

2024

ANNUAL REPORT

ECONOMIC DEVELOPMENT



A WORD FROM THE KEDC Board President

Dear Stakeholders,

As the Board President of the Kerr Economic Development Corporation, it is my privilege to introduce the 2024 Annual Impact Report, which showcases a year of remarkable achievements and steadfast progress towards our economic goals for Kerr County. The historic accomplishment we achieved this year and our future goals would not have been possible without our staff, Gil Salinas (Executive Director), Katie Milton Jordan (Deputy Director), the KEDC Board of Directors, and our stakeholders funding commitment.



This past year, KEDC has been at the forefront of transforming challenges into opportunities and highlighting our community's resilience and innovative spirit. Our efforts have centered on enhancing the economic landscape of Kerrville and surrounding areas, ensuring that the foundation we build today will support sustainable growth and prosperity for generations.

One of the highlights of this year, which we are particularly proud of, was the successful attraction of significant investments to our region. These include Megaacrete, progress in sustainable Childcare, our Quarterly Roundtables and updated BRE Program. These ventures not only promise to bring jobs and boost our local economy but also reinforce Kerrville's position as a leading destination for business and innovation in Texas.

As we reflect on the past year's successes, it is time to look forward. The coming year holds great potential, and with our strategic initiatives in place, we are poised to continue our trajectory towards substantial economic development. Our commitment remains strong to fostering an environment where businesses thrive and our community members enjoy a high quality of life.

Thank you for your continued support and partnership. Together, we are setting the stage for a future that all of Kerr County can be proud of.

**Gratefully,
Todd Bock**

**Board President
Kerrville Economic Development Corporation**





"The KEDC is tasked with fostering the growth of the community through the recruitment of industry, expansion of local business and up-skilling of our talent, all while making sure we retain the fabric of the Texas Hill Country."

— Gilberto Salinas



Gilberto Salinas is the Executive Director of the Kerr Economic Development Corporation in Kerrville, Texas, which is in Hill Country and part of the San Antonio-Austin business corridor. As the economic development executive in Kerrville, Texas, he is implementing strategies for business and corporate growth in an array of sectors which are tied to the recently launched 2050 Your Voice-Your City comprehensive plan.

Gil has created 21,000 jobs and more than \$30 billion in capital investments in his 20 years in Economic Development, of which he has been named on the coveted list of Top 50 Economic Developers in North America. Salinas earned a Bachelor of Journalism from the University of Texas at Austin and a Master of Arts in Communication from the University of Texas–Pan American.

Katie Milton Jordan, MBA, serves the Kerr EDC as Deputy Director. She is an entrepreneur who helps small business owners maximize productivity, profitability, and peace. She believes the world would be a better place with even more small businesses. Katie has lived abroad in three countries and traveled to over eighteen. She holds certifications in the Neuroscience of Leadership, Certified Exit Planning Advisor, Certified Business Intermediary, and an MBA in Ethical Leadership from Schreiner University.

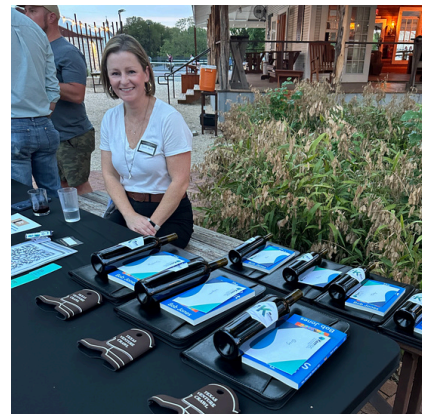




Driving growth, fostering innovation, empowering businesses, and building a prosperous future for Kerrville

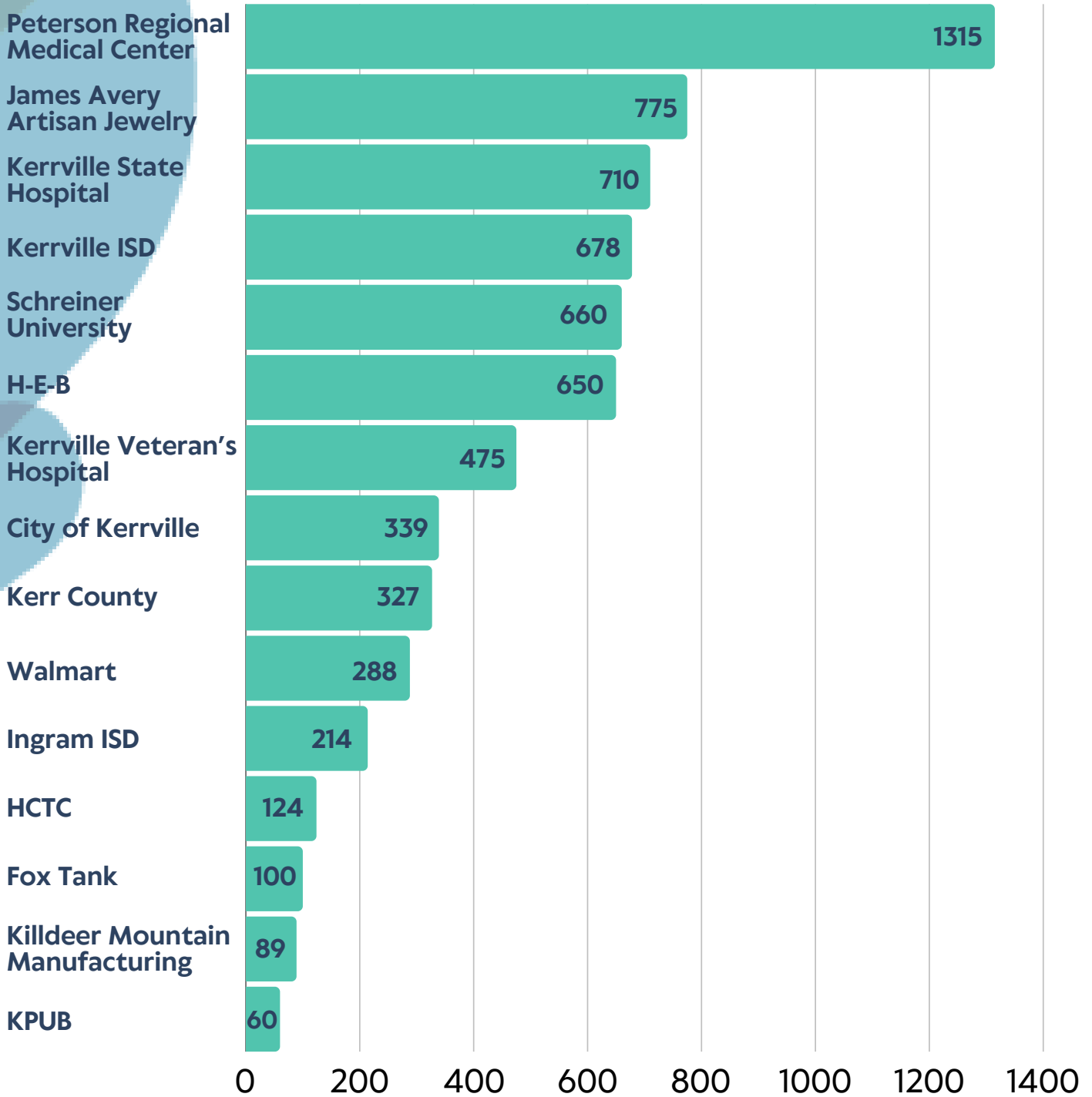
We conducted a survey in which participants were asked to rate their likelihood of recommending KEDC to a friend on a scale of 1-10.

Remarkably, all respondents gave it a perfect score of 10.



BUSINESS RETENTION & EXPANSION **IMPACT**

■ Employee count



*Data is approximate at the date of printing



Texas Resiliency Hub

When the COVID-19 pandemic hit the region, the Kerr Economic Development Corporation (KerrEDC) knew that without action, their small businesses and residents would be hit the hardest. What they needed to learn was how best to serve their community.

To do so, they brought together partners from local industries, workforce organizations, and educators to talk through the challenges they were facing and how best to address them.

The initial success of these conversations developed into a long-standing quarterly roundtable, where KerrEDC facilitates conversations on how best to proactively address new challenges that arise in their community.

Read the white paper and watch the video here:

<https://texasresiliencyhub.org/kerrville>



Quarterly Roundtables

KerrEDC established a four-way partnership between economic development, workforce, industry, and education organizations to form their quarterly roundtables. While this program was originally created in response to the challenges COVID-19 presented in 2020, they have since evolved into proactive and action-oriented discussions that address a wide range of regional challenges.

"The KEDC board is doing some of the most important work for the future of Kerr County. The mix of local leaders is refreshing and extremely competent. If you want to work with a group who are truly committed to making a difference, KEDC is the place to be."

- Judge Rob Kelly, Kerr County

"This was my first time attending a round table with KEDC. The event exceeded my expectations. It was well organized and the attendees were welcoming. I walked away with a better understanding of what some of my peers do within the community and perhaps ways my team and I can contribute."

-Samantha Munoz, HCTC



Childcare Wins

Increased Workforce Participation

Direct Impact: Parents with childcare can work, boosting productivity. Economic Benefit: Higher employment rates increase local spending and economic growth. Reliable childcare allows more parents, especially women, to work or study, raising household incomes and stability.

Job Creation

Direct Impact: More childcare facilities require staff, creating community jobs. Economic Benefit: These jobs provide income and stimulate the economy through increased consumption of goods and services.

Economic Multiplier Effect

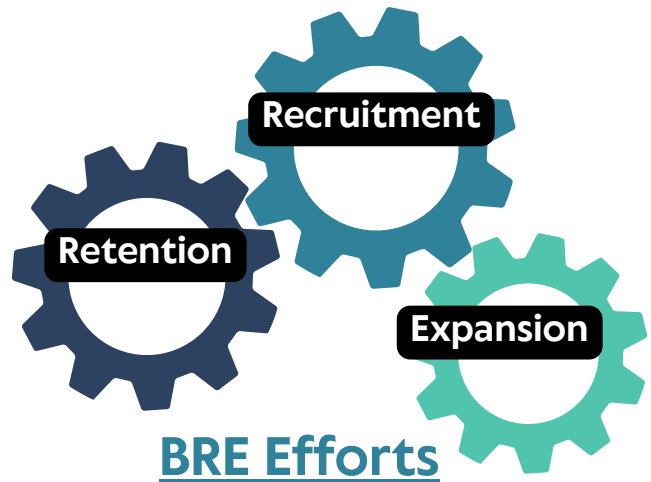
Direct Impact: Money spent on childcare services circulates through the local economy as providers buy supplies and services locally. Economic Benefit: This circulation multiplies, potentially creating more jobs and business growth in related sectors.

Long-Term Educational Benefits

Direct Impact: Quality childcare programs improve education outcomes, preparing children for academic success. Economic Benefit: A more educated workforce attracts higher-paying employers, enhancing overall economic prosperity.

Reduction in Childcare Deserts

Direct Impact: More childcare seats reduce shortages, especially in underserved areas. Economic Benefit: This makes the region more attractive to businesses and residents who consider childcare availability when relocating or starting a business.

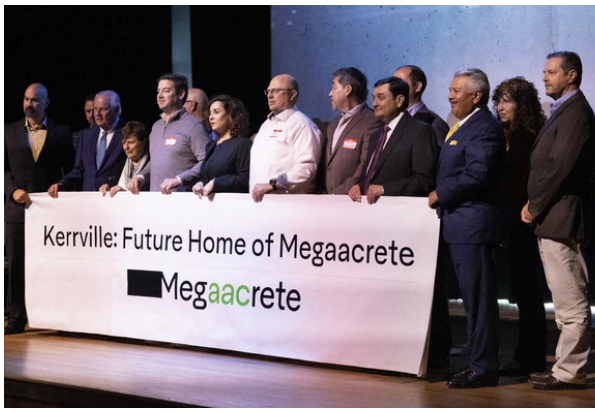


BRE Efforts

The Kerr Economic Development Corporation's Business Retention & Expansion efforts are designed to build strong relationships with existing businesses, understand their needs, and address any challenges they may face. By conducting regular visits and surveys, KEDC gathers valuable insights into the operational hurdles and opportunities within the local business community. This proactive approach allows KEDC to provide tailored support and resources, ranging from workforce development and training programs to facilitating access to financing and incentives.

At a Glance (YTD)

Visits:	58
Recieved Resources:	25
Jobs Retained:	1,922



Megaacrete

Executives from Project Mount Saddle's headquarters conducted numerous site visits to Kerrville in 2023, where they met with different community stakeholders and toured proposed sites for their operation. The company selected Kerrville for its proposed future operation at a site adjacent to the Kerrville Municipal Airport and within the area zoned for industry and manufacturing. In economic development terms, this is a 'game changing' project not only for the city but for the region as its economic impact will be of significance for years to come.

At a Glance

Capital Investment: \$50 million (primarily in equipment)

Incentives: \$1.2 M (Land)

Job Creation: 70 primary jobs/ 180 indirect jobs

Wages: \$54,000 annual, above Average County Wages

Economic Boon: Est. \$58 million 5-yr. economic impact

Texas Venture Crawl

The Texas Venture Crawl is a simultaneous statewide startup and investor networking experience founded in 2022 and is a partnership between Texas Venture Alliance and leading cohosts all across Texas.

- Keynote speakers
- Inspiring talks and panel discussions with industry leaders
- Networking opportunities to connect with fellow innovators, entrepreneurs, and investors

Attend our next event for a chance to dive into the Texas startup scene and get inspired by the best in the business. Whether you're a seasoned pro or just getting started, the Texas Venture Crawl has something for everyone.

Register Soon at [Kerredc.com](https://kerredc.com)

**October 3rd, 2024
Kerrville, TX**



KMM & Schreiner University's Partnership

The Engineering and Technology Lab at Killdeer Mountain Manufacturing, Inc (KMM) Kerrville is the newest of Schreiner University's laboratories. It was made possible through a unique partnership with KMM and funded through a Department of Education grant. The space sits just five miles from the main campus and provides an array of new equipment for students on both the mechanical and civil engineering tracks while supporting the school's Engineering-focused student organizations.

At a Glance

KMM is expected to generate more than \$80 million in economic activity and more than \$32 million in value-add to the community in the next 20 years. In addition to the 400 direct jobs, KMM will generate 68 indirect and 92 induced jobs. They're also expected to generate approximately \$3.76 million in total sales tax revenue and \$1.5 million in city and county tax revenues.



Testimonials

"KEDC has been a great partner to WSA as we strive to help the community with workforce and developmental needs. They are the driving force for helping bring employers and jobs to the Kerrville area and we look forward to our continued and future partnership."

-Daisey Vega, Workforce Solutions Alamo

"KEDC has focused on development conducive to the landscape of our community. Two significant companies will contribute to our positive economic trend in the future. Kuddos to them for helping Kerrville grow responsibly towards tomorrow."

- Brenda Hughes , Kerrville City Council Member

"KEDC is very attentive to the needs of local businesses and able to think on a global scale."

-Kristin Hedger, Killdeer Mountain Manufacturing, Inc.

KEDC STAFF



Gilberto Salinas,
Executive Director



Katie Milton Jordan, MBA
Deputy Director

KEDC BOARD

Todd Bock, KEDC Chair

Rob Kelly, County Judge

Jonathan Letz, County Commissioner

Joe Herring, Jr., Mayor

Gregg Appel, EIC

Dalton Rice, City Manager

Mike Wittler, KPUB

Julie Davis, KCVB

Dr. Brett Ringo, KISD

Charlie McIlvain, Kerrville COC

Dr. Mindy Curran, IISD

Working together for
business recovery & resilience.

KerrEDC



Our Mission:

To retain existing jobs and create new job opportunities in Kerrville and Kerr County, which helps benefit the Hill Country quality of life we all enjoy.

Our Vision:

To nurture Kerrville and Kerr County into a dynamic hub of economic growth and employment opportunities, enriching the Hill Country lifestyles that we cherish.

