordan Robinson (Round Rock Chamber of



Commerce); Laurie Headly, City Manager, Round Rock; Brooks Bennett, Assistant City Manager, Round Rock; David Morgan, City Manager, Georgetown; Cameron Goodman, Director Economic Development, City of Georgetown; Traci Anderson, Executive Director, Jarrell Economic Development Corporation; Brenda Eivens, City Manager, Cedar Park, Ben White, Director, Economic Development, Cedar Park; Mayor, Brandt Rydell, City of Taylor; Brian LaBorde, City Manager, Taylor; Jacob Walker, City Engineer, Taylor; Bob Farley, Director Economic Development, Hutto; EC Chi, International Director, Wilco EDP. Following the Seminar each city had three one-on-one meetings with prospective companies.

Samsung hosted the delegation in Pyeontaek city which the Taylor site is being modeled. Samsung has eight semiconductor facilities in Pyeontaek with 85,000 employees.

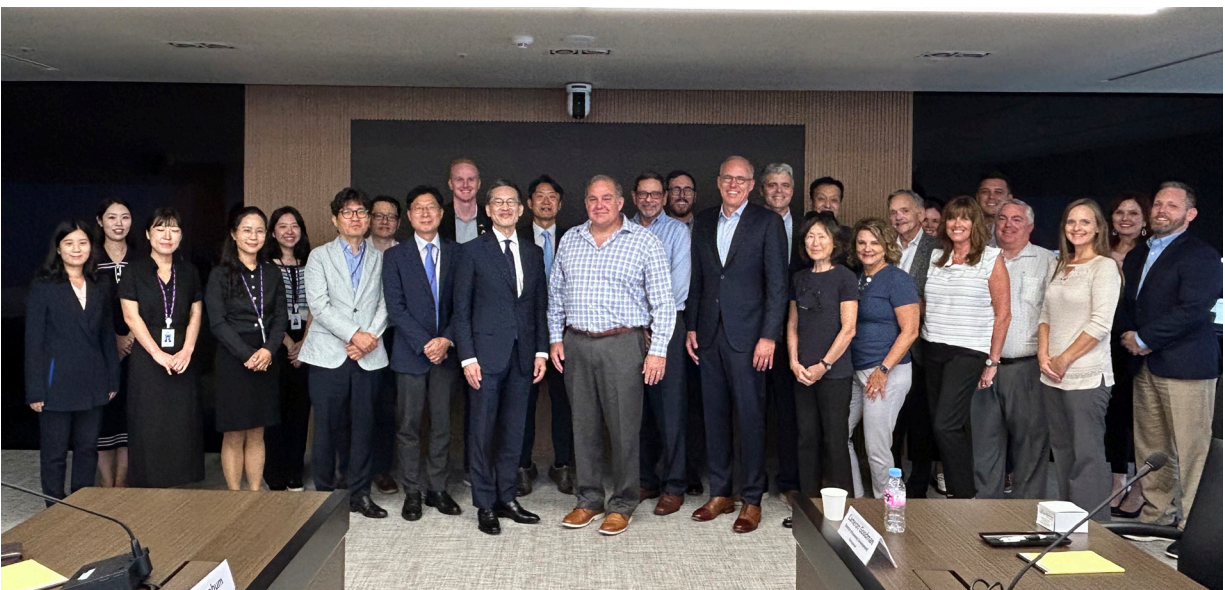




Trip Summary: 102 companies attended the ½ day seminar; 37 total meetings during the week with prospective companies including Hanyang Engineering, a Samsung Supplier who chose Cedar Park for their U.S. headquarters and Hanwha Advanced Materials who chose Williamson County for their new automotive parts manufacturing facility.

WILLIAMSON COUNTY ECONOMIC DEVELOPMENT PARTNERSHIP VISION STATEMENT:

To become the primary source of company leads for Williamson County partner cities.



WILCO EDP TEAM



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