



A Natural Beauty



TYLER, TEXAS

INDUSTRY GROWTH INITIATIVE

Jan. 2011



The Project

- ❑ Identified in **Tyler 21** as an action item.
- ❑ Initiated and implemented by the Leadership Roundtable.
 - ❑ Identifies economic development opportunities.
 - ❑ Provides strategies and recommendations that support industry growth.
 - ❑ Includes an implementation plan.





Key Findings

- ❑ *Tyler should build on existing short and long-term strategies for success through public/private partnerships.*
- ❑ *Tyler is at a critical crossroad to maintain economic diversity while focusing on the areas with the greatest growth potential.*
- ❑ *Economic development can not hinge solely on traditional manufacturing.*
- ❑ *Tyler should assemble the assets to establish an “**Innovation Economy.**”*
- ❑ *Dallas (and TX mega-region) is a competitive advantage; Tyler should tap this as a major market for tourism, business attraction, students and retirees.*

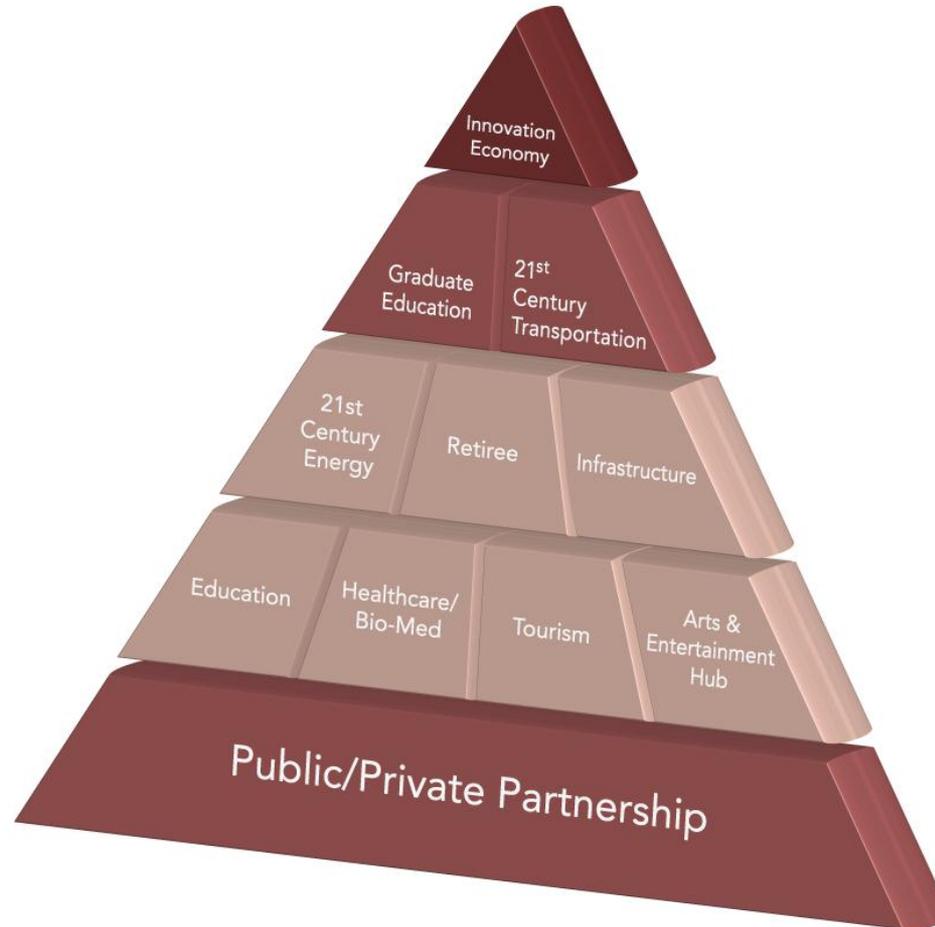


Innovation Economy

- ❑ A high rate of innovation contributes to more intellectual capital, economic growth, job creation and a high standard of living.
- ❑ In the past the question was how to attract businesses...the new question is how to attract talented people.
 - ❑ Quality of life plays a significant role in attracting these businesses.
- ❑ The agrarian economy evolved into the industrial economy, which has now evolved into the innovation economy.
- ❑ Innovation jobs pay higher wages and the demand is growing.



The Goal: the “Innovation Economy”





6 Joint Adoption

- ❑ **In an historic move, all of the following entities adopted the IGI in May, 2010:**
 - ❑ The City of Tyler;
 - ❑ Smith County;
 - ❑ Tyler Junior College;
 - ❑ Tyler Independent School District;
 - ❑ Tyler Area Chamber of Commerce; and,
 - ❑ The Tyler Economic Development Council.



7 Where are we now?

- ❑ **Champions have been named for each tier and several CAT 100 teams have been formed.**
- ❑ **PPP**
 - ❑ PR consortium completed survey and is working on strengthening branding and marketing materials.
- ❑ **Healthcare**
 - ❑ First CAT 100 Team meeting to be held on Jan. 19 and planning for the Healthcare District will be launching.
- ❑ **Tourism**
 - ❑ The Tourism CAT 100 Team held their first meeting and the Rose Season Committee had a successful first year – greatly increasing economic impact.
 - ❑ Council will consider recommending a 2 % hotel tax increase to fund convention facilities this week.



Where are we now?

❑ **Arts and Entertainment**

- ❑ Liberty Hall is under construction and will be complete in July 2011.

❑ **21st Century Energy**

- ❑ CAT 100 Team formed and plans for an energy summit are in progress.

❑ **Retiree**

- ❑ State Comptroller Office to do economic impact study.

❑ **Infrastructure**

- ❑ US 69 water lines under construction.
- ❑ Tree Tyler Initiative launched.
- ❑ Final funding for Loop 49 approved.

❑ **Graduate Ed**

- ❑ New Doctorate program in HR Admin and MS in Health Administration starting this fall.