

# 2023 ANNUAL REPORT

[ROUNDROCKCHAMBER.ORG](https://www.roundrockchamber.org)





# A MESSAGE FROM OUR LEADERSHIP

During a recent lunch, a new friend asked why I integrated civic engagement into my role as a business owner and dedicated significant time to the Round Rock Chamber. I explained that while initially, like many entrepreneurs, I joined the Chamber for business opportunities, my perspective shifted after participating in Leadership Round Rock in 2018.



**JESSICA SCANLON**  
2024 Board Chair  
Round Rock Chamber

Experiencing firsthand how the Chamber supports economic development and contributes to the community ignited my passion for involvement. Recognizing the potential for individuals like me to make a difference, I became part of some very impactful projects, such as shaping our entrepreneurship strategy, aiding in COVID relief through Round Rock Cares and establishing the Chamber's Diversity, Equity and Inclusion Council.

As the Round Rock Chamber continues its tremendous work in fostering a business-friendly environment, economic development, and talent development in 2024, my personal goal as Chamber Chair is to amplify the organization's excellence. I hope to promote investor growth, enhance engagement, and forge new opportunities through regional relationships.

I'm very proud to be serving as your Chamber Chair this year. To say I've been looking forward to this is an understatement. The Chamber does so much for our great city, a city that has been good to my family and our business. My only hope is to return the favor.

# A MESSAGE FROM THE CHAMBER CEO

As we reflect on the past year, I am filled with pride and gratitude for the collective efforts and unwavering support from all of you, our investors, that continue to propel our community forward. The Round Rock Chamber has always stood as a beacon of economic vitality, and it is my pleasure to share with you the highlights of our collaborative accomplishments as we present the 2023 Annual Report.

Throughout the year, our community has experienced remarkable growth, and it is due, in no small part, to the dedication of each and every one of you. Our commitment to fostering an environment that nurtures businesses of all sizes and creates opportunities for sustainable development has yielded impressive results. Together, we have attracted new investments, facilitated job creation and positioned Round Rock as a hub of innovation and prosperity.

One notable achievement has been our success in enhancing educational initiatives that directly impact our workforce, which is a vital component to the economic growth of our community. Collaborative programs between local businesses and educational institutions have not only empowered our youth with relevant skills but have also solidified Round Rock's reputation as a community invested in its future leaders.

Looking ahead to 2024, the possibilities are truly exciting. With your continued support, we are poised to undertake ambitious projects that will further elevate Round Rock's standing as a premier destination for businesses and residents alike.

As we embark on this next year together, I extend my deepest gratitude for your steadfast commitment to the Round Rock Chamber's mission. We are committed to building on our successes while continuing to address the evolving needs of our dynamic community. Your investment has been instrumental in shaping our community's success, and I am confident that the coming year will bring even greater achievements.

Thank you for your unwavering support, and here's to another year of collaboration, growth and prosperity.



**JORDAN ROBINSON**  
President & CEO  
Round Rock Chamber





# ABOUT THE CHAMBER

The Round Rock Chamber is the economic generator for the Round Rock community. It is driven by its dedication to improving quality of life and creating new opportunities for businesses, individuals and families. By fostering collaboration and partnerships with a unified voice, the Chamber drives business growth, attracts new businesses, creates new jobs and nurtures small businesses.

## ABOUT MOMENTUM

Momentum is a five-year, public-private partnership between the Round Rock Chamber, City of Round Rock and private-sector investors from the Austin Round Rock metropolitan area who play a critical role in funding the execution of the Chamber's economic development strategy, which directly contributes to the overall economic vitality of the region.



# CHAMBER PRIORITIES



## BUSINESS ATTRACTION

Lead community efforts for business recruitment by aggressively promoting Round Rock as a premier destination to live and work, and proactively recruit companies in identified target industries.



## ENTREPRENEURSHIP

Develop a thriving ecosystem that supports high-growth entrepreneurs and startup businesses in Round Rock by nurturing and accelerating entrepreneurship throughout all stages of the startup pipeline.



## BUSINESS RETENTION & EXPANSION

Provide support for local employers to maintain and grow operations in Round Rock through a proactive business visitation program, offering local business assistance and ensuring the City remains a viable place to do business.



## WORKFORCE & TALENT DEVELOPMENT

Enhance and expand workforce availability and talent development programs for employers and employees by identifying and addressing industry-based, shared workforce needs while also fostering a new pipeline of leaders within the business community.



## BUSINESS ADVOCACY

Promote a general pro-business climate in Round Rock that is supportive of economic vitality and influence infrastructure investment that supports growth and mobility.



## INVESTOR ENGAGEMENT

Provide meaningful opportunities for investors to establish connections and knowledge, while continuing to convene business and community leaders that will influence outcomes in Round Rock.



## ORGANIZATIONAL EXCELLENCE

Advance the Round Rock Chamber's mission with best-in-class industry practices and talent.

## MISSION

The Round Rock Chamber will lead economic generation in Round Rock through collaboration with community and business leaders to establish programs that support.

## VISION

To establish the City of Round Rock as a regional economic driver that offers businesses an environment for growth, career opportunities for residents and an excellent quality of life for all.

## VALUES

- Integrity
- Innovation
- Unity
- Transparency
- Collaboration
- Professionalism

## BELIEF STATEMENT

A strong economy in the community of Round Rock will create new opportunities for businesses, individuals and families to achieve greater potential and improve their quality of life.





# RECRUITING EFFORTS

## ROUND ROCK GOES GLOBAL

### SOUTH KOREA TRIP

Leadership from the Round Rock Chamber and City of Round Rock joined a delegation of Williamson County economic development officials on a business mission to South Korea, aimed to foster international business relationships, explore new investment opportunities, and promote Williamson County as a prime destination for business expansion and collaboration. **Key highlights of the delegation mission included:**

#### Individual Prospect Meetings

Throughout the week, the delegation engaged in a total of 32 additional individual meetings with prospective Korean companies looking for expansion and investment opportunities in Central Texas.



#### Seminar at KOTRA Headquarters

The mission commenced with a half-day seminar held at the Korea Trade-Investment Promotion Agency (KOTRA) headquarters in South Korea. The seminar attracted the attention of more than 100 Korean businesses keen on exploring business opportunities in Williamson County.

#### U.S. Embassy Briefing

Delegates received a comprehensive briefing from the U.S. Embassy in Seoul, which was instrumental in helping the delegation understand the political and economic landscape in South Korea.

#### Visit to Pyeongtaek

Delegates had the privilege of touring the expansive Samsung semiconductor facilities allowing for firsthand insights into advanced manufacturing and technology capabilities in South Korea.



# MOMENTUM

The work of the Momentum strategic partnership is essential for the future of Round Rock and for the regional business community. As the economic generation leader for Round Rock, the Round Rock Chamber's Momentum Program stimulates job creation, encourages business investment, supports entrepreneurs, nurtures local companies and expands the City's economic base.

Momentum investors play a critical role in funding the execution of the Chamber's economic development strategy, which directly contributes to the overall economic vitality of the region.

## RECRUITING EVENTS

#### March 10-19

SXSW Conference (Austin, TX)

#### March 23-25

Wilco EDP Fam Tour (Williamson County, TX)

#### March 29-31

Site Selectors Guild Annual Conference (San Antonio, TX)

#### April 17-19

Area Development Annual Workshop Forum (Greenville, SC)

#### June 20

Health Supernova by Capital Factory (Dallas, TX)

#### June 26-28

Opportunity Austin Marketing Trip (Chicago)

#### August 22-24

Fed Supernova at Capital Factory (Austin, TX)

#### August 28-30

Formnext Additive Manufacturing Expo (Austin, TX)

#### September

Williamson County Recruitment Trip (South Korea)

#### September 10-13

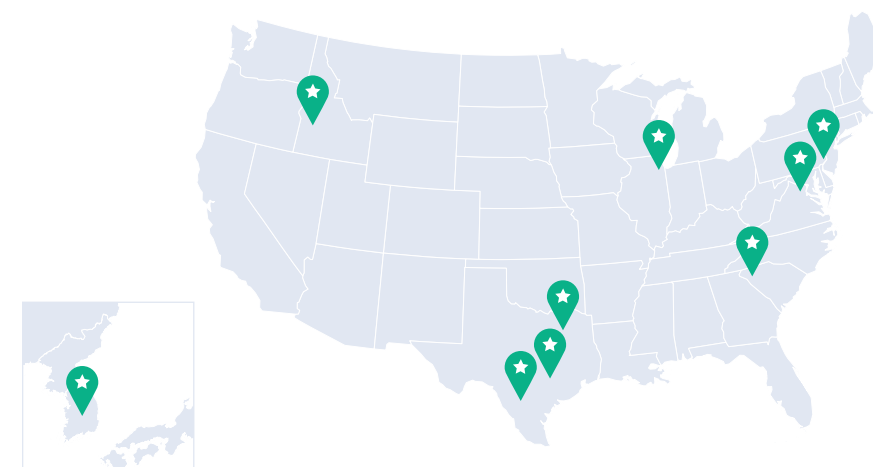
Industrial Asset Management Council (Boise, ID)

#### October 10-12

Association of the United States Army – AUSA (Washington, D.C.)

#### December 5-7

Round Rock Business Recruitment Trip (Philadelphia, PA)

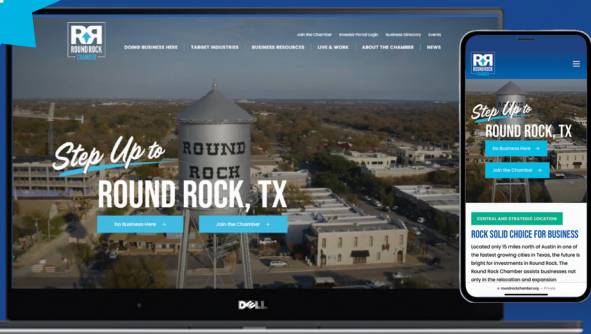


## PACESETTER INVESTORS



NEW

## ROUND ROCK CHAMBER WEBSITE



The Round Rock Chamber was thrilled to launch a new website in March of 2023 as a refresh of its digital presence to enhance user experience and strategically align with Round Rock's value proposition for businesses.

The new website has an enhanced architecture and revived content optimizing both the visual appearance and operational capabilities. With the business community and economic development at the core focus of our values, the Chamber wanted to create a digital platform that provides meaningful interactions and robust informational resources.



# ATTRACTION & RETENTION



## ROUND ROCK'S HEALTHCARE & LIFE SCIENCES ECONOMIC GROWTH

### Microchem Laboratory Facility

Opened a new 46k-sq.-ft. facility. Microchem Laboratory specializes in the testing of disinfectants, sanitizers, antimicrobial devices, medical devices and personal care products.

### Ascension Seton Williamson

\$230 million expansion which will include a six-story tower to house new operating rooms and increased bed capacity and an additional 34k-sq.-ft. expansion at Ascension Seton Williamson Medical Plaza. 400 jobs are projected to be created.

### St. David's Round Rock Medical Center

Opened an expansion to its emergency room, adding 1,200 sq. ft. and increasing the total number of beds to 34. Part of an ongoing \$53.1 million expansion to bring the total number of beds in hospital to 200, 11 operating rooms and space for growth in the future. 60 new jobs to be added over the next two years.

### Baylor Scott & White Medical Center - Round Rock

\$220 million expansion for a new five-story tower and remodel of the existing building to add a neonatal intensive care unit, an undisclosed number of new beds, labs and much more.

# TOPPAN EXPANSION & OTHER HIGHLIGHTS

Toppan Photomasks Round Rock, Inc. has been in Round Rock since 1986 and is an advanced manufacturer of photomasks, a key component in the process of creating a semiconductor chip that is used by global companies such as Samsung, Texas Instruments and others. After evaluating investment opportunities worldwide and in the U.S., Toppan selected its existing Round Rock location to move forward with their expansion and modernization project.

◆ **\$185m Capital Investment** ◆ **50 New Jobs**

### MSS International Chooses Round Rock, TX, for U.S. Headquarters

In a strategic move to establish a significant presence in the United States, MSS International, a key supplier of gas sensor and piping to Samsung in the semiconductor supply chain, has chosen Round Rock as the location for its new U.S. headquarters. The decision reflects the company's recognition of Round Rock's pro-business climate and its proximity to Samsung's new fabrication facility in Taylor, TX.

### AiRCO Mechanical Expansion

Opened a new, 40k-sq.-ft. facility next to their existing facility, which will increase training opportunities at their site and provide additional space for operations.

# ENTREPRENEURSHIP

**30+** Events  
**900+** Attendees  
**50+** Hours towards education



The Round Rock community has a strong entrepreneurial culture, bolstered by a friendly environment for startups and small businesses. The Chamber is committed to nurturing a vibrant environment that fosters high-growth entrepreneurs and startup enterprises through a range of programs and events focused on entrepreneurship.

- ◆ Hosted **10 Business Leader Series** events for scaling companies, including an exclusive *CEO Roundtable for entrepreneurs and small business owners*.
- ◆ Hosted **4 Spark** events where successful entrepreneurs gather quarterly to share their stories—the good, the bad and the ugly—to inspire budding leaders.
- ◆ Hosted **12 1 Million Cups Round Rock** events, a monthly opportunity for entrepreneurs to present their company and receive feedback, as well as tools and resources to help them strengthen their company.
- ◆ Celebrated *National Small Business Week in May*.

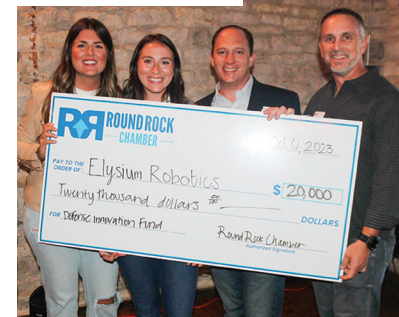
### Promoted Round Rock's startup ecosystem at regional and national events:



## ROUND ROCK PITCH COMPETITION

The Round Rock Chamber hosted the inaugural Round Rock Pitch Competition—a *Shark Tank*-style pitch competition focused on supporting local entrepreneurs in all stages from concept to startups looking to scale. This pitch competition connected local entrepreneurs with community leaders and partners to further grow Round Rock's entrepreneurial ecosystem.

- ◆ **8 Finalists** ◆ **75+ Attendees**
- ◆ **Grand Prize valued at more than \$10K**



## TEXAS VENTURE CRAWL

In partnership with the Texas Venture Alliance, the Round Rock Chamber participated in the Texas Venture Crawl. Texas might be the Lone Star State, but we shouldn't have lone star founders. This event highlighted the fast-growing greater venture and entrepreneurship community across the state. This unique statewide event occurred simultaneously on the same day and at the same time in 10+ different cities.

- ◆ **Theme: Defense Innovation** ◆ **50+ Attendees**
- ◆ **Defense Innovation Fund Grand Awarded**
- ◆ **Demonstration from Smarter Reality**

## 2023 EXPANSION AT A GLANCE

**124**

New prospect leads

**39**

Proposals submitted

**5**

Prospect site visits in Round Rock

**56**

Existing business and retention meetings

**67**

Meetings with commercial brokers and site selectors

**13**

Marketing trips

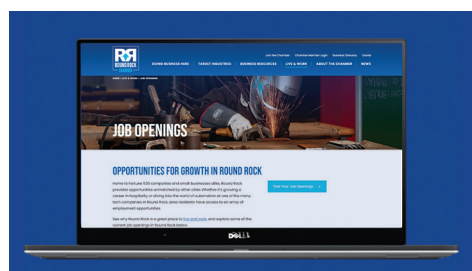
## LAUNCHED DEFENSE INNOVATION FUND

The Round Rock Chamber launched the Defense Innovation Fund to spur and accelerate the growth of defense innovation-focused companies.

- ◆ **2 Grants Awarded** (*Elysium Robotics & Smarter Reality*)
- ◆ **\$40k in Grants**



# WORKFORCE & TALENT DEVELOPMENT



## Job Board

Incorporated a job board into the launch of our new website in support of Round Rock Chamber members' hiring efforts.

## 2023 EFFORTS

### 2023 Teacher Summer Externship Program

The 2023 Teacher Externship Program is a partnership between Round Rock Chamber, RRISD and Workforce Solutions Rural Capital Area (WSRCA), and is designed to bolster the area's talent development. This year's program included the following statistics:

- ◆ 5-day Teacher Externship
- ◆ 69 Participating Educators
- ◆ 44 Participating Businesses

### Coffee Connections

Hosted 4 virtual Coffee Connections for RRISD Career & Technical Education educators to connect with local business leaders.

### Talent Development Council

Hosted 6 Talent Development Council meetings, including an inaugural Industry Roundtable, bringing together local education partners and other organizations working to build the talent pipeline in Round Rock.

### Educator Site Visits

The Site Visit Program is in connection with the Externship Program and RRISD. 11 businesses participated, benefiting 100+ educators.

### CEO Round Table

In July 2023, the Chamber gathered founders and CEOs of scaling startups and small businesses to discuss a variety of topics and address challenges that entrepreneurs and small business owners are experiencing in today's environment. This exclusive event included 20 business leaders representing companies ranging from 5 employees to 100 employees. Over the course of 2 hours, the group discussed best practices tied to hiring and retaining employees and how new technology such as AI is transforming business processes.

### BRE Program

In conjunction with National Economic Development Week, the Round Rock Chamber launched its first-ever proactive business visitation program as a part of its overall Business Retention & Expansion (BRE) strategy. This BRE visitation program focused on identifying challenges and opportunities for existing businesses through confidential, face-to-face meetings with Chamber, City and private-sector leaders. Information gathered during these visits provided clarity about a company's history, products, services, workforce, challenges and opportunities, which in turn allow the Chamber to better assist businesses as they seek to stay and grow in Round Rock.

- ◆ 3 Days
- ◆ 41 Meetings
- ◆ 21 Industries

# BUSINESS ADVOCACY



## ADVOCATING FOR ECONOMIC VITALITY

The Round Rock Chamber is committed to regularly engaging with all federal, state and local elected officials to keep them well-informed of the perspectives of the local business community to ensure continued economic prosperity in Round Rock and Central Texas.

## 2023 STATE LEGISLATIVE PRIORITIES

The Chamber, through the work of the Business Climate Council, published its 2023 State Legislative Priorities to impress our key public policy priorities upon policymakers throughout the 88th Legislative Session. Our priorities further position Round Rock for continued business success, economic opportunity and an exceptional quality of life.

## KEY LEGISLATIVE SESSION OUTCOMES

The Round Rock Chamber advocated for its highest priorities at the State Capitol during the regular and special sessions of the 88th Texas Legislature which resulted in positive outcomes including:

- ◆ Maintaining an origin-based statewide assessment of sales tax;
- ◆ Protecting existing, local economic development tools used to recruit and retain businesses;
- ◆ The creation of a new, modern and transparent property tax reduction program required to win major capital investment projects;
- ◆ Legislation that enables Texas semiconductor companies to access federal CHIPS Act funding;
- ◆ Community College finance reform that strengthens our workforce of the future through outcomes-based funding.

## EXECUTIVE REVIEW OF THE 88<sup>TH</sup> LEGISLATIVE SESSION

The Chamber orchestrated an inaugural Executive Review of the 88th Legislative Session half-day conference to communicate results of the regular session to the Central Texas business community. This regional event brought together leadership across the state to discuss session outcomes and their implications to businesses in the Lone Star State in areas such as economic development, education and workforce, infrastructure investment and quality of life.

## LOCAL ISSUES SUPPORTED

The Chamber endorsed and helped facilitate the successful bond elections for the City of Round Rock and Williamson County to fund infrastructure, public safety and quality of life investments in our community. In addition, the Chamber endorsed Round Rock ISD's successful Voter-Approval Tax Rate Election that provides additional public education funding to support the District's efforts to attract and retain quality teachers.



# EVENTS

## 1 Million Cups Round Rock

◆ 350+ Attendees

## Business After Hours

◆ 12 Events  
◆ 1,500+ Attendees

## Annual Business Awards

◆ 725+ Attendees

## Business Leader Series

◆ 400+ Attendees

## SPARK

◆ 150+ Attendees

## Mid-Morning Mixer

◆ 500+ Attendees

## Momentum Investor Engagement Events

◆ 300+ Attendees

## Power Lunch

◆ 1,550+ Attendees

## Ribbon Cuttings

◆ 45 Events

## Taste of Round Rock

◆ 850 Attendees

## Golf Tournament

◆ 144 Players



# INVESTOR ENGAGEMENT

The Chamber consistently maintained a retention rate of over 80% over the last two years with an average rate of 83% in 2023.

We again achieved a new all-time high for total Chamber dues with a gain of 6% over last year. Additionally, our investors increased their support for the Chamber with 140 sponsors supporting 101 events—an increase of 13 over last year.

- ◆ 186 New Investors
- ◆ 83% Average Retention
- ◆ 140 Total Sponsors in 2023

## CHAMBER AMBASSADORS

25  
Ambassadors

29  
Referred  
Investors

45  
Ribbon  
Cuttings



# LEADERSHIP PROGRAMS

## OUR PROGRAMS

### Leadership Round Rock

Helped to develop leaders since the program began in the mid-1980s. This year-long program develops leadership skills and promotes awareness of issues and opportunities that impact Round Rock. Each class is assigned a project to assist a local non-profit.

- ◆ LRR Class of 2023 raised over \$20,000 for the Williamson County Children's Advocacy Center
- ◆ 24 2023 Graduates

### Ascend

Launched over a decade ago to assist young professionals looking for a path to become established and ready to lead. The program continues to accomplish that goal through monthly meetings over a three-year program. Graduates have gone on to become city council members, entrepreneurs, executive directors, school board trustees and community leaders.

- ◆ 5 2023 Graduates

### Young Professionals

The Chamber launched its first Young Professionals Program in 2023. This program is for professionals between the ages of 22-40 and is designed to build and strengthen the young professional workforce in Round Rock. The Chamber is committed to offering events and programs that revolve around leadership development, educational resources and networking with likeminded individuals.

- ◆ 6 Events
- ◆ 285+ Attendees



# DIVERSITY, EQUITY & INCLUSION

The Round Rock Chamber is committed to fostering a diverse, equitable and inclusive community and business environment that further strengthens Round Rock's position as a great place to live, work and build a business. The mission of the Diversity, Equity & Inclusion Committee is to identify resources and implement strategies that increase economic opportunity for the Round Rock business community and within the workforce. The Chamber is dedicated to promoting inclusivity and advancing opportunity for all the voices, perspectives and cultures that make up this vibrant and growing community.

The DEI Committee was successful in identifying resources in the area that can assist our local business owners. We were successful in creating and executing a training for the committee and the Board of Directors. We spotlighted different leaders in the community during Hispanic Heritage month to bring awareness to minority business owners. Going forward, we will spotlight other races and ethnicities during their respective national recognition periods.





# CHAIRMAN'S CIRCLE INVESTORS



## FINANCIAL POSITION

	2023 Estimated	2022 Audited
Assets	\$3,178,470	\$2,634,114
Liabilities	\$649,283	\$554,712
Equity	\$2,529,187	\$2,079,402

# EXECUTIVE COMMITTEE

## OFFICERS

### Board Chair

Jessica Scanlon  
Hot Dog Marketing

### Chair-Elect

Selicia Sanchez-Adame  
Think Group

### Secretary

Deana Cavanaugh  
Ascension Texas  
Foundations

### Treasurer

Mike Lancaster  
Broadway Bank

### Past Chair

Jeremy Barclay  
St. David's Round Rock  
Medical Center

### General Counsel

Taylor Tomanka  
Fergus & Tomanka, PLLC

## VICE CHAIRS

### Ascend

Leah Clark  
Central Texas  
Community Foundation

### Momentum

Writ Baese  
Hill Country Payroll

### Business Climate

Tammy Young  
Central Texas Refuse

### Entrepreneurship

Daniel Hernandez  
First Crush Tastings

### Diversity, Equity & Inclusion

Richard Lopez  
UKG

### Ambassadors

Karah Powell  
Ride On Center for Kids  
(ROCK)

### Leadership Round Rock

Jesse Navarrete  
Continental General  
Management LLC

### Talent Development

Tracie German  
Austin Community College

### Young Professionals

Charlie Waters  
Commercial National Bank

# CHAMBER TEAM

**Jordan Robinson**  
President and CEO

**Brad Napp**  
Vice President of Investor  
Engagement

**Alejandra Murillo-Samdumu**  
Vice President of Finance and  
Operations

**Kathryn Alvarado**  
Economic Development Coordinator

**Katarina Corona**  
Programs Coordinator

**Iris Day**  
Office Coordinator

**Kimberly Dolson**  
Manager of Events

**Laura McManus**  
Director of Investor Development

**Danielle Morrissey**  
Director of Business Attraction  
and Strategic Initiatives

**Adriana Nunez-Young**  
Director of Innovation and  
Entrepreneurship

**Kiersten Rathke**  
Manager of Marketing and  
Communications

**Zach Scott**  
Director of Workforce and  
Industry Development







**ROUND ROCK  
CHAMBER**

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