

# Report 2019

Greater Fort Bend EDC  
One Fluor Daniel Drive  
Sugar Land  
Fort Bend County  
Texas, 77478

[www.fortbendcounty.com](http://www.fortbendcounty.com)



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## MESSAGE FROM THE CHAIRMAN

From its inception, this organization has been centered on the creation of quality growth, quality jobs and quality development with the goal of creating a world class community.

Good leadership, good management, high standards and finding ways to attract quality growth must remain ingrained in the character of our leaders, business and government alike. This holds true no more starkly then in the past fiscal year where we had substantial changes in governmental leadership, yet those new leaders remain committed to the underlying principles of quality growth with a high focus on business recruitment and retention and a healthy and inviting business climate.

Quality growth at its core is non-partisan, focused on lifting all members of the community to better living standards through enhanced opportunity, from education to employment and beyond.

The formula remains the same, business recruitment, business retention, business climate, infrastructure sufficient to sustain growth, facilitate solutions to community challenges, support development with an emphasis on master planned communities and high end mixed use development. These are the things that have made Fort Bend a magnet for quality growth and these will be the things that elevate us to new heights in the future.

Les Newton  
CHAIRMAN OF THE BOARD

### Greater Fort Bend EDC

One Fluor Daniel Drive Sugar Land  
Fort Bend County  
Texas

No of Employees  
4

Fiscal Year  
July 2018 - June 2019

Countywide Economic Development  
Council 33 years of pursuing Excellence



HERBERT W. APPEL  
JULY 15, 1942 - JULY 10, 2018  
GFBEDC TENURE, NOVEMBER 24, 1986 - AUGUST 31, 2011

HERBERT W. APPEL  
A LIFE WELL LIVED  
A COMMUNITY WELL SERVED



#### Excerpt of University of Houston - Victoria, Class of 2005 Commencement Speech

“I have been invited to offer you a formula for success and happiness. “This ceremony pays recognition to your academic achievement. The sorting has begun and you have come through.

To whom much is given, much is expected. Your new status requires new responsibilities. I do not know what your destiny will be, but the ones among you who will find true happiness will be the ones whose trademark is service to others above self. I know those who love the work they choose will be happy and happiness is the key to successful living. Pick your work wisely; do not take a job you don’t want. If you find yourself in a job that is a drudge, find work you can enjoy.

Success and happiness are also achieved through love. Surround yourself with people who love you.

Success and happiness are achieved through character. Character is moral strength and reputation. Listen to your conscience! Your conscience will guide you down the right path. It is in the individual mind that the battle for good over evil is won. Choose ‘good’ and you change the world for the better. Choose evil and you make the world worse. We can change the world by winning the battle in the mind one good choice at a time.

One choice you can make right now is to avoid greed. What the world needs desperately is more character and morality, and less greed. You will be successful and happy in service to others. Who should you serve?

Serve your families, the one that exists and the one you create. You can serve family by setting a standard for values. You serve family by loving them enough to forego some personal whims for the sake of a family agenda.

Serve your friends. Help your friends and expect nothing in return. Everyone who comes to our party is not necessarily our friend but those who come to help at our flood are true friends.

Serve the elderly, disabled and the poor in wealth and spirit. Remember my test of character: Do something good for someone who can not possibly do anything for you.

You must also serve your God, country and community. The minimum standard for service to God is choosing good over evil. The minimum standard for service to country and community is to understand the issues, assess the character of the candidate, and vote! Whether you like it or not you are about to become a taxpayer – by virtue of your degree you have been selected to become a member of the “haves” club. You “have” a responsibility to participate in the democratic process. You “have” to understand the issues and let your vote reflect your character.

Knowledge is your catalyst to open doors; action is the key.”

- Herb Appel

#### Excerpt of Herb Appel Obituary, Fort Bend Independent / Fort Bend Star July 2018

“I have been thinking about what to say about Herb Appel since his passing; understanding that my best efforts would immediately fall short of the measure of this man. To start off, Herb was a servant leader, he demanded excellence from everyone around him but none more than he expected of himself. There was something inspirational about him. He made you want to be a better person, if not for yourself, to ensure you didn’t let him down. He had a quiet wisdom, perfected by faith, patience and a keen intellect that seemed to know how to balance the scales to bring parties together. He was a master of his craft and his craft was making Fort Bend County a world-class community for business and residents alike. He was the North Star for many in the office and all those in his sphere of influence. He was a man’s man without arrogance or bravado. He embodied everything our organization holds dear, a love for community, quality, growth, opportunity, charity and among all, excellence.

He was truly Fort Bend County’s statesman.”

- Jeff Wiley





## MEET THE REST OF FBEDC'S EXECUTIVE COMMITTEE

The Executive Committee manages the business, affairs, and property of the corporation and possess all of the powers of the Board of Directors at any time that the board is not actually in session. The Executive Committee also reviews the work of the organization to determine the sufficiency, quality, quantity and consistency of the work to the purposes for which the organization is chartered.



**STEVE ROBINSON**  
**OF COUNSEL**

Steve Robinson is a Partner in the Law Firm of Allen Boone Humphries and Robinson and has served as Counsel since 2017.



**JARED JAMESON**  
**VICE CHAIRMAN**

Jared Jameson is President & Chief Financial Officer for WJ Interests Wealth Advisors and has served as Vice Chairman since 2017.



**JEFF HALEY**  
**TREASURER**

Jeff Haley is President & CEO of Si Environmental and has served as Treasurer since 2017.



**DAN MCDONALD**  
**SECRETARY**

Dan McDonald is President & CEO of McDonald & Wessendorff Insurance and has served as Secretary since 2017.

## FBEDC — Mission



The purposes for which this corporation is formed are to assist in and take a leadership role in the strategic planning, implementation and communication of the economic and physical development and redevelopment of Fort Bend County including without limiting the generality of the foregoing:

1. To coordinate and improve the economic vitality of Fort Bend County by promoting and preserving a positive climate for business and investment including the redevelopment of economically disadvantaged areas;
2. To identify and aggressively pursue the location and expansion of qualified businesses and well planned residential ventures to Fort Bend County;
3. To participate and cooperate with other organizations and governments in support of common interests and to facilitate solutions to problems that cross geo-political boundaries;
4. To help ensure that the necessary infrastructure for economic growth is in place.



## PRESIDENT & CEO'S MESSAGE — Jeff Wiley

On July 10, 2018, just as the new fiscal year began, we said goodbye to the EDC's original CEO, Herb Appel. In many ways, Herb and this organization will forever be linked. The high standards he had for himself, the community and this organization all were driven by his pursuit of excellence and desire to take a small county, close to one of the largest counties in the country, and transform it to something considerable and special.

After working alongside him as an employee and as a friend for the better part of a decade, I can say with some assurance, the formula established at the inception of the organization, and the mission ever since, have not changed a bit.

I believe there was great wisdom in the formation of the GFBEDC, but even more than that, great purpose in its design. The success of this organization has never been our primary goal. The success of the county, its residents and businesses has ,and always will be, the focus of our efforts. Thank you Herb for setting the standard that moves us forward toward excellence.








Jeffrey C. Wiley  
**PRESIDENT\CHIEF EXECUTIVE OFFICER**





GREATER FORT  
BEND ECONOMIC  
DEVELOPMENT COUNCIL  
— Team Members

GREATER FORT  
BEND ECONOMIC  
DEVELOPMENT COUNCIL

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# YEAR IN REVIEW FY2019

## 2019 HIGHLIGHTS

Capital Expenditure, Commercial Space Add and New and Retained Jobs

The Pipeline

Advancement of Mixed Use Development

Fort Bend Marketing Program

86th Legislative Session

Operations and Fiscal Responsibility

Infrastructure

### Capital Expenditure

FY 2019 represented a robust year from a capital investment perspective in the county with nearly \$796 Million in future capital investment associated with Fort Bend County GFBEDC assisted deals. Over \$557 Million of capital is associated with Solar Energy Farms that will locate in Fort Bend County, \$165 Million in Warehouse Distribution; \$62 Million in New Manufacturing Facilities and \$12 Million in Office Headquarters Expansion. As always, the success in attracting economic expansion is the result of the partnerships that exist in Fort Bend County especially with the City economic development directors and cooperative and supportive governmental agencies that aggressively pursue economic expansion that generates new long term tax base and increases employment opportunities.

### Commercial Space and New and Retained Jobs

Deal flow over the past 12 months represents 1.5 million sf of new commercial space on over 5500 acres of land and will generate over 1,400 new (779) and retained (650) jobs.

### The Pipeline

We have approximately 95,000 sf of deals working representing \$415 million in capital and 737 new and

retained jobs. In addition, the Fluor project remains on the radar screen but looks to be years rather than months in development.

### Mixed Use Development

The GRID and Katy Boardwalk are both mixed use centers that will have a mix of residential, retail, office and hotel space to attract business and resident interest. The GRID and Katy Boardwalk continue taking steps toward their phased development leading to two new mixed use centers that anchor the Northern and Eastern edges of the County. In addition, the City of Richmond continues its analysis on activating elements of historic Richmond as well as new development adjacent to I69 in their ETJ. We are working on a new mixed use center development that could accelerate mixed use growth in Precinct 3 as well. The addition of these and other projects along with Cinco Ranch's La Centerra, Sugar Land Town Square and Brazos Town Center continues Fort Bend's status as an innovator in mixed use, community focused development in the Houston region.

### Fort Bend Marketing Program

Fort Bend Marketing Program continued to lead the way with video intensive productions, creating

content focusing on purchasing power, land availability, access, and technology/innovation. Mid-year, the program transitioned to a new, highly targeted outreach effort to specific audiences to improve conversions. Audiences meeting specific profiles are identified, targeted, and reached through multiple channels including: device ID targeting which is done through captured devices, the creation of look-alike audiences through pixel tracking technology, and remarketing to users sourced through search engine marketing efforts. The targeted audiences are served video productions and high-impact interactive ads directing them to the website through a variety of these digital platforms, while engaging advanced SEO efforts to improve user experiences and efficiencies on the site.

### 86th Legislative Session

The 86th Legislative Session started where the 85th Session ended, namely with a focus on property tax and school finance. In addition, actively seeking new MUD and management district status for the George Ranch became a focus of the GFBEDC on behalf of future quality growth opportunities benefiting Fort Bend County.

Project	City/Area	Facility SF	Site Acres	Capital Investment	New Jobs	Retained Jobs
Accredo Packaging	Sugar Land	200,000		\$62,000,000	175	350
Fort Bend Solar	Uninc. FBC		1,800	\$250,000,000	2	
HCSS	Sugar Land	58,500		\$12,000,000	200	300
Cutlass Solar Phase I	Uninc. FBC		3,700	\$210,000,000	2	
Cutlass Solar Phase II				\$97,000,000		
Dollar Tree	Rosenberg	1,200,000		\$165,000,000	400	
<b>TOTALS</b>		<b>1,458,500</b>	<b>5,500</b>	<b>\$796,000,000</b>	<b>779</b>	<b>650</b>

### PIPELINE PROJECTS

Project	City/Area	Facility SF	Site Acres	Capital Investment	New Jobs	Retained Jobs
AP Solar/Icarus	Uninc. FBC		3,643	\$335,000,000	2	
Project Implant	Uninc. FBC	45,000			35	
Project Alpha 1	Uninc. FBC	50,000		\$80,000,000		700
<b>TOTALS</b>		<b>95000</b>	<b>3643</b>	<b>\$415,000,000</b>	<b>37</b>	<b>700</b>

### 86th Legislative Session (Cont'd)

The GFBEDC also worked with the Sunshine Coalition and Senator Watson's (D) and Representative Capriglione's (R) staff to put forward acceptable changes to the Texas Public Information Act (TPIA) that exempt all but the very largest economic development agencies from the heavy burden of being treated as a governmental entity for purposes of the TPIA. The GFBEDC assisted the City of Richmond, which led efforts to secure a state sales tax exemption for a future hotel convention center project in their community. Finally, working as part of a coalition of interested groups seeking further resiliency for the Houston Region, funding bills were passed that access the State's Rainy Day Fund to assist in recovery and resiliency efforts for the region, including local match dollars needed to access available federal funding.

### Operations and Fiscal Responsibility

The GFBEDC with and through its partner city ED relationships produced a record year of development deals while operating the organization within budget guidelines and maintaining net membership revenues and operating expenses at or better than expected. Staff headcount remained the same. We also produced enough savings throughout the year to allow for unbudgeted, board approved, expenditures related to TARGET efforts, and the engagement of a government consultant to work on behalf of the organization and its efforts during the legislative session.

### Infrastructure

There remains much work to do on infrastructure to continue Fort Bend's growth trajectory. As many successful master-planned

communities reach their design build out, new communities and the related infrastructure necessary to develop large tracts of land need to be delivered. A short and long term focus on Highway 36A continues as getting North – South mobility in place west of Rosenberg remains a priority. A focus on continued resiliency of the area from floods and levee preparedness remains a high priority. With a series of heavy rains over the past few years up to and including May 2019, more work remains, notwithstanding the significant efforts underway at a local, regional and state level. LID 2, the LID with the most taxable value in the county, passed a \$70 million bond initiative in May 2019 to continue their efforts to protect their constituents. We expect there to be increased attention on mobility, drainage and facilities at the County level in the coming fiscal years.





**ACCREDITO**<sup>®</sup>  
PACKAGING, INC.



### Accredo Packaging, Inc. \ Sugar Land Business Park

Accredo is a multi-national manufacturing enterprise, privately-owned, and Texas headquartered. They make sustainable flexible packaging and high barrier film solutions for a wide range of products. In Sugar Land, Fort Bend County Pct. 3, they have grown from an initial Phase I, through a Phase II expansion, and now have combined their last two phases on the remainder of their site in Sugar Land Business Park. When completed, this 200,000 sf, \$62 million expansion will result in a total campus area of 32 acres, over 500,000 sf of LEED certified space, a total capital investment of over \$120 million, and a total of 525 jobs. The City of Sugar Land and Fort Bend County granted incentives for all phases of development and expansion including this final phase.

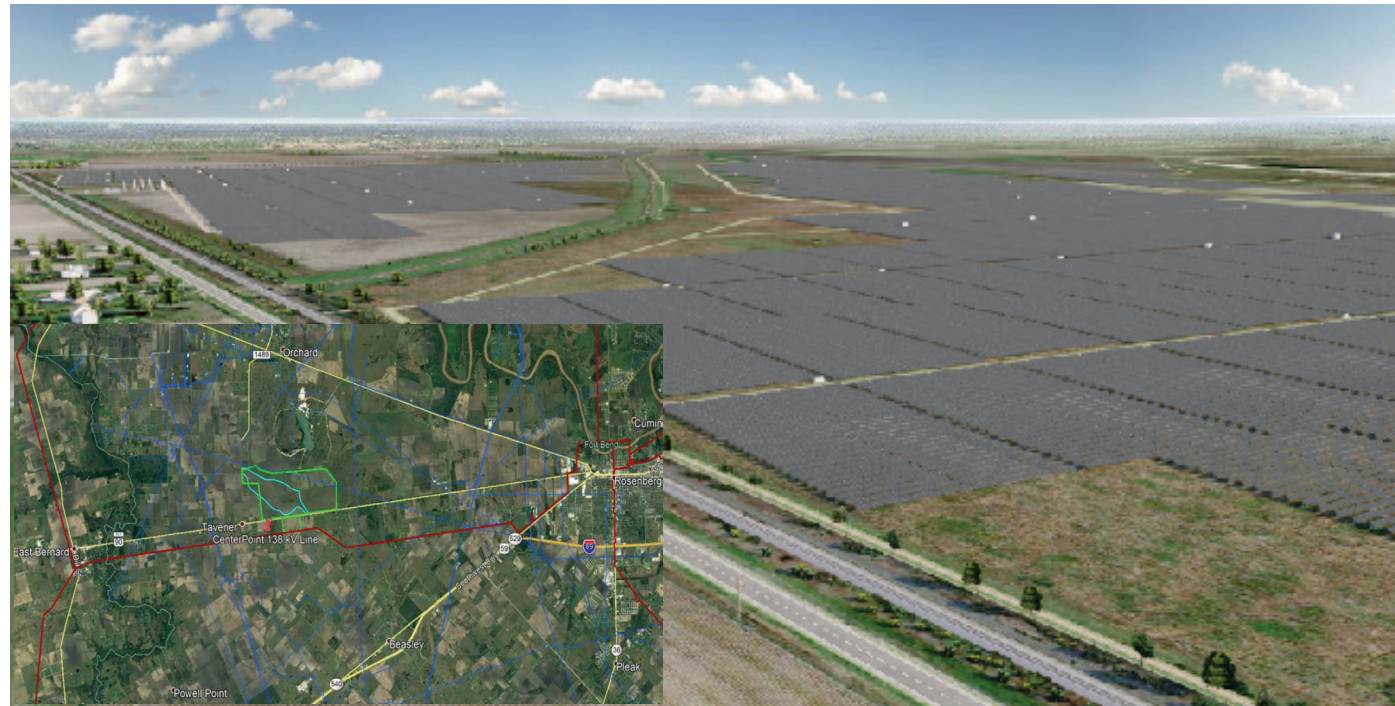


### Dollar Tree Warehouse and Distribution \ Rosenberg, TX

Befitting an area boasting three Class 1 railroads within close proximity with each paralleled either by a state highway, a US highway, or an interstate highway, Dollar Tree selected this soon to be annexed into Rosenberg site for a 1.2 million sf distribution center. Dollar Tree, a Fortune 500 company, is the largest and most successful single-price-point retailer in North America, operating almost 15,000 stores. This facility will have a total capital investment of \$165 million and create 400 new jobs in the area. The City of Rosenberg and Fort Bend County granted incentives. By committing to serve the site with water/water sewer capability, the City of Rosenberg was able to also open up significant adjacent property to utilities, increasing the number of highly valued shovel-ready sites in the immediate area. The City of Rosenberg and Fort Bend County provided incentives for this relocation.







## LendLease - Fort Bend Solar \ Tavener Road and US90A

The first of two mega-sized solar panel generation facilities to be developed in Fort Bend County in Pct. 1 by LendLease, Inc., a international, fully integrated property and infrastructure group based in Sydney, Australia. The project will sit on a Reinvestment Zone of almost 1,800 acres at the northeast corner of Tavener Rd. and US 90A. During initial planning and proof of concept studies, the capital investment originally was \$170 million with the established intent to expand that investment should the studies point to a credible outcome. That was accomplished and the project now is at a capital investment of \$250 million and a power output of approximately 200 MW, enough to power around 40,000 homes. Although not a producer of more than several permanent jobs, the project will provide a very significant addition to the county tax roll values and offer renewable, cheaper, clean energy to both county industry and communities alike. Both of the solar panel generation facility projects mentioned here will virtually not require any local government facilities or services. Fort Bend County and the Brazos ISD granted incentives.



## LendLease - Cutlass Solar \ Unincorporated FBC - South Central

The second of LendLease's two mega-sized projects under development in Fort Bend County in Pct. 1 will sit on a Reinvestment Zone of almost 3,700 acres off the northeast corner of FM 361 and FM 1994 across from the Long Point Landfill and east of Guy, Texas. The initial phase I planning capital investment is allocated at \$210 million with an initial operational second phase of an additional \$97 million, totaling \$307 million with a power output of up to 360 MW, as the intended project capability and value. Like Fort Bend Solar, the lack of permanent jobs is offset by the very large addition to the county tax rolls, renewable, clean, and cheap power to the area. In addition, changing land use from agricultural creates a substantial additional tax for these two projects in the form of Ag Exemption Rollback penalties. Fort Bend County granted incentives and the Needville ISD is considering a value limitation incentive as well.







### HCSS Building III Expansion \ Sugar Land Business Park

Leading the City of Sugar Land and Fort Bend County into the future of the digital workspace, privately-held HCSS provides software solutions to the heavy construction industry across the globe. With a campus in Pct. 3 and a work environment that brings to mind the Millennial paradise in a Google and Facebook style, HCSS is starting their third building of 58,500 sf, with a capital investment of \$12 million to their campus site. This expansion will bring their three building facility to approximately 120,000 sf and allow 200 more jobs to join the existing 300 jobs at the company. The City of Sugar Land and Fort Bend County granted incentives for the expansion.

## THE KATY BOARDWALK DISTRICT



### KATY BOARDWALK DISTRICT \ City of Katy

The Katy Boardwalk District is a public private partnership engaged in development of an 80-acre project that will include 650 modern loft residences, 145,000 sf of commercial space, 60,000 sf of Class A office space and a four star 300 room hotel conference center.

The TIRZ, originally established through the assistance of the GFBEDC which provided the 3P partnership to build Katy Mills Mall project, has been extended to continue this successful partnership between public and private entities to build enhanced high quality development in the City of Katy and Fort Bend County. The City of Katy has been a leader in working to attract significant mixed use development at the site.







# On The Horizon



District West is a new planned mixed use development in Precinct 3, near the Southeast intersection of Grand Parkway and Westpark Toll Road.



Circle Oak is a future mixed use development project at the NE and SE corners of State Highway FM 762 and Interstate 69 planned on land owned by the George Foundation.



## The GRID \ City of Stafford

The GRID continues to be successful in moving their development forward with the announcement earlier this year of the first phase of development and tenants as they work on the second phase infrastructure. Notable tenants announced include In-N-Out Burger (The first in Houston), Whiskey Cafe, Pluckers Wing Bar, Outback Steak house, Chipolte, Luma Grove and Drive Shack, a golf entertainment venue.

Located at the former TI Site in Stafford, the 192-acres will include more than 350,000 sf of shops, restaurants, and entertainment; 500,000 sf of creative-focused office space; multiple hotels; pop-up shops; food hall; rooftop dining and 2,400 urban residences. The heart of the project incorporates existing components of the site's iconic industrial architecture to create an authentic and memorable urban environment, including an activated public green space able to host concerts, festivals, and outdoor movies. Public private partners on this deal include the developer, StreetLevel, East Fort Bend Development Authority, WCID No. 2, City of Stafford and Fort Bend County. The GFBEDC assisted the creation of the local government corporation and incentive agreements between the parties

## Cross Creek Town Center

MARCEL's Cross Creek Town Center entered the development phase with a February 2019 groundbreaking. The new Cross Creek Town Center mixed use development will be located within Cross Creek Ranch in the City of Fulshear.





<b>E Fort Bend Co/Sugar Land</b>   \$2.3 B Asset Value			
Houston - TX			
Inventory SF	10 M ↑	Market Rent/SF	\$27.09 ↓
Under Constr SF	98.7 K ↓	Annual Rent Growth	-0.2% ↓
12 Mo Net Absorp SF	23.4 K	Market Sale Price/SF	\$222 ↑
Vacancy Rate	11.9% ↑	12 Mo Sales Vol	\$3.1 M ↓

<b>Katy/Grand Parkway West</b>   \$1.5 B Asset Value			
Houston - TX			
Inventory SF	6.2 M ↑	Market Rent/SF	\$28.32 ↑
Under Constr SF	0 ↓	Annual Rent Growth	0.5% ↑
12 Mo Net Absorp SF	195 K	Market Sale Price/SF	\$246 ↑
Vacancy Rate	10.2% ↓	12 Mo Sales Vol	\$7.9 M ↓

<b>Southwest Outlier</b>   \$407 M Asset Value			
Houston - TX			
Inventory SF	1.8 M ↑	Market Rent/SF	\$23.18 ↑
Under Constr SF	29.8 K ↑	Annual Rent Growth	1.0% ↑
12 Mo Net Absorp SF	9.7 K	Market Sale Price/SF	\$223 ↑
Vacancy Rate	13.2% ↑	12 Mo Sales Vol	\$4.8 M ↓

## OFFICE MARKET

Greater Houston’s office market took a step backward in Q1-19 after improvement for two consecutive quarters to close 2018. Absorption fell negative and total availability increased. Concessions for large, well qualified tenants continue to increase and the overall increased vacancy increases pressure on second generation buildings and Class B buildings in all submarkets.

The most glaring adverse influence is the lack of growth in Oil & Gas job creation; jobs lost will not be replaced due to advances in technology, new jobs in this sector will be limited in the future. Thus, Greater Houston, including Fort Bend County, has increased their efforts on Innovation, biotechnology and other life sciences, and the greater digital workplace. Fortunately, Fort Bend has always had a diversified office-use sector and is well positioned to expand on that demand rather than start it anew.

Fort Bend and Sugar Land have temporarily dodged a bullet on near term new supply of existing space of over 1 million sf as the new Fluor Corp. campus has been delayed. Any new Class A space contemplated must have over 50% pre-leasing to start construction

<b>Hwy 59/Hwy 90 (Alt)</b>   \$2.5 B Asset Value			
Houston - TX			
Inventory SF	26.2 M ↑	Market Rent/SF	\$7.83 ↑
Under Constr SF	1.1 M ↑	Annual Rent Growth	2.8% ↑
12 Mo Net Absorp SF	1.3 M	Market Sale Price/SF	\$91 ↓
Vacancy Rate	3.5% ↓	12 Mo Sales Vol	\$64.9 M ↑

<b>Sugar Land</b>   \$2 B Asset Value			
Houston - TX			
Inventory SF	22.8 M ↑	Market Rent/SF	\$7.89 ↑
Under Constr SF	292 K ↑	Annual Rent Growth	3.0% ↑
12 Mo Net Absorp SF	63.6 K	Market Sale Price/SF	\$88 ↓
Vacancy Rate	4.1% ↑	12 Mo Sales Vol	\$21.9 M ↓

<b>Southwest Far</b>   \$1.5 B Asset Value			
Houston - TX			
Inventory SF	14.7 M ↑	Market Rent/SF	\$7.96 ↑
Under Constr SF	2.2 M ↑	Annual Rent Growth	2.8% ↑
12 Mo Net Absorp SF	305 K	Market Sale Price/SF	\$89 ↓
Vacancy Rate	8.6% ↑	12 Mo Sales Vol	\$25.8 M ↓

## INDUSTRIAL MARKET

Overall, Greater Houston’s Industrial sector had a red-hot quarter for construction starts with over 6.0 million Sf in Q1-19, bringing under construction space in the region to 15.7 million sf.

This activity is triggered by a robust demand and a 5.0% vacancy or below for the last 13 quarters. It is possible to see a softening in market fundamentals over the year as speculative space delivers, causing an uptick in vacancy rates.

In Fort Bend County, over 3M sf of industrial space is under construction. The largest project under construction is a 477,355 sf in the Southwest Commerce Center in Missouri City, TX. In addition, Trammell Crow Company has several buildings either under construction or proposed in Park8Ninety. This scope of construction added to existing inventory in the area of the Beltway/US90A interchange has created a significant Industrial Hub in Missouri City and Fort Bend County.

In addition, Dollar Tree plans to build a 1.2M-sf distribution center in Rosenberg. Dollar Tree’s selection of the site necessitated the extension of cisy water/sewer capacity to a large section of potential ‘shovel ready sites’ within both the Rosenberg city limits and ETJ adjacent to IH 69/US 59.



# Year Of Transition

Why do we need a Fort Bend Marketing Program (FBMP) for the county? Fort Bend markets at the county level because we have a competitive and comparative advantage against all other counties in the Houston region. Quality of life, good governance, safe communities, purchasing power, an educated and skilled workforce, diversity, and overall demographics coupled with available land, superior infrastructure, and an aggressive, pro-business culture, puts Fort Bend in the lead regionally and nationally. This public-private partnership leverages dollars and messaging, setting Fort Bend apart as *Greater Houston's Finest Address*.

## Fort Bend Marketing Program



FY  
2019

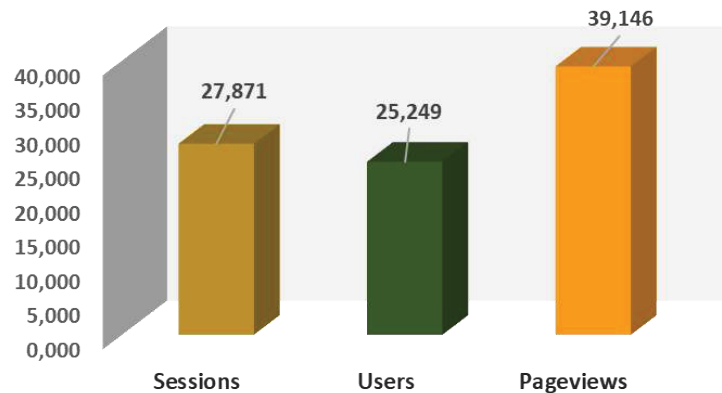
*This year, the FBMP transitioned from a program focused on branding via digital media to a direct-media buy, targeted approach focused on five specific audience classes. The campaign transition began January 1.*

## July – December

*The FBMP went exclusively digital three years ago, focusing on three primary areas: Facebook, SEO, and SEM, coupled with video-rich content. The program continued this campaign from July through December of this fiscal year. The efforts generated significant brand recognition and drove users to the website, particularly the data and living pages.*

### Website Users

#### Website Visitors



### Paid Facebook Ads

Total Impressions: 1,832,777

Total Engagements: 545,347

Engagement Rate: 29.8%

### Search Engine Marketing

#### Impressions

87,825

#### Clicks

18,392

#### Average Position

1.2

### Executive Summary

- \* Instituted new campaign, working directly with media buy company
- \* Moved & updated FBC website
- \* Developed marketing brochure with interchangeable inserts
- \* Created 3 landing page videos, 4 feature videos
- \* Completed major SEO project
- \* Identified target audiences and developed digital media collateral pieces for various service profiles

### Device ID Targeting

1,769,113 Impressions

#### Find Our Audiences!

#### Find Audience

- ID Conferences/Assemblies
- Capture Users Through Location Services On Phones

#### Assimilate Data

- Filter out bad data
- Pull historical data to refine users

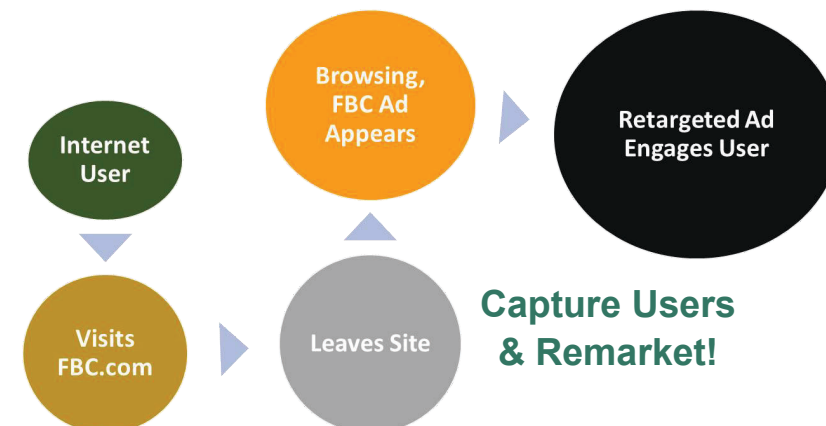
#### Track Users

- Place code to track audience/online activity
- Identify behaviors to target

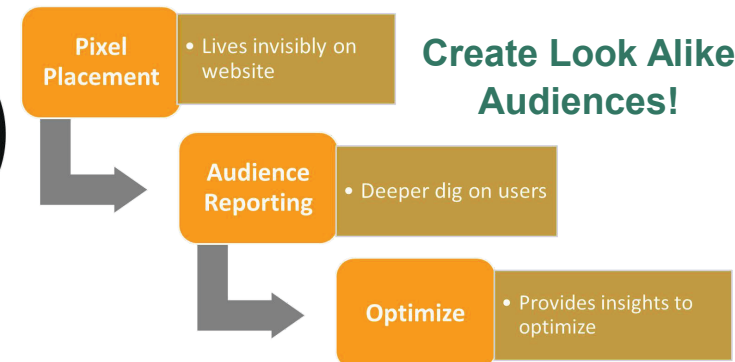
#### Remarket

- Serve target audience ads we've created
- NEW: Match desktop IP address to serve ads as well

### Remarketing To Users

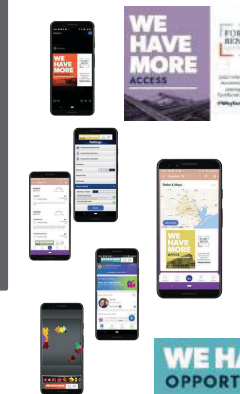


### Audience Tracking Pixels



## January– April

*New campaign! A highly integrated and sophisticated use of digital media, building on the success of the program's past efforts, identifying specific audiences and serving these audience classes ads to their desktops and mobile devices.*



*Messaging campaign built on MORE! MORE Land, MORE Access, MORE Talent, MORE Industrial, MORE Office, MORE Opportunity! Videos compliment the graphic collateral.*

**We Have MORE!**

**WE HAVE MORE OPPORTUNITY**

Learn why more businesses are moving to Fort Bend County. #WhyFortBend

**FORT BEND COUNTY**



### The Stats

- ◆ Facebook Impressions: **1,269,536**; ER: **34.2%**
- ◆ Paid Search Impressions: **133,213**; Clicks: **9,211**
- ◆ Display Campaign Impressions: **1,614,511**
- ◆ Top Display Ads: **MORE Office; MORE Land**
- ◆ SEM Driven Site Visits: **31,700**
- ◆ SEO Quality Score: **7/10**
- ◆ Facebook Video Views 100%: **15,318**

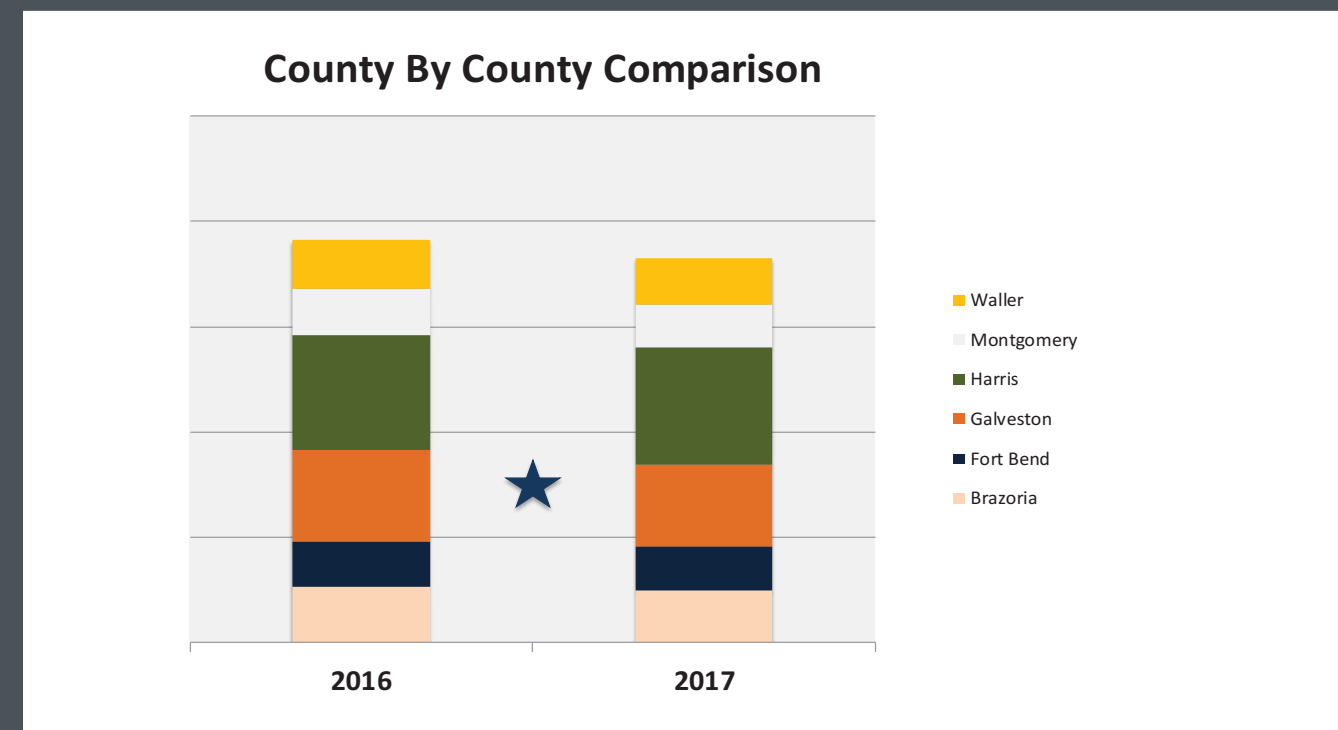
## POPULATION, EMPLOYMENT AND QUALITY OF LIFE

Fort Bend's Labor Force continues to grow and has once again climbed to one of the top seven leaders in growth relative to the largest 349 counties quarterly reviewed by the Bureau of Labor Statistics. These counties make up a substantial majority of all employment in the country. With 4.3% growth, Fort Bend ranks 7th in the nation and third in Texas for employment growth year over year through December 2018. Midland, TX was No. 1 in the Nation and Brazoria was No. 5.

For 2017, Woods & Poole Economics of Washington DC compared Fort Bend County to all 254 counties in Texas; Fort Bend County ranks in the top 10% for the following:

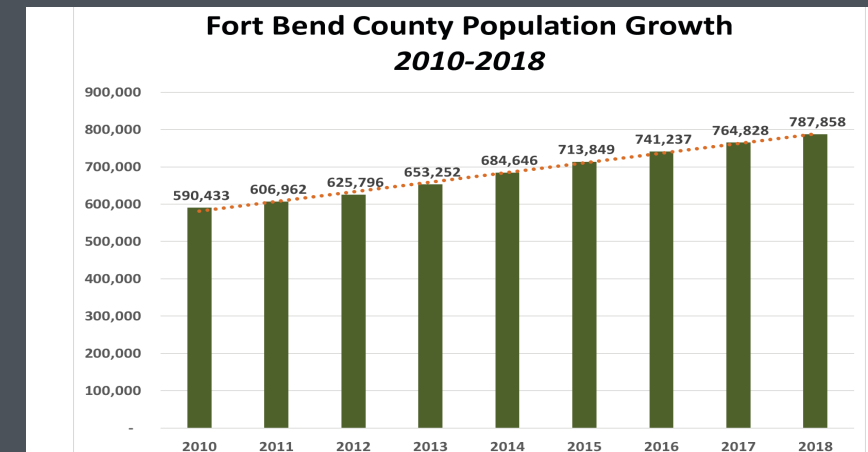
	Population Growth	Employment Growth	Households with Money Income over \$125K or more	Households with Money Income over \$150K or more	
	1986	2018			
Population	195,742	787,858	US Census		
Average Household Income	\$36,930	\$184,818	Woods & Poole 2017		
Total Employment	82,300	373,766	TAMU Real Estate Center		
Est # Jobs in Fort Bend County	44,045	189,304	Texas Workforce Comm.		
Unemployment Rate	10.7%	3.9 %	TAMU Real Estate Center		
Poverty Rate	12.5%	8.0%	US Census		

## REGIONAL CRIME DATA

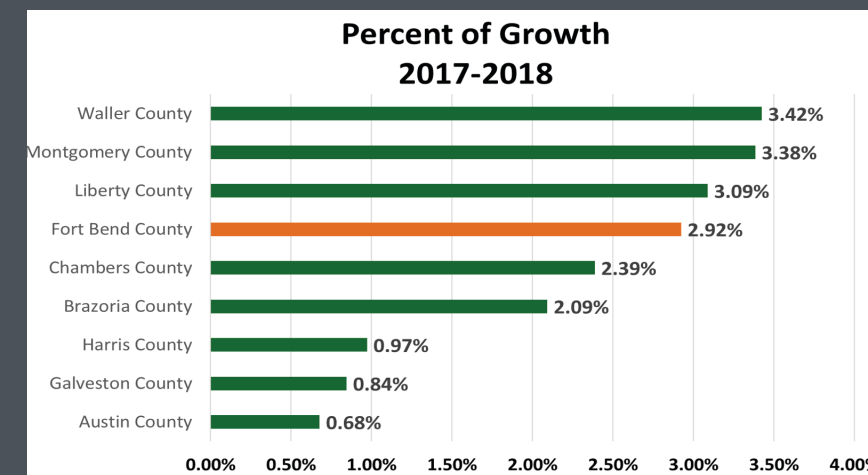


Source: Texas Department of Public Safety

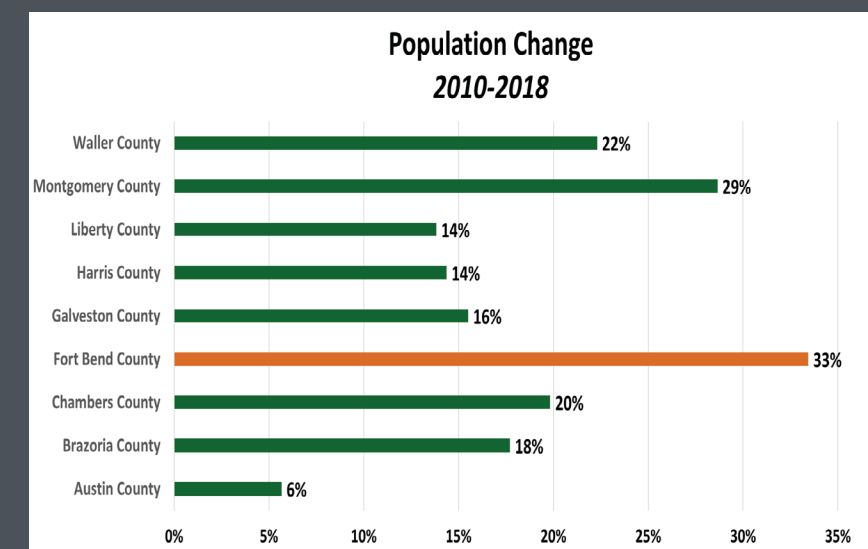
Fort Bend continues to have one of the lowest overall crime rates in the region among the top 6 counties in population based on crime incidents per 1,000 population. Overall regional crime incidents per capita are trending down both in the region and in Fort Bend. Fort Bend has maintained its leadership role in this important statistic and over the past decade led in least number of incidents per 1,000 population.



Source: US Census Bureau



Source: US Census Bureau



Source: US Census Bureau

Fort Bend's population stands at 788,000 people as of 2018 based on US Census forecasts averaging roughly 25,000 new residents a year since 2010. Fort Bend is one of the 10 largest counties in the State of Texas. Notwithstanding, it has one of the fastest population growth rates in the state no matter the size of the county, large or small.

Fort Bend grew faster than most counties in the region but was outrun by Waller, Montgomery and Liberty, all having substantially less in base population. No doubt the Grand Parkway will create new growth opportunities for perimeter counties as Fort Bend experienced throughout the last 20 years. However, we also have substantial opportunity as I69 pushes westward to the County Line and Grand Parkway Segment C eventually expands South Southeast.

Over the last 8 years Fort Bend has averaged nearly 33% growth in its population, outperforming all of its peer regional counties, despite having the second highest population base in the region. This growth has also been high quality growth as families moving to Fort Bend continue to exhibit high education achievement, household income and purchasing power.





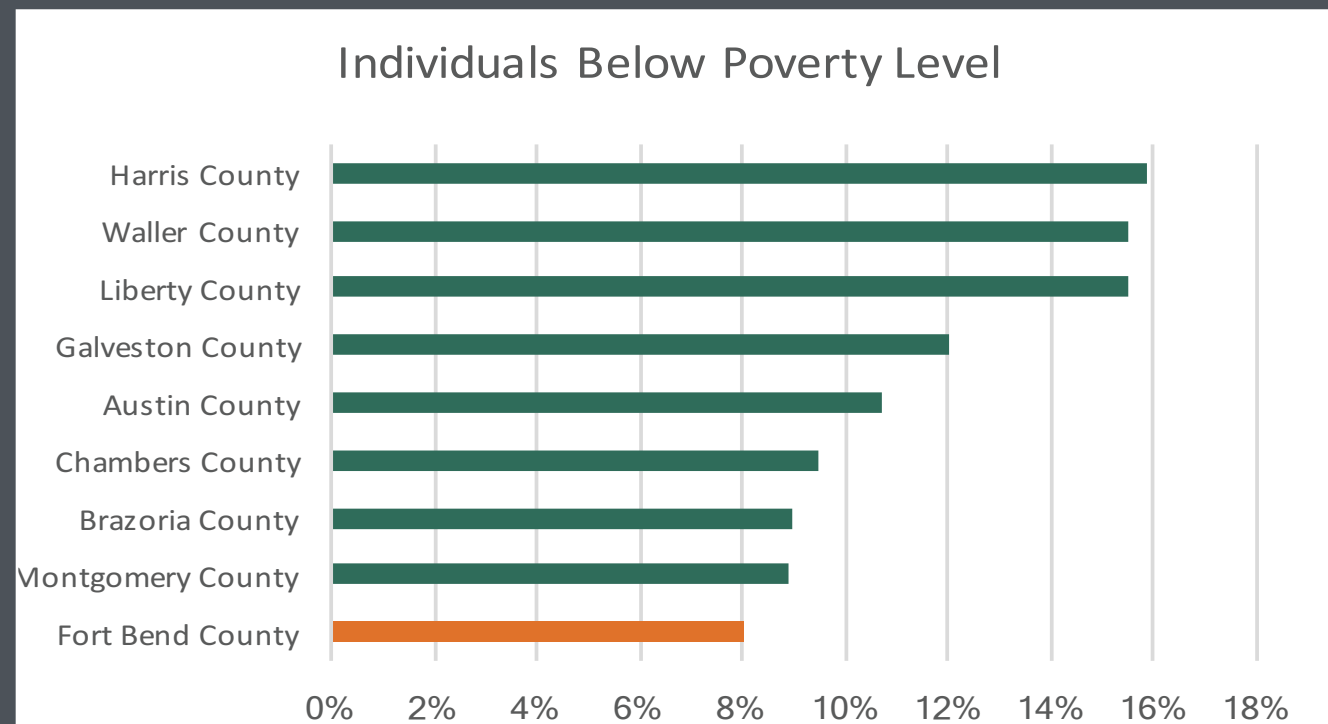
## FORT BEND LABOR FORCE REMAINS STRONG

Fort Bend's Labor Force continues to grow and has once again climbed to one of the fastest growing counties in the country, recently placing 7th in growth among the largest 349 counties measured quarterly by the Bureau of Labor Statistics. These 349 large counties with population over 75,000 make up a substantial majority of all employment in the country. With 4.3% growth, Fort Bend ranks 7th in the nation and 3rd in Texas for employment growth year over year through December 2018. Midland and Brazoria Counties were the only other counties in Texas to beat Fort Bend at No. 1 and No. 5 respectively in the nation. Fort Bend also was 5th in the nation in year over comparison in the previous quarter (September 2018/September 2017).

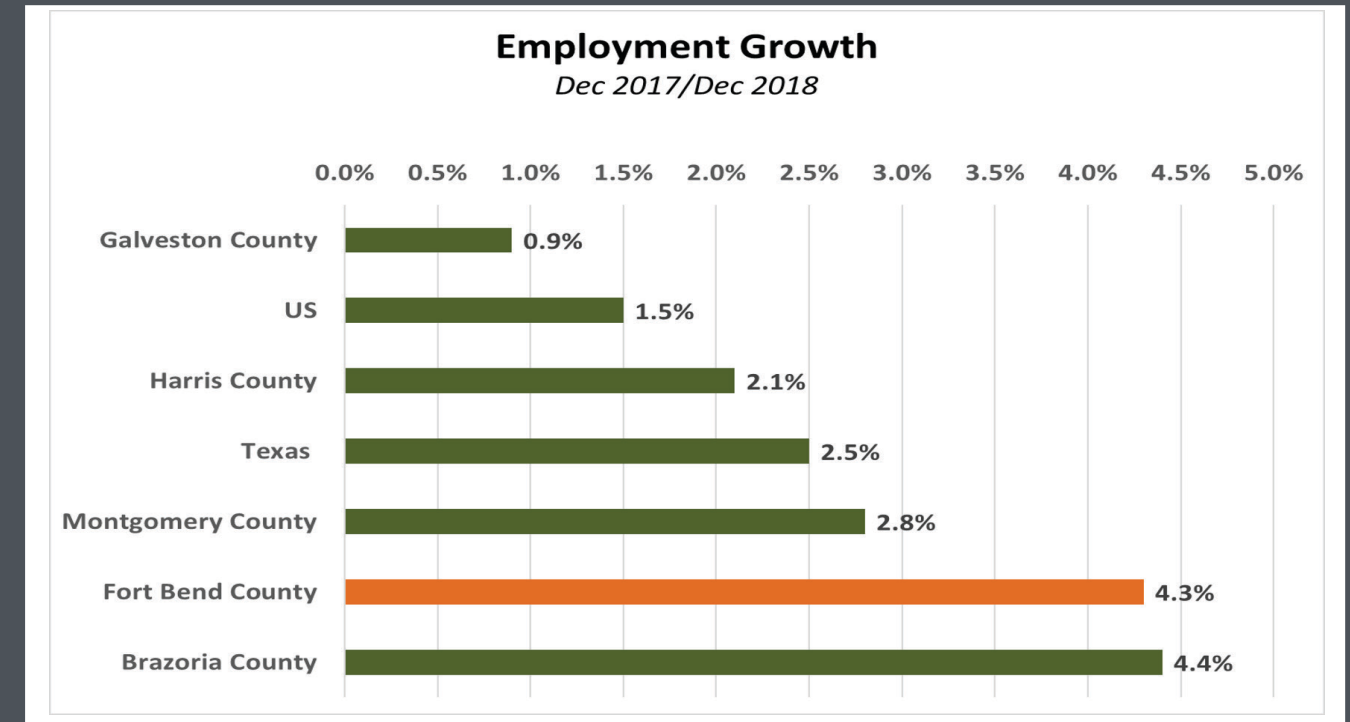
Not only employment growth has been good in the past fiscal year, the mix of employment was great with many of the higher paying industrial sectors experiencing robust growth, as can be viewed on the adjoining page (ranked from high to low wages).

## FORT BEND POVERTY RATE LOWEST IN REGION

Fort Bend's Poverty Rate is also among the lowest in the State. Fort Bend's ties for the 7th lowest poverty level among all 254 counties in the State of Texas. Fort Bend also has the lowest poverty rate among all counties in the Greater Houston Region. Of the top 8 counties for lowest poverty rate in the State of Texas, only 4 have populations above 150,000, including No. 1 Collin County (1.005 Million in population) at 5.9%; No. 3 Williamson County (566K in population) at 6.1%, No. 5 Denton County (859K in population) at 7.1% and No. 7 Fort Bend County (787,858 in population) at 8.0%. Our poverty rate has steadily declined since the inception of the organization in 1986 when our County's poverty rate stood at 12.5%. While there is more work to do, we have made great strides. As John F. Kennedy once said, "A rising tide lifts all boats".

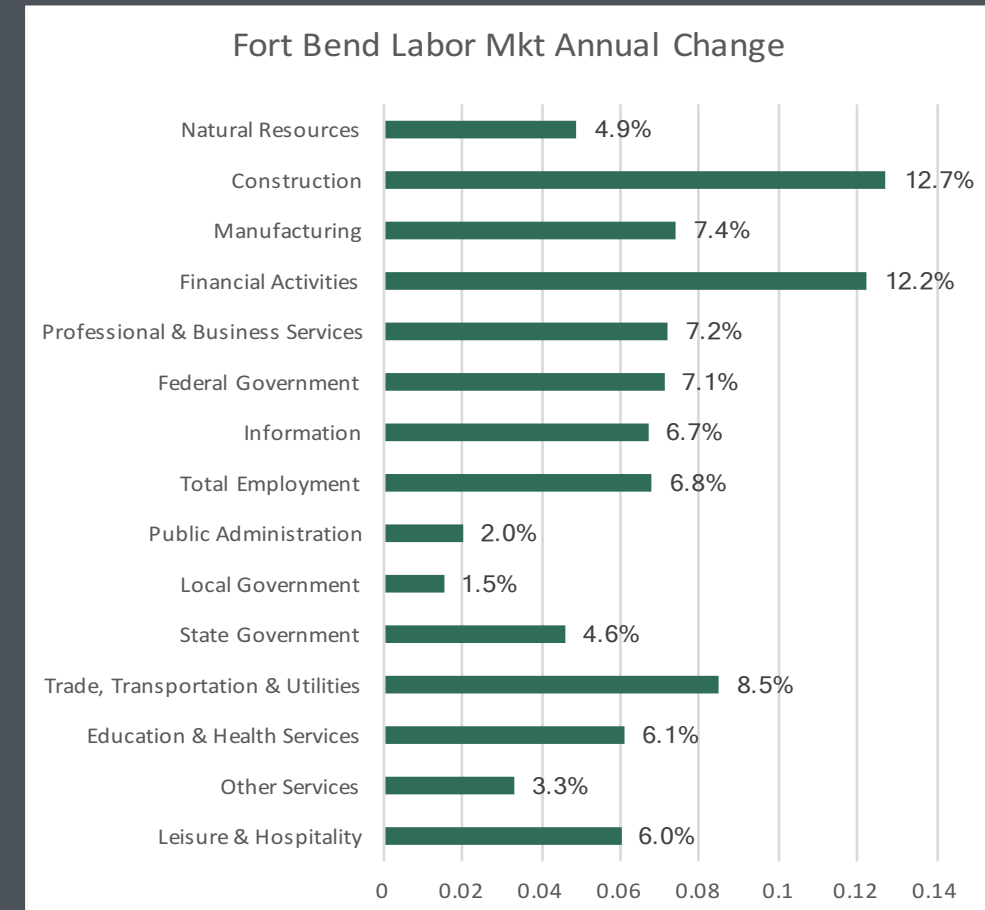


Source: US Census Small Area Income and Poverty Estimates (SAIPE)



Source: US Bureau of Labor Statistics 4Q 2018 Release

A V G  
WEEKLY



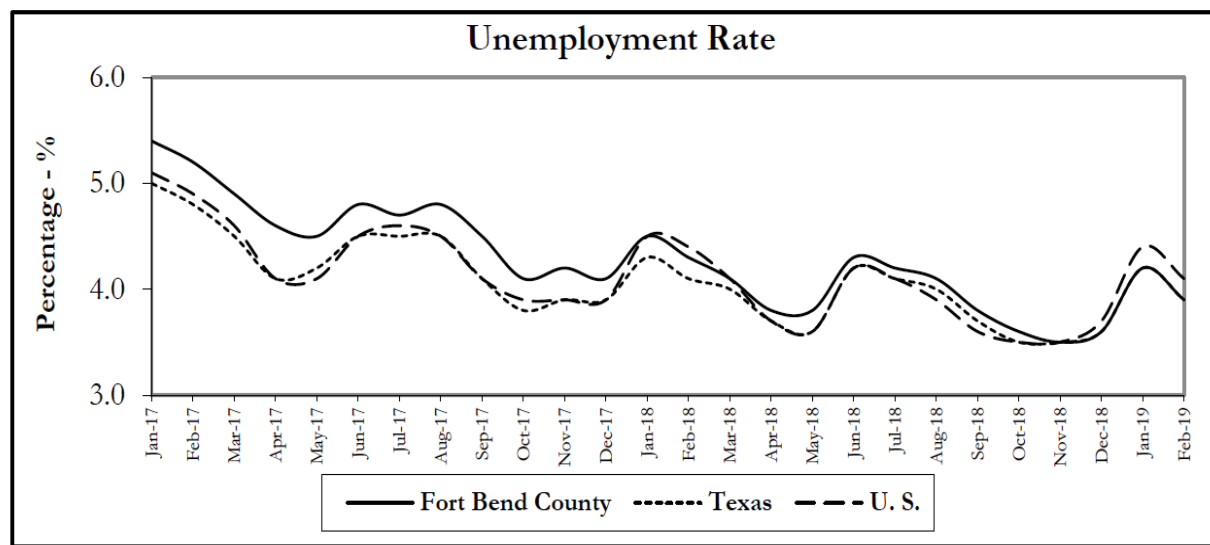
Source: Gulf Coast Work Source

\$	3,353
\$	2,016
\$	1,677
\$	1,526
\$	1,396
\$	1,381
\$	1,171
\$	1,048
\$	998
\$	992
\$	928
\$	872
\$	725
\$	600
\$	360

## County Employment Data\*

The rate of unemployment in Fort Bend County fell three-tenths of a percentage point to 3.9 percent in February, down four-tenths of a percentage point from 4.3 percent a year earlier. Total covered employment in the county was up 2,124 jobs over third quarter 2018. The 1.1 percent increase was the strongest third quarter increase since 2006 when the county was up 2.6 percent over the quarter. Substantial job gains were found across most private industry sectors with the largest increase found in Construction, up 763 jobs or 6.6 percent. Professional & Business Services also managed a large increase of 69 jobs, up 3.4 percent. In the public sector, Local Government was down 369 jobs or 1.7 percent as educational institutions reduced payrolls for the summer months. Total covered employment was up 12,195 jobs over the year with the pace of job growth rising 6.8 percent, its fastest pace since fourth quarter 2013. Private-sector job gains were widespread with strongest increases found in Construction, up 1,386 jobs or 12.7 percent, and Financial Activities, up 12.2 percent. Other Services, which was the only industry sector posting an over-the-year loss in the previous quarter, was not reporting an increase, up 186 jobs or 3.3 percent over the year. The public sector also reported increases but at a slower overall pace of only 2.0 percent. The only loss reported was in Other Services, down 229 jobs or 3.7 percent. See page 2 for detailed data.

	FEB 2019	JAN 2019	FEB 2018
Civilian Labor Force	388,895	385,552	382,212
Total Employment	373,704	369,551	365,621
Unemployed	15,191	16,001	16,591
Unemployment Rate	3.9%	4.2%	4.3%
Comparative Actual Rates			
Texas	3.9%	4.2%	4.1%
U.S.	4.1%	4.4%	4.4%



\*Estimates reflect actual (not seasonal adjusted) data. Civilian Labor Force includes wage and salary workers, self-employed, unpaid family, domestics in private households, agricultural workers, workers involved in labor disputes and the unemployed, all by place of residence. Covered employment data compiled from 3<sup>rd</sup> quarter 2018 contribution and wage reports submitted to the Texas Workforce Commission by employers' subject to the Texas Unemployment Compensation Act. Source: Texas Workforce Commission in cooperation with the U.S. Department of Labor, Bureau of Labor Statistics. All data is subject to revision.

COVERED EMPLOYMENT Industrial Sector	Number of Jobs			Quarter Chg		Annual Chg		Avg Wkly Wage*
	3RD QTR 2018	2ND QTR 2018	3RD QTR 2017	Actual	%	Actual	%	
<b>Total Employment</b>	190,454	188,330	178,259	2,124	1.1%	12,195	6.8%	\$1,048
<b>Natural Resources &amp; Mining</b>	3,756	3,592	3,580	164	4.6%	176	4.9%	\$3,353
<b>Construction</b>	12,334	11,571	10,948	763	6.6%	1,386	12.7%	\$2,016
<b>Manufacturing</b>	14,063	13,868	13,098	195	1.4%	965	7.4%	\$1,677
<b>Trade, Transportation, &amp; Utilities</b>	41,281	40,979	38,058	302	0.7%	3,223	8.5%	\$872
<b>Information</b>	2,095	2,084	1,964	11	0.5%	131	6.7%	\$1,171
<b>Financial Activities</b>	7,610	7,615	6,783	-5	-0.1%	827	12.2%	\$1,526
<b>Professional &amp; Business Services</b>	21,217	20,518	19,785	699	3.4%	1,432	7.2%	\$1,396
<b>Education &amp; Health Services</b>	29,782	29,698	28,069	84	0.3%	1,713	6.1%	\$725
<b>Leisure &amp; Hospitality</b>	27,089	26,919	25,561	170	0.6%	1,528	6.0%	\$360
<b>Other Services</b>	5,897	5,884	5,711	13	0.2%	186	3.3%	\$600
<b>Nonclassifiable</b>	391	336	259	55	16.4%	132	51.0%	\$651
<b>Public Administration</b>	24,938	25,266	24,443	-328	-1.3%	495	2.0%	\$998
<b>Federal Government</b>	814	810	760	4	0.5%	54	7.1%	\$1,381
<b>State Government</b>	2,833	2,796	2,708	37	1.3%	125	4.6%	\$928
<b>Local Government</b>	21,291	21,660	20,975	-369	-1.7%	316	1.5%	\$992

\*Wages compiled from 1st quarter 2018 contribution and wage reports submitted to the Texas Workforce Commission by employers' subject to the Texas Unemployment Compensation Act. Date source: the Texas Workforce Commission, Labor Market and Career Information Department in cooperation with the Bureau of Labor Statistics, U.S. Department of Labor.



# BUSINESS CLIMATE

## — Setting the Table

Notes

Creating the right business climate requires the development of important community attributes that work to provide a competitive edge in facilitating commercial, residential, population and work force growth. We diligently pursue and highlight four foundational attributes that set the table for positive growth in our area. These attributes position Fort Bend County favorably in the Greater Houston region.

### Cooperation

Our communities partner to achieve more together than they could alone.

Our members and community leaders understand that commercial development is essential to providing jobs locally to our residents and providing a growing tax base that can offset the service cost of a growing population.

When we sit down with companies interested in our community, expect to see the city, county, school districts and special districts working together to make Fort Bend the location of choice. That's how we do business.

### Pro-Business

Corporate expansion and relocations are the cornerstone of growing successful communities.

Maintaining a posture toward winning deals is imperative. While it is much better to gain growth without business incentives, it is far better to land a desired prospect with incentives than to lose the deal.

We will continue to aggressively pursue incentive structures to gain new business growth and elevate strategic developments to their highest and best use.

In this endeavor, nothing ventured, nothing gained is the mantra.

### Education

Fort Bend began its growth cycle because this community offered safe, superior schools.

Coupled with master planned communities, Fort Bend County has become the regional leader in population growth rate and average household income.

Good schools attract and bad schools repel. We remain focused on ensuring our school districts show fiscal responsibility, appropriate and necessary facility enhancement, and maintain low tax rates.

Expansion of higher education has also been a priority for the organization and the FBEDC works closely with UH, TSTC, HCC and WCJC in efforts to expand capacity, programs and workforce capability.

### Proximity

Fort Bend County's location in the Greater Houston region is strategic and proximate to Houston work and entertainment centers, seaports and airports.

That proximity is made all the more important by key transportation corridors that link people and businesses in Fort Bend County to the rest of the region. These important corridors include: Interstate 10; Interstate 69; Fort Bend Toll Road; West Park Tollway; Grand Parkway; and Highway 90A.

Connectivity and Infrastructure are powerful motivators to our business community. Fort Bend remains well positioned for growth in the coming years.

## HOW WE DO IT

### — Public Private Partnership

Private Sector

FBEDC

Public Sector

### Membership:

192 Members as of 6/30/2019

# ADVOCACY IN THE TEXAS LEGISLATURE

## THE FORT BEND COUNTY LEGISLATIVE CONFERENCE

The GFBEDC successfully held its 7th biennial legislative conference on behalf of the Fort Bend County Judge's Office. The conference pulls together public sector county leaders in efforts to communicate local priorities for the impending legislative session and communicate those positions to our state representatives. The GFBEDC, through its member sponsors, make this event possible. The GFBEDC through its participation also provides its business and quality growth legislative priorities.

## THE TEXAS 86th LEGISLATIVE SESSION

The 86th Legislative Session came with both wins and losses for high growth communities. This legislative session avoided many of the polarizing social issues from sessions passed. Without such distractions, there was common purpose from the big three (Governor, Lt. Governor and Speaker) on the primary legislative goals, namely local property tax revenue limitations on local governments and school finance reform. Both initiatives passed both chambers in the closing week of the session and have been sent to the Governor to enact.

### SB2 – Texas Property Tax Reform and Transparency Act of 2019

SB2 Introduces constraints on the amount of revenue local governments can levy annually without receiving voter approval. SB2 limits growth in local property tax revenues to 3.5% for all local taxing jurisdictions except school districts (handled under HB3) and certain other exceptions (e.g. small taxing entities with a tax rate of 2.5 cents or less per 100 valuation). There is also a provision that allows districts to bank growth below the 3.5% threshold and use it over a three-year period. We believe this legislation has the potential to harm local taxing districts in fast growth counties like Fort Bend.

### HB3 – Relating to Public School Finance and Public Education

HB3 makes major revisions to the school finance formula and allocates \$6.5 billion to improve public education including teacher pay raises. It also appropriates \$5.1 Billion to buy down local school district tax rates. The fiscal impacts of HB3 on a district by district level are still being analyzed but we know based on formula changes, our districts are not likely to benefit as much relative to other districts in the State. HB3 limits property tax growth by lowering property tax rates when property tax growth exceeds 2.5%. The GFBEDC supported school finance reform and increases in state funding that would rebalance the local and state share of public education funding. HB3 did not get to a 50/50 split that we supported but brought better balance moving the State's share of public education from 38% to 45%. We will await reports from our districts on specific local impacts.

### SB 943 Relating to the Disclosure of Certain Contracting Information Under the Public Information Law

SB 943 has passed both chambers and modifies the Texas Public Information Act (TPIA). The GFBEDC along with 4 to 5 other large EDC organizations throughout the State met with members of the Sunshine Coalition (Press) and legislative staffs of Senator Watson (D – Austin) and Representative Capriglione (R-Southlake) to work on compromise language. Importantly, through these efforts we secured an exemption

for economic development organizations to not be subject to the TPIA unless they contract for \$1 Million or more from any single governmental entity during an annual period. This was a very big win for us and for hundreds of small economic development and chamber organizations around the state.

### HB 3143 Relating to Property Redevelopment and Tax Abatement Act

HB 3143 also passed this session, renewing Chapter 312, Texas Government Code concerning tax abatement for another 10 years. There are some modifications concerning notice and approval of abatement guidelines and certain other provisions related to advanced notice including property owner, name and location of the reinvestment zone and general description of the estimated costs of the improvement or repairs now required to be disclosed prior to approval. The GFBEDC worked to maintain existing tax abatement provisions but more importantly ensure they were not sun-set in this session.

### HB 3020 and HB 4676 – George Ranch Management District and MUD Bills

HB 3020 and HB 4676 were local bills seeking to create a management district and MUD on portions of the George Ranch on behalf of the George Foundation. The GFBEDC took the lead advocacy role in efforts to seek passage. This land tract, under common ownership, represents the single biggest opportunity to create a new and substantial master planned community in Fort Bend County. With 20,000+ acres, the development opportunity represents the potential size and scale of the Woodlands to Fort Bend County. These bills were successfully passed along with many other bills (e.g. 4635, 4636 and 4639) through efforts of the GFBEDC and our active members that worked on advocacy. These districts represent a future opportunity to provide significant master planned development, both commercial and residential, for our community.

### HB 4347 – State of Texas Tax Rebate Program – Hotel/ Convention Center

HB 4347 sought to add a group of over 30 cities to a list of 36 other cities previously granted a right receive a sales and hotel occupancy tax rebates from the State of Texas. The City of Richmond joins Sugar Land and Katy in Fort Bend County to have gained such designation. The GFBEDC, working with the City of Richmond, testified in support of a predecessor bill to HB 4347 specific to Richmond. City of Richmond, City of Sugar Land and the GFBEDC all worked to eventually pass the Omnibus bill clarifying the program, adding additional cities and modifying some of the hard dates cities had to meet to utilize the benefit.

### SB6, SB7 and SB8 – Emergency Operations and Flood Resiliency

The GFBEDC supported passage of all three bills through their participation and funding of Harris Plus. Under the brand of Houston Stronger, Harris Plus through its board members engaged consultants to advocate on behalf of the bills and provide needed State funding capacity for enhanced flood resiliency and local match requirements necessary to access federal disaster relief funds set aside for recovery and resiliency efforts related to disasters in 2017 and prior with associated appropriations





AAaron Property Investments  
AccessHealth  
Accredo Packaging, Inc.  
Airia Development Company  
Aldi Texas LLC  
All-Terra Engineering, Inc.  
Allegiance Bank  
Allen Boone Humphries Robinson, LLP  
Alpha Testing  
Alston Construction  
Amegy Bank  
AmTrust Title  
Applied Optoelectronics, Inc.  
Associated Testing Laboratories  
AUTOARCH Architects, LLC  
BancorpSouth  
BBVA Compass  
Ben E. Keith Management Trust  
Berg Oliver Associates  
BGE, Inc.  
Blue Sky Evolution, LLC  
Bracewell LLP  
Browne McGregor Architects, Inc.  
CenterPoint Energy  
Central Fort Bend Chamber  
City of Arcola  
City of Fulshear  
City of Katy/Katy Development Authority  
City of Meadows Place  
City of Missouri City  
City of Needville  
City of Richmond  
City of Simonton  
City of Stafford  
City of Sugar Land  
City of Weston Lakes  
Classic Chevrolet of Sugar Land  
CNC Manufacturing  
Coats Rose Yale Ryman & Lee, P.C.  
Colliers International  
Comcast

Community Bank of Texas  
Continental Polybags  
Costello, Inc.  
D.E. Harvey Builders, Inc.  
DAC Engineering  
Dally + Associates, Inc.  
Dimension Energy Services  
E.E. Reed Construction, L.C.  
EHRA Engineering  
ELL.FIN Development, Inc.  
Emerson Automation Solutions Final Control US LP  
Entrust Inc.  
Escalante Golf (Blackhawk Country Club)  
First Colony Community Association  
FiServ Output Solutions  
Fluor Corporation  
Fort Bend Chamber of Commerce  
Fort Bend County  
Fort Bend County LID # 2  
Fort Bend County LID #10  
Fort Bend County WC & ID No. 2  
Fort Bend Independent School District  
Fort Bend Industrial Development Corp  
Fort Bend MUD #118  
Fort Bend Subsidence District  
Freese & Nichols  
Frito-Lay, Inc.  
Frost Bank  
Fulshear-Katy Area Chamber of Commerce  
Geotest Engineering, Inc.  
Gulf Coast Water Authority  
Halff Associates  
Harrison Interests, Ltd.  
Heavy Construction Systems Specialists  
Helix Infusion Therapy  
Hexion, Inc.  
Hilltop Securities  
Holoway Jones Law Firm LLC  
Houston Community College System, SW  
Houston Landscapes Ultd.  
Houston Methodist Sugar Land Hospital  
Houston Southwest Airport  
HR Green  
HR In Alignment, LLC  
Hudson Products Corporation  
Huitt-Zollars, Inc.  
ICO Commercial  
IDCUS, Inc.  
IDS Engineering Group  
Imperial Linen Services, Inc.  
Interiorscapes of Houston  
Jacobs Engineering Group, Inc.  
Johnson Development Corporation

Katy Area Economic Development Council  
KDW - Kingham Dalton Wilson  
Kelsey-Seybold Clinic  
KenWood & Associates, P.C.  
Lake Management Services, LP  
Lamar Consolidated ISD  
Legacy Ford  
Lendlease  
Linbeck Group  
Linebarger Goggan Blair & Sampson, LLP  
LJA Engineering, Inc.  
M. Dumas Painting, LLC  
M.D. Anderson Cancer Center - Sugar Land  
Marsh Wortham, a division of Marsh USA Inc  
Masterson Advisors LLC  
McDonald & Wessendorff Insurance  
Memorial Hermann Sugar Land Hospital  
NALCO Champion  
NewFirst National Bank  
Newland Communities  
NewQuest Properties  
Niagara Bottling, LLC  
OakBend Medical Center  
Odyssey Engineering Group, LLC  
Pamela Printing Company  
Paradigm Consultants, Inc.  
Perdue Brandon Fielder Collins & Mott  
Perry Homes  
Pioneer Bank  
Planned Community Developers  
Port Freeport  
Post Oak Municipal Advisors LLC  
Professional Service Industries, Inc.  
Prosperity Bank  
QuVa Pharma Inc.  
R.G. Miller Engineers, Inc.  
Republic Services, Inc.  
Resolution Real Estate Services  
Rice & Gardner Consultants, Inc.  
Rich Products Corporation  
Richfield Real Estate Corporation  
Riverpark on the Brazos POA  
Robert Hebert and Associates  
Roberts Markel Weinberg Butler Hailey PC  
Rosenberg Development Corporation  
Rosenberger Construction, LP  
S&B Infrastructure, Ltd.  
Safari Texas  
Satterfield & Pontikes Construction Inc  
Schlumberger  
Schwartz, Page & Harding, L.L.P.  
Si Energy  
Si Environmental  
Sienna Plantation LID

Sienna Plantation MUD #1  
Sienna Plantation MUD #2  
Southwest Electronic Energy Group  
Spirit of Texas Bank  
Sprint Fort Bend County Landfill, LP  
St. Luke's Sugar Land Hospital  
Stafford 59 & Airport, LP  
Stafford Municipal School District  
Star Gessner Properties, Ltd.  
Stewart Title Company  
Storm Water Solutions, LLC  
Sueba USA  
Sugar Land Baseball (Sugar Land Skeeters)  
Sweetwater Country Club  
Tax Tech, Inc  
Taylor Morrison of Texas, Inc.  
TDECU  
Tellepsen  
Terracon, Inc.  
Texas Instruments  
Texas State Technical College  
The Hunton Group  
The Millis Group, Inc.  
The Muller Law Group, PLLC  
Toll Brothers  
Tolunay-Wong Engineers, Inc.  
Trammell Crow Company  
Tramontina USA, Inc  
TranSystems Corporation Consultants  
Tristar Holdings, Inc.  
Twinstar Bakery  
Twinwood U.S., Inc.  
U.S. Congressman Pete Olson  
Union Pacific Railroad  
University of Houston Sugar Land  
Van De Wiele & Vogler Engineers  
Ventana Land Development Companies  
Warren Alloy  
Wharton County Junior College  
Whitley Penn LLP  
Windstream Communications  
WJ Interests, LLC  
Woodforest National Bank

