



IMPACT REPORT

2021-2023 STRATEGIC PLAN



Together with our business
leaders and community
partners, we will help lead the
Dallas Region to become the
best place in the United
States for all people to live,
work, and do business.

A MESSAGE FROM OUR CEO



I wake up each day grateful that I live and work in the Dallas Region at this sweet moment in time, and I hope you do, too. As the DRC's Impact Report shows, we are enjoying a period of unprecedented economic prosperity. As leaders of the business community, we have a golden opportunity to use this time to drive positive change that improves the quality of life for all people in our region for years to come.

It is this opportunity that fuels the DRC team's commitment to show up each day and work hard to make the Dallas Region the best place in the United States for all people to live, work, and do business. I am so proud of our DRC team, whose expertise and dedication exemplify why we were named

National Chamber of the Year. Of course, we couldn't do this work without the guidance of our Board of Directors or the support and trust of our 700-plus member companies.

In 2023, we wrapped up our 2021-23 strategic plan, "Building Tomorrow Together." Our work focused on four pillars: Economic Development; Education and Workforce; Public Policy; and Diversity, Equity, and Inclusion. This Impact Report showcases just how much has been accomplished in all four of these areas.

Our success is powered by contributions to the Tomorrow Fund, which is the financial engine behind our work and allows us to consider what is ahead for the region and map out a plan for making tomorrow even better than today. Your investment in our Tomorrow Fund allows us to improve the chances for the long-term economic prosperity of our business community and the enhanced quality of life for all who live and work in the Dallas Region.

While we celebrate the many successes of the past several years, we are energized by how much there still is for us to accomplish as we make the most of this sweet moment in time. We are committed to narrowing opportunity gaps within our region and dismantling economic barriers so all people can have a good job, lead a fulfilling life, and share in the Dallas Region's prosperity.

To me, what's most special about living and working in the Dallas Region is our can-do spirit of collaboration. As individual companies and organizations, we each have our own goals and races to run, but we also relish the opportunity to lock arms and do good for our employees and our community. When the Dallas Region turns its attention to a shared opportunity or challenge, we can accomplish anything.

Thank you for your continued partnership and support. Together we will make the Dallas Region even better tomorrow than it is today.

All my best wishes,

Dale Petroskey

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CONNECT WITH US



Dallas Regional Chamber



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DRC



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MEET OUR 2024 BOARD CHAIR



Cynthia “Cynt” Marshall, CEO of the Dallas Mavericks, is the 2024 Board Chair for the Dallas Regional Chamber. She also serves as Chair of the DRC’s Executive Committee and Co-Chair of the DRC’s Diversity, Inclusion & Community Engagement Council.

Cynt has been a dynamic force for diversity and inclusion within the Mavericks organization and over her 36-year career at AT&T. She joined the Mavs as CEO in 2018 with the goal of making the organization the NBA standard for diversity and inclusion, and she succeeded. The Dallas Mavericks have twice received the NBA’s Inclusion Leadership Award.

Prior to joining the Mavs, Cynt founded Marshalling Resources, a consulting firm specializing in leadership, diversity and inclusion, culture transformation, and overall optimization of people resources. Cynt worked with The Dow Chemical Company to develop and implement a strategy for institutionalizing an inclusive culture. Dow was named to DiversityInc’s Top 50 list in 2018 and every year since, claiming the No. 7 spot in 2023. The company is now recognized on Fortune’s Great Places to Work list.

Cynt’s service at AT&T included roles as Senior Vice President of Human Resources, Chief Diversity Officer, and President of AT&T North Carolina. She spearheaded the work that placed AT&T on Fortune’s 100 Best Companies to Work For list for the first time in 2017—one of only two Fortune 50 companies.

Widely recognized for her visionary leadership and ability to get things done, Cynt is the recipient of several honors and awards. In 2021, Forbes named Cynt one of 15 of the world’s most inspiring female leaders. Cynt received the 2020 Girl Scouts of America Lifetime Achievement award and was touted as one of Adweek’s 30 Most Powerful Women in Sports.

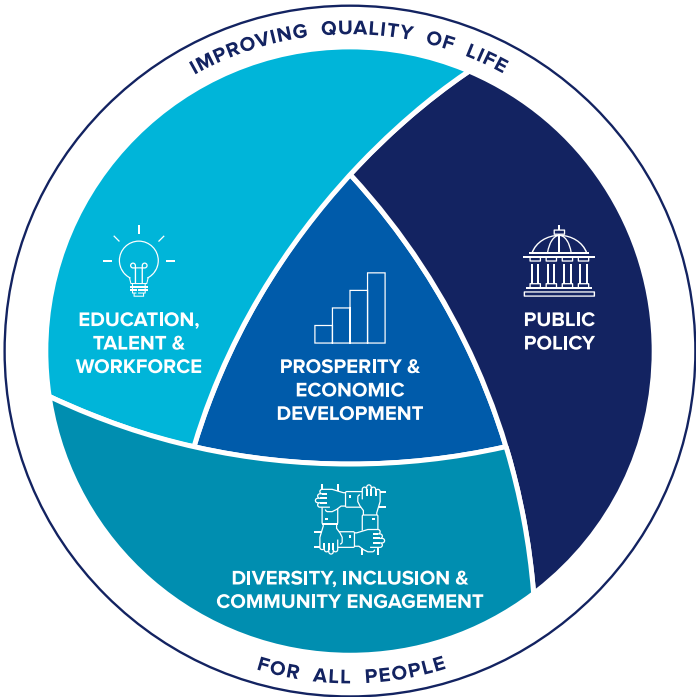
Cynt’s first book, “You’ve Been Chosen,” was released in September 2022 and was nominated for an NAACP Image award. She graduated from the University of California-Berkeley with degrees in Business Administration and Human Resources Management and holds four honorary Doctorate degrees. She also earned a Diversity and Inclusion Certificate from Cornell University.



BUILDING TOMORROW TOGETHER

Alongside our more than 700 member companies and regional partners, the DRC works hard each day to help improve the quality of life for all people in the Dallas Region through strategic, integrated work in our four focus areas: Prosperity & Economic Development; Education, Talent & Workforce; Public Policy; and Diversity, Inclusion & Community Engagement.

2024-2026 STRATEGIC PLAN



PROSPERITY & ECONOMIC DEVELOPMENT

We champion the growth of existing Dallas Region companies and innovation while positioning our region as a prime destination for living, working, and doing business.



EDUCATION, TALENT & WORKFORCE

We foster a talent pipeline that meets the needs of employers and prepares workers and future workers for job opportunities that lead to a fulfilling life and career.



PUBLIC POLICY

We advocate for policies and outcomes that preserve Texas' economic competitive advantage and support a prosperous life for Texans in the near and long term.



DIVERSITY, INCLUSION & COMMUNITY ENGAGEMENT

We work to narrow opportunity gaps that exist within companies, communities, and educational institutions to promote a high-quality life for all people in the Dallas Region.

We serve as the preeminent voice of the business community and a bridge to the public, education, and nonprofit sectors to drive growth and prosperity for all who call the Dallas Region home and for those interested in coming here.

TOMORROW FUND

The work of the DRC's strategic plan is funded by our Tomorrow Fund, which is an additional investment above and beyond DRC membership. Tomorrow Fund investments allow us to improve long-term economic prosperity and enhance the quality of life for all who live and work in the Dallas Region. Our goal is to make the Dallas Region even better tomorrow than it is today.



TOP TOMORROW FUND INVESTOR COMPANIES

AT&T Inc.
Atmos Energy Corporation
Toyota Motor North America
AECOM
Baylor Scott & White Health
Blue Cross and Blue Shield of Texas
Comerica Bank
Hillwood, a Perot Company
McCarthy Building Companies
McKesson
The Men and Women of Hunt Consolidated, Inc.
Crow Holdings
American Airlines

Jacobs
Texas Instruments
Wells Fargo
Deloitte
KPMG
PwC
7-Eleven, Inc.
Frito-Lay North America
Haynes and Boone, LLP
JPMorgan Chase
Locke Lord LLP
Santander
Texas Capital Bank

TOP TOMORROW FUND INDIVIDUAL INVESTORS

Jay Adair
James Erwin
Craig and Kathryn Hall
Bill Henry
Lyda Hill

Robert Kaplan
Bobby Lyle
Tom Montgomery
Steinhart Family Advised Fund
Sam Susser

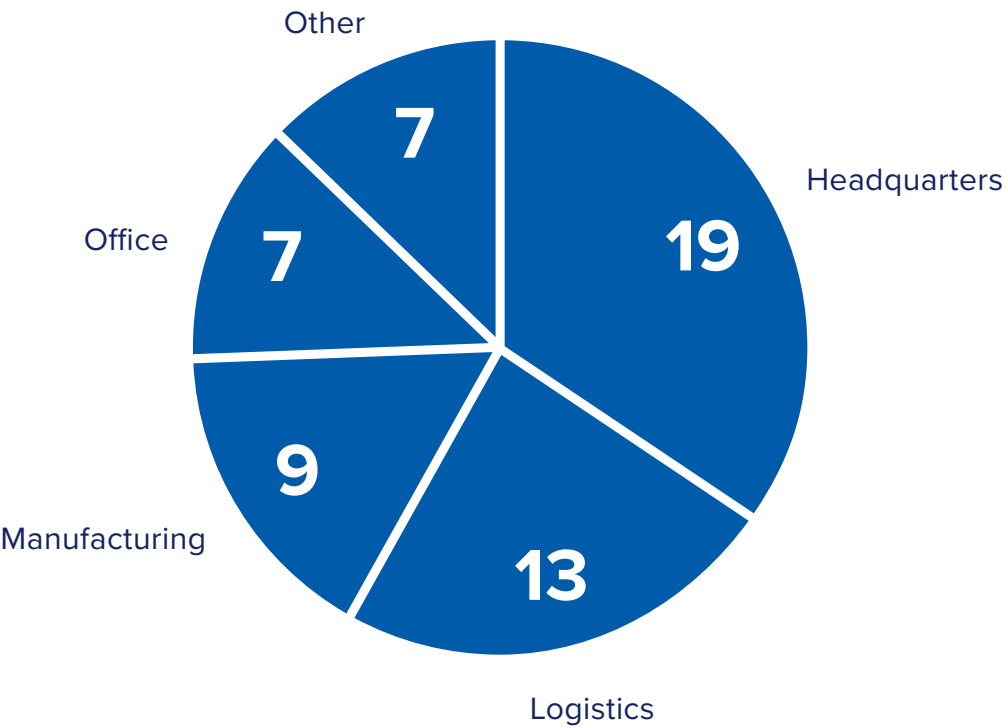
ECONOMIC DEVELOPMENT

The DRC works with our regional and state allies to recruit companies and talent. We focus on companies that pay living wages, lift under-championed areas of our region, bring future technologies and innovation, and help make our region a better place for all people to live, work, and do business.

2023: BY THE NUMBERS

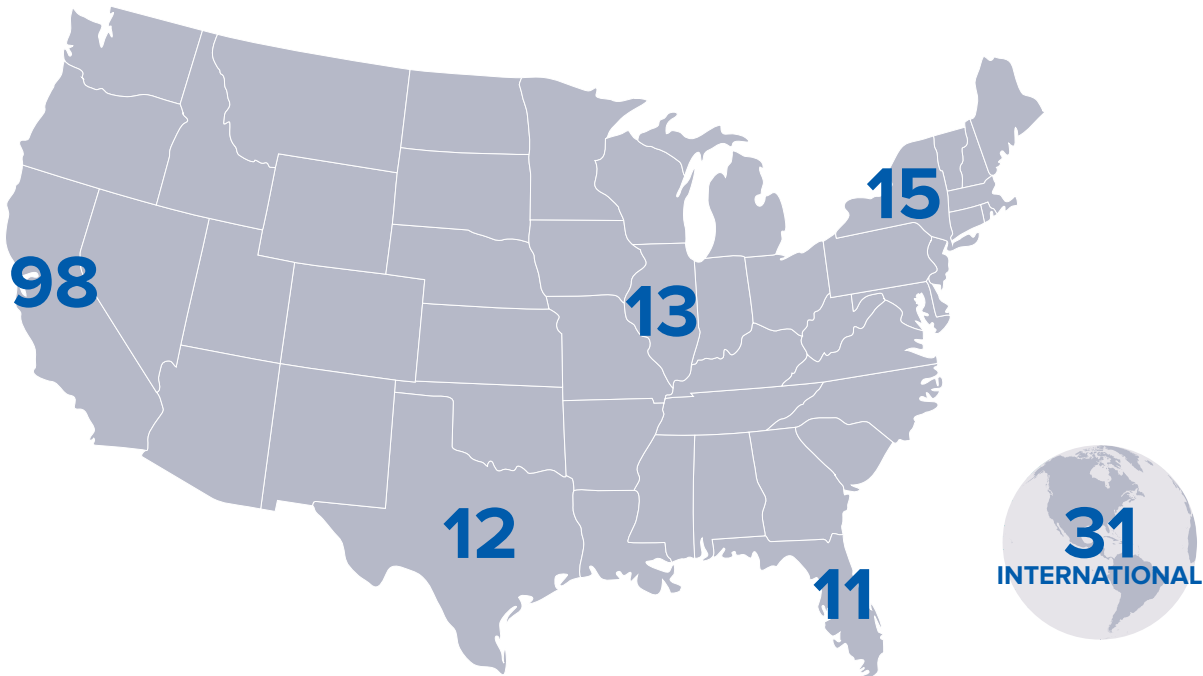


2023 CORPORATE LOCATIONS AND EXPANSIONS BY TYPE

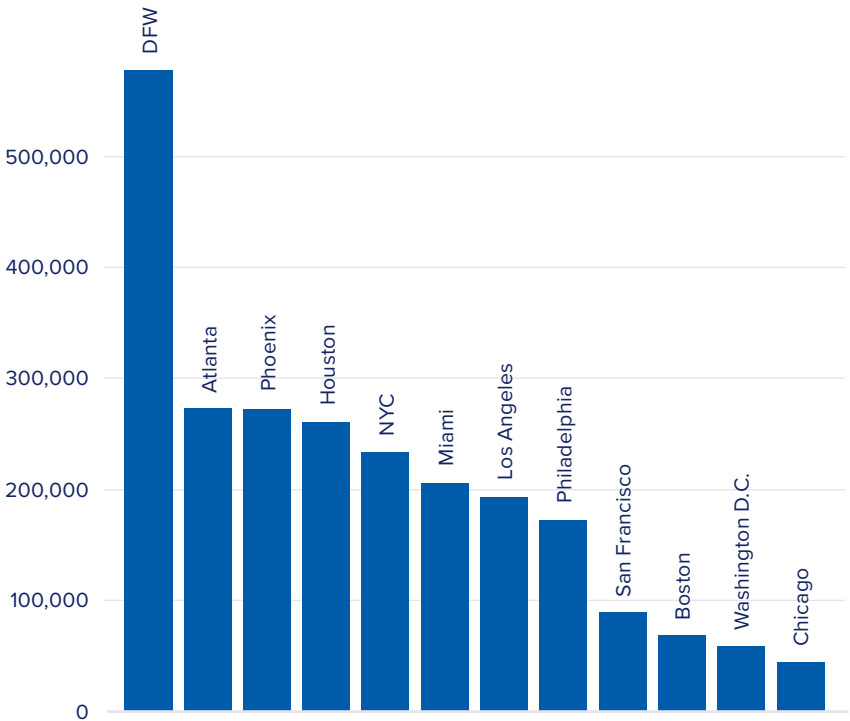


TOP FIVE STATES OF ORIGIN FOR HEADQUARTERS LOCATIONS TO THE DALLAS REGION

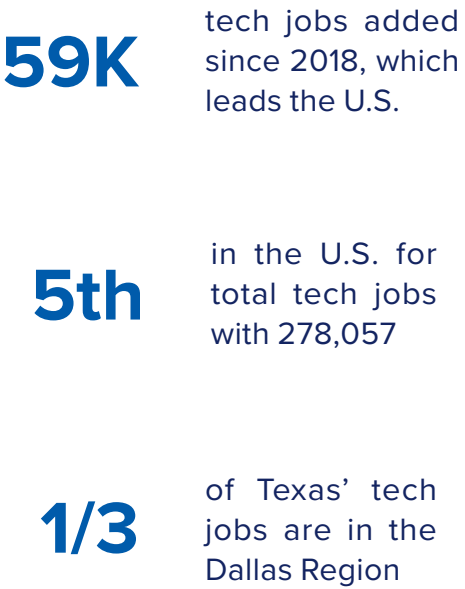
The Dallas Region has added 243 headquarters since 2010, including 31 international companies.



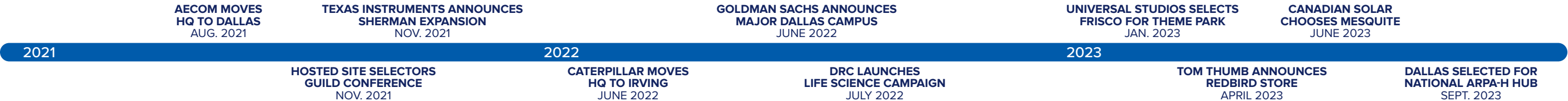
DALLAS REGION RANKS NO. 1 IN FIVE-YEAR JOB GROWTH AMONG MAJOR METROS



THE DALLAS REGION IS A HIGH-TECH HUB



TOMORROW FUND IMPACT



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.

2023: BY THE NUMBERS

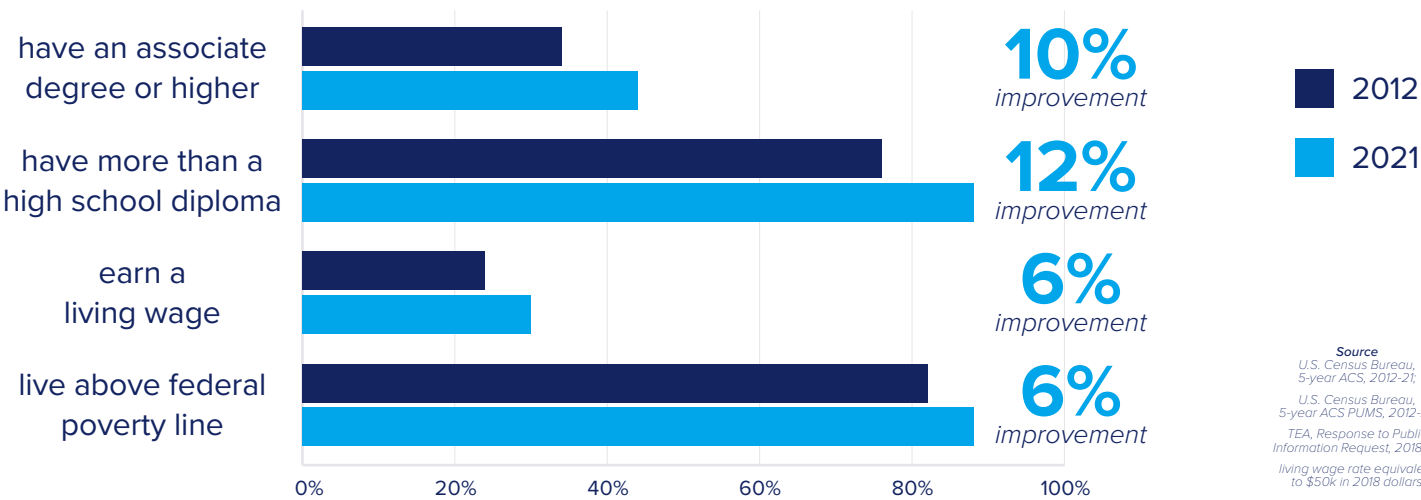


DALLAS THRIVES

Dallas Thrives aims to break the cycle of poverty by doubling the number of young adults earning a living wage by 2040. By building economic mobility through data-driven, systems-level collaboration, the Dallas Region is strengthening the local talent pipeline to the benefit of young adults and employers alike.

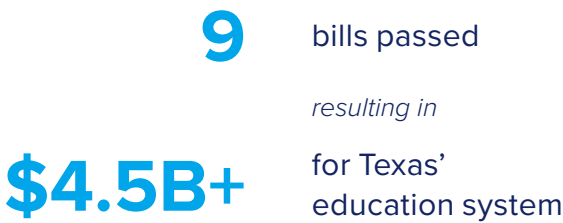
NOTABLE CHANGES IN EDUCATIONAL & LIVING WAGE ATTAINMENT

percent of Dallas County young adults ages 25-34, 2012 vs. 2021



88TH TEXAS LEGISLATIVE SESSION

The DRC’s advocacy efforts during the regular session of the 88th Texas Legislature contributed to significant investment in Texas’ education and workforce institutions, including signature legislation reforming community college funding.



BEST PLACE FOR WORKING PARENTS® DALLAS

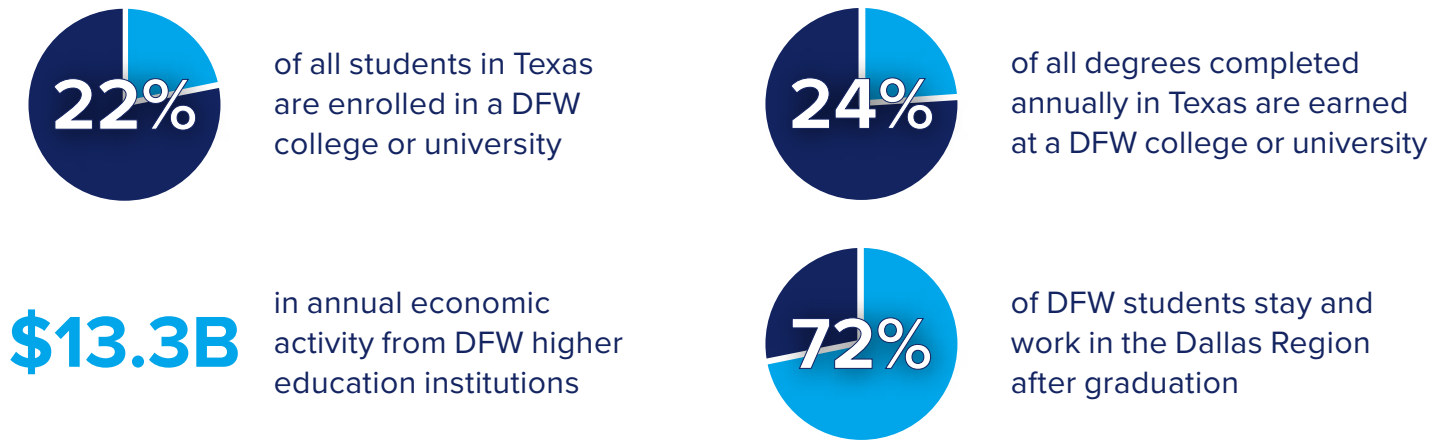
Best Place for Working Parents® Dallas promotes the advancement of family-friendly policies through the recognition of Dallas Region companies.



DALLAS-FORT WORTH HIGHER EDUCATION REVIEW

The DRC published the Dallas-Fort Worth Higher Education Review, a signature publication showcasing DFW as the No. 1 Texas region for postsecondary education designed to support advocacy for continued investments in higher education.

NO. 1 REGION IN TEXAS



To read the Dallas-Fort Worth Higher Education Review, please visit dallaschamber.org/highereducation.

TOMORROW FUND IMPACT

ESTABLISHED DALLAS THRIVES INITIATIVE
JAN. 2021

SECURED \$3.5B IN NEW STATE FUNDING FOR EDUCATION
MAY 2021

INFORMED RECOMMENDATIONS FROM COMMISSION ON COMMUNITY COLLEGE FINANCE
SEPT. 2022

PASSED HB 8, LANDMARK COMMUNITY COLLEGE FINANCE BILL
MAY 2023

2021

2022

2023

LAUNCHED BEST PLACE FOR WORKING PARENTS® DALLAS
JAN. 2021

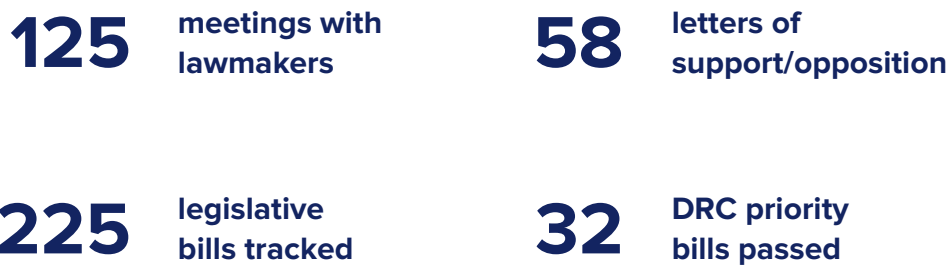
LAUNCHED DALLAS THRIVES JOB CAMPAIGN
MARCH 2022

RELEASED DFW HIGHER EDUCATION REVIEW
FEB. 2023

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.

88TH TEXAS LEGISLATIVE SESSION: BY THE NUMBERS



GOOD FOR TEXANS CAMPAIGN

The DRC launched the Good for Texans campaign to encourage the Dallas Region to support eight constitutional amendments that help ensure a prosperous and bright future for all Texans.

VOTE FOR

PROPOSITIONS
2•4•5•6•8•9•10•14

Good for Texans

8 OF 8 propositions passed

To learn more about the propositions that passed, please visit dallaschamber.org/GoodforTexans.

TOGETHER THESE PROPOSITIONS WILL:



88TH TEXAS LEGISLATIVE SESSION WINS

During the 88th Texas Legislative Session, the DRC advocated for key bills that will drive continued prosperity and improved quality of life in the Dallas Region.

Economic Development

- **HB 5:** creates a new transparent and accountable statewide economic development incentive program
- **SB 28:** creates the Texas Water Fund to support large-scale investments in Texas’ water supply and infrastructure needs

Education & Workforce

- **HB 8:** modernizes and significantly invests in Texas’ community college finance system and emphasizes alignment with the needs and goals of colleges, job seekers, and employers

Health Care

- **HB 12:** expands postpartum Medicaid coverage in Texas to 12 months, in line with best-practice recommendations to support women and children

Quality of Life

- **HB 567:** provides protection from discrimination by schools and employers based on hairstyles associated with race
- **SB 1445:** updates the powers and duties of the Texas Commission on Law Enforcement to support consistency in conduct, hiring, and record keeping

To view the complete 88th Texas Legislative Index, please visit dallaschamber.org/legeindex.

REGIONAL LAW ENFORCEMENT TRAINING CENTER

The DRC led a regional coalition of business and nonprofit groups to advocate for a critically necessary collaborative Regional Law Enforcement Training Center to be housed on the campus of UNT Dallas.

\$20M allocated by lawmakers for construction

NATIONAL ARPA-H CUSTOMER EXPERIENCE HUB

The Advanced Research Projects Agency for Health, known as ARPA-H, selected Dallas' Pegasus Park to be the national home of the ARPA-H Customer Experience Hub, which will help develop high-impact solutions to society's most challenging health problems. The DRC provided key economic development, research, and policy support that enabled the successful bid for a portion of a \$2.5B federal initiative.

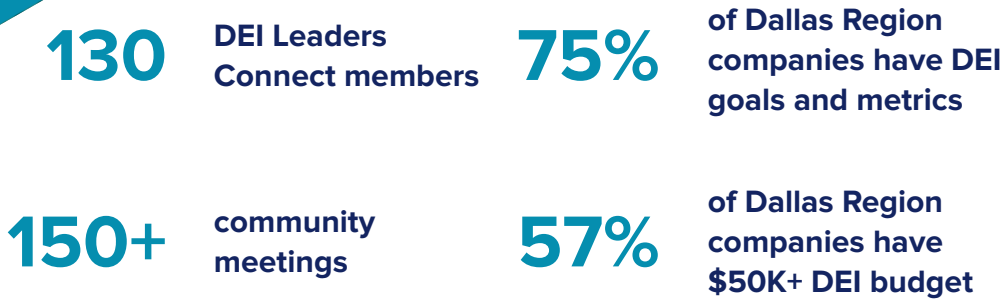
TOMORROW FUND IMPACT



DIVERSITY, EQUITY & INCLUSION

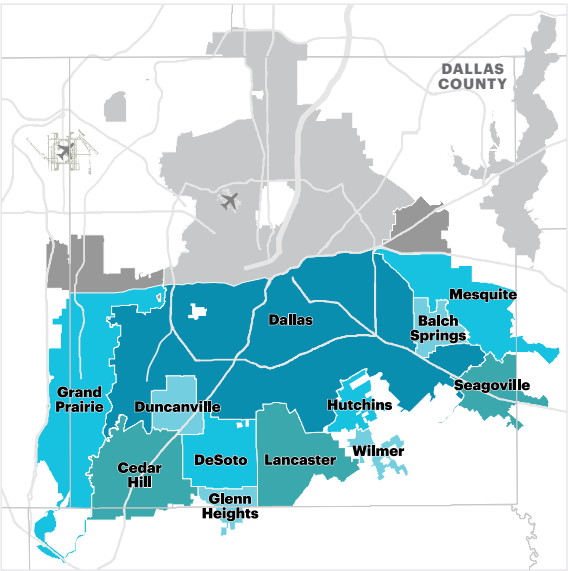
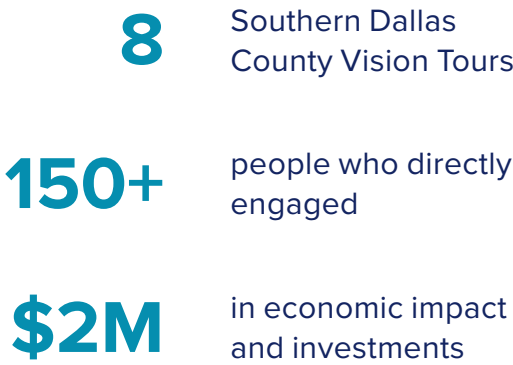
The DRC works with businesses and the community to increase diverse representation in leadership positions, accelerate company involvement in building a diverse talent pipeline, connect companies to investment in under-championed areas, and advocate for accountable policing and equitable criminal justice policies.

2023: BY THE NUMBERS



SOUTHERN DALLAS COUNTY VISION TOURS

The DRC's Vision Tours showcase the companies, entrepreneurs, organizations, and individuals doing great work in Southern Dallas County and the qualities that make the area one of the great economic growth opportunities for the Dallas Region. The goal is to drive investment and meaningful, inclusive economic development to this historically under-championed community.



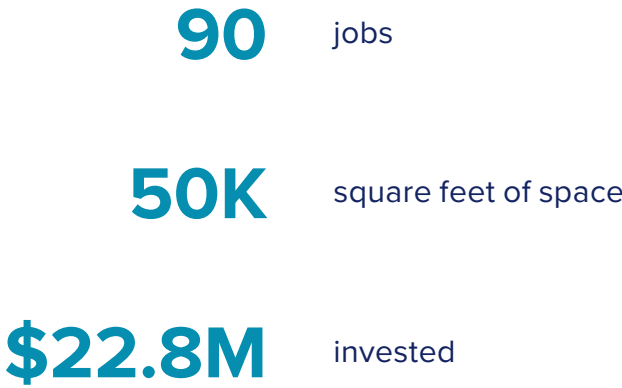
BONTON FARMS FOOD DESERT ACTION PLAN

The DRC's Leadership Dallas Class of 2023 partnered with Bonton Farms to develop and advance the organization's Food Desert Action Plan (FDAP) to address food insecurity in Dallas County. The class leveraged its expertise to collect and analyze data, prepare procedures for selecting service sites, and support the scalability and replicability of the FDAP.



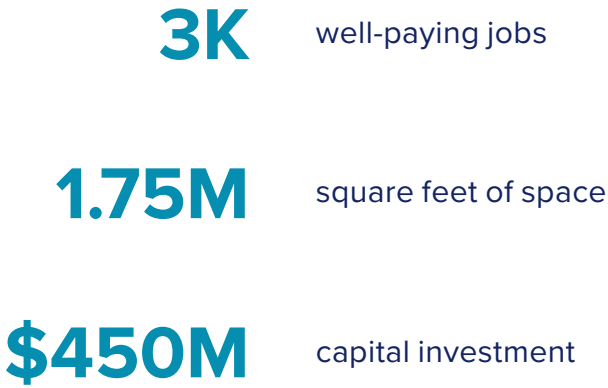
TOM THUMB GROCERY STORE OPENING IN SOUTHERN DALLAS COUNTY

The DRC leveraged its network and expertise to help drive the placement of a Tom Thumb grocery store in Southern Dallas County at The Shops at RedBird, a move that promises to increase access to high-quality groceries for families in an area chronically affected by food deserts.



CANADIAN SOLAR & TRINA SOLAR MANUFACTURING PLANTS

The DRC played a significant role in the recruitment of two major economic development wins for Southern Dallas County: Canadian Solar's photovoltaic module manufacturing plant in Mesquite as well as Trina Solar's photovoltaic plant in Wilmer. Combined, the two projects initially promise:



MEMBER ENGAGEMENT

The DRC connects industry experts, business and community leaders, young professionals, and individuals passionate about the Dallas Region. DRC membership provides access to engage with the business community and support the region through events, councils and task forces, sponsorships and branding opportunities, and more.

2023: BY THE NUMBERS

700+ member companies

84% member retention

69 NEW DRC MEMBERS IN 2023

55 Seventy Wine Cellar & Tasting Room
Access Healthcare Services USA LLC
Alto
American Red Cross
Apex Logistics International
AustinCSI
Bare Roots Landscape Solutions
Bay Immigration Law PLLC
BNY Mellon
B-Trnsfrmd Consulting LLC
Builders FirstSource
Bython Media Inc
Cadence Bank
Carry The Load
Carter Arnett PLLC
Carter, Inc.
Cenergistic
CGI Technologies and Solutions, Inc.
CMP
Crown Laboratories, Inc.
Cruise
Cumming Management Group Inc.
Digit7
Dormae Products / Milton Sleep Company

Dow-Caide Custodial Supply Inc.
DroneUp
Flexport
Fortrea
Graham Mortgage Corporation
GS Dallas LP
Improving Enterprises, Inc.
Inclusion Cloud
Integrity Marketing
Jefferies LLC
Legacy West
Momentum Capital
Montfort Capital Partners
Moss and Associates
Nabro Holdings, LLC
O'Melveny & Myers LLP
Open Channels Group, LLC
Optym, Inc.
Palos Garza Logistics
Parrish Restaurants, Ltd.
Pathway Homes
PDR
PGIM Real Estate Finance
Phillips Enterprises
PhoenixOTS
PMI Global Services, Inc.

Probe Group
R.E. Warner and Associates, Inc.
Roam
Security Engineers Inc.
Sherman Economic Development Corporation
Snell & Wilmer
Sngular
TechStars
Teknology Source
Texas Blockchain Council
Texas Tech University Health Sciences Center
The Rogers Healy Companies
Thoughtworks
Toronto Stock Exchange and TSX Venture Exchange
Transcend Education
UT Southwestern Medical Center
Willow Technologies
Worlds
Young Women's Preparatory Network

**as of Oct. 1, 2023*

EXECUTIVE ENGAGEMENT

The DRC provides programming tailored to C-suite executives to build relationships and discuss key issues as we work together for the continued prosperity of the Dallas Region.



EXECUTIVE CIRCLE

The Executive Circle is an invitation-only program that brings together the top executive from member companies to engage with opportunities and challenges facing today's companies.

4 events *connecting* **250+** attendees



WELCOMING NEW EXECUTIVES (WNE)

WNE helps new C-suite executives fast-track their transition into the Dallas Region's business community by making connections with top business and community leaders, while showcasing dynamic cultural, entertainment, and educational offerings.

7 events *connecting* **70** new executives



EXECUTIVE WOMEN'S ROUNDTABLE (EWR)

EWR provides senior executive women representing diverse industries a forum to build relationships, discuss current issues, overcome challenges, and achieve more in their professional and personal lives.

11 events *connecting* **300+** attendees

LEADERSHIP PROGRAMS

The DRC’s suite of leadership programs creates a pipeline of personal and professional development opportunities for all career stages to grow leaders for the future of our companies and communities.



LEADERSHIP DALLAS (LD)

Founded by the DRC in 1975, LD is the region’s premier leadership program, designed to help executives address challenges and opportunities facing the Dallas Region through a one-of-a-kind curriculum.

50+ Dallas leaders *volunteering* **5K+** hours over 10 months



LEADERSHIP DALLAS ALUMNI (LDA)

LDA is comprised of graduates of LD as well as alumni of similar leadership programs across the country who now call the Dallas Region home. Forty-eight years and more than 2,300 participants later, the contribution and dedication of alumni has had an invaluable impact on our dynamic region.

2.3K+ alumni *across* **70** industries

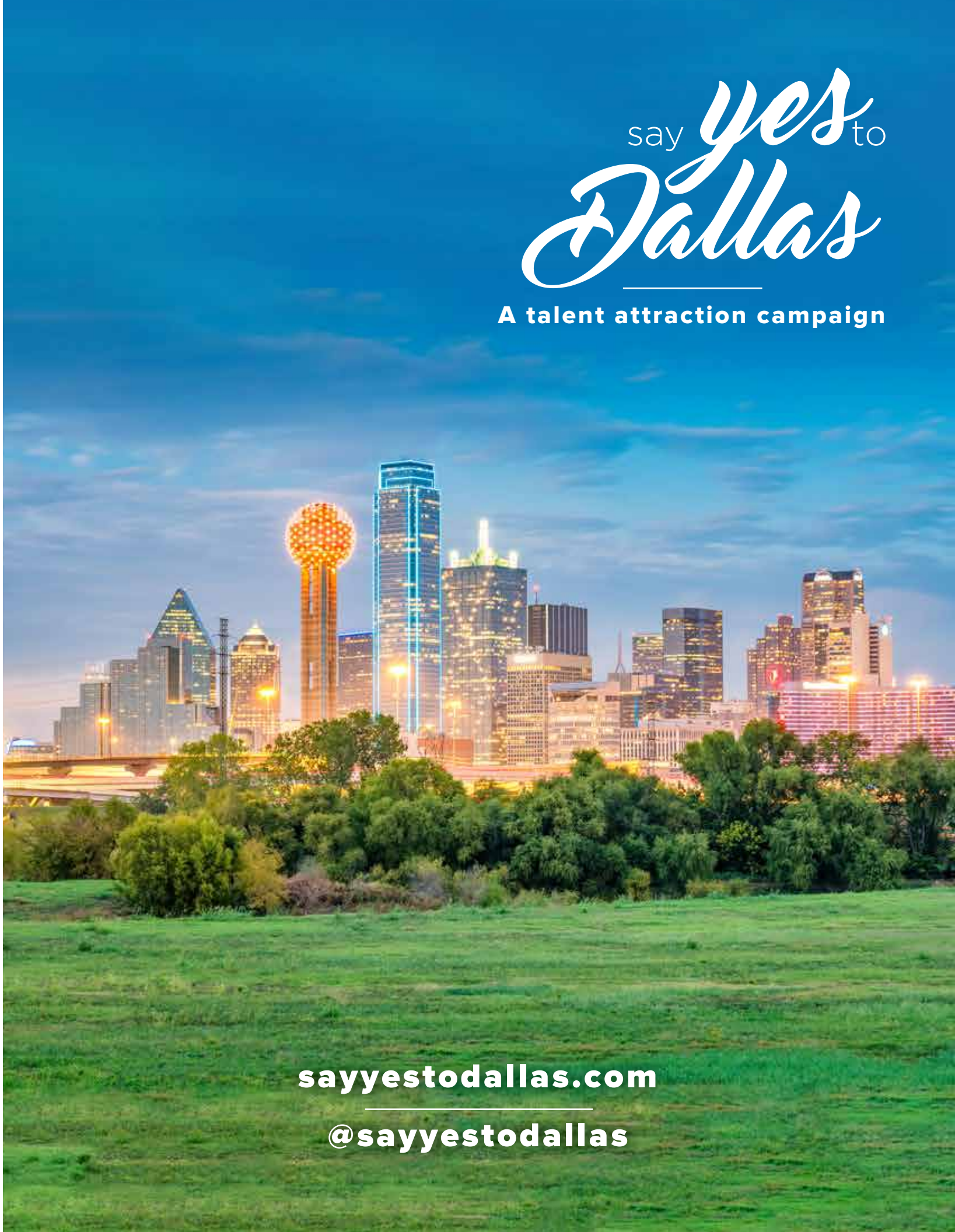


YOUNG PROFESSIONALS (YP)

YP engages emerging leaders with dynamic programming and exclusive events that help them hone their skills and understand how they can contribute to the future of our region. LEAD YP is an application-based professional development program specifically for YP members.

14 events *connecting* **1.5K+** emerging leaders

say *yes* to
Dallas
A talent attraction campaign



sayyestodallas.com
[@sayyestodallas](https://twitter.com/sayyestodallas)

DRC

DALLAS REGIONAL CHAMBER

**NATIONAL
CHAMBER
OF THE YEAR**

