



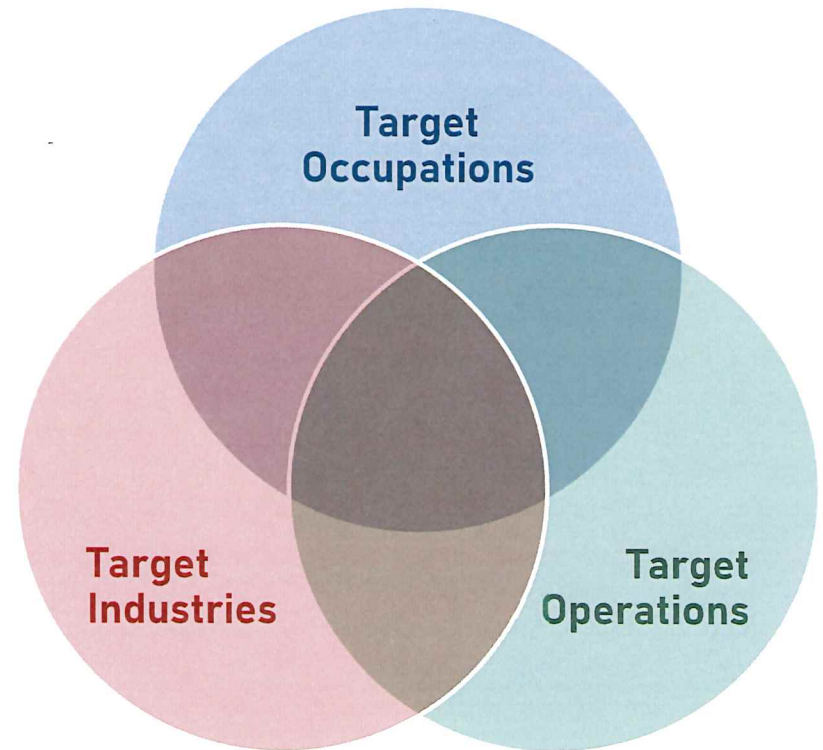
# TARGETED ECONOMIC DEVELOPMENT

Greater New Braunfels

# Targeted Economic Development

## Our Approach

1. Target **occupations** that align with resident skills and which support our vision to bring jobs closer to people.
2. Target **industries** with high growth potential regionally and nationally that employ targeted occupations.
3. Target **operations** that could benefit from our strategic location, competitive advantages, and local asset base.



**Occupations:** Occupations are specific jobs employed across varied industries and operations.

**Industries:** Industries are groups of businesses that produce specific, related goods or services.

**Operations:** Operations are distinct functions or business lines within a business or industry.

# Targeted Occupations

1. **Management** (Net Outflow: -719; Avg. Earnings: \$79,830)
2. **Business & Financial Operations** (Net Outflow: -530; Avg. Earnings: \$106,205)
3. **Computer & Mathematical** (Net Outflow: -492; Avg. Earnings: \$85,072)
4. **Architecture & Engineering** (Net Outflow: -302; Avg. Earnings: \$79,934)
5. **Production** (Net Outflow: -602; Avg. Earnings: \$39,021)

**Occupations:** Occupations are specific jobs employed across varied industries and operations.



# Targeted Industries

1. Financial Services
2. Information Services
3. Professional Services
4. Advanced Manufacturing

**Industries:** Industries are groups of businesses that produce specific, related goods or services.





# Targeted Operations

1. Startup Operations
2. Regional Offices
3. Headquarters
4. Production Facilities

**Operations:** Operations are distinct functions or business lines within a business or industry.



# Targeted Economic Development

## Project Example: Cybersecurity

A **cyber operation** that employs **computer and mathematical** occupations.

## Project Example: Cereal Manufacturer's HQ

A **headquarters relocation** for a **cereal manufacturer** that employs **management and financial** occupations.

## Project Example: EV Battery Producer's HQ

A **headquarters relocation** of an **electric vehicle battery** provider that employs **management, business, financial, computer and engineering** occupations.

## Project Example: Life Sciences Startup

A **startup operation** engaged in **life sciences research & development** that primarily employs **life and physical science** occupations.

