

Notice of Meeting of the Economic Development Corporation of the City of Georgetown, Texas September 21, 2026

The Georgetown Economic Development Corporation will meet on September 21, 2026 at 4:00 PM at City Hall, 808 Martin Luther King, Jr Street.

The City of Georgetown is committed to compliance with the Americans with Disabilities Act (ADA). If you require assistance in participating at a public meeting due to a disability, as defined under the ADA, reasonable assistance, adaptations, or accommodations will be provided upon request. Please contact the City Secretary's Office, at least three (3) days prior to the scheduled meeting date, at (512) 930-3652 or City Hall at 808 Martin Luther King Jr. Street, Georgetown, TX 78626 for additional information; TTY users route through Relay Texas at 711.

Public Wishing to Address The Board

On a subject that is posted on this agenda: Please fill out a speaker registration form which can be found on the table at the entrance to the meeting room. Clearly print your name and the letter of the item on which you wish to speak and present it to the Board Liaison prior to the start of the meeting. You will be called forward to speak when the Board considers that item. Only persons who have delivered the speaker form prior to the meeting being called to order may speak. Speakers will be allowed up to three minutes to speak. If you wish to speak for six minutes, it is permissible to use another requestor's granted time to speak. No more than six minutes, for a speaker may be granted. The requestor granting time to another speaker must also submit a form and be present at the meeting.

On a subject not posted on the agenda: A request must be received by the Advisory Board or Commission Liaison prior to the day the agenda for this meeting is posted. Each speaker will be given three minutes to address the Board or Commission members. No action can be taken.

Regular Session

- 1.A **Call to order**
Call to order - Amanda Parr, Board President
- 1.B **Approval of minutes**
Consideration and approval of the August 17, 2026 minutes - Amanda Parr, Board President
- 1.C **Financial Report**
Consideration and presentation of the FY 2026 third quarter financial report - Randi McCormack, Budget Manager
- 1.D **Staff Report**
Discussion regarding the staff report - Cameron Goodman, Economic Development Director

1.E **Entrepreneur Platform**

Presentation and discussion of the new Entrepreneur Platform - Crystal Connally,
Economic Development Assistant Director

1.F **Action from Executive Session**

Action from Executive Session - Amanda Parr, Board President

Executive Session

In Compliance with the Open Meetings Act, Chapter 551, Texas Government Code, Vernon's Codes, Annotated, the items listed below will be discussed in closed session and are subject to action in the regular session.

Economic Development Negotiations

Section 551.087. DELIBERATION REGARDING ECONOMIC DEVELOPMENT NEGOTIATIONS.

Deliberation regarding commercial or financial information that the corporation has received from a business prospect that the Georgetown Economic Development Corporation seeks to have locate, stay, or expand in or near the territory of the City of Georgetown and with which the Corporation is conducting economic development negotiations; and/or deliberation regarding the offer of a financial or other incentive to a business prospect that the Corporation seeks to have locate, stay, or expand in or near the territory of the City of Georgetown.

- Project Neptune
- Project Spurs
- Project Hay

Adjournment

Certificate of Posting

I, Robyn Densmore, City Secretary for the City of Georgetown, Texas, do hereby certify that this Notice of Meeting was posted at City Hall, 808 Martin Luther King Jr. Street, Georgetown, TX 78626, a place readily accessible to the general public as required by law, on the _____ day of _____, 2026, at _____, and remained so posted for at least three business days preceding the scheduled time of said meeting.

Robyn Densmore, City Secretary

City of Georgetown, Texas
Economic Development Corporation
September 21, 2026

SUBJECT:

Call to order

SUGGESTED ACTION:

Call to order - Amanda Parr, Board President

ITEM SUMMARY:

FINANCIAL IMPACT:

SUBMITTED BY:

Shelly Sommerfeld, Economic Development plus

ATTACHMENTS:

N/A

City of Georgetown, Texas
Economic Development Corporation
September 21, 2026

SUBJECT:

Approval of minutes

SUGGESTED ACTION:

Consideration and approval of the August 17, 2026 minutes - Amanda Parr, Board President

ITEM SUMMARY:

FINANCIAL IMPACT:

SUBMITTED BY:

Shelly Sommerfeld, Economic Development plus

ATTACHMENTS:

[8.17.2026 GEDCO Minutes - draft.pdf](#)

**Minutes of the
Economic Development Corporation
City of Georgetown, Texas
Monday, August 17, 2026**

The Georgetown Economic Development Corporation met on Monday, August 17, 2026 at 4:00 PM at City Hall, 808 Martin Luther King, Jr Street.

The City of Georgetown is committed to compliance with the Americans with Disabilities Act (ADA). If you require assistance in participating at a public meeting due to a disability, as defined under the ADA, reasonable assistance, adaptations, or accommodations will be provided upon request. Please contact the City Secretary's Office, at least three (3) days prior to the scheduled meeting date, at (512) 930-3652 or City Hall at 808 Martin Luther King, Jr Street for additional information; TTY users route through Relay Texas at 711.

The following Members were in attendance:

Present were: Amanda Parr, Doug Noble, Robert Hilton, Kristofer Kasper, Sarah W Korpita

Public Wishing to Address the Board

On a subject that is posted on this agenda: Please fill out a speaker registration form which can be found on the table at the entrance to the meeting room. Clearly print your name and the letter of the item on which you wish to speak and present it to the Board Liaison prior to the start of the meeting. You will be called forward to speak when the Board considers that item. Only persons who have delivered the speaker form prior to the meeting being called to order may speak. Speakers will be allowed up to three minutes to speak. If you wish to speak for six minutes, it is permissible to use another requestor's granted time to speak. No more than six minutes, for a speaker may be granted. The requestor granting time to another speaker must also submit a form and be present at the meeting.

On a subject not posted on the agenda: A request must be received by the Advisory Board or Commission Liaison prior to the day the agenda for this meeting is posted. Each speaker will be given three minutes to address the Board or Commission members. No action can be taken.

1. Regular Session

1.A Call to order

Call to order - Amanda Parr, Board President
at 4:00pm

1.B Approval of minutes

Consideration and approval of the July 20, 2026 minutes - Amanda Parr, Board President

Moved by Sarah W Korpita; seconded by Robert Hilton to Approve .

Motion Approved: 5- 0

Voting For: Amanda Parr, Doug Noble, Robert Hilton, Kristofer Kasper, Sarah W Korpita

Voting Against: None

1.C [Staff Report](#)

Discussion regarding the staff report – Crystal Connally, Economic Development Assistant Director

Crystal and Conchita Gusman presented the report to the board and answered their questions.

1.D [Action from Executive Session](#)

Action from Executive Session - Amanda Parr, Board President

Moved by Sarah W Korpita; seconded by Kristofer Kasper to Approve Project Isosceles as presented in Executive Session.

Motion Approved: 5- 0

Voting For: Amanda Parr, Doug Noble, Robert Hilton, Kristofer Kasper, Sarah W Korpita

Voting Against: None

[Executive Session](#)

In Compliance with the Open Meetings Act, Chapter 551, Texas Government Code, Vernon's Codes, Annotated, the items listed below will be discussed in closed session and are subject to action in the regular session.

In at 4:11pm

Out at 4:26pm

[Economic Development Negotiations](#)

Section 551.087. DELIBERATION REGARDING ECONOMIC DEVELOPMENT NEGOTIATIONS.

Deliberation regarding commercial or financial information that the corporation has received from a business prospect that the Georgetown Economic Development Corporation seeks to have locate, stay, or expand in or near the territory of the City of Georgetown and with which the Corporation is conducting economic development negotiations; and/or deliberation regarding the offer of a financial or other incentive to a business prospect that the Corporation seeks to have locate, stay, or expand in or near the territory of the City of Georgetown.

- Project Hay
- Project Isosceles

[Adjournment](#)

These minutes were approved at the meeting of _____

Chair

Attest

City of Georgetown, Texas
Economic Development Corporation
September 21, 2026

SUBJECT:

Financial Report

SUGGESTED ACTION:

Consideration and presentation of the FY 2026 third quarter financial report - Randi McCormack,
Budget Manager

ITEM SUMMARY:

FINANCIAL IMPACT:

SUBMITTED BY:

Shelly Sommerfeld, Economic Development plus

ATTACHMENTS:

[FY2026 Q3 Presentation GEDCO.pdf](#)

[7.1 GEDCO Narrative.pdf](#)

Quarterly Financial Report

QUARTERLY FINANCIAL REPORT

THIRD QUARTER BACKGROUND

- Budget in this report reflects the CIP Roll Forward and Mid-Year Budget Amendment
- Year-over-year comparisons of FY2025 and FY2026
- Include Q3 actuals to budget comparisons
- Include Q3 actuals to projections comparisons
- Financials are preliminary and unaudited

GEDCO

QUARTERLY FINANCIAL REPORT

QUARTERLY FINANCIAL REPORT

GEDCO

FY2026 Revenue Budget



- Revenue Budget Sources
 - Revenue totals \$4.37 million
 - Sales tax is budgeted at \$3.64 million
 - Interest income budgeted at \$396 thousand
 - Misc. Reimbursements budgeted at \$335 thousand

QUARTERLY FINANCIAL REPORT

GEDCO

GEDCO							
Quarterly Comparison: Q3 FY26	Budget	FY2025	FY2026	FY2026 Year-to-date: Budget Vs. Actuals		Quarterly Comparison	
	FY2026	YTD Actuals: Q3 FY25	YTD Actuals: Q3 FY26	Variance	% Variance	Variance	% Variance
Operating Revenue							
40002:Sales Taxes	3,641,635	2,071,470	2,120,261	(1,521,374) ●	58.22%	48,791	2.36%
42001:Interest Income	396,000	475,334	430,591	34,591 ●	108.74%	(44,743)	-9.41%
Operating Revenue Total	4,037,635	2,546,804	2,550,852	(1,486,783) ●	63.18%	4,047	0.16%
Non-Operating Revenue							
45003:Misc Reimbursements	334,838	-	-	(334,838) ●	0.00%	-	0.00%
Non-Operating Revenue Total	334,838	-	-	(334,838) ●	0.00%	-	0.00%
Revenue Total	4,372,473	2,546,804	2,550,852	(1,821,621) ●	58.34%	4,047	0.16%

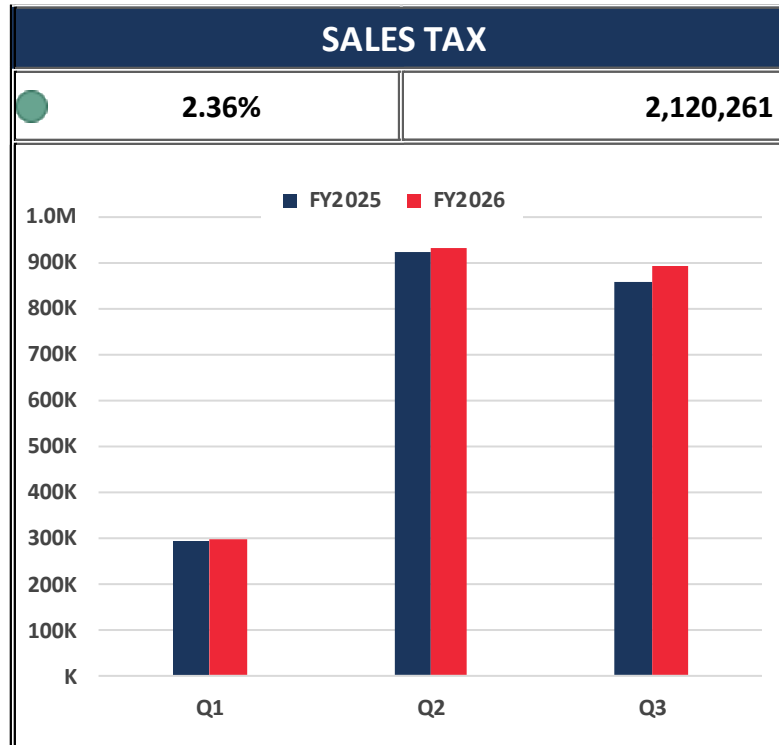
QUARTERLY FINANCIAL REPORT

GEDCO

GEDCO							
Quarterly Comparison: Q3 FY26	Budget	FY2026	FY2026 Year-to-date: Budget Vs. Actuals		Year End: Projections Vs. Actuals		
	FY2026	YTD Actuals: Q3 FY26	Variance	% Variance	Projections FY2026	Variance Fav/(Unfav)	% of Projection
Operating Revenue							
40002:Sales Taxes	3,641,635	2,120,261	(1,521,374) ●	58.22%	3,605,219	(1,484,958) ●	58.81%
42001:Interest Income	396,000	430,591	34,591 ●	108.74%	550,000	(119,409) ●	78.29%
Operating Revenue Total	4,037,635	2,550,852	(1,486,783) ●	63.18%	4,155,219	(1,604,367) ●	61.39%
Non-Operating Revenue							
45003:Misc Reimbursements	334,838	-	(334,838) ●	0.00%	334,838	(334,838) ●	0.00%
Non-Operating Revenue Total	334,838	-	(334,838) ●	0.00%	334,838	(334,838) ●	0.00%
Revenue Total	4,372,473	2,550,852	(1,821,621) ●	58.34%	4,490,057	(1,939,205) ●	56.81%

QUARTERLY FINANCIAL REPORT

GEDCO

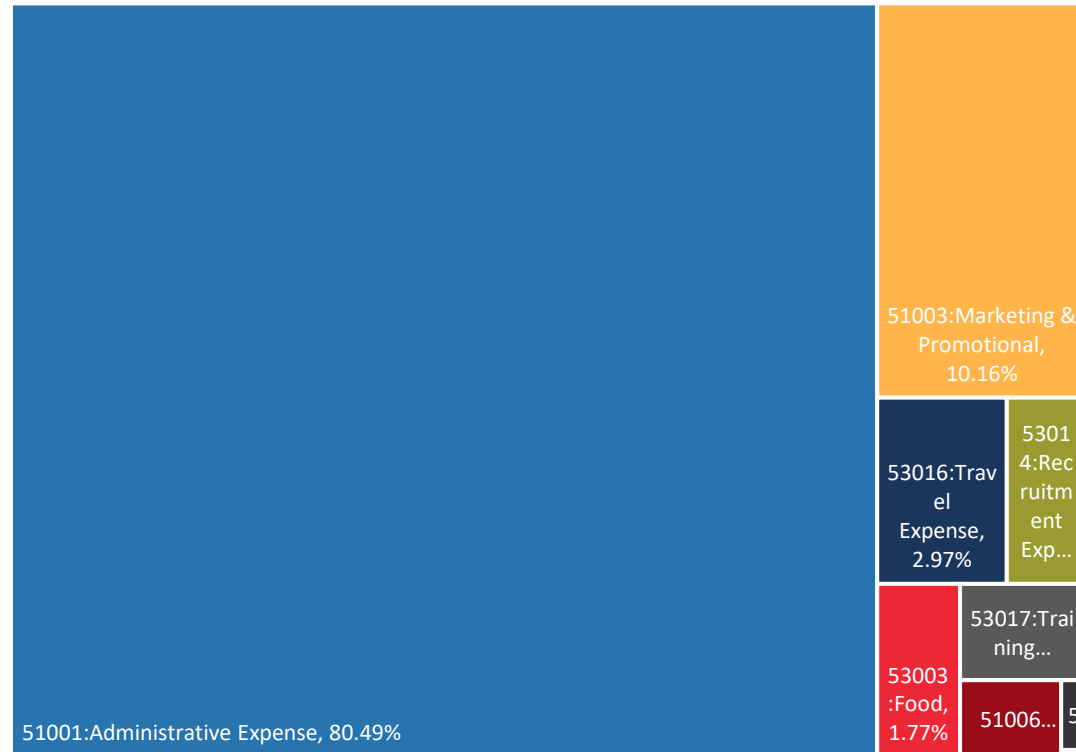


- Sales Tax
 - Year-to-date sales tax revenue totals \$2.1 million, or 58.22% of budget
 - FY2026 year-to-date collections are 2.36% greater than FY2025 year-to-date collections
 - There is a two-month lag on sales tax collections
 - Sales tax is budgeted at \$3.64 million

QUARTERLY FINANCIAL REPORT

GEDCO

FY2026 Budget - Operating Expense



- Operating Expense Budget Sources
 - Administrative Expense – support from City Staff, \$750 thousand, 80.49%
 - Marketing and Promotional, \$94.7 thousand, 10.16%
 - Recruitment Expense, \$17 thousand, 1.82%
 - Subscriptions, \$8.9 thousand, 1.0%

QUARTERLY FINANCIAL REPORT

GEDCO

FY2026 Budget - Non-Operating Expense



- Non-Operating Expense Budget Sources
 - Economic Development Agreements, \$3.3 million, 91.74%
 - Strategic Partnerships, \$94 thousand, 2.61%
 - GEDCO debt service payment – principal reduction and interest expense, \$203.7 thousand, 5.65%

QUARTERLY FINANCIAL REPORT

GEDCO

GEDCO							
Quarterly Comparison: Q3 FY26	Budget	FY2025	FY2026	FY2026 Year-to-date: Budget Vs. Actuals		Quarterly Comparison	
	FY2026	YTD Actuals: Q3 FY25	YTD Actuals: Q3 FY26	Variance	% Variance	Variance	% Variance
Operating Expense							
Operations	932,430	475,586	692,468	239,962	74.26%	(216,882)	45.60%
Operating Expense Total	932,430	475,586	692,468	239,962	74.26%	(216,882)	45.60%
Non-Operating Expense							
Operations	3,404,909	541,932	756,143	2,648,766	22.21%	(214,211)	39.53%
Debt Service	203,769	30,384	26,964	176,805	13.23%	3,420	-11.26%
Operating Expense Total	3,608,678	572,317	783,108	2,825,570	21.70%	(210,791)	36.83%
Expense Total	4,541,108	1,047,903	1,475,576	3,065,532	32.49%	(427,673)	41%

QUARTERLY FINANCIAL REPORT

GEDCO

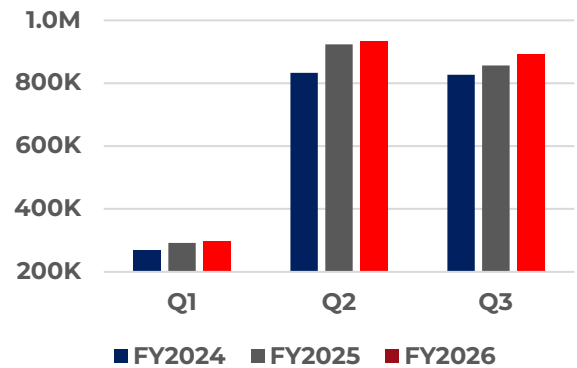
GEDCO							
Quarterly Comparison: Q3 FY26	Budget	FY2026	FY2026 Year-to-date: Budget Vs. Actuals		Year End: Projections Vs. Actuals		
	FY2026	YTD Actuals: Q3 FY26	Variance	% Variance	Projections FY2026	Variance Fav/(Unfav)	% of Projection
Operating Expense							
Operations	932,430	692,468	239,962	25.74%	871,652	179,184	79.44%
Operating Expense Total	932,430	692,468	239,962	25.74%	871,652	179,184	79.44%
Non-Operating Expense							
Operations	3,404,909	756,143	2,648,766	77.78%	3,421,000	2,664,857	77.89%
Debt Service	203,769	26,964	176,805	8.68%	203,849	176,885	8.68%
Operating Expense Total	3,608,678	783,108	2,825,570	77.78%	3,624,849	2,841,741	77.89%
Expense Total	4,541,108	1,475,576	3,065,532	67.73%	4,496,501	3,020,925	67.21%

GEDCO REVENUE:

Operating revenue has a total budget of \$4,037,635 in FY2026 and is comprised of sales tax and allocated interest. The budget for sales tax collections for GEDCO is \$3,641,635. Year-to-date sales tax revenue for FY2026 totals \$2,120,261, or 58.22% of budget. Through this period, sales tax collections are up \$48,791 or 2.36% over year-to-date collections from the prior fiscal year. Staff are also monitoring economic shifts and sales tax volatility throughout the fiscal year.

Non-Operating revenue, which typically includes bond proceeds, is not part of the FY2026 budget. However, miscellaneous reimbursements has a budget of \$334,838 for repayment of debt service and pro-rata reimbursement for previous years debt service from the Rivery TIRZ.

SALES TAX REVENUE



GEDCO							
Quarterly Comparison: Q3 FY26	Budget	FY2025	FY2026	FY2026 Year-to-date: Budget Vs. Actuals		Quarterly Comparison	
	FY2026	YTD Actuals: Q3 FY25	YTD Actuals: Q3 FY26	Variance	% Variance	Variance	% Variance
Operating Revenue							
40002:Sales Taxes	3,641,635	2,071,470	2,120,261	(1,521,374)	58.22%	48,791	2.36%
42001:Interest Income	396,000	475,334	430,591	34,591	108.74%	(44,743)	-9.41%
Operating Revenue Total	4,037,635	2,546,804	2,550,852	(1,486,783)	63.18%	4,047	0.16%
Non-Operating Revenue							
45003:Misc Reimbursements	334,838	-	-	(334,838)	0.00%	-	0.00%
Non-Operating Revenue Total	334,838	-	-	(334,838)	0.00%	-	0.00%
Revenue Total	4,372,473	2,546,804	2,550,852	(1,821,621)	58.34%	4,047	0.16%

Revenue Projections:

GEDCO							
Quarterly Comparison: Q3 FY26	Budget	FY2026	FY2026 Year-to-date: Budget Vs. Actuals		Year End: Projections Vs. Actuals		
	FY2026	YTD Actuals: Q3 FY26	Variance	% Variance	Projections FY2026	Variance Fav/(Unfav)	% of Projection
Operating Revenue							
40002:Sales Taxes	3,641,635	2,120,261	(1,521,374)	58.22%	3,605,219	(1,484,958)	58.81%
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Non-Operating Revenue							
45003:Misc Reimbursements	334,838	-	(334,838)	0.00%	334,838	(334,838)	0.00%
Non-Operating Revenue Total	334,838	-	(334,838)	0.00%	334,838	(334,838)	0.00%
Revenue Total	4,372,473	2,550,852	(1,821,621)	58.34%	4,490,057	(1,939,205)	56.81%

Total revenues are projected to end FY2026 at \$4,490,057. Through the quarter, actuals are \$2,550,852, or 56.81% of total year-end projections.

GEDCO EXPENSES:

Operating expenses have a total budget of \$932,430 for FY2026. Year-to-date operational expenses incurred total \$692,468, or 74.26% of budget. Operating expenses include administrative expenses, marketing costs, contractual services, and subscriptions. Year-to-date administrative expense total \$562,912, or 75.00% of budget. The GEDCO fund has dedicated funding to market the City for potential economic development. Year-to-date marketing efforts total \$59,430, or 62.70% of budget.

Non-Operating expense budget totals \$3,608,678. Through the quarter non-operating expenses totaled \$783,108 or 21.70% of budget. Non-Operating expenses include funding for strategic partnerships, Economic Development Agreements and GEDCO's debt service payment. GEDCO has a budget of \$3,310,720 for economic development agreements in FY2026. The debt service payment includes principal reduction of \$150,000, and an interest expense of \$53,769. The debt service payment through the third quarter totals \$26,884.

GEDCO							
Quarterly Comparison: Q3 FY26	Budget	FY2025	FY2026	FY2026 Year-to-date: Budget Vs. Actuals		Quarterly Comparison	
	FY2026	YTD Actuals: Q3 FY25	YTD Actuals: Q3 FY26	Variance	% Variance	Variance	% Variance
Operating Expense							
Operations	932,430	475,586	692,468	239,962	74.26%	(216,882)	45.60%
Operating Expense Total	932,430	475,586	692,468	239,962	74.26%	(216,882)	45.60%
Non-Operating Expense							
Operations	3,404,909	541,932	756,143	2,648,766	22.21%	(214,211)	39.53%
Debt Service	203,769	30,384	26,964	176,805	13.23%	3,420	-11.26%
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Expense Total	4,541,108	1,047,903	1,475,576	3,065,532	32.49%	(427,673)	41%

Expense Projections:

GEDCO							
Quarterly Comparison: Q3 FY26	Budget	FY2026	FY2026 Year-to-date: Budget Vs. Actuals		Year End: Projections Vs. Actuals		
	FY2026	YTD Actuals: Q3 FY26	Variance	% Variance	Projections FY2026	Variance Fav/(Unfav)	% of Projection
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Operating Expense Total	932,430	692,468	239,962	74.26%	871,652	179,184	79.44%
Non-Operating Expense							
Operations	3,404,909	756,143	2,648,766	22.21%	3,421,000	2,664,857	22.10%
Debt Service	203,769	26,964	176,805	13.23%	203,849	176,885	13.23%
Operating Expense Total	3,608,678	783,108	2,825,570	21.70%	3,624,849	2,841,741	21.60%
Expense Total	4,541,108	1,475,576	3,065,532	32.49%	4,496,501	3,020,925	32.82%

Total expenses are projected to end FY2026 at \$4,496,501. Through the quarter, actual expenses are \$1,475,576 or 32.82% of total projections.

Ending fund balance for FY2026 is budgeted at \$12,832,392. After accounting for the contingency reserve of \$910,409, and the debt service reserve of \$200,769, this fund is budgeted to have an available fund balance of \$11,721,214.

Fund Schedule:

GEDCO								
Period: Jun-26	Budget	Current Period	FY2026	FY2026 Year-to-date: Budget Vs. Actuals		Year End: Projections Vs. Actuals		
	FY2026	Jun-26	YTD Actuals: Q3 FY26	Variance	% of Budget	Projections FY2026	Variance Fav/(Unfav)	% of Projection
Beginning Fund Balance	13,001,027		13,001,027	-	100.00%	13,001,027	-	100.00%
Operating Revenue								
40002:Sales Taxes	3,641,635	316,659	2,120,261	(1,521,374)	58.22%	3,605,219	(1,484,958)	58.81%
42001:Interest Income	396,000	44,685	430,591	34,591	108.74%	550,000	(119,409)	78.29%
Operating Revenue Total	4,037,635	361,344	2,550,852	(1,486,783)	63.18%	4,155,219	(1,604,367)	61.39%
Operating Expense								
Operations	932,430	71,414	692,468	239,962	74.26%	871,652	179,184	79.44%
Operating Expense Total	932,430	71,414	692,468	239,962	74.26%	871,652	179,184	79.44%
Net Operations Total	3,105,205	289,929	1,858,383	1,246,822	59.85%	3,283,567	(1,425,183)	56.60%
Non-Operating Revenue								
45003:Misc Reimbursements	334,838	-	-	(334,838)	0.00%	334,838	(334,838)	0.00%
Non-Operating Revenue Total	334,838	-	-	(334,838)	0.00%	334,838	(334,838)	0.00%
Non-Operating Expense								
Operations	3,404,909	52,000	756,143	(2,648,766)	22.21%	3,421,000	2,664,857	22.10%
Debt Service	203,769	-	26,964	(176,805)	13.23%	203,849	176,885	13.23%
Non-Operating Expense Total	3,608,678	52,000	783,108	(2,825,570)	21.70%	3,624,849	2,841,741	21.60%
Excess (Deficiency) of Total Revenue over Total Requirements	(168,635)	237,929	(4,026,428)	(3,857,793)	2387.66%	(6,444)	(4,019,983)	62479.96%
Ending Fund Balance	12,832,392		14,076,302	1,243,910	109.69%	12,994,583	1,081,720	108.32%
Reserves								
Contingency Reserve	910,409	-	910,409	-	100.00%	910,409	-	100.00%
Debt Service Reserve	200,769	-	200,769	-	100.00%	200,769	-	100.00%
Reserves Total	1,111,178	-	1,111,178	-	100.00%	1,111,178	-	100.00%
Available Fund Balance	11,721,214	-	12,965,124	1,243,910	110.61%	11,883,405	1,081,720	109.10%

**City of Georgetown, Texas
Economic Development Corporation
September 21, 2026**

SUBJECT:

Staff Report

SUGGESTED ACTION:

Discussion regarding the staff report - Cameron Goodman, Economic Development Director

ITEM SUMMARY:

FINANCIAL IMPACT:

SUBMITTED BY:

Shelly Sommerfeld, Economic Development plus

ATTACHMENTS:

[GEDCO Activity Report - September 2026.pdf](#)

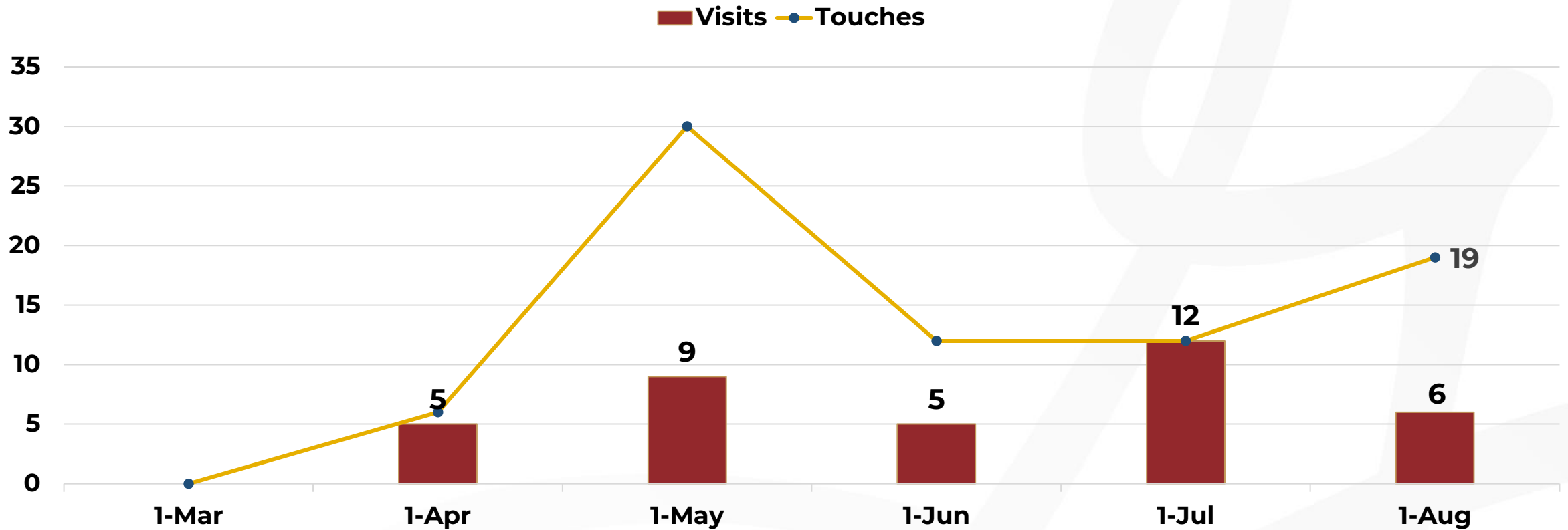
Economic Development Activity Report

SEPTEMBER 2026

Strategic Goal 1

BUSINESS DEVELOPMENT

Business Retention & Expansion Activity



Business Retention & Expansion Activity

- ▶ Planning Business Appreciation Lunch & Bowl 9/25



- ▶ Planning with Economic Growth Business Incubator (EGBI) to cohost a small business education workshop series at the Carver Center occurring weekly in October & November (*focus: draft first business plan, or rework existing plan with intention, realigning priorities, sharpening operations, and unlocking sticking points*)

Business Retention & Expansion Activity

- ▶ Workforce Advertisements in Partnership with Georgetown ISD
 - ▶ Audio advertisements at all GISD sports games including football, basketball, baseball games and more.



Purpose is to educate students and their parents about job opportunities created by economic development projects and local employers.

Landing page is www.GeorgetownTexas.gov/WorkInGeorgetown



Total Site Solutions
21 jobs

TSS is an information technology services company specializing in data center infrastructure and systems integration. TSS provides services...

[View 21 jobs →](#)



Vertiv
1 job

Vertiv designs, manufactures, and markets digital power and cooling infrastructure for data centers, communications networks, and industrial...

[View 1 job →](#)

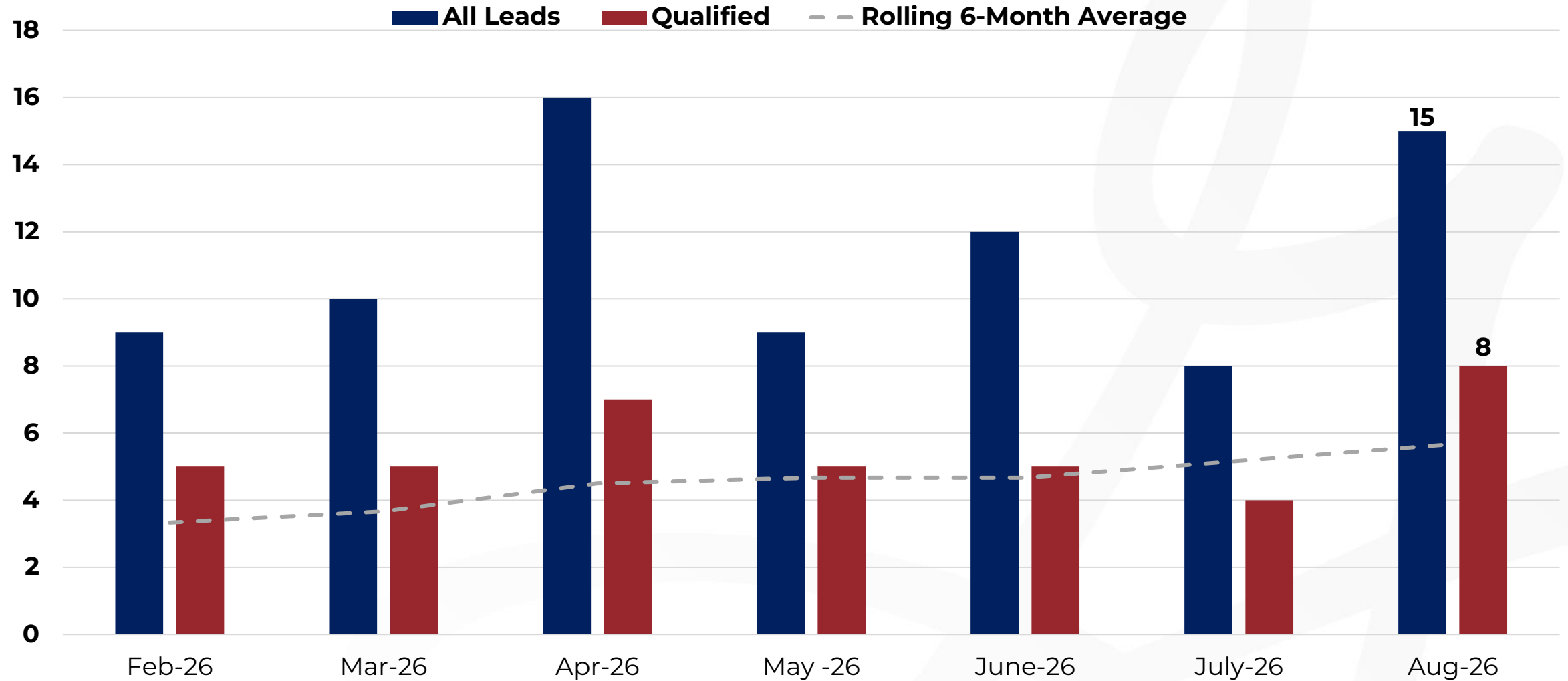


ZT Systems
36 jobs

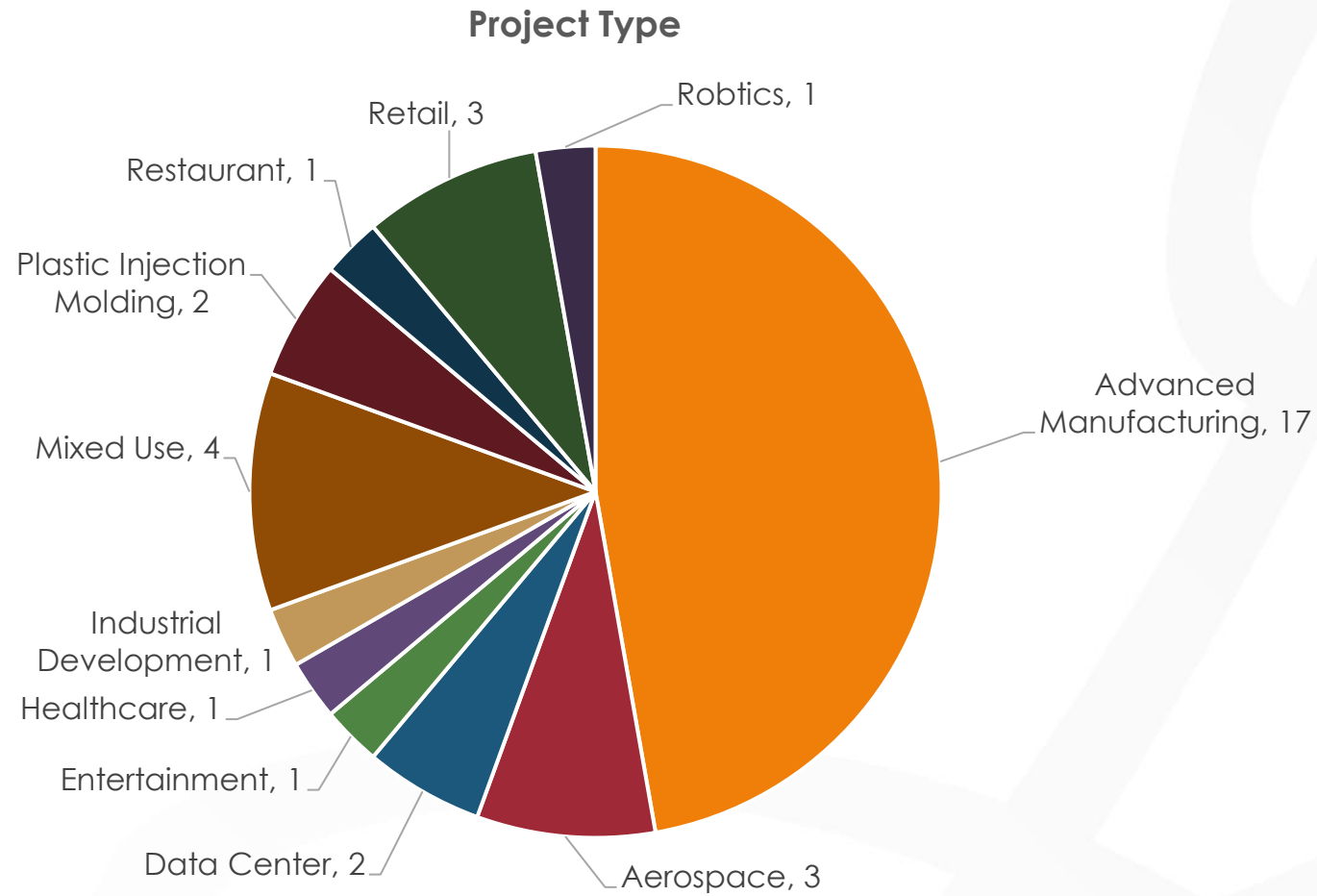
ZT Systems is a manufacturer of computer hardware products for cloud and telecom service providers. It offers server solutions, storage...

[View 36 jobs →](#)

Lead Activity



Recruitment Activity



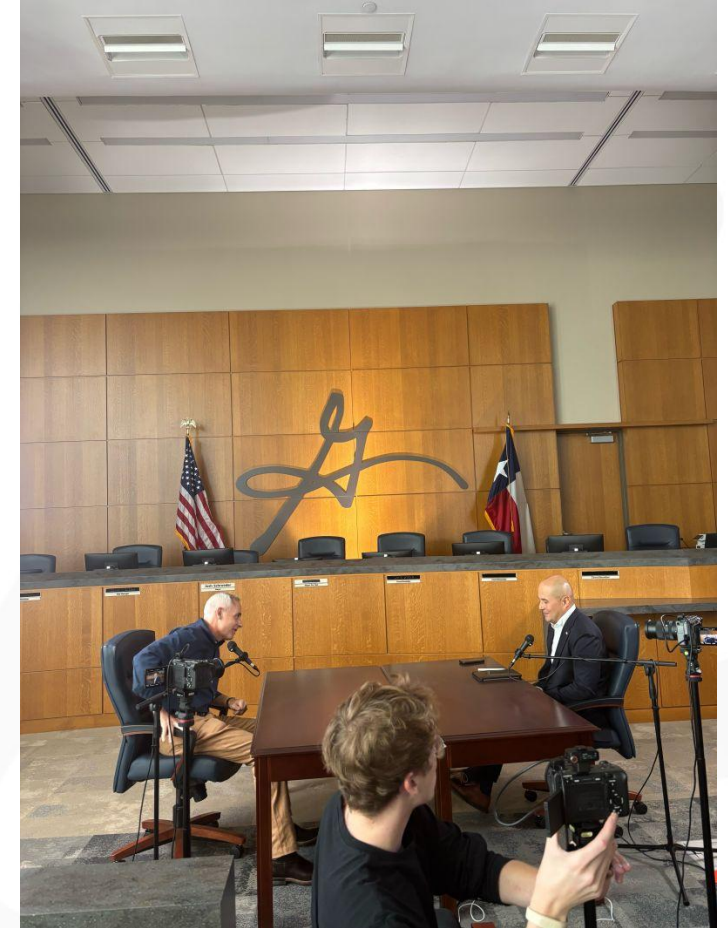
Business Recruitment Activity

- ▶ 36 active projects with 17 listed as “hot” projects.
 - ▶ 6 are expansion projects of already existing manufacturers.
- ▶ 3 site visits with new projects.
- ▶ Taiwan Expo this week in Dallas.
 - ▶ 5 meetings set as of 9/15 with advanced manufacturing companies seeking to expand to the United States.



Business Recruitment Activity

- ▶ Taiwan, Japan, & South Korea Marketing Campaign
 - ▶ Highlight Georgetown as a key location for investment by advanced manufacturing companies.
 - ▶ Interviews included key community leaders, city staff, GISD staff, and leaders from Compal & Pegatron.



Strategic Goal 2

TALENT DEVELOPMENT

Workforce Development Activity

- ▶ Hosted annual Community & Veterans Job Fair with 60 employers and over 600 job seekers



- ▶ Participated with ZT Systems in Ft. Hood TAP mini job fair to recruit for Career Skills and SkillBridge internship programs
- ▶ Participated in Southwestern University's Employer Relations Summit (Conchita as EAB Panelist and Cameron as Keynote Speaker)
- ▶ Planning Manufacturing Day - facility tours for high school students on 10/1



LAUNCH

Entrepreneurs | Startups | Growing Businesses

GTX

**Helping Georgetown Entrepreneurs
Make Better Business Decisions**

Strategic Goal 3

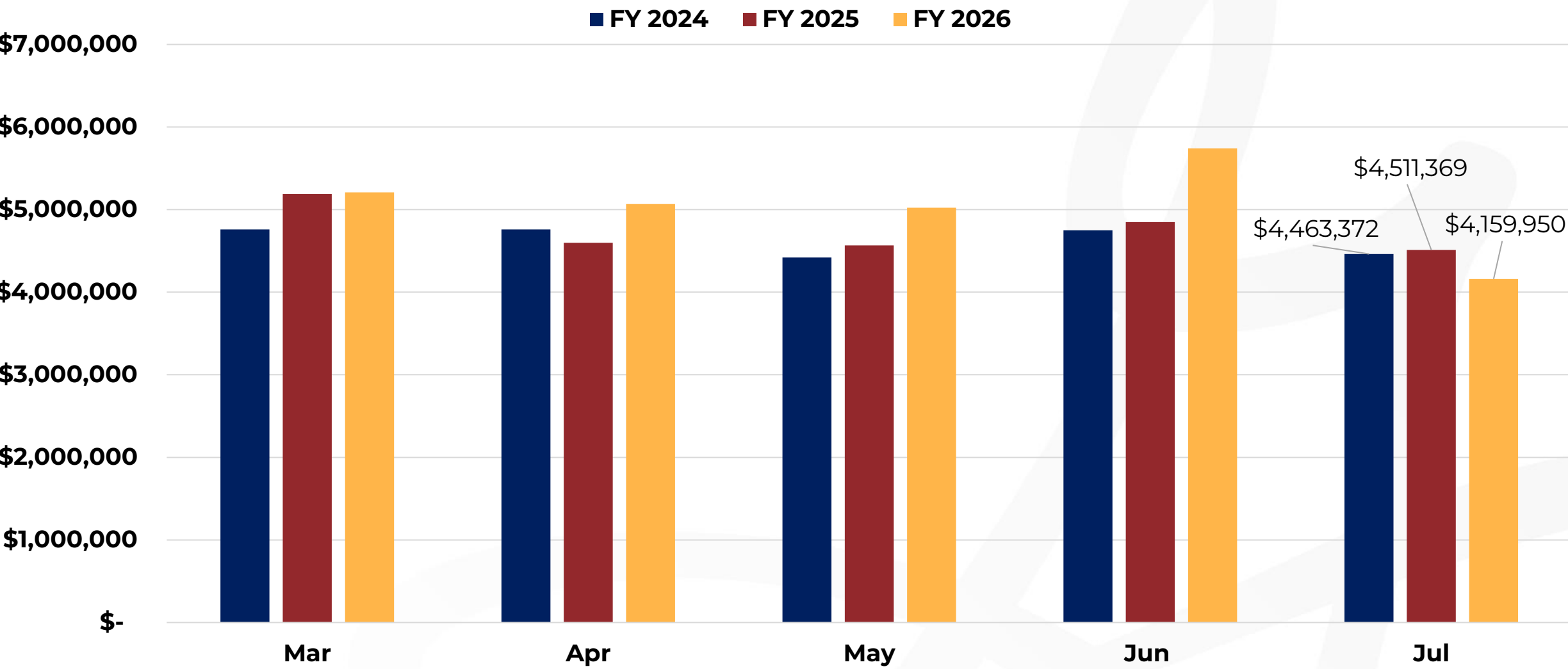
QUALITY PLACEMAKING

Quality Placemaking Activity

- ▶ Retail, Restaurant, Entertainment, & Mixed Use
 - ▶ 9 of the 36 active projects fall within these categories.
 - ▶ Continued coordination with multiple projects.

Sales Tax Collections

Sales Tax Collections



City of Georgetown, Texas
Economic Development Corporation
September 21, 2026

SUBJECT:

Entrepreneur Platform

SUGGESTED ACTION:

Presentation and discussion of the new Entrepreneur Platform - Crystal Connally, Economic Development Assistant Director

ITEM SUMMARY:

FINANCIAL IMPACT:

SUBMITTED BY:

Shelly Sommerfeld, Economic Development plus

ATTACHMENTS:

[LaunchGTX_SizeUp_Simple_Deck.pdf](#)



LAUNCH

Entrepreneurs | Startups | Growing Businesses

GTX

**Helping Georgetown Entrepreneurs
Make Better Business Decisions**

Why Launch GTX?

Economic Development Strategy:

Goal 1: Business Development

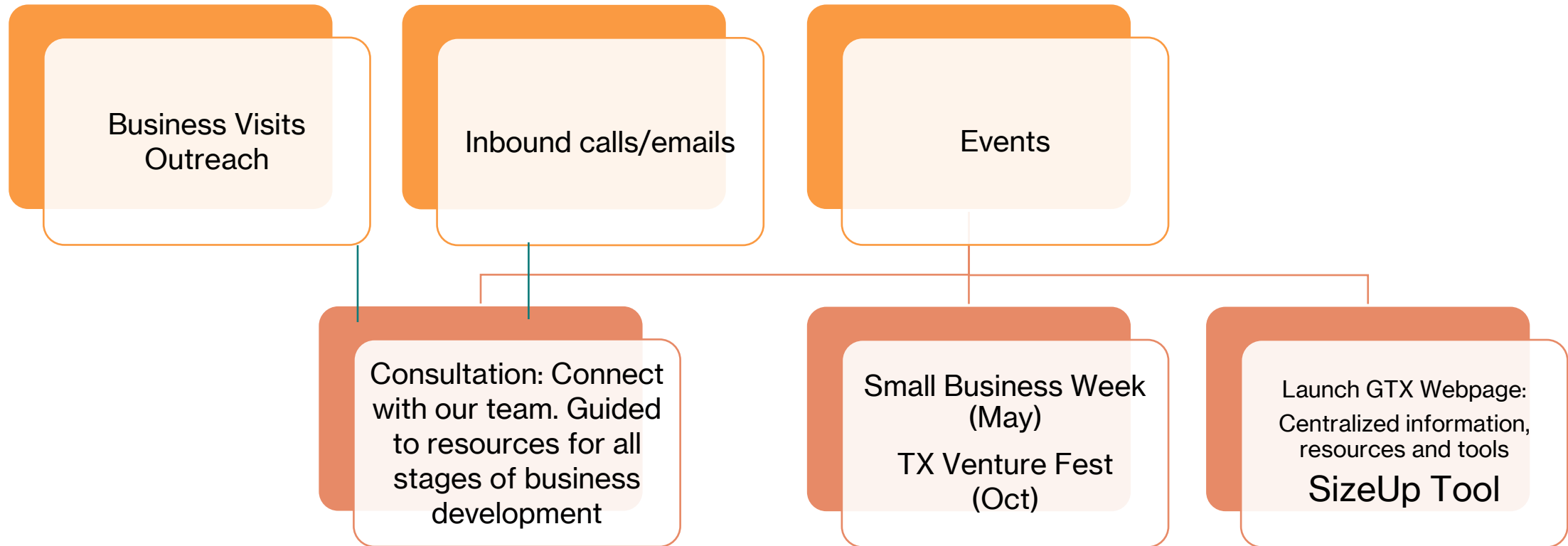
1.3 Bolster Small Businesses by enhancing programming to advance small business formation & growth.

1.3.3 Create Startup & Small Business specific webpages with resources.

1.4 Develop Entrepreneurial Density and Access Points

Three Ways We Connect to Entrepreneurs

1.3 Bolster Small Businesses by enhancing programming to advance small business formation & growth



What Are Entrepreneurs Actually Doing Inside SizeUp?

1.3.3 Create small business webpages & resources.

Using Business Advisor Insights data and demographics to determine where to locate, who to target and how to grow: Identifying potential markets & opportunities; Running reports on competitors and industry trends

Modeling financial feasibility through financial calculators and connecting to funding sources

Participating in coaching calls to get expert guidance

Accessing the knowledge library to understand concepts, download check lists and worksheets

Public Facing Portal

1.3.3 Create small business webpages & resources.

SizeUp

EN ES

Small Business Advisor

Small Business Advisor provides information on numerous topics related to planning, starting, managing, and growing your business. It easily enables you to explore business topics of your interest. You will discover a roadmap of tasks and processes entrepreneurs can take to be successful. The content is a mix of narrative text information, graphics, videos, and interactive research tools which are data-driven, hyper-local, and industry specific.

ARE YOU A **SMALL BUSINESS** WHO WANTS TO SUCCEED AND NEEDS **HELP**?

EXPLORE SMALL BUSINESS TOPICS ACROSS THE JOURNEY OF YOUR COMPANY

PLAN YOUR BUSINESS

Turn your dream into a plan for success

START YOUR BUSINESS

Take the correct steps to open your business

MANAGE YOUR BUSINESS

Run your business like a professional

GROW YOUR BUSINESS

Expand your company for greater success

 MARKET RESEARCH

One of the best ways to ensure your business success and reduce your risk of failure is by evaluating the viability of your business opportunities. Market research is something you should start early. Objective research and analysis will lead to better decisions. It can also reveal market **advantages** for your company.

INDUSTRY RESEARCH



LOCATION



PRICE

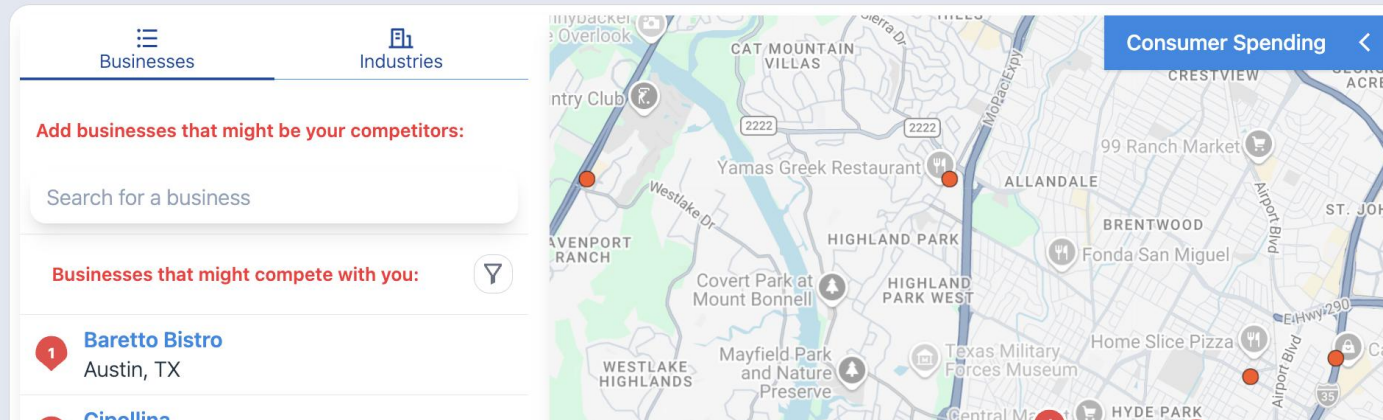


COMPETITORS



The competitors to your business could pose a threat to your success. It is important for you to know who they are, where they are, how they are performing, and what your potential customers think of your competitors. One way to start this analysis is by evaluating data about the competitors in your local market area.

You can discover the competitors in your industry and identify their locations using this online analysis:



Hypothetical: A childcare business is considering a new location



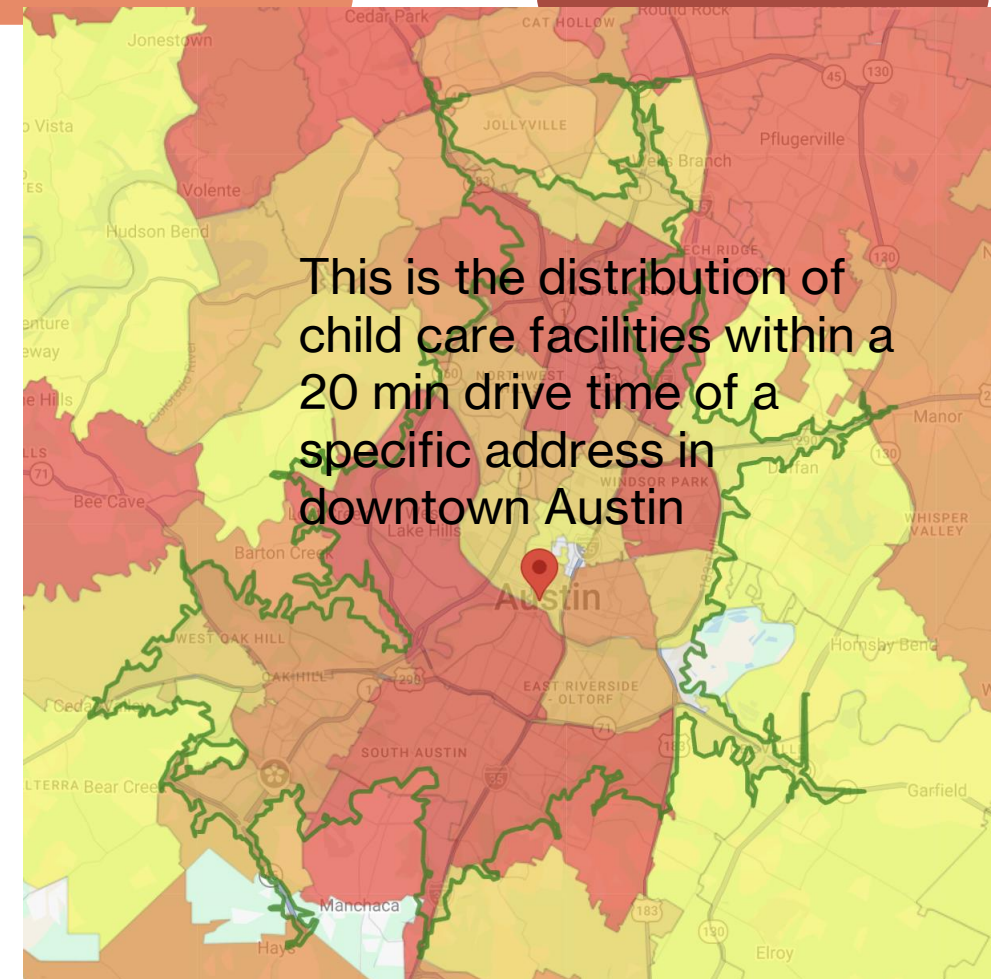
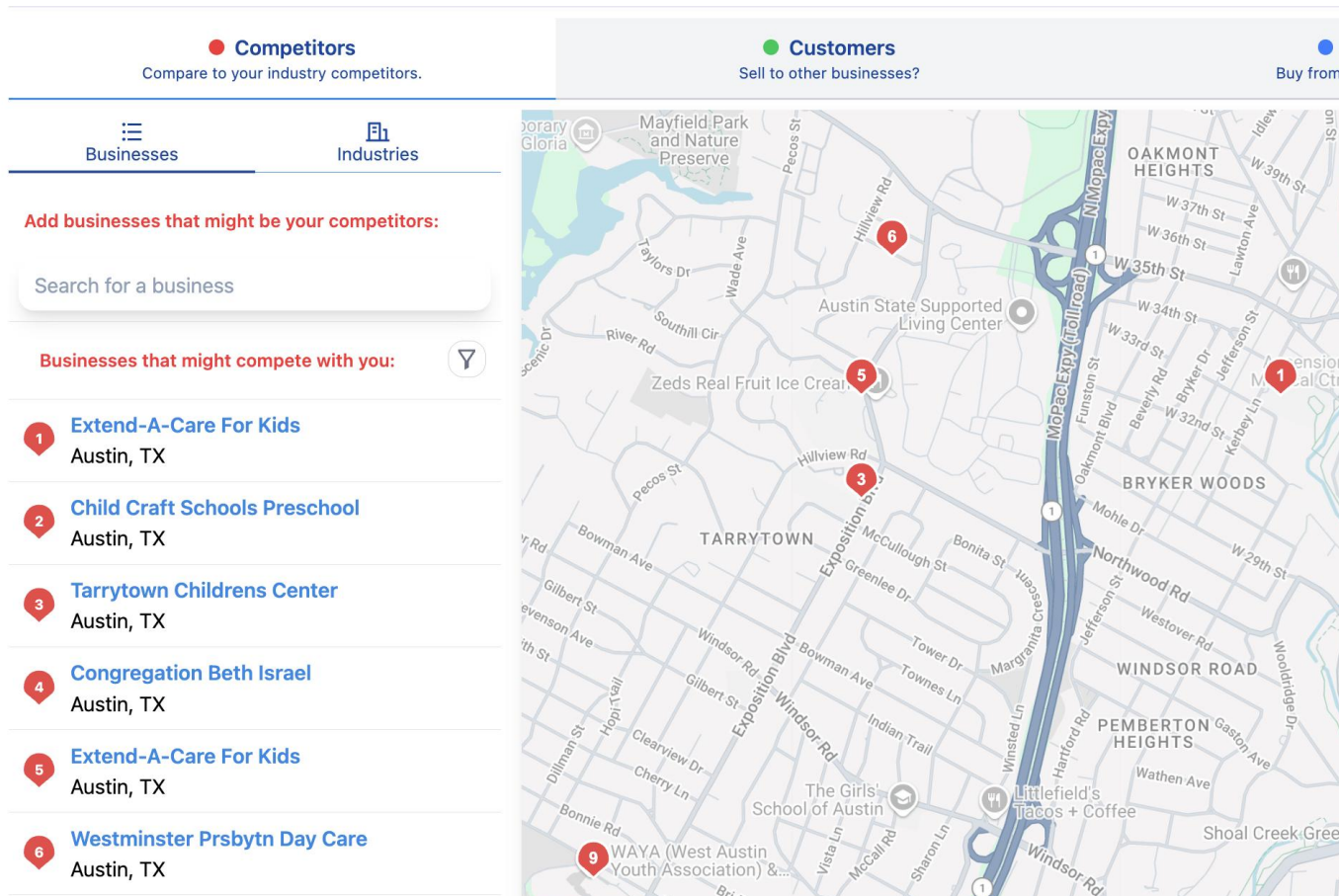
Demographic data can help identify where families with young children are concentrated



Competitor mapping can show where other childcare businesses are located



The entrepreneur can use the information to evaluate potential markets before investing



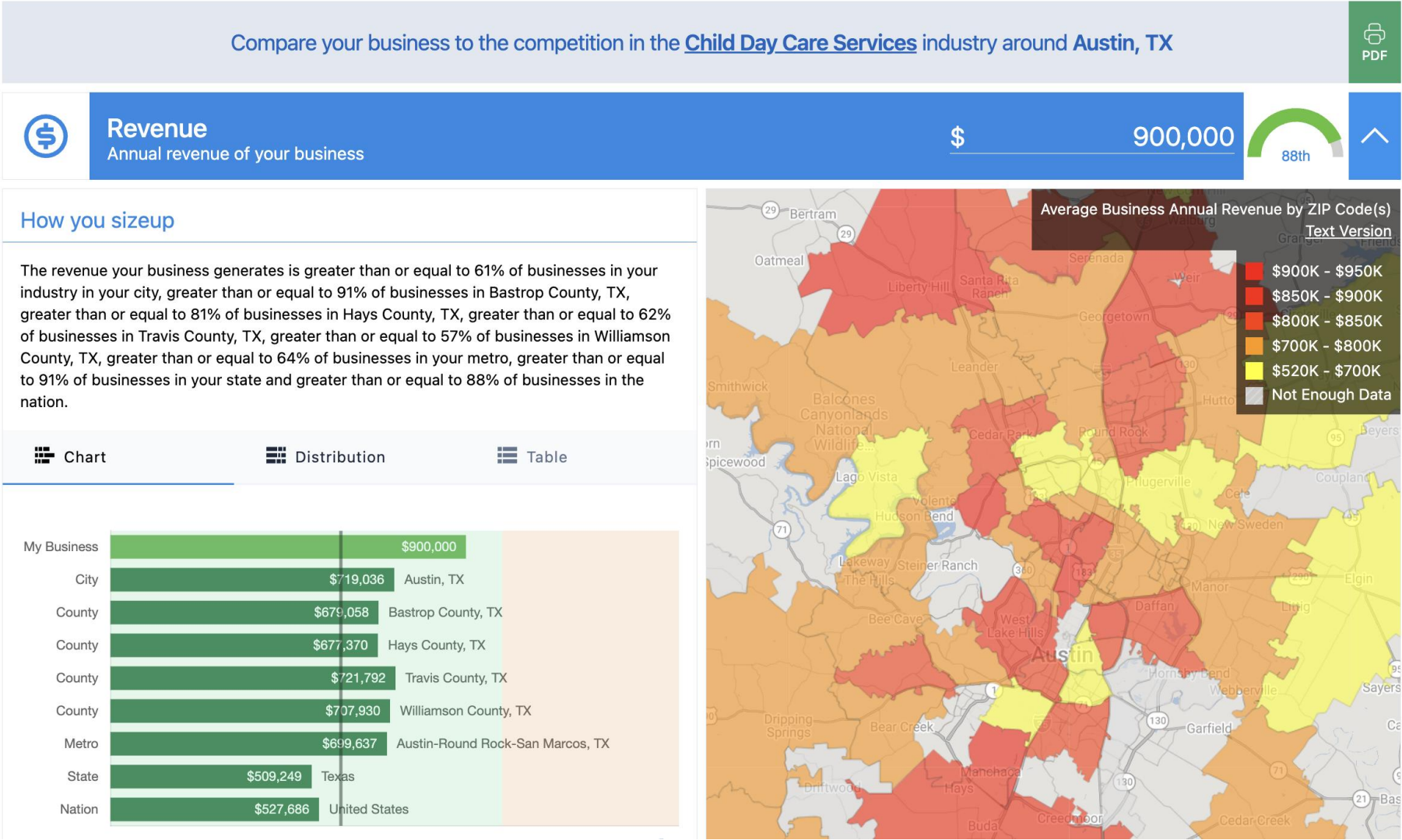
Business Advisor & Insights Module

Competitor
Benchmarking:

How does my
business compare to
similar businesses?

Competitor Mapping:

Where are my
competitors located?



Financial Modeling Calculators

[EN](#)[ES](#)[Break-Even Calculator](#)[Cost of Goods Sold \(COGS\) Calculator](#)[Cost Of Services Calculator](#)[Gross Profit Calculator For A Wholesaler Or Retailer](#)

Break-Even Calculator

[All Calculators](#)

Calculate how many units you need to sell to cover all your costs before making profit.

How much are your Fixed Costs?

*add all the rent/lease, salary, business licenses, loan repayment, insurance, taxes, or other fixed expenses incurred

\$500,000

How much is the cost per unit?

\$250

How much is the selling price per unit?

\$500

Results:

You need to sell at least

2000 units

Have a sales of at least

\$1,000,000.00

Financial Modeling Calculators

What Does the Break-Even Calculator Do?

It takes in some basic information:

Fixed Costs (things you pay for no matter how much you sell—like rent, insurance, salaries)

Price per Unit (what you charge for one item or service)

Variable Cost per Unit (what it costs you to produce one item—like materials or ingredients)

Then, it generates the number of units you need to sell to "break even."

Formula:

$$\text{Break-Even Point (in Units)} = \text{Fixed_Costs} / (\text{Price_per_Unit} - \text{Variable_Cost_per_Unit})$$

Example:

Rent, wages, and other fixed costs = **\$2,000/month**

You sell cookies for **\$5 each**

Each cookie costs you **\$2 to make** (ingredients, packaging, etc.)

$$\text{Break-even} = \$2,000 \div (\$5 - \$2) = \$2,000 \div \$3 = \textbf{667 cookies}$$

So you need to sell 667 cookies in a month just to cover your costs. Cookie #668? That's your first dollar of profit.

Knowledge Library

CHOOSE A SUBJECT TO EXPLORE

Sales



Marketing



Product / Service



Human Resources



Customers



Legal



Finance



Technology



Research



Costs



Workplace



Vendors



Operations



Expansion



Knowledge Library



ENES

MARKETING

Gap in the Market 	Assessing Demand 	Finding Customers 	Marketing Plan 
Marketing Channels 	Website 	Advertising 	Online Reviews 
Measure Marketing 	Growing Marketing and Sales 	Product Positioning 	Pricing 
Product Adoption 	Market Segmentation 	E-commerce 	Website Traffic 
Blog 	Permission Marketing 	Accelerators 	Growth Hacking 
Sales Funnel 	Customer Data 	Branding 	Networking 
Email 	Social Media 	Core Strength 	

Coaching and Networking



SizeUp Live Training for Small Business

Description

Want to learn how to grow your business using the SizeUp program in your community? You're invited to join our FREE, expert-led webinar designed specifically for small business owners and aspiring entrepreneurs. In this live, interactive session, you'll get:

- Hands-on training from the SizeUp team
- Personalized support tailored to your business needs
- Real-life examples how to use data to succeed
- Actionable insights you can use to make smarter decisions and grow faster

Whether you're planning to open or are already running a business, this session will give you the SizeUp tools and guidance you need — all at no cost.

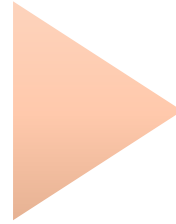
Space is limited, so be sure to reserve your spot!



What Success Looks Like

Entrepreneurs:

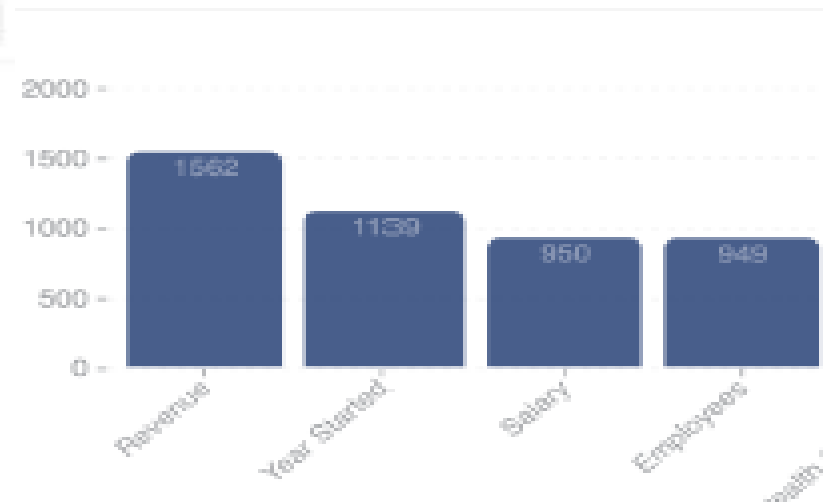
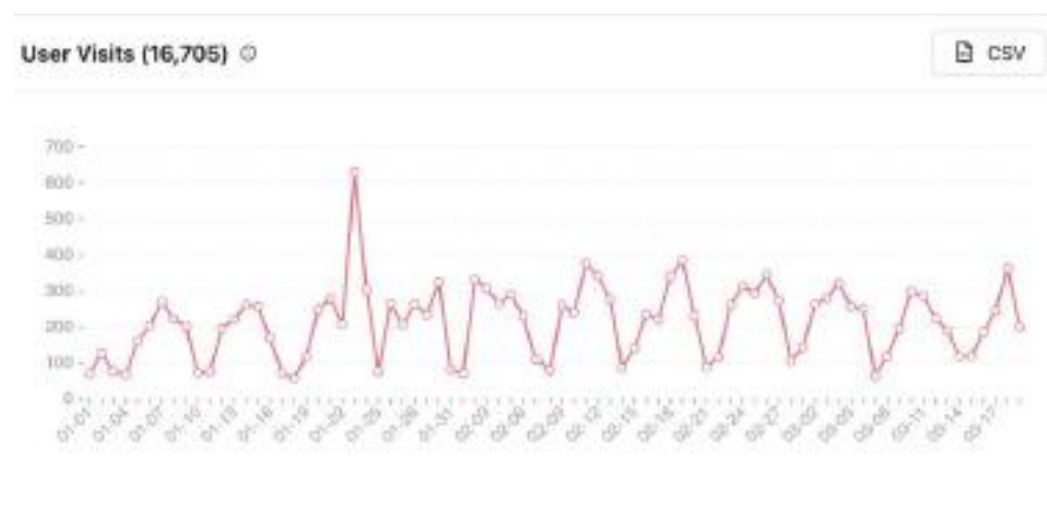
- Start small business
- Stay and grow
- Add jobs
- Invest in Georgetown
- Get connected to resources and support



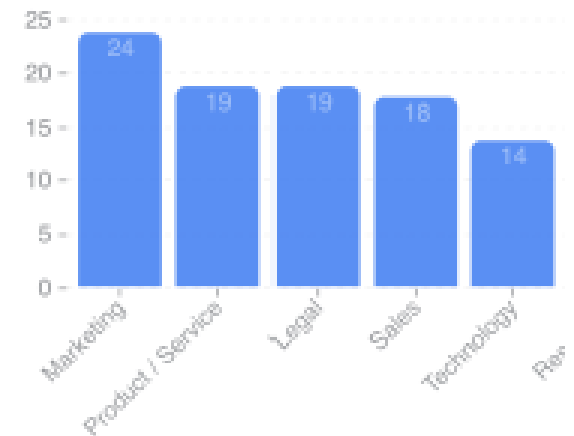
Tracking Metrics

- Businesses Served
- Platform use
- Consultations
- Referrals
- Event participation

Top Benchmarks



Top Subject Categories



How Georgetown Staff Can Use the Tool

Business asks a question: “I’m thinking about opening or expanding. How can you help me?”

Staff helps identify the business question: Looking for comparative data? Understanding resources? Need financial modeling tools and funding sources?

Staff assists individual in registering and usage.

Staff helps the entrepreneur understand how to use the coaching feature and partner resources for next steps.

Staff can run engagement reports, communicate to users in the platform, and research demographic and labor reports as needed to assist startups and growing small businesses.

Promoting Launch GTX Programs & Tools

1.4 Develop Entrepreneurial Density and Access Points

Inbound
calls/emails/meetings

Meet → Introduce → Explore → Consult → Connect → Grow

Business Outreach
&
Events

Small Business Week, Venture Week, Downtown business events, Chamber Business Network & Events, Central Texas Angel Network, Southwestern, Co-working & Incubator businesses, social media, etc.

Questions?

City of Georgetown, Texas
Economic Development Corporation
September 21, 2026

SUBJECT:

Action from Executive Session

SUGGESTED ACTION:

Action from Executive Session - Amanda Parr, Board President

ITEM SUMMARY:

FINANCIAL IMPACT:

SUBMITTED BY:

Shelly Sommerfeld, Economic Development plus

ATTACHMENTS:

N/A

City of Georgetown, Texas
Economic Development Corporation
September 21, 2026

SUBJECT:

Economic Development Negotiations

SUGGESTED ACTION:

Section 551.087. DELIBERATION REGARDING ECONOMIC DEVELOPMENT NEGOTIATIONS.

Deliberation regarding commercial or financial information that the corporation has received from a business prospect that the Georgetown Economic Development Corporation seeks to have locate, stay, or expand in or near the territory of the City of Georgetown and with which the Corporation is conducting economic development negotiations; and/or deliberation regarding the offer of a financial or other incentive to a business prospect that the Corporation seeks to have locate, stay, or expand in or near the territory of the City of Georgetown.

- Project Neptune
- Project Spurs
- Project Hay

ITEM SUMMARY:

FINANCIAL IMPACT:

SUBMITTED BY:

Shelly Sommerfeld, Economic Development plus

ATTACHMENTS:

N/A