Regional and Statewide Partnerships in Economic Development

WICHITA FALLS BUSINESS PARK

The BCI is involved in many professional partnerships on the economic development side of the house both regionally and statewide with the purpose of marketing the Wichita Falls region statewide and nationally for primary job creation. The Regional Economic Development Marketing Council is the entity charged with marketing our region for economic development, to attract new primary employers to the greater Wichita Falls region and to market the Wichita Falls Business Park and the business parks of our regional partners. The partners in the Regional Economic Development Marketing Council include: the City of Wichita Falls, Wichita County, the Wichita Falls Board of Commerce and Industry, the Burkburnett Development Corporation and the City of Iowa Park-Economic Development. By joining together to market the Wichita Falls Region as a whole, this partnership is thereby increasing its visibility and giving the potential new business they are targeting more and better options. The Regional Marketing Council is now in its second full-year of operation.

The first of six goals of the Regional Marketing Council is to ensure all stakeholders participate in the success of the program. The Council accomplishes this goal by holding quarterly meetings to keep the members of the Council informed of the recent economic development activities. Furthermore, each Council partner is then responsible for reporting the recent marketing/economic development activities back to their respective organizations to ensure ownership in the marketing initiatives of the council and that their individual interests and goals are being met. Additionally, the BCI and the Regional Marketing Council are members of several statewide and national professional economic development organizations which include: Texas Economic Development Council (TEDC), Team Texas, TexasOne, International Economic Development Council (IEDC), Industrial Asset Management Council (IAMC) and CoreNet Global.

In May, the BCI participated in a TexasOne trade mission to New York City with Texas Secretary of State Phil Wilson and made visits to five site selection companies. During the course of the trade mission, five potential projects were discussed in detail with site consultants who work on behalf of large clients interested in locating new operations from call centers to large manufacturing projects. Kevin M. Pearson, Vice-President - Economic Development, is shown below at the NASDAQ stock exchange, which the Texas delegation was invited to close during the recruitment mission.

Kevin M. Pearson, BCI's Vice President-Economic Development (far right), closing the NASDAQ stock exchange on a May 2008 business recruitment mission to NYC.