

Houston

REGIONAL ECONOMIC
DEVELOPMENT ALLIANCE

Tuesday, January 14, 2025





HREDA's 2025 Leadership

HREDA's 2025 Leadership

- **Chair:** Stephanie Wiggins Smith,
Partnership Lake Houston
- **Vice Chair:** Scott Livingston, City of
League City
- **GHP Representative:** Craig Rhodes

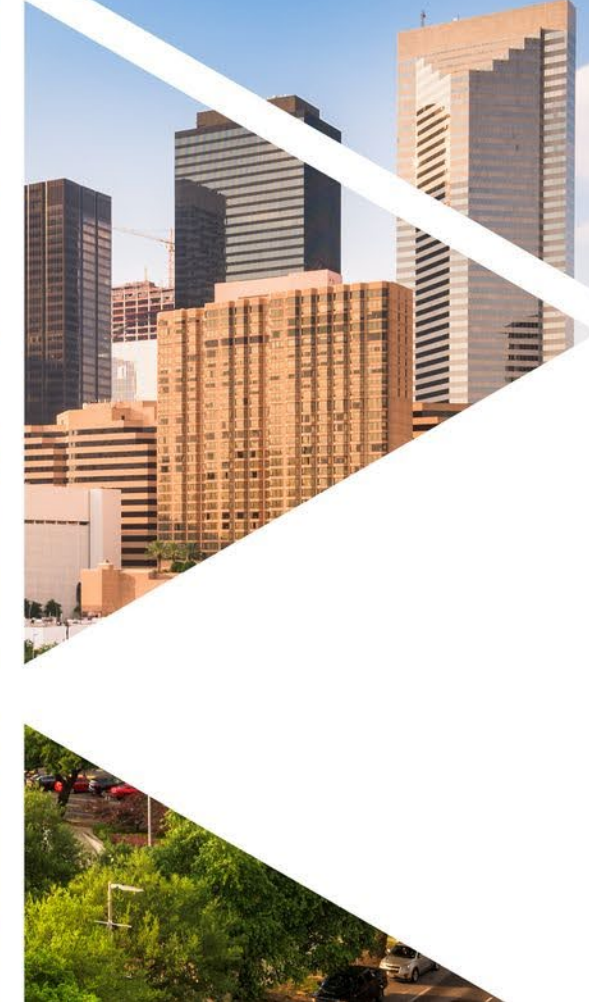
Congratulations, Gil Staley!

20 Years at
Woodlands EDP



Regional Project Pipeline Updates & Discussion

Craig Rhodes
SVP, Economic Development
Greater Houston Partnership



2024 Economic Development Wins

By the Numbers

36 Projects
5045 New Jobs

\$1.14 Billion Capex
Domestic - 14 Int'l - 22

Energy Transition



Manufacturing



Energy



Life Sciences



Digital Tech



Aerospace & Aviation



Professional Services



Logistics

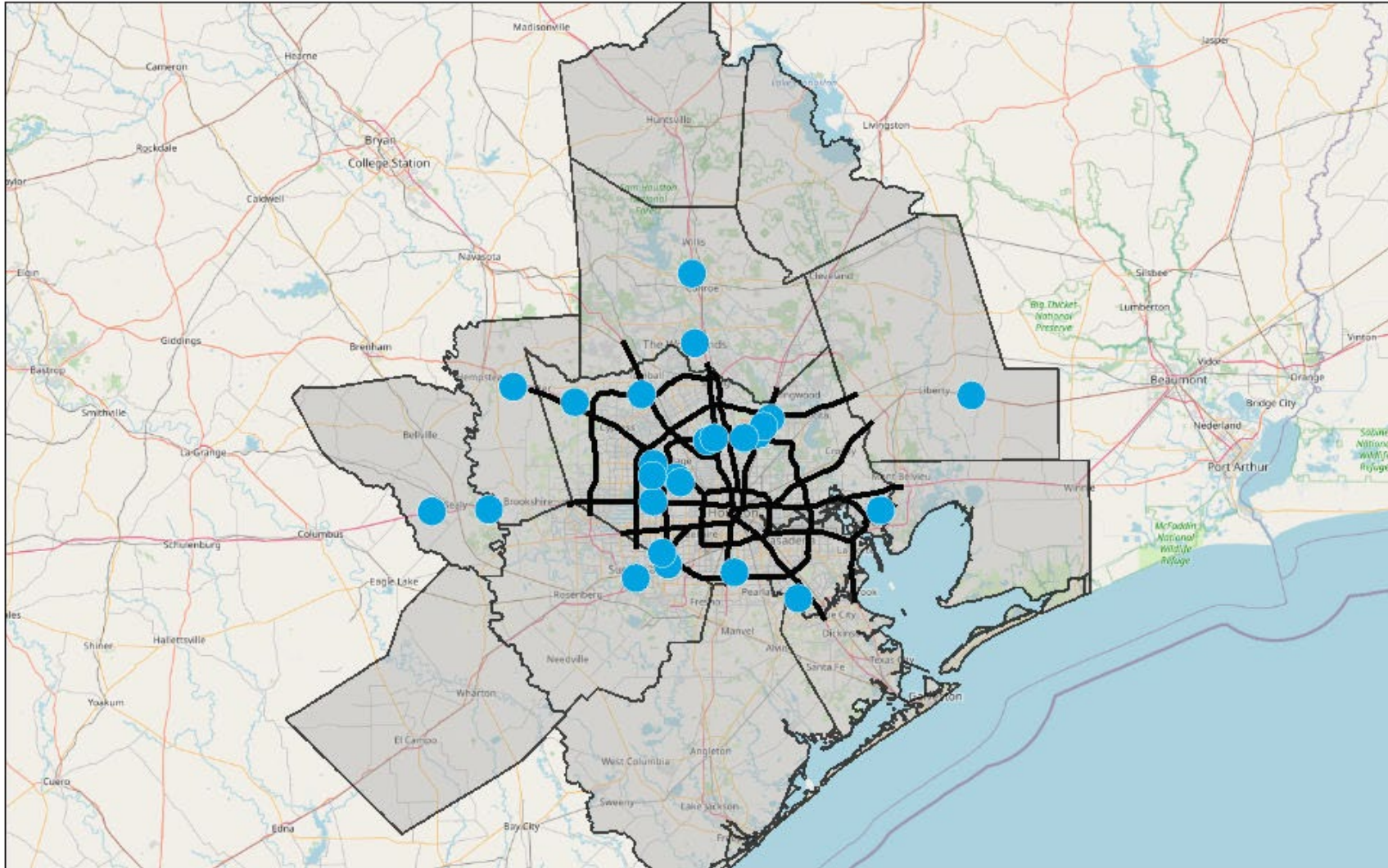


2024 Economic Development Wins

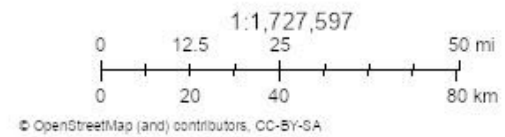
Project Names by Capex

1. QYK Brands – Project Tough Care
2. Grainger – Project Mercury 2
3. Bionova Scientific – Project Sunny Skies
4. Oriental Yuhong – Project Umbrella
5. IC Star Solar – Project Pink Lily
6. Solar Plus Technology Texas – Project Lumos
7. LIFT Academy – Project Falcon
8. TMEIC Americas Corp – Project Gemini
9. Healgen Scientific – Project Lake
10. CZT Energy – Project Sunflower
11. Faust Distributing – Project Uecker
12. MetOx – Project MetOx
13. TDECU – Project Nexus
14. Triveni Turbine – Project Texas Vapor
15. May Food Produce – Project Star Apple
16. Luxecasting USA – Project Moonlight
17. Poggipolini – Project Fastener
18. Chenta Precision Machinery – Project Green Machine
19. Integra Mission Control – Project Gemini
20. Polyhose – Project Hose
21. Fluence Energy – Project Foliage
22. NABOHI – Project Waimea
23. TCI Cutting – Project Orange Blossom
24. Green Way Plastics – Project Ziploc
25. Polymaker – Project FD4
26. Winit America – Project Pigeon
27. Creality – Project Builder
28. Fluxworks – Project Fluxworks
29. Plug and Play Tech Center – Project Platypus
30. Blue Stream Fiber – Project Azul
31. Polytec – Project Slater
32. YPFB Chaco – Project YPFB
33. Renewable Parts – Project Renewable Parts
34. IDOM – Project Easy Street
35. Erhardt – Project Mountain Scape
36. VIOTAS – Project Slipstream

Greater Houston Partnership Economic Development Wins 2024



11/12/2024



Regional Economic Development

Announcements - December



LIFT Academy, a pilot training school, opened a location at Galveston's Scholes International Airport. The project will involve around \$30M in capital investment and create 75 jobs.

Regional Economic Development

Announcements - December



TDECU, a regional bank and credit union, leased a new corporate office in Houston. The project will include renovations with \$17.35M in capital investment, retain 625 jobs, and create 175 new jobs.

Regional Economic Development

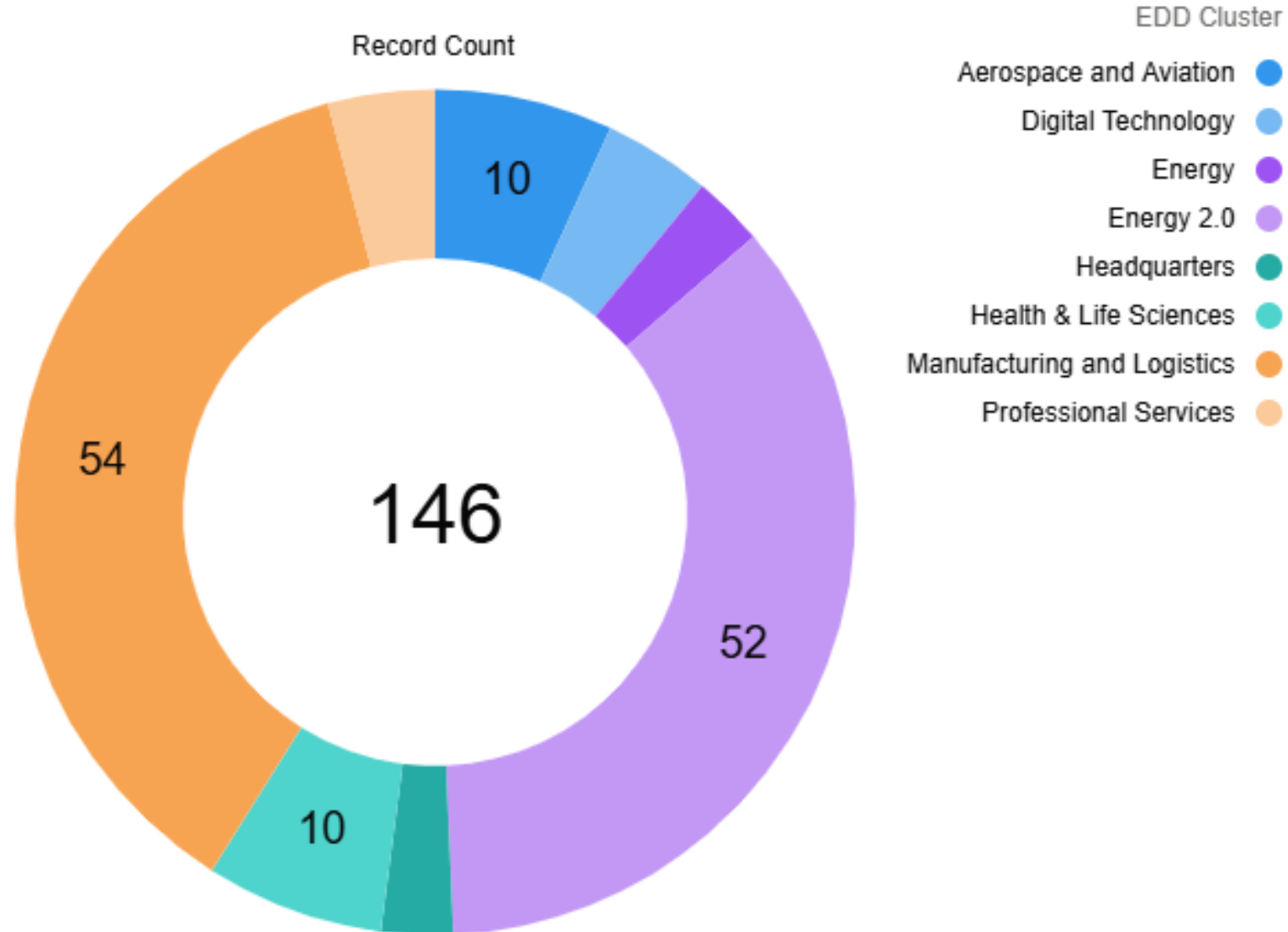
Announcements - December



Blue Stream Fiber, a fiber internet company, is entering the Houston market and opening an office in the region. In addition to their investment in infrastructure, the company is investing \$1M in an office and creating 100 jobs.

EDD Update: 2025 Project Pipeline

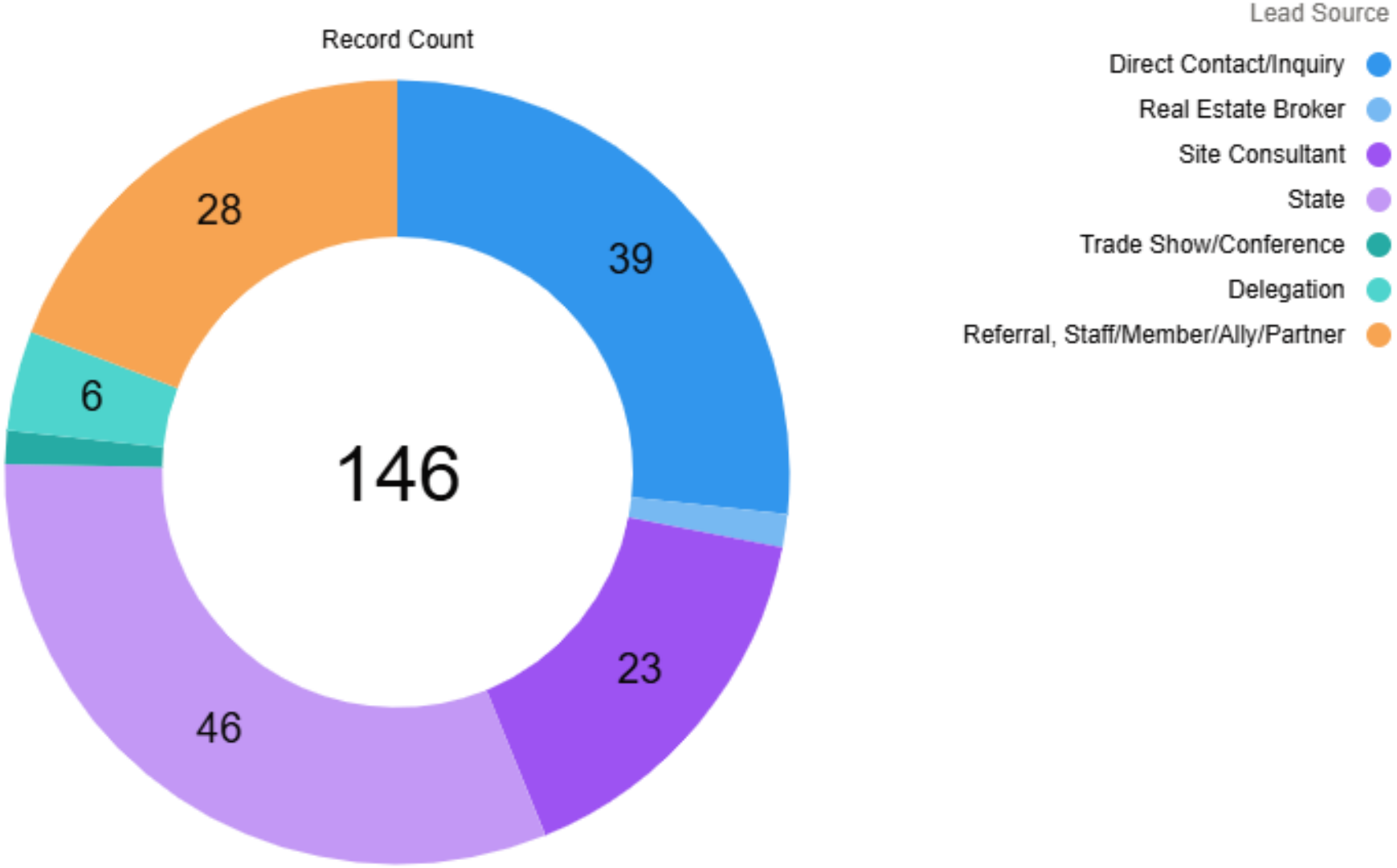
EDD Open Projects - By Cluster



Project Pipeline: 146 projects; ~48,700 jobs; ~\$76.3 B Capex

EDD Update: 2025 Project Pipeline

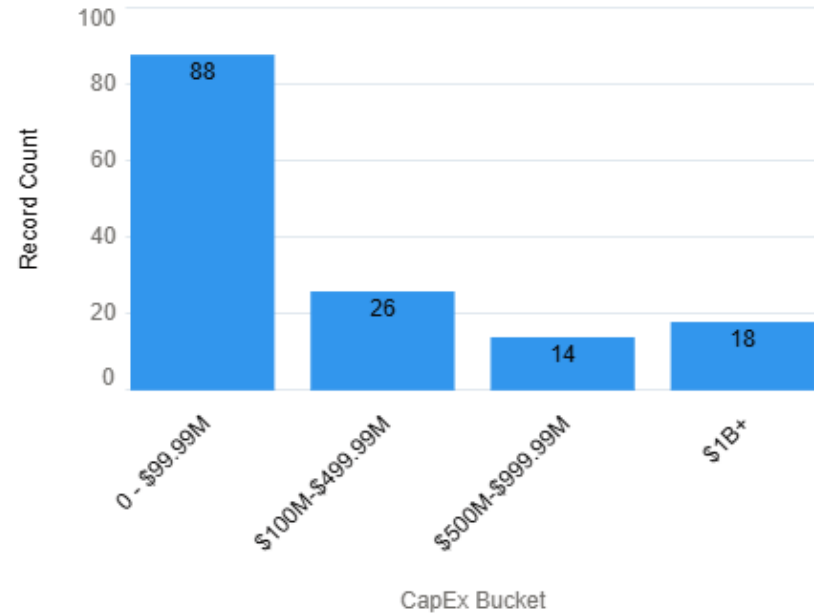
EDD Open Projects - By Lead Source



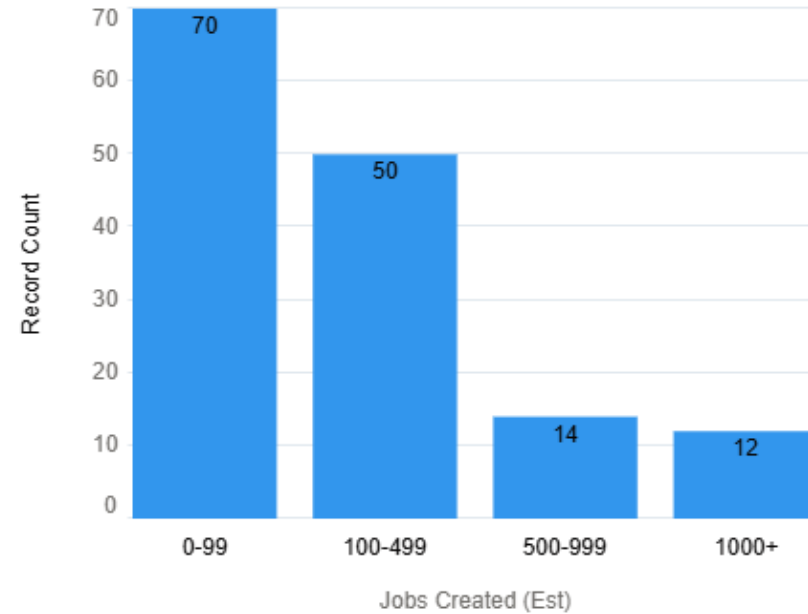
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EDD Update: 2025 Project Pipeline

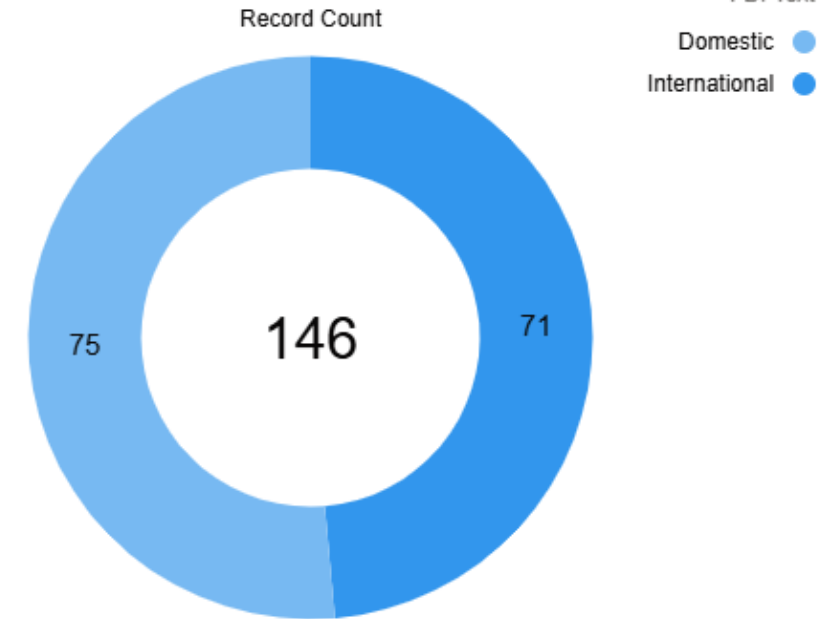
EDD Open Projects - Estimated Capital Investment



EDD Open Projects - Estimated Jobs Created

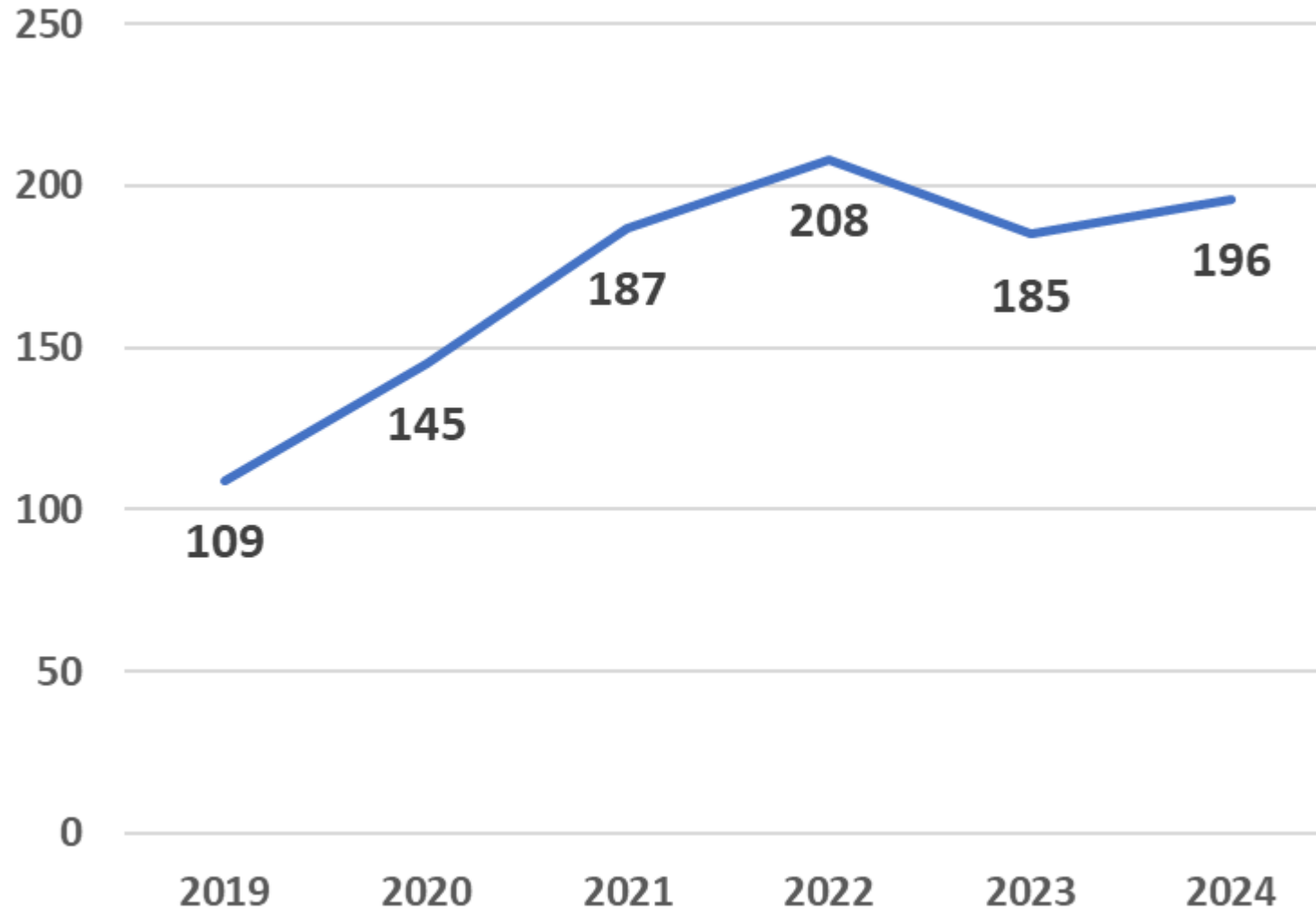


EDD Open Projects - By FDI



EDD Update: 2025 Project Pipeline

2024 New Projects



International Economic Development

Announcements - January



Foxconn Industrial Internet, a Taiwan-based electrical equipment and manufacturing company is expanding in the Houston region by launching an AI server. The company is investing \$225M and creating 300 jobs.

One Houston Together Update

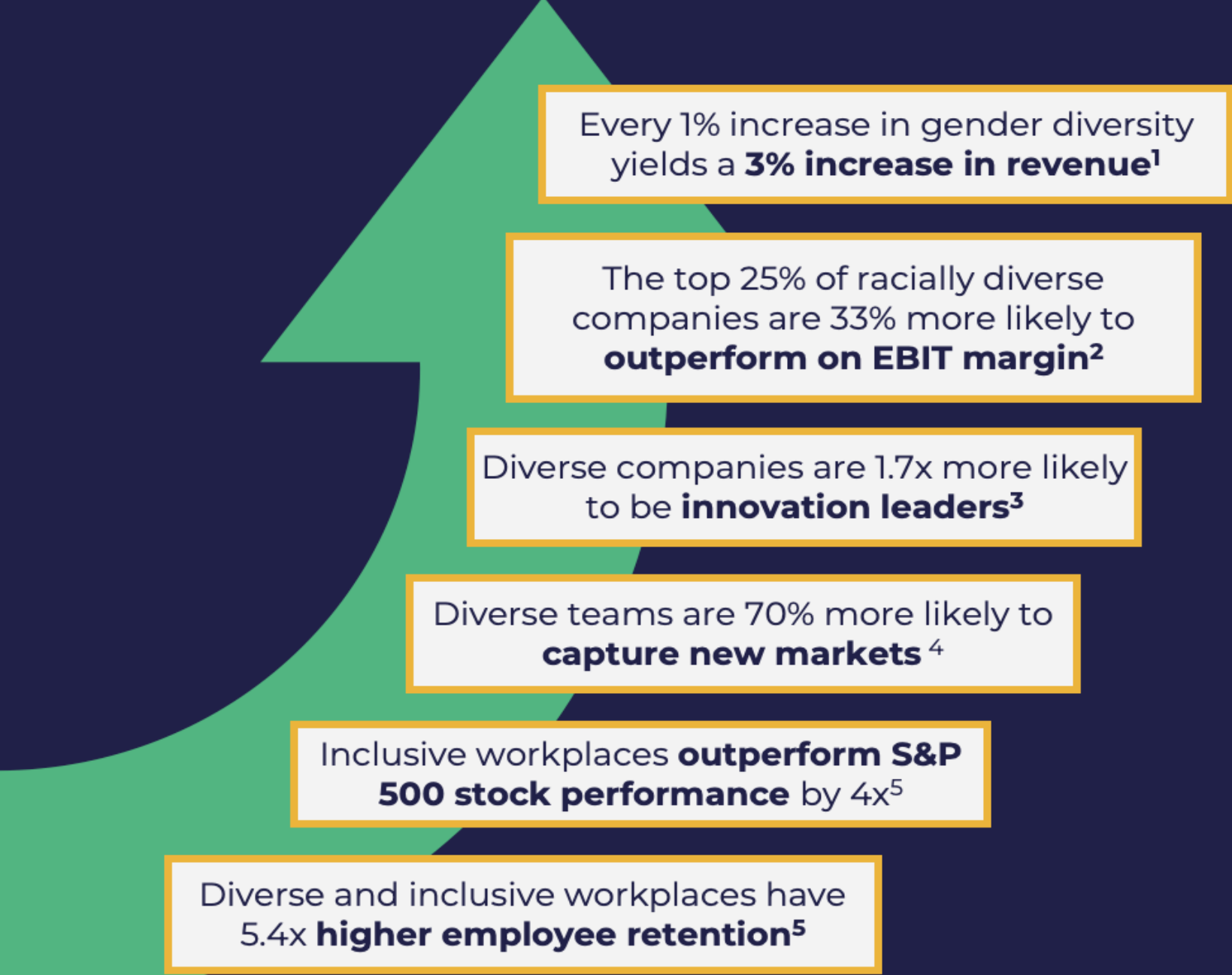
LaTanya Flix

SVP, Inclusive Leadership and Opportunity

Greater Houston Partnership

GREATER HOUSTON PARTNERSHIP

ONE
HOUSTON
together



Every 1% increase in gender diversity yields a **3% increase in revenue**¹

The top 25% of racially diverse companies are 33% more likely to **outperform on EBIT margin**²

Diverse companies are 1.7x more likely to be **innovation leaders**³

Diverse teams are 70% more likely to **capture new markets**⁴

Inclusive workplaces **outperform S&P 500 stock performance** by 4x⁵

Diverse and inclusive workplaces have 5.4x **higher employee retention**⁵

Diversity and inclusion drive performance.

WHAT ARE YOU HEARING?



Impacts and Actions

"Evolve. Not dissolve."

1: More complicated *and* more essential

2: Increased need for care policies

3: Increased litigation

4: Language shift away from "DEI"

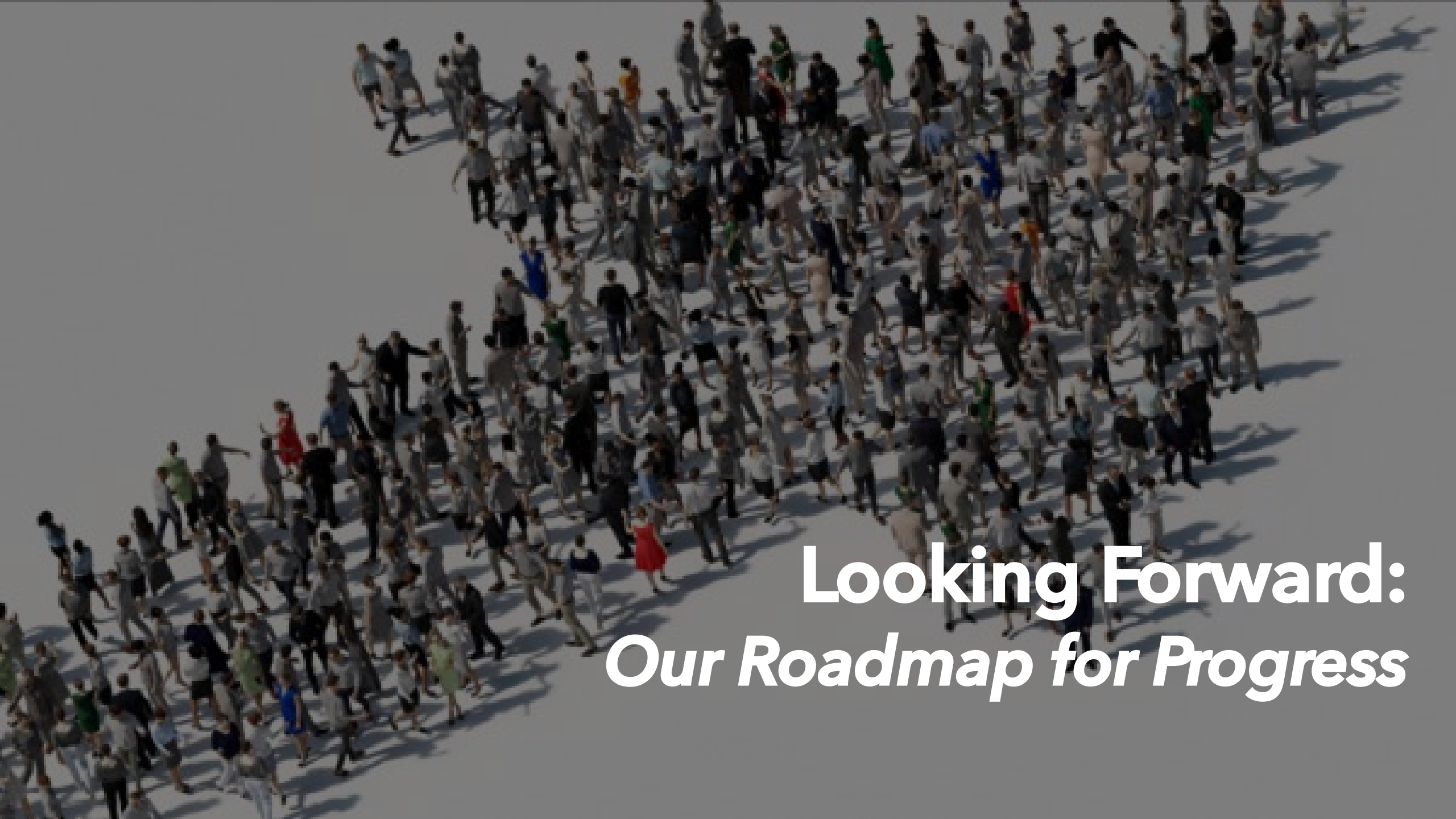
5: Structure change - integrate into other functions

6: Create divide within industries and corporate America

7: Be prepared to defend and advocate for your policies

8: Review and adjust policies and internal communications

Sources: [Fortune](#) and [TIME](#)



**Looking Forward:
*Our Roadmap for Progress***

TALENT ADVANCEMENT

- Talent Roundtable ←
- Industry Groups ←
- Virtual Talent Talk ←

SUPPLIER INCLUSION

- Supplier Roundtable ←
- Industry Groups ←
- Houston MBE Accelerator ←
- CPO Convening ←

Talent Advancement

- **Talent Roundtable** HR, Talent, DEI C-level and senior leaders, Learning and Development and ERG leaders
- **Talent Talk Virtual Connect:** peer-learning, build connections and share resources
- **Inclusion Solutions:** workshops offering ideas and solutions for creating inclusive workplaces

Supplier Inclusion

- **Supplier Diversity Roundtable**
Procurement, Supply Chain, Purchasing, Sourcing, and Supplier Diversity decision makers
- **CPO Convening:** invitation-only for Procurement, Purchasing, and Supply Chain executives
- **Virtual Office Hours**
- **Supplier Inclusion Essentials:** for company business unit leaders/program managers in early stages of strategy development



GREATER HOUSTON PARTNERSHIP

ONE
HOUSTON
together

RESOURCES



Houston DiverseCity Summit Resources

- [2024 Edelman Trust Barometer Special Report: Business and Racial Justice](#), Edelman
- [How CEOs Can Navigate a Polarized World](#), Boston Consulting Group
- [How to Talk About Diversity With Employees to Achieve Your Company's Objectives](#), Catalyst
- [From Moment to Movement](#), Korn Ferry
- [When people thrive, business thrives: The case for human sustainability](#), Deloitte

2025 PROGRAMMING: SUPPLIER INCLUSION

Supplier Diversity Roundtable

(8:30-10am, virtual)

- Wednesday, February 12
- Wednesday, May 14
- Wednesday, September 24
- Wednesday, December 10

Supplier Inclusion Essentials

(8am-4pm, in person)

- Wednesday, March, 19

Virtual Office Hours

- Thursday, March 27
- Thursday, June 26
- Thursday, October 30

CPO Convening

(8:30-10am, in person)

- Spring: Thursday, April 10
- Fall: Wednesday, November 12

2025 PROGRAMMING: TALENT ADVANCEMENT

Talent Roundtable

(8:30-10am, in person)

- Wednesday, February 12
- Wednesday, May 14
- Wednesday, September 24
- Wednesday, December 10

Board Diversity Convening

(8:30-10am, in person)

- Tuesday, February 25

Talent Talk Virtual Connect

(8:30-9:30am)

- Thursday, March 20
- Thursday, August 14

Inclusion Solutions: Neurodiversity Workshop

(8am-4pm, in person)

- Tuesday, March 4



To join our distribution list:

Paulina Valero, Operations Manager
pvalero@houston.org

GHP Marketing and Communications Update

Lou Ann Duvall

Vice President, Marketing & Communications
Greater Houston Partnership



Marketing & Communications Updates

- **EDD Team Updates**

- **Key Marketing Events**

- CERAWeek – EDD + HETI (March 10-14)
- FAM Tour (March 25 – 27)
- BIO International (June 16 – 19)



- **HREDA Marketing Roundtable**

- Thursday, February 27 | Partnership Tower (Oak Room)

Upcoming Meetings and Events

- February 11-14: TEDC BEDC
- February 25: HREDA Meeting
- February 26-28: TEDC Winter Conference (Austin)
- March 7: Rise to the Top (IWD)
- March 25: HREDA Meeting
- March 25-27: Houston FAM Tour
- April 22: HREDA Meeting (offsite)

**Thank you for
attending!**

