



# Why Texas?



YTexas  
Summit

2023

Over the last 10 years, Texas has added 4 million residents and over 250 companies relocated headquarters to the Lone Star State. We have seen migration from across the globe. Texas is now the 9<sup>th</sup> largest economy in the world. You made a smart move.

This massive growth is providing once-in-a-lifetime opportunities for Texas businesses to grow their brands, scale their businesses and expand their networks. At the same time, the state is vast and is often difficult to navigate on your own.

As a new Texas resident, you need to have a seat at the table. You need to be ahead of trends, know influencers and compete in our 2 trillion economy..

YTexas has built a program that accelerates your success in Texas and capitalizes on all the opportunities ahead. We aim to help you build a stronger, more connected business in Texas.

Sincerely

*Ed Curtis*



A proud partner  
of the Dallas Cowboys

October 6, 2023  
[ytexas.com](http://ytexas.com)



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# CONCIERGE SERVICES

Our goal at YTexas is to showcase you in Texas in grand scale. During the year, we will make strategic introductions for you to meet prospective clients and partners that will save you time and money.

Throughout the year, we host our own events and marketing programs to elevate your exposure in the state. Our signature event is our Summit.

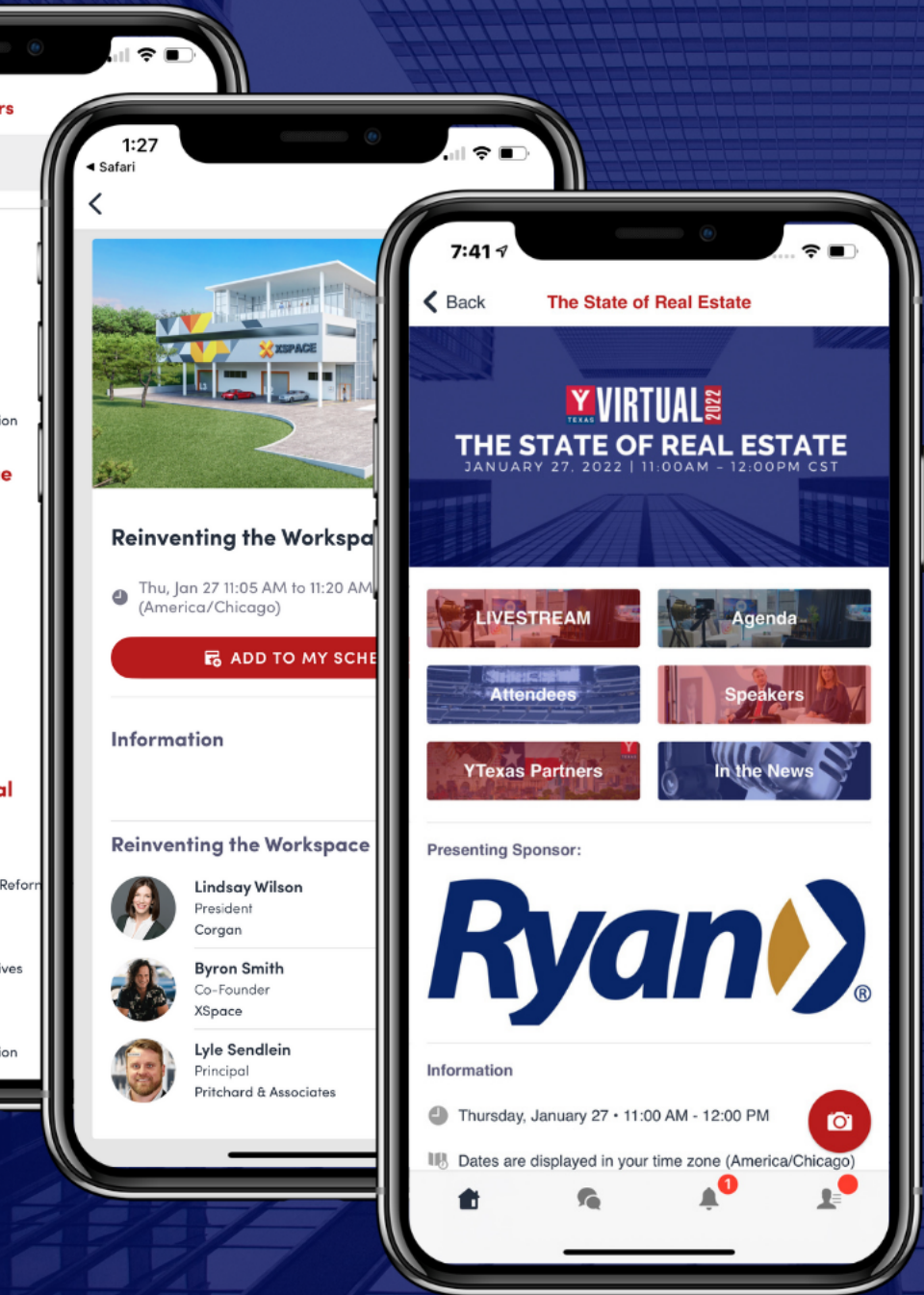
In our 10 years of business, we've identified the top 3 priorities every company moving to Texas needs - and we tackle them. They are:

- 1. Corporate Networking**
- 2. Public Relations**
- 3. Employee Relations**

Let's get started!

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## Concierge CLIENT

We manage the entire relocation process on the YTexas app. Easy and convenient for all employees of your company.

- Track leads, contacts and progress
- Customer service and notifications
- Payment portal
- Appointment tracking
- Budgeting and planning

\$5k/month



Since 2013

# Our Track Record

## Assisted over 60 companies

YTexas has assisted some of the most recognized names in the world such as: Toyota North America, Topgolf, PGA of America, Firefly Aerospace and Hilti NA.

## From start-ups to Fortune 500

We are assisted start up companies that were weeks away from furlough, to middle market companies in an M&A transaction, to public companies moving thousands of employees across the globe.

## All phases of a relocation

Companies we have helped have been in the planning stage, in process of relocating or years into the move. Each phase has its own unique challenges.

\* projected

### COMPANIES

60

Average size \$100M

Over 10 industry sectors

From 30 cities and 7 countries

All phases of a relocation

### EMPLOYEES

60k

From 10 - 1000 employees

CEOs to Admins

All cultures in US and abroad

From housing to post move networking and PR

### YEARS

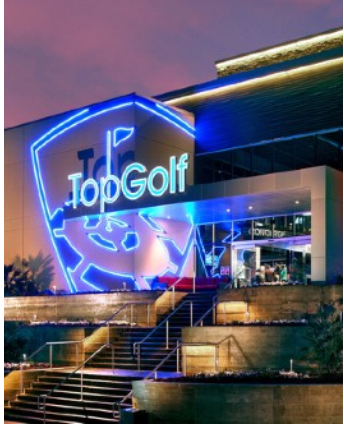
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Banking background

PR expert with massive network across Texas

Government agency work

Staff of 7



## TOPGOLF

Topgolf relocated to Dallas in 2014. They had 11 locations in Dallas. We assisted the team in transitioning several CEOs into their new role.

In addition, we assisted with [news & PR](#) and brought several executives out to host events.



## TOYOTA NA

Toyota North America relocated its HQ to Plano in 2014. Our CEO [interviewed](#) Toyota's CEO, Jim Lentz about their relocation strategy.

In 2015, Toyota purchased 400 copies of our "Why Texas" book to give to employees relocating from CA.



## KUBOTA NA

YTexas assisted [Kubota Tractor Corporation](#) in their transition into Texas from California.

We assisted them in successful hires in accounting and finance. YTexas hosted a luncheon at the HQ for tours and meetings with prospective clients.



## FIREFLY AEROSPACE

YTexas worked with [Firefly Aerospace](#) during all phases of their relocation to Cedar Park.

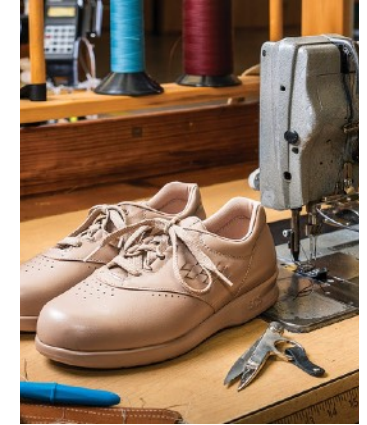
We assisted in a booth at SXSW where they landed a significant investor. We made investor introductions that assisted in a successful raise.



## PGA OF AMERICA

PGA of America was awarded our [game changer](#) of the year in 2019 and has invested in YTexas for increased brand awareness.

We made several introductions to the regional chamber, Dallas Cowboys and MapsPeople, an event tracking app.



## SAS SHOES

SAS Shoes was looking to meet the Texas Secretary of State to discuss cross border trade with Mexico - primarily for talent.

YTexas hosted a [tour of the facility](#) with the SOS and conducted a roundtable to begin discussions and assist with talent retention.





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## CORPORATE NETWORKING

A critical step in getting established in Texas is to build a trusted network, quickly. Based on a needs assessment, we will customize a plan to introduce you to Texas executives interested in learning about your products and services.

Connections will include potential clients that fit the profile you are looking for, strategic partnerships such as vendors, suppliers, and business service providers who can help you open doors.

Areas of assistance:

- **Strategic Partnerships**
- **Lending & Capital**
- **Relocation Incentives**
- **Real Estate Services**

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## Strategic Partnerships

Customized to your specific needs, we make introductions to people who will help you gain new customers, vendors, suppliers and strategic partnerships. We can also host events at your facility and bring prospects to you.

## Lending & Capital

We have a vast network of bankers, private equity, venture capital, mergers and acquisitions advisers, start-up investors, accelerators and incubators that are poised to provide funding solutions - should you need.

## Relocation Incentives

We have access to a network of site selection consultants who can help you identify and negotiate tax incentives and state specific grants available for your expansion or relocation project. We assist with the application process.

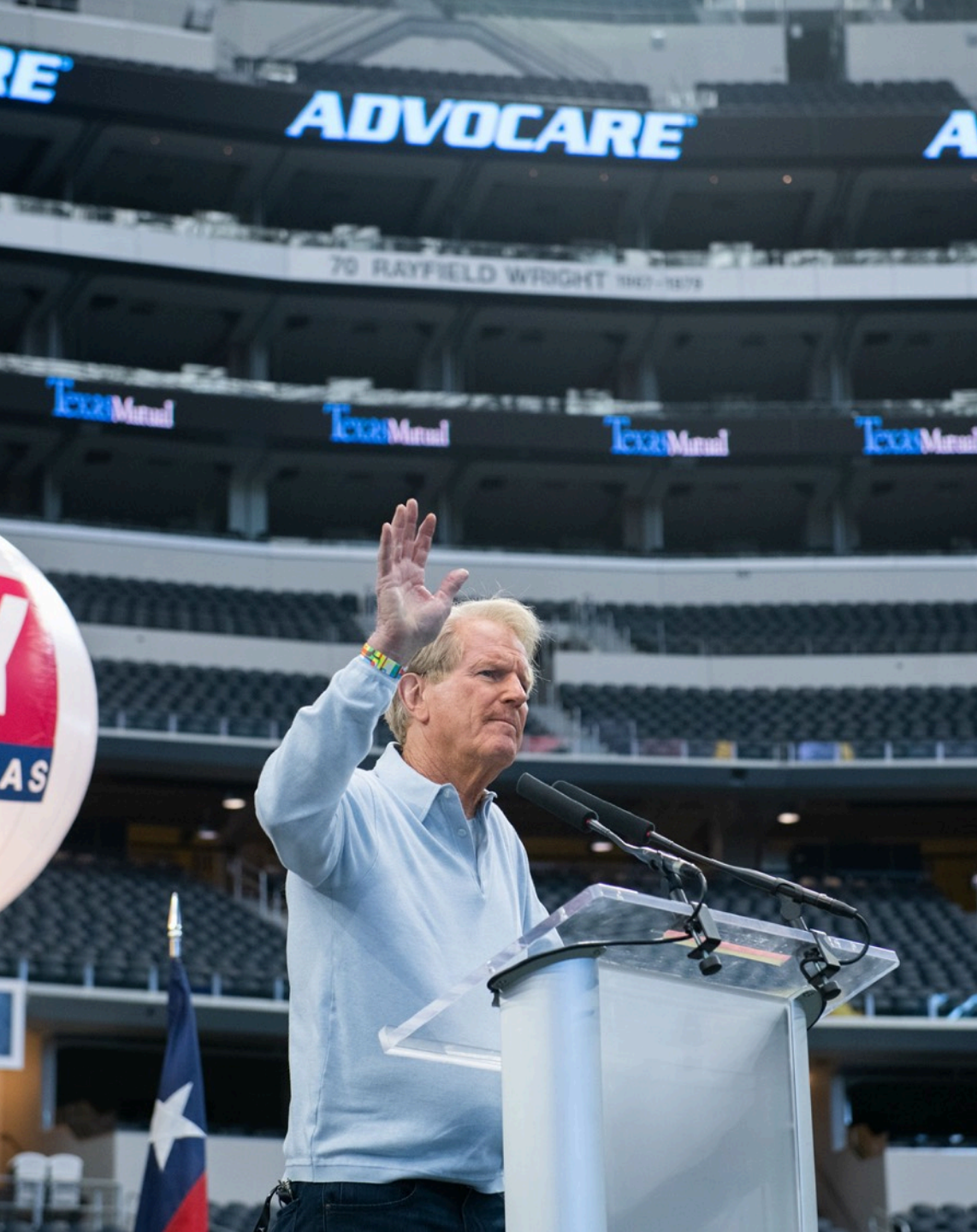
## Real Estate Services

If you are looking to expand anywhere in Texas, we have connections to commercial real estate brokers, site selection firms, developers, architects, investors and builders. Whether you are renting, leasing or building.

CORPORATE NETWORKING







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## PUBLIC RELATIONS

Building a brand and reputation as a servant leader takes time. We utilize various types of marketing strategies to get you out in front of important issues in the state.

As a Texas CEO, staying on top of legislation and trends is imperative. If you have interest in aligning with a cause, our vast network of philanthropic organizations in Texas can assist you. Trade organizations and Chambers of Commerce are some of the most valuable ways to get plugged in.

Areas of assistance:

- **Media and Public Relations**
- **Trade Associations**
- **Government Relations**
- **Philanthropy**

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## Media and PR

Statewide publications, TV stations, podcasts, journals, magazines and public speaking opportunities come across our desk. If you want to increase your exposure, we can help. We also have our own publications and podcast.

## Trade Associations

If you need to find a Texas chapter of your industry association or general networking options for your team, we can help identify some of the best in the state for your needs. We know the leadership of these organizations.

## Government Relations

We have access to a network of leaders representing over 138 state agencies, the Governors office, boards & commissions, legislatures, and county, city and state government officials. We can get you connected.

## Philanthropy

We have a database of every nonprofit in Texas. We can make strategic introductions to help you identify what causes are most important to you and your company. YTexas has a leadership academy for mentoring students.

**PUBLIC RELATIONS**





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## EMPLOYEE RELATIONS

Your employees are often the most valued part of a relocation. Giving them the services they need to provide a seamless move can make the difference in keeping them or losing them.

Once they move, keeping them engaged through team building events and entertainment will keep a best in class culture. Lastly, and often the most difficult part of growing your team in Texas, is finding the right talent.

We assist with finding the right talent through staffing, recruiting and training services from some of the most respected agencies in the state.

Areas of assistance:

- **Relocation Services**
- **Team Building & Entertainment**
- **Staffing & Recruiting**
- **Training**

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## Relocation Services

YTexas offers a white glove relocation service that can provide moving services, housing and consulting. Our concierge extends to each family, should they need advice with schools, churches, etc.

## Team Building & Entertain

We identify exciting team building events, meeting locations and executive incentives through our network of professional sports teams and entertainment venues. We can also present to your team.

## Staffing & Recruiting

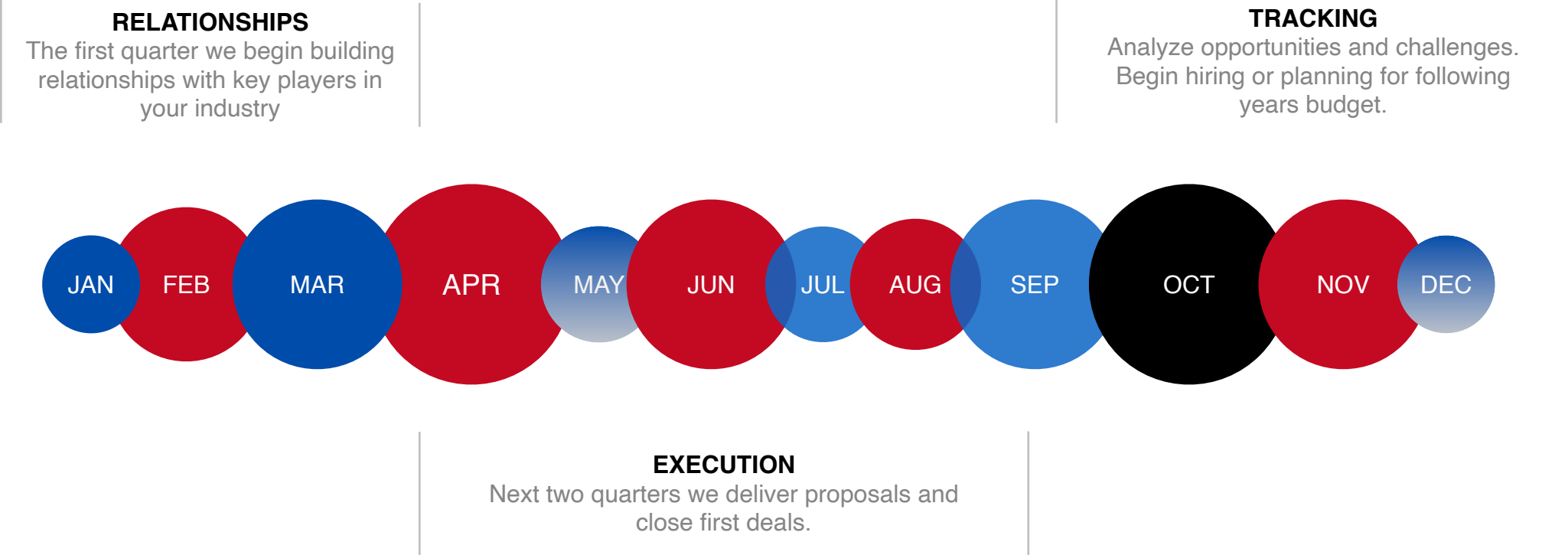
If you are seeking senior level executives or support staff, we have the resources to identify candidates that fit your needs. If you have been personally displaced, we can help find you options as well.

## Training

If your employees or their families are seeking degrees, certifications or additional training, we can connect you with the Presidents of many Texas schools and workforce development programs.

# Our process

Each client we work with has its own unique timeline of events. We plan for a long term strategy and build for a repeatable process that will allow you to scale, build a team and expand into new markets.





# Appointment Tracking

SERVICES	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Strategic Partnerships												
Lending & Capital												
Relocation Incentives												
Real Estate Services												
Media & PR												
Trade Associations												
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Training												

PROPOSAL