



AGENDA ITEM COMMENTARY

MEETING NAME:	Economic Development Corporation
MEETING DATE:	6-11-2024
ITEM TITLE:	Consider and take appropriate action on membership with Team Texas.
STAFF INITIATOR:	Danielle Sweat-EDC Director

BACKGROUND

The Team Texas model is designed to give local economic development groups the advantage of marketing as a part of a larger region, or as a state in this case, without all of the costs.

Team Texas leverages the investments made by each member to maximize the access they have to marketing tools. Our members work together as one team under the Texas brand to continue generating awareness of the opportunities for relocation and expansion within the state.

It's another opportunity for our community to be put in situations where there might be opportunity for business recruitment and primary jobs. There are opportunities to travel with them as a part of Team Texas and promote Texas as a whole, but our community individually as well. As director, I would also be getting experience with more seasoned professionals and learning how to market us better.

EXHIBITS:

Team Texas Playbook

COUNCIL ACTION/STAFF RECOMMENDATION: