

# 2021-2023 STRATEGIC PLAN

## MID-YEAR TOMORROW FUND IMPACT REPORT

In the first half of 2023, the DRC's team of talented and dedicated professionals has worked hard every day to make sure we finish our three-year strategic plan (2021-2023), "Building Tomorrow Together," strong. We are extremely proud of what we've accomplished these past three years.

We were thrilled to have been named Chamber of the Year last July, though we don't do the important work we do to win awards. We do it to help make the Dallas Region the best place in America for all people to live, work, and do business. As we celebrate the honor, we are more inspired than ever to strengthen our region in the areas of economic development; education and workforce; public policy; and diversity, equity, and inclusion. This report details the DRC's impact in the first half of 2023.



### ECONOMIC DEVELOPMENT

The DRC works with our regional and state allies to recruit companies and talent. We focus on companies that pay living wages, lift underserved areas of our region, bring future technologies and innovation, and make our region a better place for all people to live, work, and do business. Here are a few examples of our progress in the first half of 2023:

- Twenty-one [corporate moves to the region](#), including 10 headquarters and Universal Studios' theme park
- Launched [Life Science Converging in DFW](#) to recruit life sciences and biotech companies and jobs
- Successfully championed [House Bill 5](#), which creates an incentive program to help bring companies and jobs to Texas



### EDUCATION & WORKFORCE

The economic success of the Dallas Region is closely tied to the quality of our regional talent pipeline, from early childhood through K-12 and higher education to a job or career. The DRC fosters collaboration between the local business community and educational institutions to meet regional industry needs. Here are a few examples of our progress in the first half of 2023:

- Supported [passage of House Bill 8](#), providing transformative \$650 million investment in Texas' community colleges
- Recognized more than 70 companies through the [2023 Best Place for Working Parents® Dallas initiative](#)
- Released [DFW Higher Education Review](#), showcasing the strength of the region's higher education ecosystem



## PUBLIC POLICY

As the voice of the Dallas Region's business community, the DRC connects member companies with key stakeholders at all levels of government to advocate for pro-business, pro-growth policies that ensure the continued prosperity of our region while improving quality of life for all. Here are a few examples of our progress in the first half of 2023:

- Convened 70 member companies to advocate for regional priorities during [Austin Fly-In](#)
- Hosted 400-plus business leaders at sold-out State of the State luncheon with [Gov. Greg Abbott](#)
- Championed [Texas Jobs, Energy, Technology & Innovation Act](#) and [DRC priority bills](#) during legislative session



## DIVERSITY, EQUITY & INCLUSION

The DRC works with businesses and the community to increase diverse representation in leadership positions, accelerate company involvement in building a diverse talent pipeline, connect companies to investment in under-championed areas, and advocate for accountable policing and equitable criminal justice policies. Here are a few examples of our progress in the first half of 2023:

- Influenced development of [50,000-square-foot Tom Thumb grocery store in Southern Dallas County](#)
- Conducted five Southern Dallas County Vision Tours, connecting 74 individuals to investment opportunities
- Hosted events with 225 companies to increase engagement with new and diverse audiences



## QUALITY OF LIFE

A common thread through each of the four priorities of our strategic plan is our work to enhance the Quality of Life for all who live and work in the Dallas Region. Here are a few examples of our progress in the first half of 2023:

- Brought a [major manufacturing employer and 1,500 jobs](#) to Southern Dallas County
- Aligned regional data, supported cybersecurity training pathways, and marketed to jobseekers through [Dallas Thrives initiative](#)
- Expanded [Voter Engagement Toolkit](#) with Spanish translations and local government information for May elections

as of June 27, 2023