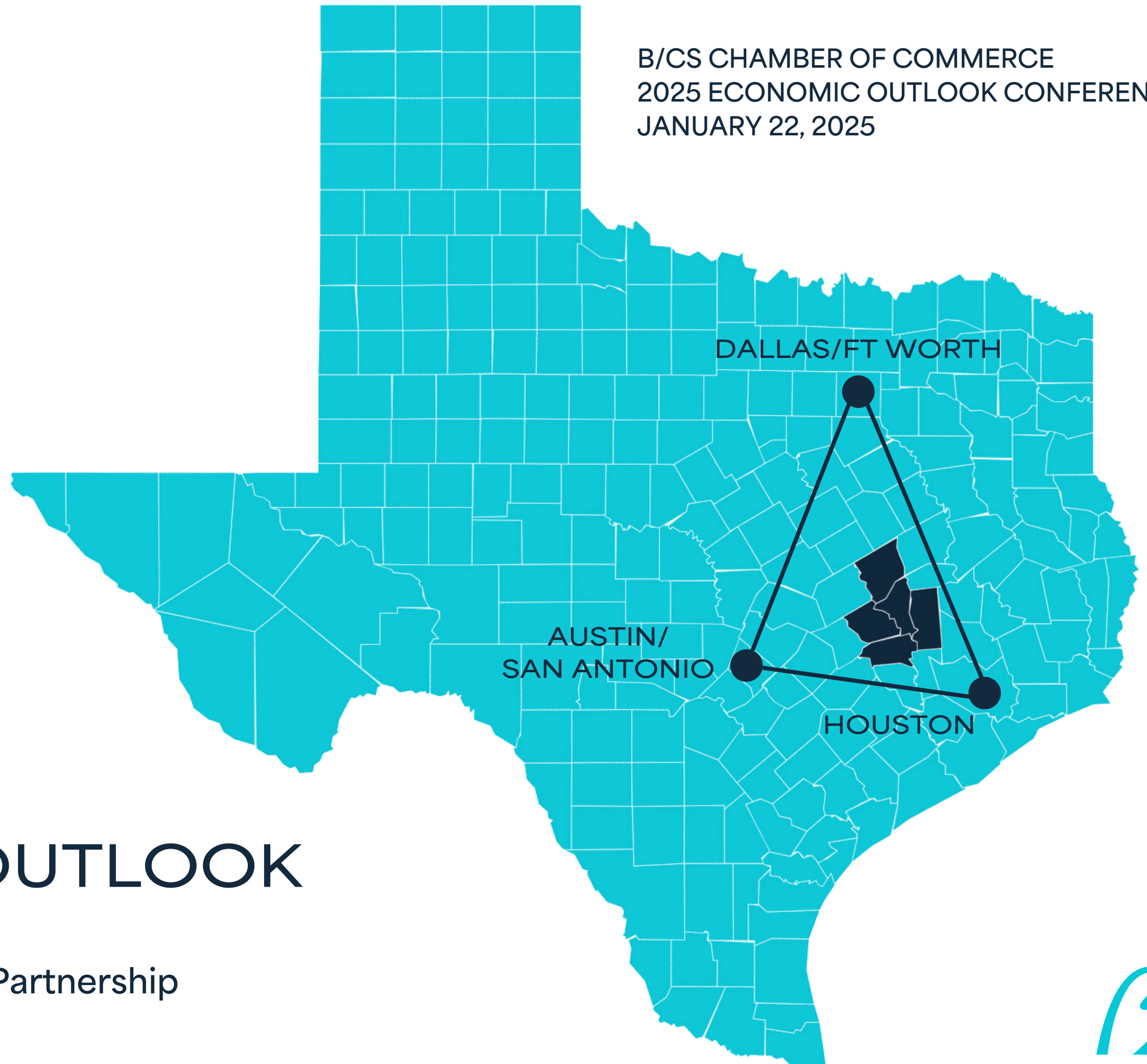




B/CS CHAMBER OF COMMERCE
2025 ECONOMIC OUTLOOK CONFERENCE
JANUARY 22, 2025



2025 ECONOMIC OUTLOOK

Susan Davenport
President & CEO of the Greater Brazos Partnership





2024 UPDATES



GBP EXECUTIVE BOARD MEMBERS



SPENCER CLEMENTS,
CHAIR



JEREMY OSBORNE,
CHAIR-ELECT



KATHERINE KLEEMANN,
IMMEDIATE PAST-CHAIR



BRANDON SEARS,
TREASURER



RYAN BECKER,
GENERAL COUNSEL



JOE ELABD



FRED MCCLURE



JUDGE DUANE PETERS



MAYOR BOBBY GUTIERREZ



MAYOR JOHN NICHOLS



ANNA DUDLEY,
ADVISORY CHAIR



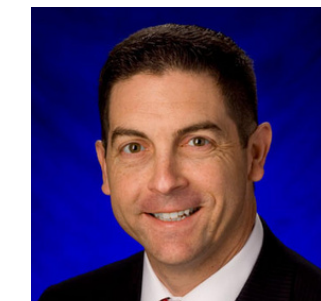
SUSAN DAVENPORT



JULIE SCHULTZ



JASON BIENSKI

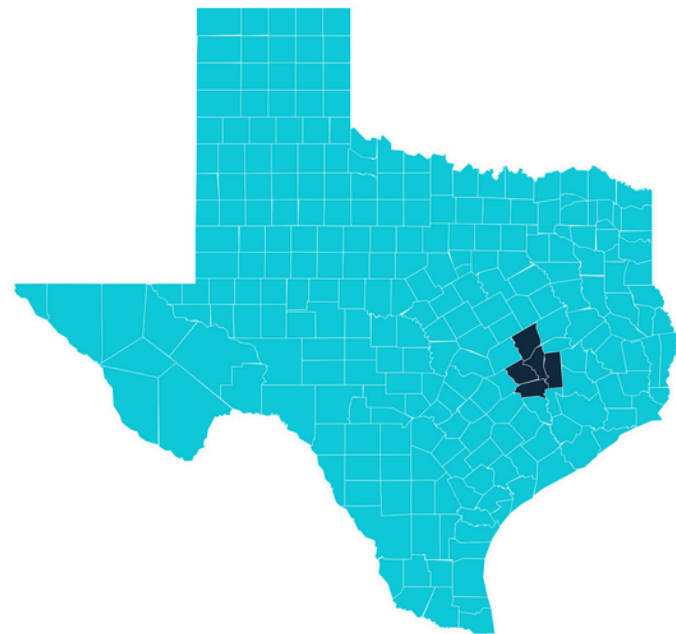


JASON JENNINGS

ORGANIZATIONAL REBRANDING

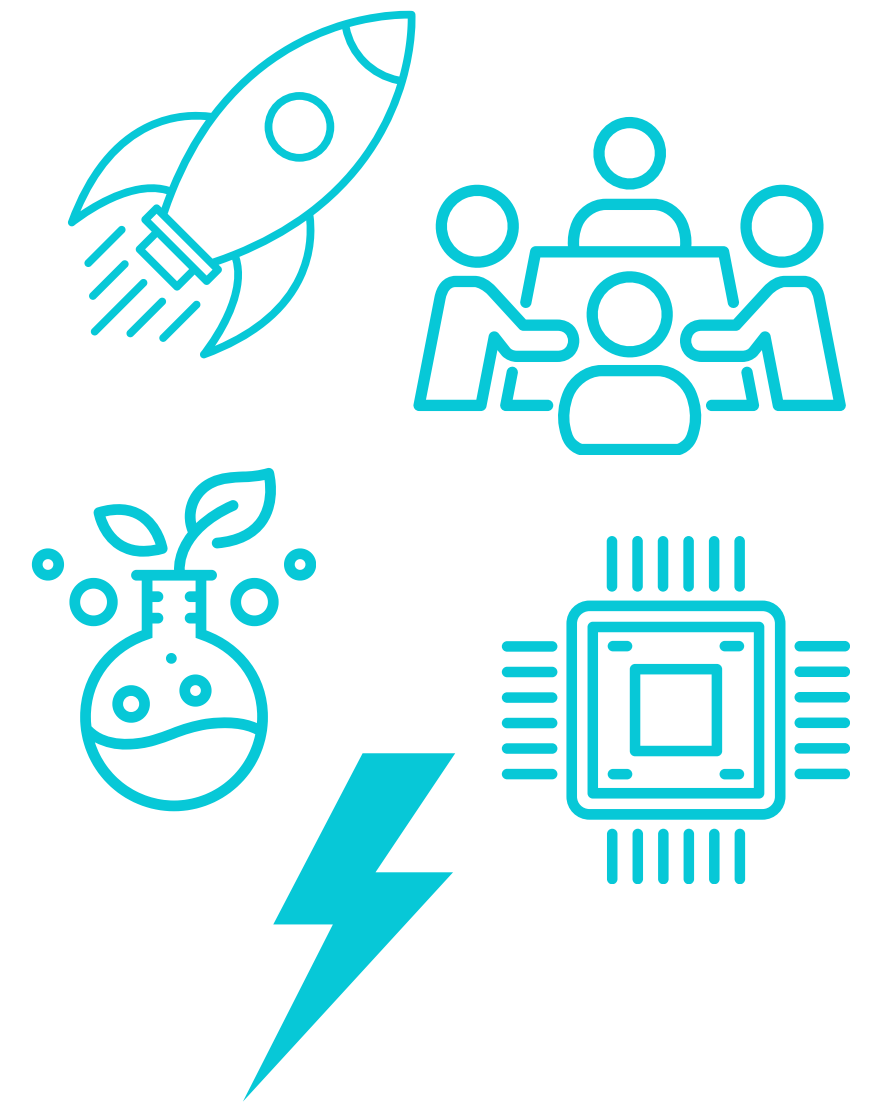


NEW NAME + LOGO



NEW REGIONAL FOOTPRINT

NEW BRANDING + MARKETING EFFORTS



NEW TARGET SECTORS

NEW REGIONAL FOOTPRINT



JUDGES FOR THE FIVE-COUNTIES



JUDGE KEITH SCHROEDER
BURLESON COUNTY



JUDGE DUANE PETERS
BRAZOS COUNTY



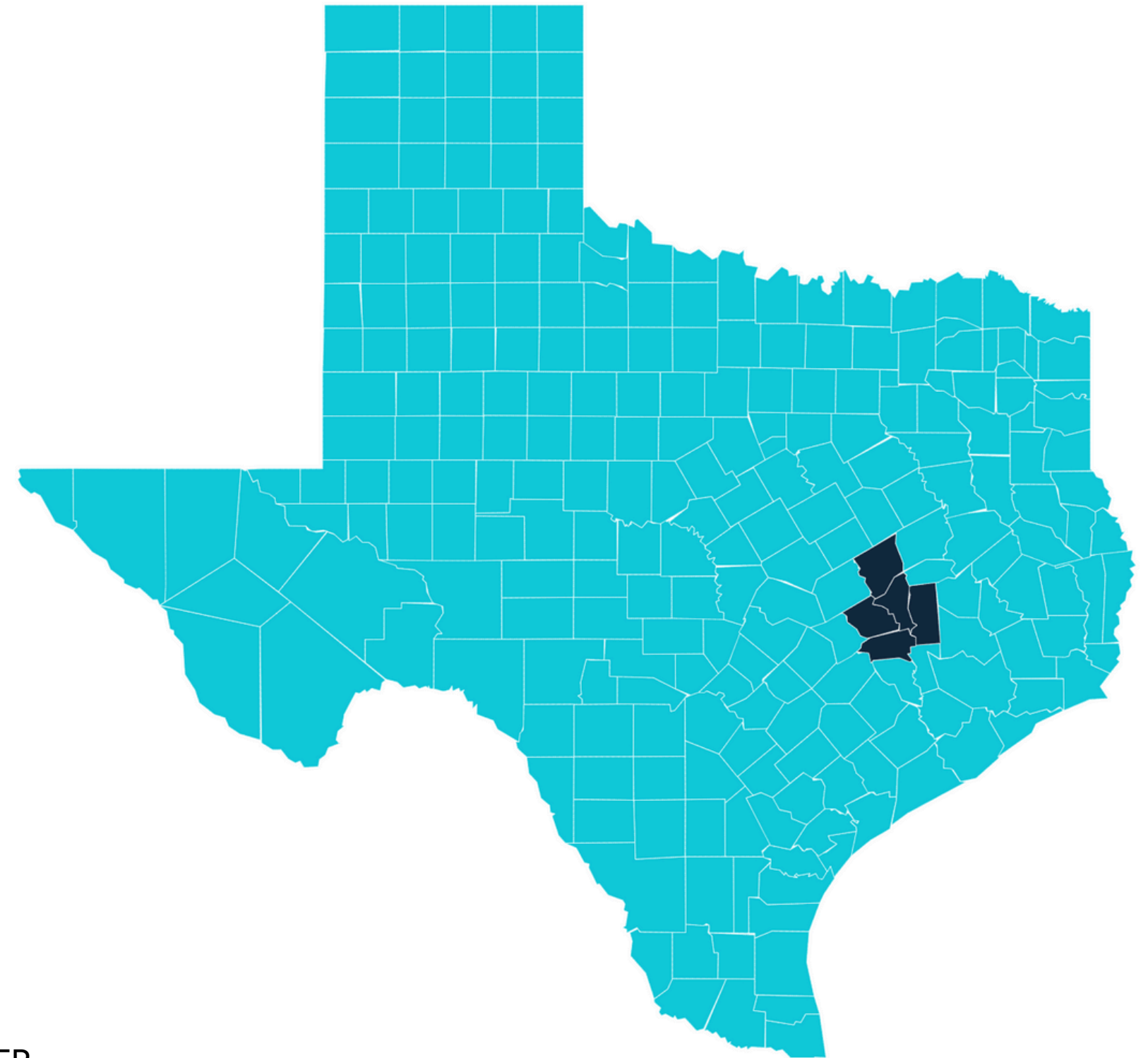
JUDGE JOE FAUTH III
GRIMES COUNTY



JUDGE JOE DAVID
SCARPINATO
ROBERTSON COUNTY



JUDGE JOHN DURRENBERGER
WASHINGTON COUNTY

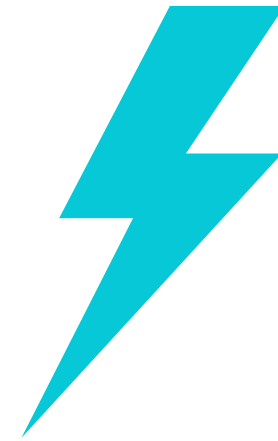


NEW REGIONAL FOOTPRINT

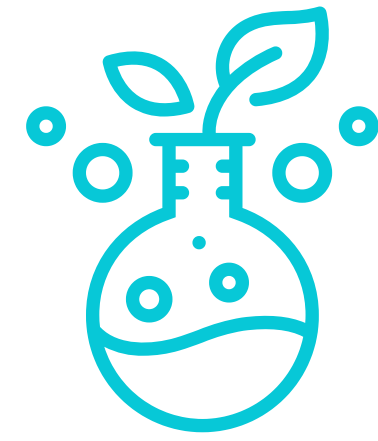
TARGET SECTORS OF FOCUS



AEROSPACE + AVIATION



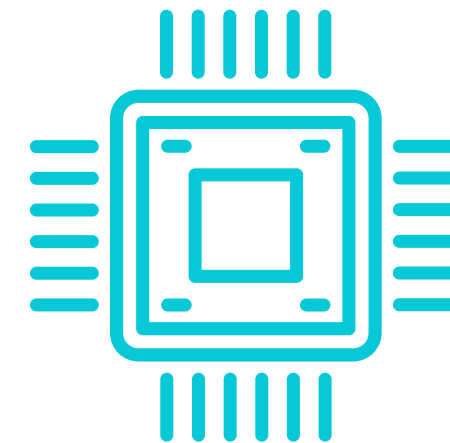
ENERGY



LIFE SCIENCES

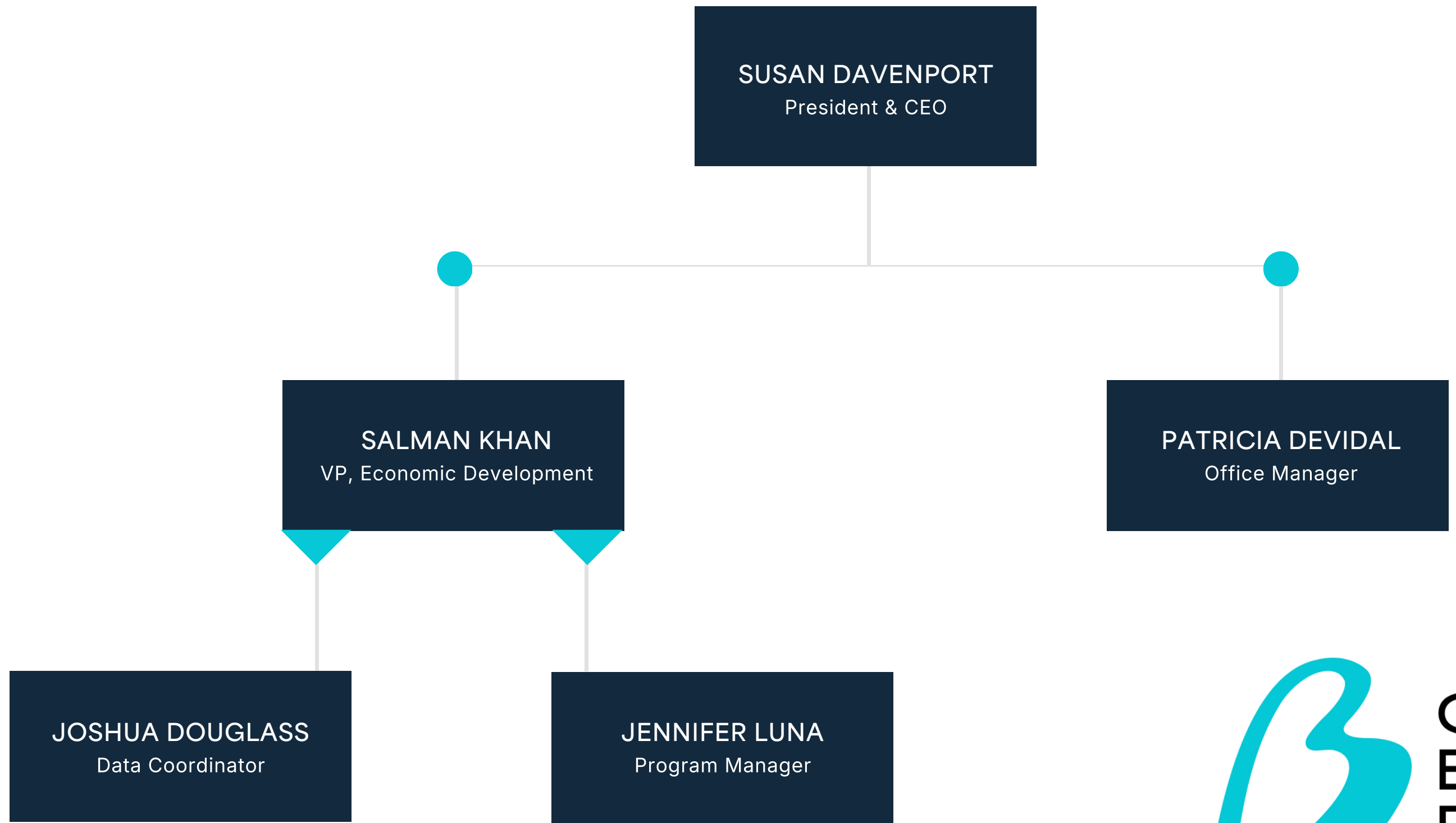


PROFESSIONAL SERVICES



SEMICONDUCTORS

GBP STAFF



Greater
Brazos
Partnership

INVEST GREATER BRAZOS



NEW SUBCOMMITTEES AND CHAIRS



Quality of Life

Chair: Eric Wylie of Element Consultants



Workforce Development

Chair: Katherine Kleemann of Spherion Staffing



Transportation

Chair: Rob Van Til of Knife River



Real Estate

Chair: Josh Isenhour of Clarke, Isenhour



Policy

Chair: TBD

NEW MEMBERSHIP LEVELS BOTH INSIDE AND OUTSIDE THE REGION

VISIONARY INVESTORS

IN-MARKET: \$2,500 ANNUAL INVESTMENT

LEADERSHIP COUNCIL INVESTORS

IN-MARKET: \$5,000 ANNUAL INVESTMENT

STRATEGIC INVESTORS

OUT-OF-MARKET: \$5,000 ANNUAL INVESTMENT



The next IGB breakfast is on February 27, 2025.

SIGNIFICANT EVENTS



- Texas Semiconductor Event
- Plug and Play Announcement
- Texas A&M Innovation Event
- Army Futures Command Event
- JETRO Delegation
- NYC Mission Trip
- Silicon Valley Mission Trip
- Japan Mission Trip

MARKETING, MARKETING, MARKETING



- Rebranding
 - Successfully rebranded from the Brazos Valley Economic Development Corporation to the Greater Brazos Partnership
 - Working to create a cohesive and elevated brand identity aligned with regional economic goals
 - Developing a modern, user-friendly website to showcase the region's innovation, business opportunities, and resources
- Social Media Relaunch + Email Marketing
 - Revitalized activity on Facebook, LinkedIn, and Instagram to build engagement and showcase the region's story
 - Focusing on consistent storytelling to highlight regional strengths, partnerships, and events
 - Building and engaging an email list to connect with stakeholders with regular newsletters designed to share timely updates, news, and opportunities with local businesses, community members, and potential investors
- Content Creation
 - Producing high-quality video and photo content to support branding and storytelling
 - Releasing thought leadership pieces featuring GBP leadership to inform and shape conversations around key economic development topics
- Event Marketing and Press Outreach
 - Supporting high-profile events and trade delegations
 - Proactively engaging press outlets to elevate the region's visibility and highlight key initiatives

2025: HERE WE COME



- Amplifying Regional Impact
 - Rolling out corporate announcements to local, state, national, and international audiences through the relationships we built in FY 2024 and YTD
 - Supporting Salman's national networking efforts, ensuring representation at high-profile events throughout the US to strengthen connections and bring visibility to the Greater Brazos Region
- Building Regional Cohesion
 - Developing a comprehensive regional playbook to ensure seamless collaboration across the 5-county partnership
- Telling the Region's Story Globally
 - Driving international interest and attracting global investors through compelling marketing campaigns and storytelling efforts
 - Positioning the Greater Brazos Region as a hub for innovation, talent, and opportunity on the world stage
- Strengthening Our Foundation
 - Aligning resources, strategies, and partnerships to ensure GBP delivers long-term value for the region and its stakeholders



THANK YOU

To stay connected with the GBP and to receive our updates, please scan the QR code to sign up.