



Target Industry Analysis for Bastrop, Texas

Report identifies key target industries such as technical consulting, semiconductor manufacturing, publishing and telecom for recruitment and growth.

Background

This presentation provides an analysis of target industries for economic development in Bastrop, TX. The analysis is based on the labor shed, supply chains, and high-paying jobs in the Bastrop area.

The report includes targeted industries, regions, and companies for recruitment to Bastrop, Texas. It is based on an evaluation of an eleven-county labor-shed region around Bastrop County, Texas. The report identifies industries that are successful in the area and are desired by the community. The report points out regions with a high concentration of targeted industries in the U.S. against which the Bastrop region has a competitive advantage.



Methodology

- **Identified 11-county labor shed**
Used commuting flows data to identify a labor shed with over 2.5 million workers around Bastrop County
- **Screened competitive industries**
Screened industries based on criteria like employment, growth, wages, and location quotient to identify competitive sectors
- **Analyzed supply chain support**
Evaluated industries on their local supply chain strength in Bastrop compared to similar regions
- **Conducted economic impact analysis**
Analyzed industries on criteria like economic multiplier, high wages, and growth prospects
- **Reviewed industry trends**
Analyzed industry reports to understand growth potential and risks for targeted sectors
- **Identified concentrated regions**
Identified regions with high concentrations of targeted sectors to guide recruitment

Table 1. Commuters into Bastrop County, TX

COUNTY	NUMBER OF WORKERS
Bastrop	20,390
Travis	860
Williamson	525
Hay	400
Caldwell	321
Lee	226
Bexar	210
Guadalupe	139
Bell	135
Fayette	127
Comal	81



Source: JobsEQ 2022Q4

Bastrop's Labor Shed

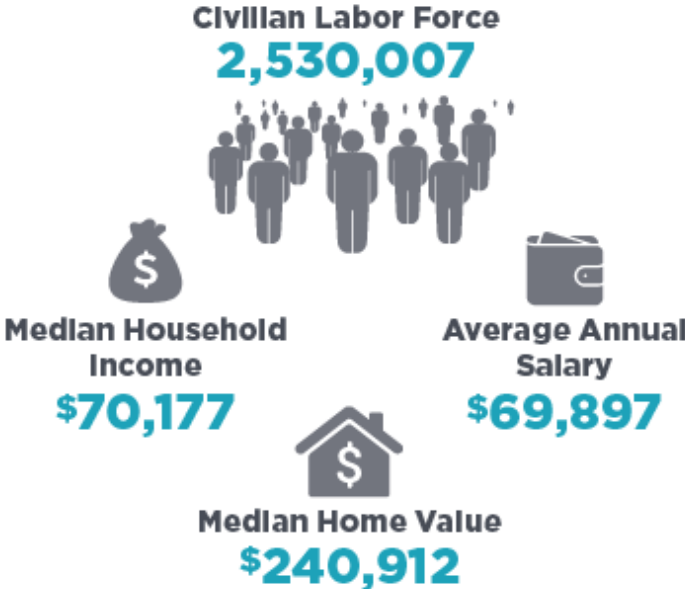
This labor shed consists of 11 counties in Texas with a civilian labor force of 2.53 million people. The average annual salary in the region is \$69,897.

Bastrop's Labor Shed and Demographic Statistics

Figure 1. Bastrop 11-County Labor Shed



Source: JobsEQ 2022Q4



Appendix C: Top Occupations in Targeted Industries As Ranked by LQ (when compared to the U.S. average)

BASTROP OCCUPATIONAL SNAPSHOT

Life Sciences

Industry
Workforce:

19,496



Geographers

90%

Better than U.S. Average

**Geological Technicians,
Except Hydrologic
Technicians**

64%

Better than U.S. Average

**Geoscientists,
Except Hydrologists
and Geographers**

62%

Better than U.S. Average

**Conservation
Scientists**

39%

Better than U.S. Average

BASTROP OCCUPATIONAL SNAPSHOT

**Semiconductor & Other Electronic
Component Manufacturing**

Industry
Workforce:

1,401,786



**Semiconductor
Processing Technicians**

220%

Better than U.S. Average

**Wind Turbine Service
Technicians**

99%

Better than U.S. Average

Sales Engineers

90%

Better than U.S. Average

**Computer Occupations,
All Other**

78%

Better than U.S. Average

BASTROP OCCUPATIONAL SNAPSHOT
Super-Creative Core

Industry
Workforce:

334,514



Geographers

90%

Better than U.S. Average

**Instructional
Coordinators**

84%

Better than U.S. Average

**Computer Occupations,
All Other**

78%

Better than U.S. Average

**Electrical and
Electronics Drafters**

66%

Better than U.S. Average

BASTROP OCCUPATIONAL SNAPSHOT
Wired & Wireless Telecommunications

Industry
Workforce:

1,534,888



Telemarketers

117%

Better than U.S. Average

**Desktop
Publishers**

108%

Better than U.S. Average

Sales Engineers

90%

Better than U.S. Average

**Instructional
Coordinators**

84%

Better than U.S. Average

Key Findings

- Semiconductor and Electronic Component Manufacturing



Strong supply chains and high wages in Bastrop. Concentrated in region with 2.86 location quotient. Average wage \$156,267. Projected national growth of 1.9%. Recruiting challenges due to higher wages elsewhere.

- Management, Scientific, and Technical Consulting Services



Strong supply chains and high paying jobs in Bastrop. Export industry with 1.45 location quotient. Average wage \$92,490 vs \$109,568 nationally. Projected national growth of 2.6%.

- Wired and Wireless Telecommunications



Export industry with 1.59 location quotient. Average wage \$95,652. Projected national growth of 1.3%.

- Newspaper, Periodical, Book, and Directory Publishing



Export industry for Bastrop with 1.6 location quotient. Average wage \$145,596. Projected national growth of 1.8%.

These four industries show potential as target industries for Bastrop based on location quotient, wages, and projected growth.

Unlocking Bastrop's Growth Potential

Bastrop Winning and Limitless Opportunities

- ✓ Both geographically gifted as the heart of the regional diamond and taking advantage of the Texas economic rush, Bastrop is poised to soar. With its proximity to Austin, Bastrop has already seen successes with 552 Project; Bastrop Business & Industrial Park and interest from Elon Musk/SpaceX and Snailbrook brands.
- ✓ The Business & Industrial Park and the successful local development and recruitment efforts do shine purpose on the Garner Report as it relates to niche manufacturing and that ability to attract higher skill sets and wages.
- ✓ Bastrop is in a unique position as a community to craft its own future and shape it in a manner of your own choosing, especially in nurturing several niche sectors identified by Garner in 2018 and in this 2023 report.
- ✓ Further development of a research and training park with 21st century amenities may follow and allow the recruitment of life sciences and wireless technology that interfaces with new artificial intelligence advances and semiconductors.
- ✓ The Elon Musk - SpaceX brands and investment, along with the continued Austin explosion of development towards Bastrop, are game-shifting on a generational scale. It is crucial to view these factors within a long-term plan.

Challenges & Opportunities

When, How, and at What Cost?

- Available land and infrastructure
- Acquisition of such properties
- Characterization of such properties
- Water, Sewer, Power, Gas, Fiber, and road system planning
- Housing commensurate with the new residents and at different economic strata
- Educational and Career Training (can new schools be built, and does land exist or will developers provide land for educational expansion)
- Adult and Childcare capacity embedded in new parks
- Zoning, planning, and support services
- Can public support be maintained for new and existing industry expansion?
- Wage & Benefit Considerations



Recommendations

- Conduct a SWOT analysis
- Develop a long-term strategy that builds on strengths and addresses weaknesses
- Develop marketing content for your audience
- Go "hunting" yourself - a list of companies was included in the report
- Use professional site selection firms to identify and contact target companies within these industries.

Conclusion

Bastrop has competitive advantages in consulting, technology manufacturing, publishing, and telecommunications. A strategic economic development plan leveraging these assets could attract high-paying employers in these industries.

