



Building the next era of
semiconductor manufacturing
Sherman, Texas



2021-2022
Results

2022-2023
Program of Work



SHERMANEDC

Always Investing. Never Satisfied.

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2021



P R O G R A M
O F W O R K
R E S U L T S

2022



MISSION

Grow and diversify the economy of Sherman and the surrounding area through the addition of new jobs and investment of primary employers.

FY 21-22 GOALS

- A. Retain & Expand Existing Primary Employers
- B. Recruit Targeted Primary Employers & Allies
- C. Support Workforce Development & Employment Programs
- D. Manage & Market SEDCO Real Estate to Attract Industrial Real Estate Investments
- E. Cultivate & Fund an Entrepreneurial Program
- F. Encourage Sherman Minority-Owned & Women-Owned Businesses

TARGET INDUSTRIES

- Manufacturing
 - Technology Products
 - Equipment
 - Metal Fabrication
 - Plastics
 - Recycling
 - Food and Beverage Processing
- Warehouse/Distribution Centers
- Customer Service Centers (Call/Data Centers)
- Industrial Research & Development
- Regional & National Corporate Headquarters



GOAL A

RETAIN & EXPAND EXISTING PRIMARY EMPLOYERS

Continue supporting our existing primary employers for continued growth of new jobs and investments through our Business Retention & Expansion Program.

- Texas Instruments selected Sherman for their new 300-mm semiconductor wafer fabrication project. Total investment approx. \$30 Billion and 3,200 jobs. Construction began in Q2 2022 on the first and second FABs.
- The SEDCO Board approved the following resolutions for existing industries:
 - 5% incentive to II-VI toward their investment of \$53,030,000 and the addition of 119 jobs. SEDCO's incentive totals \$2,701,500. Current job count is over 570 which is an increase of over 175 jobs.
 - \$50,000 Small Business Grant to Starr Aircraft toward their \$100,819 investment and the retention of 100 jobs.
 - 3%* incentive to Sunny Delight toward their investment of \$30,060,000 and the addition of 74 new jobs. Current job count is 150. SEDCO's incentive totals \$901,800.
 - 3%* incentive to Tyson Fresh Meats toward their investment of \$32,000,000. SEDCO's incentive totals \$960,000. Current job count is 1,700 employees.

****Following the announcement of TI, GlobalWafers & Coherent (II-VI) and after examination of future SEDCO cash flow, the SEDCO Board reduced the CAPEX grant from 5% to 3% for projects with a CAPEX of \$1 million+.***

- Existing Industry Performance Agreement Updates:
 - Presented a \$67,469.83 incentive payment to PQD International that created 18 jobs and invested \$1,349,396. Current job count is 18.
 - Presented a \$50,000 Small Business Grant to Quality Ingredients that created 6 jobs and invested \$181,739. Current job count is 7.
 - Authorized an extension of the assistance awarded to Eternity Technologies through December 31, 2022. Current job count is 19.
 - Presented a \$50,000 Small Business Grant to Commissary Express that invested \$155,061. Current job count is 23.
- Conducted 14 Business Retention and Expansion (BRE) visits.
- Hosted 2 joint Plant Manager and Safety Leader Forums and 2 Leadership Breakfasts.
- Hosted appreciation lunches for Commissary Express, Eternity Technologies, Mueller Construction Company, Panda Power, and PQD International.
- Promoted the available jobs at the Sherman industries on ShermanTXJobs.com and on social media.
- Attended and presented at numerous events, meetings, trainings, webinars, and conferences and served on local, regional, and state committees and boards.
- Provided sponsorships to the local, regional, and state organizations.



GOAL B

RECRUIT TARGETED PRIMARY EMPLOYERS & ALLIES

Market Sherman's attributes to attract primary employers – companies with statewide, national and global markets. Continue to build relationships with key partners including site selectors, real estate professionals, other economic development agencies, and local leadership.

- GlobalWafers USA selected Sherman for their new 300-mm silicon semiconductor wafer production facility. The SEDCO Board approved Res. No. SEDCO-2022.09 authorizing \$20 Million in financial assistance over a 10-year period toward the \$5 Billion CAPEX and the creation of 1,500 jobs and the transfer of approx. 144 acres in Progress Park I at \$1 per acre.
- The SEDCO Board approved Res. No. SEDCO-2021.17 authorizing a 5% incentive of \$234,000 to Trinity Tape & Marking toward the \$4,680,000 CAPEX. Current job count is 10, and the company plans to increase to 18 jobs within 3 years.
- The SEDCO Board approved Letters of Intent for Projects Wrap and EZ on Progress Park VI.
- Worked with the Governor's Office of Economic Development and Tourism, the Dallas Regional Chamber, City of Sherman, Oncor, BNSF Railway, and other allies on 19 projects.
- Hosted 14 site visits and prospect meetings.
- Met with site selectors and other allies to discuss Sherman's programs and assets.
- Marketed Sherman at the MD&M West Tradeshow in California with Team Texas and Oncor. This event also included the PLASTEC West, West Pack, Design & Manufacturing, and ATX Tradeshows.
- Supported the marketing efforts of the North Texas Regional Airport.
- Worked with 2x2 Media on videos highlighting Sherman's assets to recruit jobseekers and new companies.
- Launched the new sedco.org which combined the previous sedco.org, ShermanTXJobs.com, and ShermanSites.com into one website.
- Launched the SEDCO TikTok account (ShermanEDC).
- Participated in the podcast "What's Behind the Tech Boom in Sherman?" with KRLD.
- Distributed the quarterly reports to over 1,200 newsletter contacts.
- Promoted SEDCO/Sherman news, events, and more through social media.
- Ordered new promotional giveaways to market Sherman through prospect visits and tradeshows.
- Updated SEDCO's on hold message and set up a new automated greeting for inbound callers.
- In celebration of the 25th Anniversary, SEDCO launched a mini documentary highlighting Sherman's industrial history leading up to SEDCO's incorporation and to present day.



GOAL C

SUPPORT WORKFORCE DEVELOPMENT & EMPLOYMENT PROGRAMS

Continue to actively support the regional educational institutions, economic development organizations, workforce agencies, and industries on workforce development and training opportunities.

- Partnered with the Advanced Manufacturing Consortium – a regional effort to offer career pathways to area middle and high school students to develop a pipeline of upper skilled workers for advanced manufacturing that fit the needs of regional companies.
- Co-sponsored events for teachers, parents, counselors, mentors, industry representatives, and students that educated attendees on the student workforce programs or celebrated program milestones.
- In Spring 2022, two Sherman High School seniors received their Advanced Manufacturing Program (AMP) certifications - Ignacio Martinez (Level 1) and Jose Mateo (Level 2). The Industrial Maintenance Technician (IMT) Program had 23 students earn a Level 1 certification.
- Matched grant dollars with Workforce Solutions Texoma and the Denison Development Alliance for two Career Education Specialists to assist with recruitment and retention for AMP, IMT, and other training programs while educating students, teachers, and counselors on targeted jobs in the region.
- Co-sponsored the Red, White & You, Career Connection, and Back to Work Job Fairs.
- Maintained job listings for the Sherman industries on ShermanTXJobs.com and promoted the listings through sponsored ads on social media.
- Partnered with the Grayson College Center for Workplace Learning to offer no-cost training to full-time employees of Sherman-based, Type A businesses.
- Collaborated with Hanah B PPC to initiate Google and YouTube advertising to recruit jobseekers.
- Met with high school superintendents and representatives of institutions of higher education (Grayson College, Austin College, UT Dallas) to initiate a comprehensive forward plan in order to develop a talent pipeline for the labor needs of our high-tech industries.



GOAL D

MANAGE & MARKET SEDCO REAL ESTATE TO ATTRACT INDUSTRIAL REAL ESTATE INVESTMENTS

Maintain and market industrial land, as well as industrial buildings, to attract primary employers that result in the development of property.

- Closed on 71 acres south of Progress Park VII and 49 acres south of Progress Park VI.
- The SEDCO Board approved the following resolutions:
 - Res. No. SEDCO-2022.04: Authorizing the conveyance of an approx. 9.115-acre tract and an approx. 0.84-acre tract off FM 1417 just east of Schulman's Movie Bowl Grille to the City of Sherman for the purchase price of \$254,818.
 - Res. No. SEDCO-2022.08: Authorizing 903 Brewers to convey 5.282-acre tract on west side of Northgate Dr. in exchange for the 11.11-acre tract on the east side of Northgate Dr. SEDCO plans to reimburse 903 Brewers for initial engineering, architectural and civil work completed on the 5.282-acres that cannot be transferred to 11.11-acre tract.
 - Res. No. SEDCO-2022.09: Authorizing the transfer of approx. 144 acres in Progress Park I at \$1 per acre to GlobalWafers USA.
 - Res. No. SEDCO-2022.10: Authorizing \$70,000 for the acquisition of approximately three acres of an old rail access corridor on Progress Park VIII.
 - Res. No. SEDCO-2022.12: Authorizing the transfer of approx. 5 acres of industrial land located within Progress Park III at a cost of \$65,340 per acre to Soltic Real Estate, LLC, an Arctic Bracing related entity.
 - Res. No. SEDCO-2022.02 authorizing reimbursement to the City of Sherman in an amount not to exceed \$255,000 for payment of a contract between the City of Sherman and Pacheco Koch Consulting Engineers for the project to extend Flanary Rd. from Progress Dr. to Shepherd Rd.
- Worked with BNSF and Via Rail on projects seeking rail served sites in Progress Park.
- Collaborating with the owners of the former CertainTeed building as 500,000 square feet of available industrial space is coming open in October 2022. Currently working with one project looking at that space with an estimated CAPEX of \$130,000,000 and adding up to 260 new jobs.
- Met with the Sherman Director of Development Services Rob Rae for a Blalock Ordinance update.
- Sponsored ads on social media to promote the available sites in Progress Park.
- Maintained property listings on sedco.org.
- Maintained the landscape of Progress Park to ensure a quality presentation for existing industries and prospective companies.



GOAL
E

CULTIVATE & FUND AN ENTREPRENEURIAL PROGRAM

Incentivize young, Type A eligible, entrepreneurial companies that will be based in Sherman and have the potential to positively impact the local economy.

- Worked with Austin College and the Grayson Small Business Development Center (SBDC) to plan and execute the 2022 Raising Innovative Sherman Entrepreneurs (RISE) Challenge with the goal to develop young, entrepreneurial companies by awarding a total of \$250,000 to qualified applicants.
- Hosted a luncheon for the Sherman bankers to share how the RISE Challenge could assist their business clients seeking additional capital to grow or expand their operations.
- Hosted two Public Interest Meetings to increase awareness about the RISE Challenge guidelines and answer any questions of those applying.
- Promoted RISE through press releases, television ads, and social media.
- The application portal closed in February with five applicants, and four advanced to Round 2. They completed an Orientation and SBDC Training and pitched their products to the program partners. Three applicants advanced to Round 3. In March, they submitted their business plans and hosted site visits for the judges. In April, they completed a final presentation, and the winners and their prize amounts were announced at the Awards Celebration.
- Worked with 2x2 Media to produce videos highlighting the finalists, their businesses, and their journeys throughout the RISE Challenge.
- Presented a \$50,000 RISE grant to The Charlotte Letter towards their investment of \$128,524. The company designs and manufactures adaptive apparel for children with special medical needs and plans to add up to 17 new jobs over the next five years. This grant was approved through Res. No. SEDCO-2022.05.
- Presented a \$100,000 RISE grant to Arctic Bracing towards their investment of \$1,030,000. The Company designs and manufactures orthopedic braces with a patented custom mold system and plans to add up to 38 new jobs over the next five years. This grant was approved through Res. No. SEDCO-2022.06.
- Welcomed a new program partner for the 2023 RISE Challenge – PQD Design and Manufacturing, LLC. PQD will select a winner(s) of the RISE Challenge to assist with product research and development.



GOAL F

ENCOURAGE SHERMAN MINORITY-OWNED & WOMEN-OWNED BUSINESSES

Create an environment of education and support to increase the number and size of Sherman minority-owned and women-owned businesses.

- Hosted the second Sherman Women-Owned and Minority-Owned (WOMO) committee meeting to discuss branding, provide an update on the database, and brainstorm ideas for future workshops and masterclasses.
- Finalized the logo and branding for the WOMO program.
- Collected 242 contacts for the women-owned and minority-owned businesses in Grayson County and uploaded them to a database on the new [sedco.org](https://www.sedco.org).

The **BIGGEST** Deal In Texas. Ever.

Sherman
CLASSIC TRADITIONAL
ROAD HORIZON.

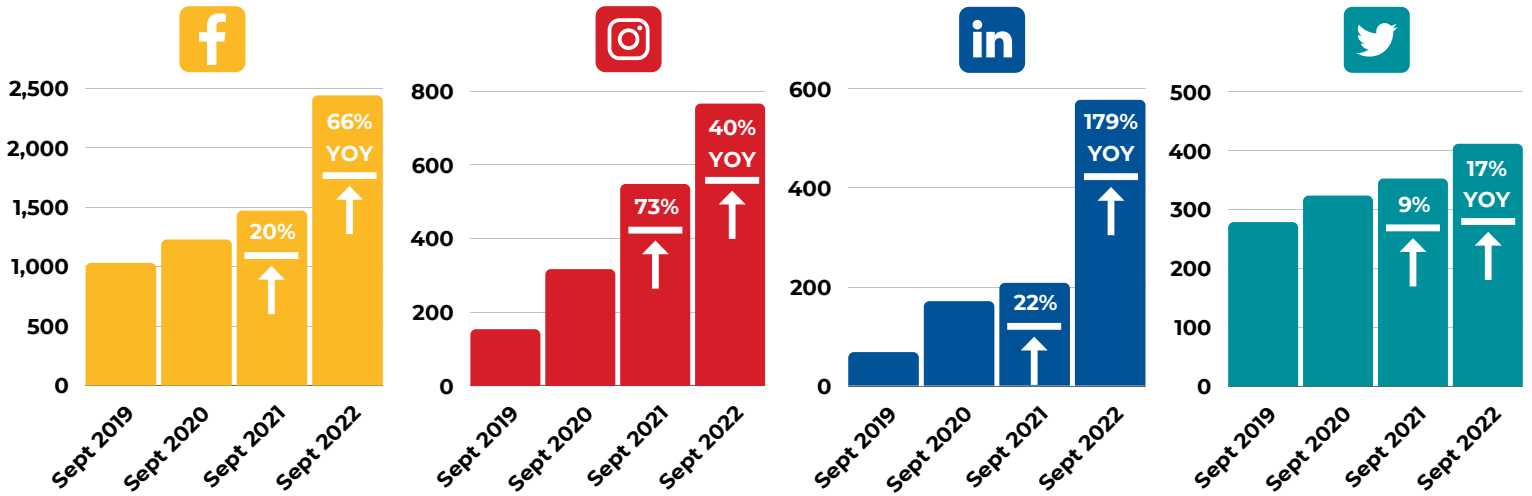


RECOGNITION OF RESULTS

- Recognized by Governor Greg Abbott for receiving the 2021 Technology Award. State Representative Reggie Smith and State Senator Drew Springer presented SEDCO board members and staff with the award.
- Ranked #1 on the North Texas Economic Development Agencies list from the Dallas Business Journal.
- Awarded the Texas Economic Development Council's 2021 Economic Excellence Recognition.
- SEDCO President Kent Sharp and Texas Instruments' Virginia Schaefer were invited to visit the Governor's mansion to honor Texas' achievement in Economic Development and to celebrate Texas winning its 10th consecutive Governor's Cup.
- SEDCO President Kent Sharp was asked to testify before the House Committee on the International Relations and Economic Development on the Interim Charges of Economic Development incentives and semiconductor investment.

SOCIAL MEDIA ANALYTICS

Follower Growth Rate:



NEW! 42 Followers - Sept 2022

Ad Campaign Results:

*FY 20-21 Figures



Campaigns

35
31*

25
26*



Impressions

Number of times an ad was viewed

809,976
277,406*

111,515
66,880*



Engagement

Likes, comments & shares

131,984
10,016*

5,184
2,183*



Video Plays

342,426
44,482*

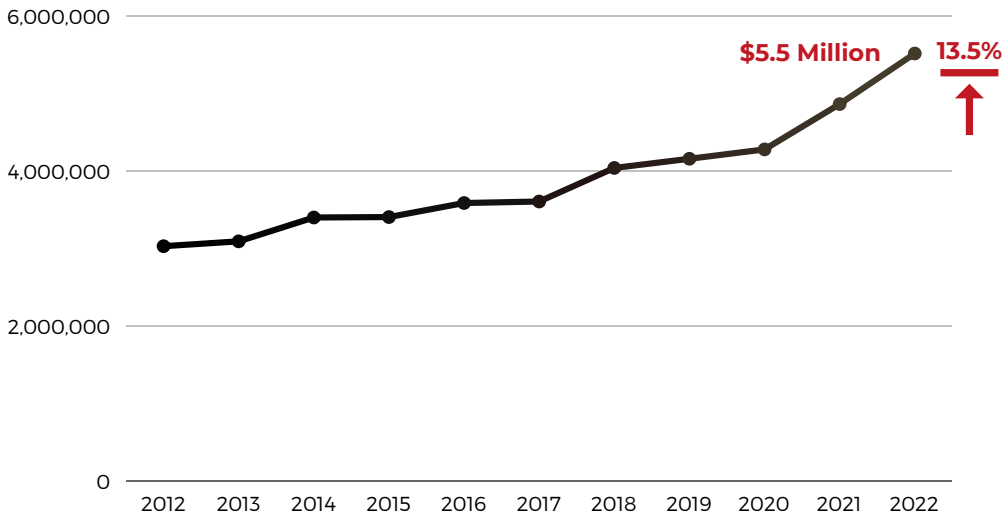
13,662
5,786*



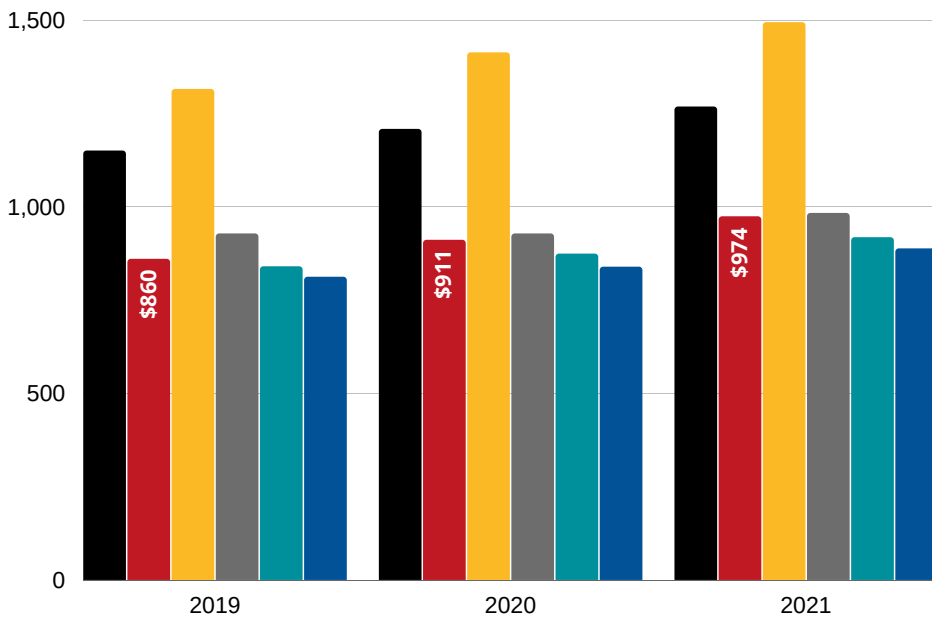
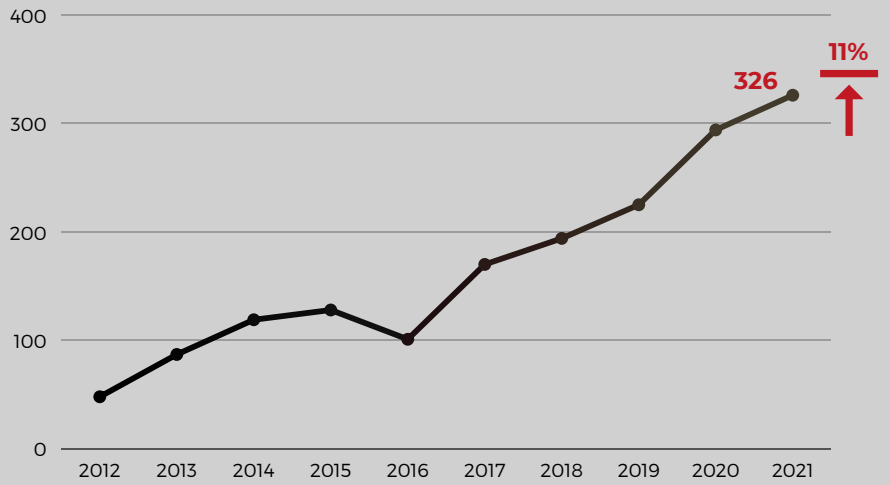
Clicks

12,104
10,064*

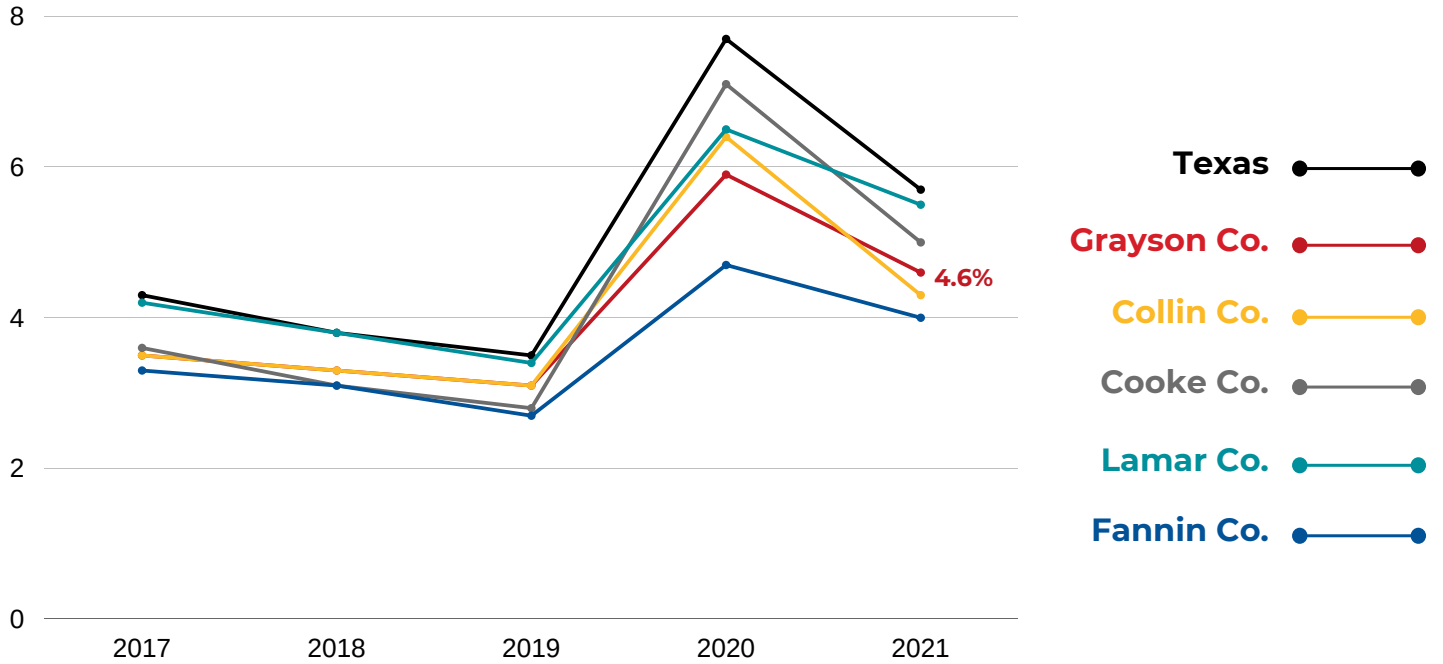
1,939
698*



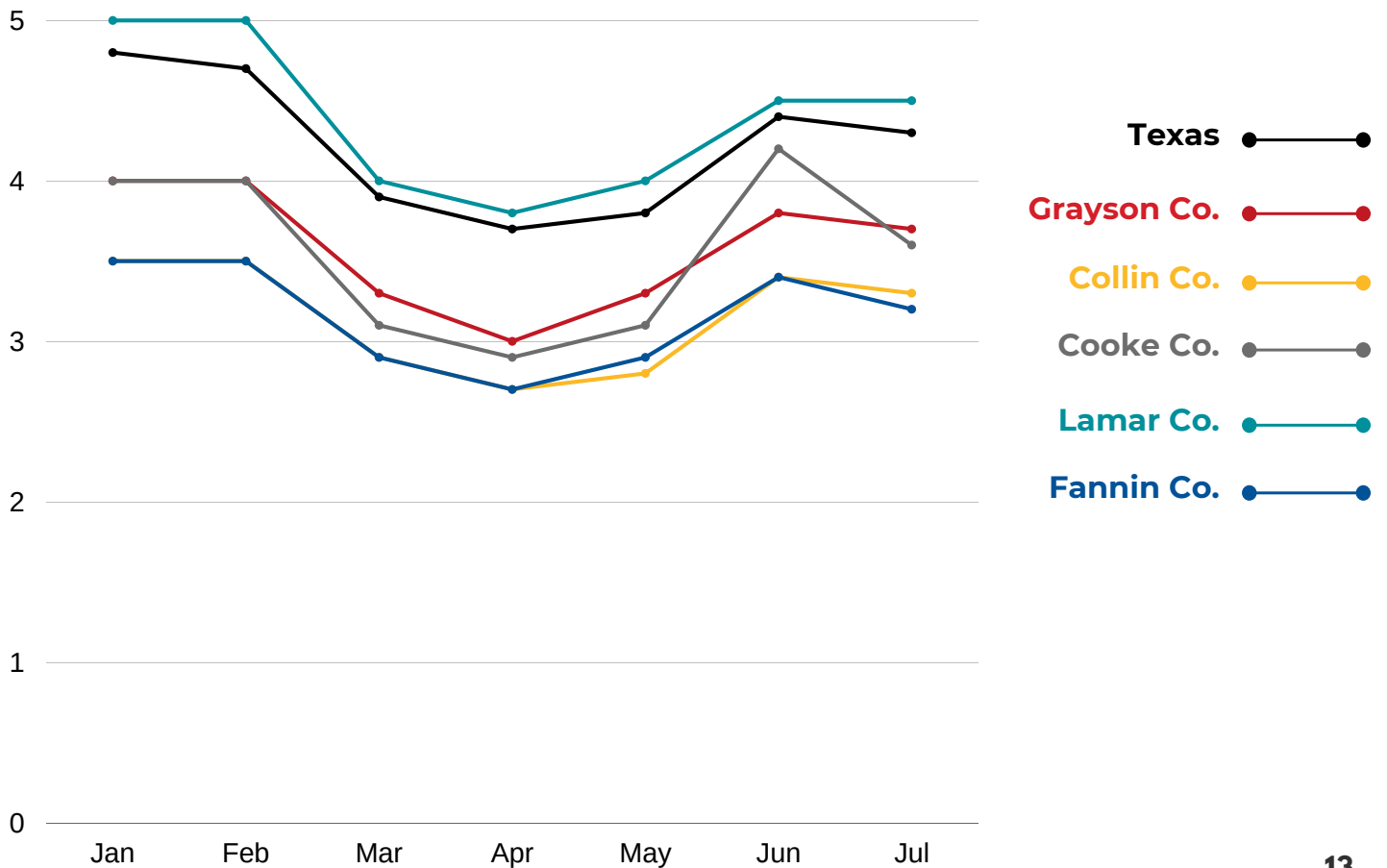
SINGLE FAMILY PERMITS
2012-2021



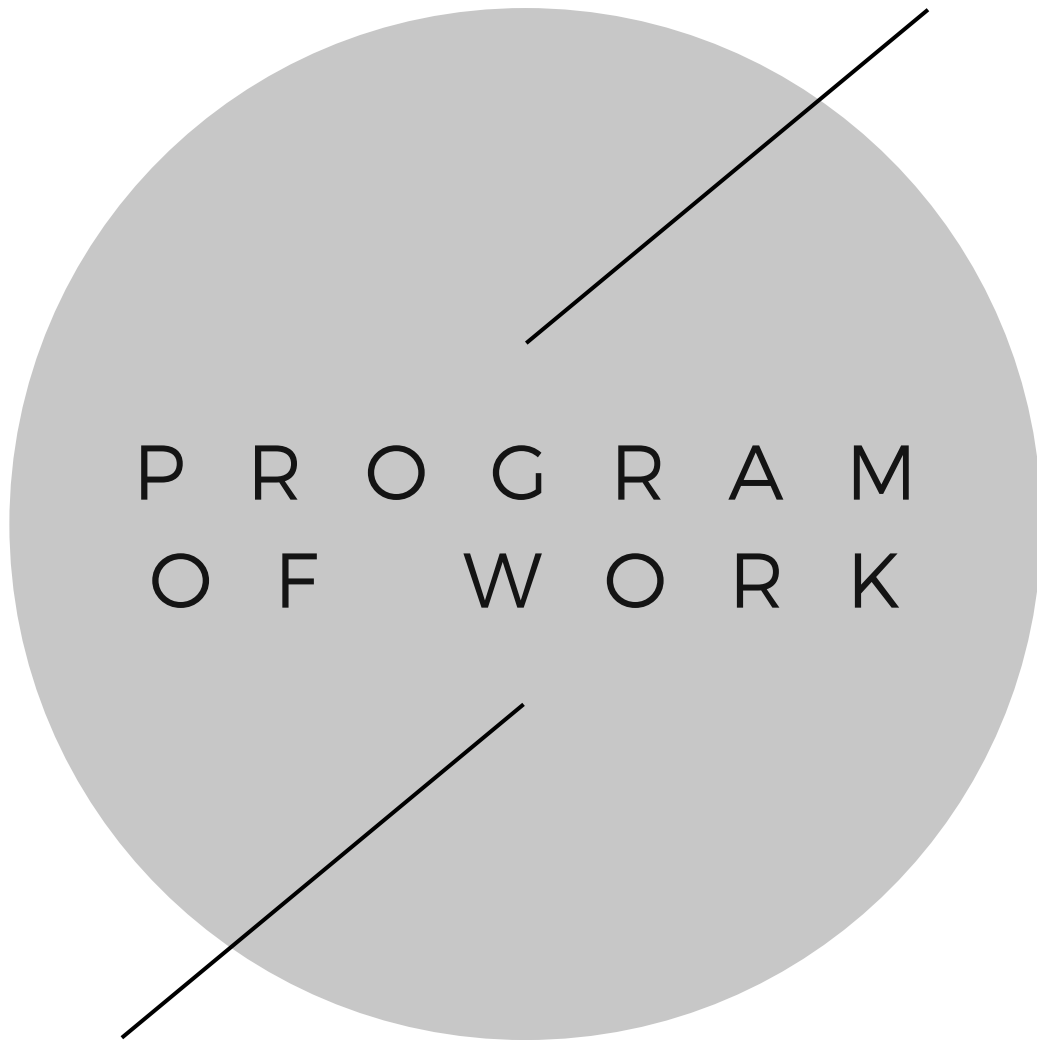
AVERAGE UNEMPLOYMENT RATE 2017-2021



UNEMPLOYMENT RATE Jan-Jul 2022

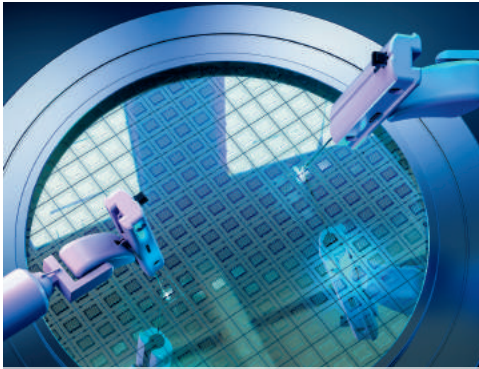


2022



2023

TARGET INDUSTRIES & GOALS



Advanced
Manufacturing



Industrial Research &
Development



Regional & National
Corporate Headquarters

GOAL A

Retain & Expand Existing Primary Employers

GOAL B

Recruit Targeted Primary Employers & Allies

GOAL C

Support Workforce Development & Employment Programs

GOAL D

Manage & Market SEDCO Real Estate to Attract Industrial
Real Estate Investments

GOAL E

Continue the Raising Innovative Sherman Entrepreneurs
(RISE) Program

GOAL F

Educate & Promote Sherman Women-Owned & Minority-Owned
(WOMO) Businesses



GOAL A

RETAIN & EXPAND EXISTING PRIMARY EMPLOYERS

Continue supporting our existing primary employers for continued growth of new jobs and investments through our Business Retention & Expansion Program.

- Visit existing industries to learn about new updates and current needs and seek ways to help them strengthen their Sherman operations.
- Visit headquarters of local companies when feasible (elevated priority).
- Support existing industries with tailored incentive agreements to attract new investments and jobs and assist local companies to compete for corporate expansions.
- Sponsor Plant Manager and Safety Leader Forums and Human Resources Group meetings, all of which provide information, encourage dialogue among local industry and discuss issues that affect the local business environment.
- Host Leadership Breakfasts with industry representatives and community leaders to discuss the local business environment.
- Work with the Sherman industries, the City of Sherman, and Grayson County to develop strategies to better prepare for disaster-related events.
- Monitor those things which affect the industrial business climate, specifically with the addition of substantial semiconductor investments.



GOAL B

RECRUIT TARGETED PRIMARY EMPLOYERS & ALLIES

Market Sherman's attributes to attract primary employers – companies with statewide, national, and global markets. Continue to build relationships with key partners including site selectors, real estate professionals, other economic development agencies, and local leadership.

- Attract primary employers with tailored incentive agreements for new investments and jobs.
- Showcase the availability of sites and existing buildings (when available), incentives, and city amenities and highlight Sherman's economic development successes.
- Distribute marketing materials and promotional items to site selectors, real estate professionals, and company administrators representing our target industries.
- Initiate prospecting trips with allies to target industries.
- Host real estate professionals in Sherman to promote Progress Park and other local resources and networking events for allies, site selectors, and industrial brokers.
- Actively participate with economic development allies to narrow the scope of our recruitment campaigns to attract primary employer investments and jobs.
- Support the marketing efforts of the North Texas Regional Airport.
- Monitor those things which affect the industrial business climate, specifically with the addition of substantial semiconductor investments.

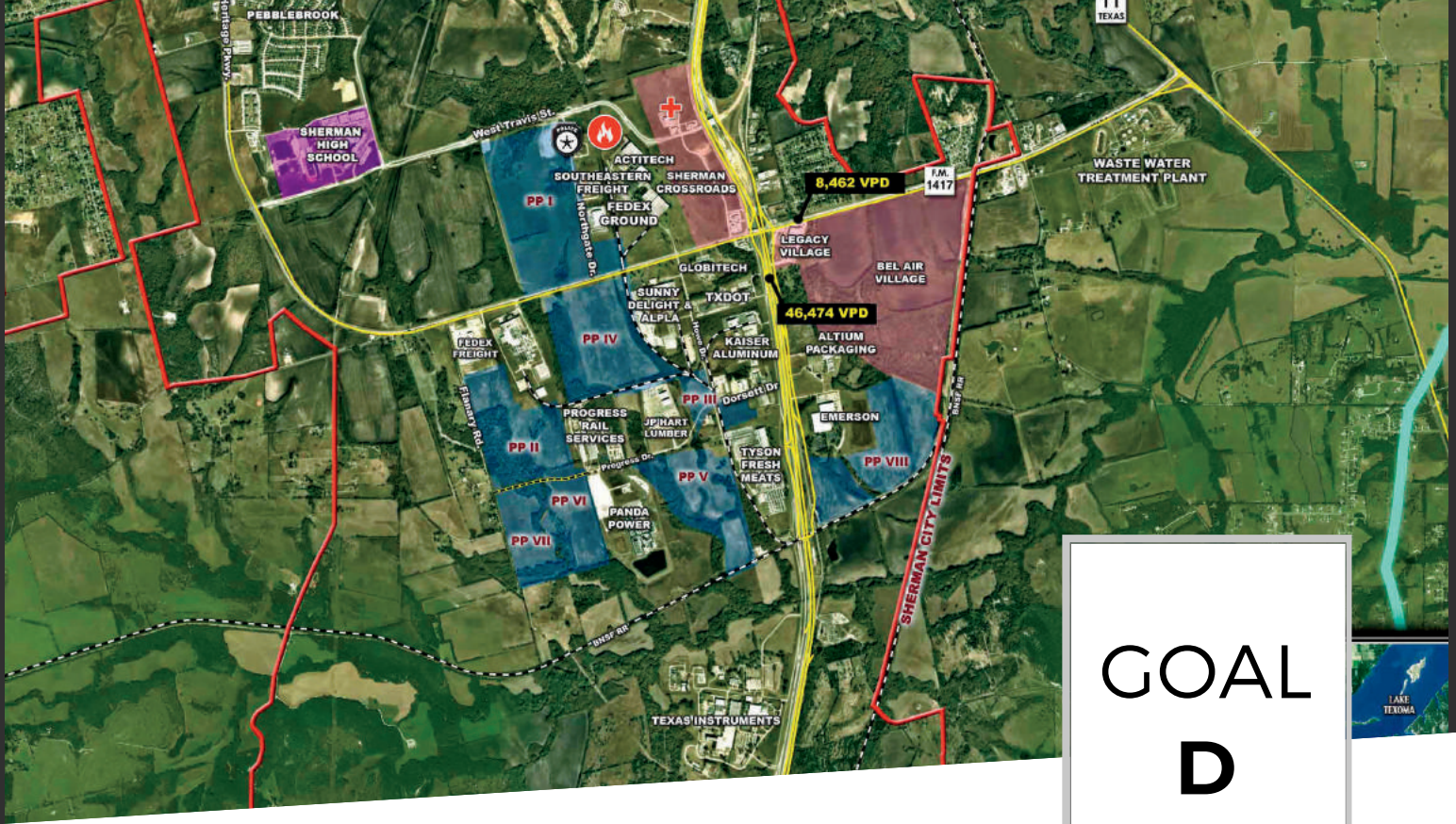


GOAL C

SUPPORT WORKFORCE DEVELOPMENT & EMPLOYMENT PROGRAMS

Continue to actively support the regional educational institutions, economic development organizations, workforce agencies, and industries on workforce development and training opportunities.

- Partner with the Advanced Manufacturing Consortium – a regional effort to offer career pathways to area middle and high school students to develop a talent pipeline of upper-skilled workers for advanced manufacturing that fit the needs of regional companies. These efforts include:
 - Advanced Manufacturing Program (AMP), Industrial Maintenance Technician (IMT) Program, Programmable Logic Controllers (PLC), Business Education for Teachers & Counselors, Career Fairs, Careers in Texas Industries Day, Manufacturing Day, and Student Tours.
- Explore the addition of a specialized technology pathway within AMP to address the coming demand of semiconductor production employees.
- In partnership with Workforce Solutions Texoma and the Denison Development Alliance, continue to support two Career Education Specialists positions to assist with the recruitment and retention of students for AMP, IMT, and other demand occupation training programs while educating the students, teachers, and counselors on targeted jobs in the region.
- Work with Workforce Solutions Texoma and the Center for Workplace Learning to promote skills development training grants for new and existing industries.
- Continue to partner with the Center for Workplace Learning to offer no-cost training to full-time employees of Sherman-based, Type A businesses.
- In response to industries' need for employees, continue to update and promote ShermanTXJobs.com.



GOAL
D

MANAGE & MARKET SEDCO REAL ESTATE TO ATTRACT INDUSTRIAL REAL ESTATE INVESTMENTS

Maintain and market industrial land, as well as industrial buildings, to attract primary employers that result in the development of property.

- Work with allies to market SEDCO and privately-owned properties to target industries.
- Continue strategic investments in capital improvements and expansion for Progress Park.
- Partner with the City of Sherman on strategic infrastructure development to enhance the usability.
- Maintain listings for SEDCO-owned properties on sedco.org.

the
charlotte



GOAL
E

CONTINUE THE RAISING INNOVATIVE SHERMAN ENTREPRENEURS (RISE) PROGRAM

Incentivize young, Type A eligible, entrepreneurial companies that will be based in Sherman and have the potential to positively impact the local economy.

- Continue to partner with Austin College, the Grayson Small Business Development Center, and other regional leaders to execute the annual Raising Innovative Sherman Entrepreneurs (RISE) Challenge.
- Work with the team to maintain program guidelines, update RiseInSherman.com, and select a panel of judges comprised of local business leaders.
- Market the program through various advertising platforms.
- Solicit applications through RiseInSherman.com from the entrepreneurial business community.
- Execute the competition by having the judges review the applications and select the winner(s).
- Prepare a performance agreement for the winner(s) with the conditions outlined in the program guidelines, and upon execution by all parties, present the incentive to the company.
- Review and monitor the progress and results of the winner(s) based on the program guidelines.



GOAL F

EDUCATE & PROMOTE SHERMAN WOMEN-OWNED & MINORITY-OWNED (WOMO) BUSINESSES

Create an environment of education and support to increase the number and size of Sherman women-owned and minority-owned businesses.

- Work with the WOMO committee to continue to develop a program that will educate and provide support to new and existing women- and minority-owned business owners.
- Develop online master classes featuring local, successful, WOMO business leaders presenting topics relevant to finance, organization, and marketing.
- Market the master classes on various advertising platforms.
- Educate WOMO business owners on resources available to grow and expand their operations.
- Encourage participation of WOMO business owners in events and other networking opportunities within the City of Sherman to market their businesses.



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