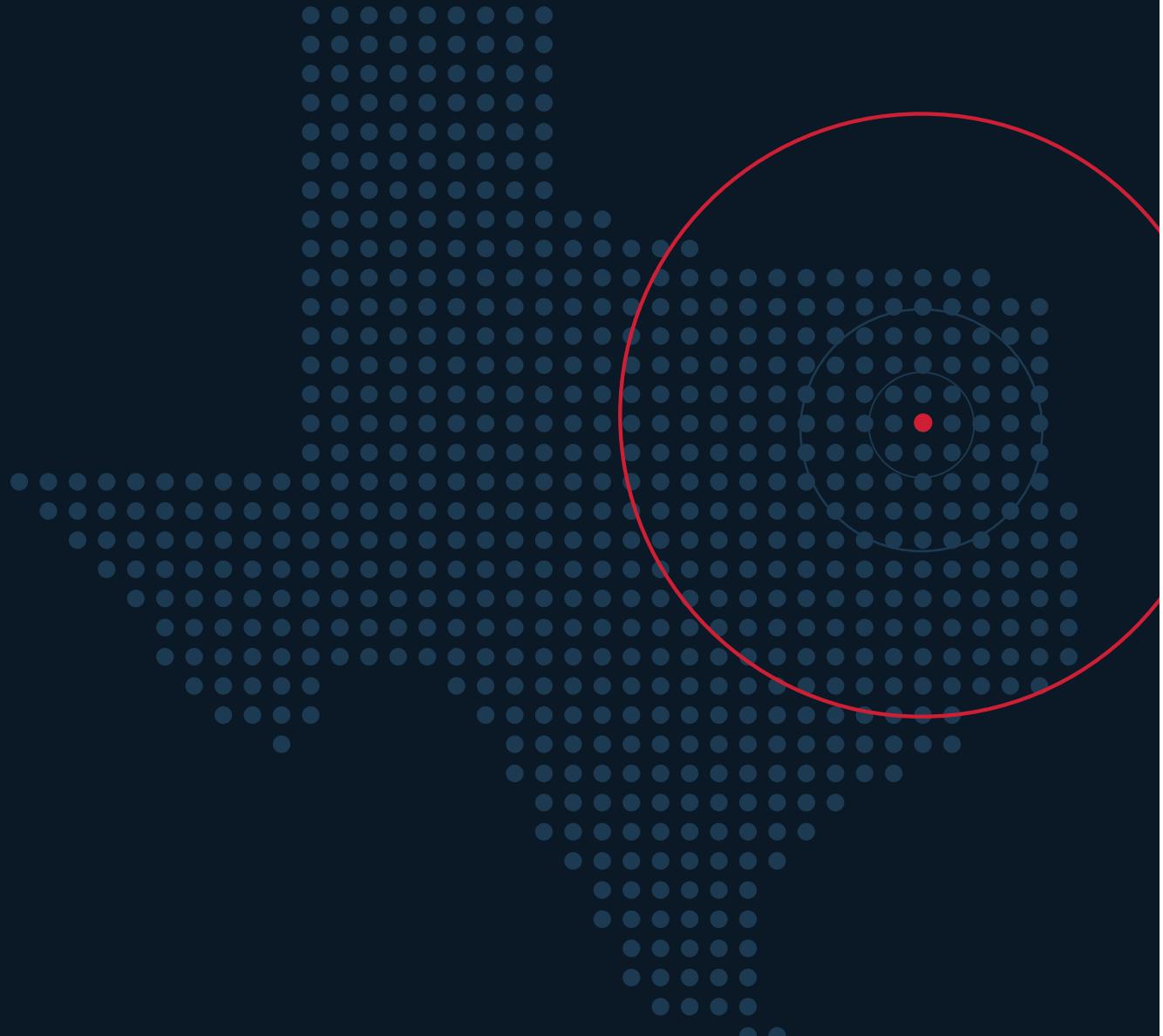




2024-2025

# Annual Report

---



[tedc.org](http://tedc.org)

# Chairman's Letter

Looking back at our history, it's clear that the Tyler Economic Development Council of today is not the same organization it once was. We've evolved, innovated, and adapted to meet the needs of a changing economy. Today, we think ahead with purpose—creating strategies that not only attract and grow business but also enhance the quality of life for everyone who calls Tyler home.

## This past year has been defined by one word: momentum.

From YellaWood, Amazon, and Hiland Dairy, to the continued growth of our industrial park, we've seen exciting success stories that translate directly into new jobs and stronger families. Each project has helped solidify Tyler as a place where industry and community thrive together.

Our approach has been creative but careful—developing incentives that are prudent, balanced, and mutually beneficial. The goal is always a win-win: value for our partners and sustainable growth for our community. That's the bridge we build every day—between progress and stewardship, between vision and value. In this report, you'll see project updates and numbers that reflect a growing economy—hundreds of millions of dollars invested into Tyler, and progress that benefits everyone. These numbers represent tangible opportunities, families supported, and a stronger community for generations to come.

And these projects are just the beginning. We're committed to finding new ways to improve, innovate, and bring even more transformative projects to Tyler. The momentum we've built isn't slowing—it's just getting started.

*Roy Martinez*

**Roy Martinez,**  
Board Chairman, Tyler Economic Development Council



**Roy Martinez, Board Chairman**

**"Thank you for being part of this journey. Together, we're building what's next for Tyler."**

# 2024–2025 Investment Impact Overview

## 3 Numbers to Know:

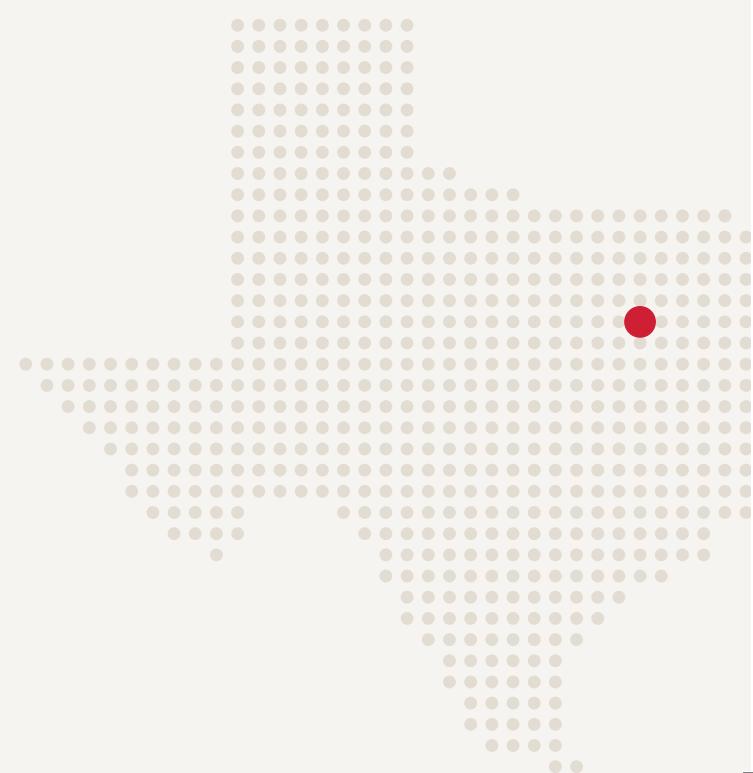
- ✓ Last year, **1 job** in the private sector was **created every 2 hours** in Smith County.
- ✓ Over the last 3 years, **693 acres** have been **purchased** by TEDC for business parks.
- ✓ Over the last 5 years, **\$384 million** has been **invested** into our community by companies choosing to relocate or expand in Tyler.

## 3 Projects Completed:

- ✓ **YellaWood** (Great Southern Wood Preserving): Over 355,000 square feet of new construction & largest wood treatment plant in the world.
- ✓ **Amazon**: 140,000 square feet of new construction, which is their large-format 'Last Mile Delivery Facility'
- ✓ **Hiland Dairy**: \$100 million investment, 90,000 square feet of expansion adjacent to existing facility. They will be processing over 1 million gallons of milk per week.

## 3 Prospects in the Pipeline:

- ✓ Heavy Industrial prospect: Largest greenfield development in company's history with a **\$246 million investment and 800 jobs**.
- ✓ Food Processing prospect: New location for the company with a **\$160 million investment and 225 jobs**.
- ✓ Logistics prospect: New location for the company, with a **\$25 million investment and 80 jobs**.



# Roses Aren't the Only Plants We Grow

Together, YellaWood, Amazon, and Hiland Dairy represent more than **\$250 million in new capital investment** and the creation of **over 500 new jobs** in Tyler.

If you divided that \$250 million investment across every household in Tyler, it's like **adding nearly \$3,000 in value per home**.

## Hiland Dairy

In 2024, Hiland Dairy began a major expansion project, marking another milestone in the city's thriving manufacturing sector. Hiland has operated in Tyler since 2017, when the company took over the former Brookshire Grocery Company dairy plant. In just eight years, it has become one of Texas' leading dairy producers, supplying high-quality milk and dairy products statewide.

The \$100 million investment includes a 96,000-square-foot expansion for additional production, storage, and operations space. Once

completed in early 2026, the expansion will triple the facility's capacity and add approximately 30 new jobs to the local economy.

Hiland Dairy's Tyler plant currently supplies milk and dairy products to Whole Foods, Dutch Bros., hospitals, and convenience stores, with Brookshire Grocery Company remaining its largest customer.

**The project reflects both Hiland Dairy's confidence in our community and Tyler's ongoing commitment to supporting industrial growth and job creation.**



## YellaWood

In 2024, Great Southern Wood Preserving (YellaWood) advanced construction of the world's largest wood treatment facility inside the Tyler Interstate Commerce Park. This investment represents one of the most significant manufacturing projects in East Texas and will bring more than 100 new jobs to the Tyler area.

The facility will treat lumber from sawmills and ship products to retailers. The Tyler Economic Development Council worked closely with YellaWood to make this project possible and continues to see strong growth in the Tyler Interstate Commerce Park as additional companies recognize its strategic location and development potential.



Before



After

## Amazon

Nearby, Amazon.com is also nearing completion on a new 140,000-square-foot facility in the newly rebranded Catalyst Commerce Park (formerly North Tyler Commerce Park and Tyler BioPark).

This \$50 million investment is expected to add over 100 full-time and several hundred part-time jobs, with wages ranging from \$15 to \$35 per hour. The facility will serve as a "last mile" delivery station, providing faster and more efficient service across East Texas. Amazon received no economic incentives or tax abatements, and the company is covering the cost of a new traffic signal at SH-155 and CR-33.



Before



After

### Fun Fact:

Advanced manufacturing is projected to provide 27,383 jobs in Tyler by 2027—roughly the combined populations of Jacksonville, Bullard, and Lindale.

# TEDC Properties

The Tyler EDC strategically acquires land to ensure that Tyler is ready for business growth and job creation. By preparing and managing shovel-ready sites, TEDC removes barriers for new and expanding companies, positioning Tyler as a competitive, attractive location for industry.

These investments in property lay the groundwork for future development and sustained economic vitality.





Tyler Interstate Commerce Park

## Tyler Interstate Commerce Park –

- Approximately 230 acres remaining in the 412-acre park
- Construction of CR 3344 is complete, along with installation of all utilities
- New signage has been installed
- New traffic signal to be completed in Q1 of 2026
- **Property acquired in January 2023**

Anchor Tenant:



Catalyst Commerce Park

## Catalyst Commerce Park –

**“North Tyler Commerce Park / BioPark”**

- Approximately 89 acres remaining in the 119-acre park
- Construction of a new traffic signal is nearing completion.

Anchor Tenant:



Prosperity Park

## Prosperity Park – **“Wisenbaker Property”**

- Approximately 255 acres remaining in the 281-acre park
- Partnership with City of Tyler to install a new sanitary sewer line on property
- **Property acquired in December 2024**

Anchor Tenant: Fortune 50 company coming soon



Champion Commons

## Champion Commons –

**“Business and Technology Park”**

- Approximately 160 acres available along Earl Campbell Parkway
- Potential for Mixed-Use ‘Live, Work, Play’ development
- UT Tyler Civil Engineering and Construction Management Senior Capstone Project currently underway within this property

Anchor Tenant:



# Economics in Motion

## Forklift Training Program Powers Tyler's Workforce

Three years ago, a TEDC survey revealed that **84% of local employers identified forklift operator training as an urgent need**. In response, Tyler Junior College developed and launched (with input from LTS Material Handling) a comprehensive Forklift Operator Course that is now offered free of charge at Tyler Junior College West Campus.

Since its launch, the response has been overwhelmingly positive, producing job-ready, safety-conscious graduates and helping local companies fill high-demand roles that keep East Texas moving forward.

Watch: TJC and LTS Material Handling honored at Toyota Week in Indianapolis, IN.



## Investor Breakfasts

The TEDC continues its tradition of fostering collaboration and investment through the 2025 Investor Breakfast Series.

These quarterly gatherings are exclusive to TEDC investors, giving business and community leaders the opportunity to discuss economic growth, upcoming development projects, and strategic initiatives shaping Tyler's future. Each breakfast offers valuable networking opportunities and insights into city-wide and nationwide trends and progress, reinforcing TEDC's commitment to driving innovation and prosperity across East Texas.

The 2025 breakfasts featured an exceptional lineup of keynote speakers who delivered a rare blend of global insight, national strategy, and local leadership, giving investors a clearer understanding of the opportunities ahead for Tyler and East Texas.

### Keynote Speakers:



**Brad Brookshire**, Chairman and CEO of Brookshire Grocery Company, provided a deeply rooted local perspective, emphasizing the importance of leadership, community investment, and a long-term commitment to regional success.



**Didi Caldwell**, a global authority in site selection and business strategy, offered investors a forward-looking perspective on emerging economic trends and how Tyler can position itself for sustainable growth. Didi has been featured on Bloomberg as "The Factory Whisperer."



**Mike Grella**, former Amazon executive and economic development strategist, shared practical lessons on attracting innovation-driven industries and building the infrastructure to support future-ready communities. Mike spearheaded the creation of Amazon Web Services.

# 2nd Annual InterCity Visit Huntsville, Alabama

Presented by:



This year's InterCity Visit took Tyler leaders to Huntsville, Alabama—a city where innovation meets intentional investment. A delegation of 61 business and community leaders from Tyler explored how Huntsville has successfully blended high-tech growth, education, and urban revitalization to create a thriving regional economy. **Highlights included:**

- ✓ **Manufacturing Marvels:** A behind-the-scenes tour of the Polaris manufacturing facility, showcasing how automation and precision engineering are fueling job creation and regional strength.
- ✓ **Innovation & Cybertech:** Visits to local STEM education and cyber technology programs demonstrated Huntsville's deep commitment to workforce development and its partnerships with higher education.
- ✓ **Urban Redevelopment:** Delegates experienced vibrant public spaces, including a redeveloped amphitheater district, where public-private partnerships transformed underutilized areas into dynamic community hubs that generate both cultural and economic returns.

**"I'm truly grateful for the partnership between UT Tyler and Chapel Hill ISD, which began with a conversation during the Tyler EDC's InterCity Visit to Huntsville, Alabama. This collaboration strengthens our regional economy by aligning education with workforce needs—preparing students with the skills and credentials to meet local industry demands and drive the long-term prosperity of Tyler and Smith County."**



**Lamond Dean,**  
Chapel Hill ISD  
Superintendent



# Impact Over Time: 2020–2025 Totals

**\$384**

Million Invested

**713**

Jobs Created

**997**

Jobs Retained

**\$60k+**

Median Annual Salary of  
New and Retained Jobs

This TEDC-driven new investment is equal to roughly **3 percent of Tyler's annual GDP**. That capital infusion is fueling business expansion and infrastructure improvements that strengthen the city's long-term competitiveness.

\*Source: Tyler Economic Dashboard (August 2025, p. 5); U.S. BEA via TEDC / Hibbs Institute

A combined impact of 1,710 jobs represents about **11 percent of all employment growth in the Tyler MSA\*** during the period (2020-2025), solidifying TEDC's role as a key driver of regional employment and business stability.

\*Source: Tyler Economic Dashboard (August 2025, pp. 12-13); BLS / FRED Tyler MSA Employment Data.

Salary is at or above the average annual salary for our area\*, which reflects the TEDC's **focus on attracting career-level, high-value employment** that boosts regional earning power and quality of life.

\*Source: Tyler Economic Dashboard (August 2025, p. 4)

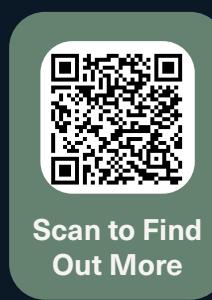
## Revolving Loan Funds

Did you know the TEDC also manages the Smith County Revolving Loan Funds (SCRLF)?

These funds provide loans to companies that create or retain permanent jobs through the retention, expansion, or establishment of companies in Smith County.

A few of the businesses supported:

- ✓ John Soules Foods
- ✓ Southern Bulb
- ✓ Chuck's Travel



Scan to Find  
Out More

"The TEDC has been a valuable partner and a catalyst for growth for our business over multiple decades."

- John Soules Sr., Founder



2020-2025 Impact:

**\$670k**

Amount Loaned

**8**

Loans Managed

# TEDC Overview

## Mission:

**We are a catalyst for sustainable growth by...**

1. Driving job creation and retention
2. Attracting capital investment
3. Stimulating economic diversity

**...to strengthen Tyler and Smith County**

## Values:

**Driven**

**Collaborative**

**Accountable**

**Professional**

**Ethical**

**Purposeful**

## Staff:



**Scott Martinez, CEcD**  
President and CEO



**Mary Alice Guidry, RA**  
Senior Vice President



**Tara Ellis**  
Director of Industry and  
Workforce Initiatives



**Karla Anders, EDFP**  
Loan Program Manager



**Angie Hines, BREC**  
Economic  
Development  
Finance Specialist

## Awards and Accreditations:



The **Tyler EDC** was named the **2024 CEDA recipient in the 100,001–250,000 population category** by the Texas EDC, a recognition of Tyler's continued progress in job creation, business expansion, and investment attraction that strengthen the region's economy.



The Accredited Economic Development Organization (AEDO) program recognizes the professional excellence of EDCs and provides independent feedback on their operations, structure, and procedures. Maintaining AEDO status gives investors confidence that the TEDC is a leading authority in economic development.

# Board of Directors

2024-2025

**GREG ADCOCK**  
Austin Bank

**DONALD BAKER**  
UT Health East Texas

**BARRY BEAMAN**  
Hiland Dairy

**MICHAEL BOSWORTH**  
Bosworth & Associates

**CLAY BRASHER**  
Brookshire Grocery Co

**GARNETT BROOKSHIRE**  
East Texas Pinnacle Properties

**EDWARD BROUSSARD**  
City of Tyler

**TODD BUCHANAN**  
Greater Texas Capital Corp.

**BRENT BYERS**  
Byers Family Partnership

**MARTY CRAWFORD**  
Tyler ISD

**BRAD CURTIS**  
Tyler Building Systems

**SHANNON DACUS**  
Dacus Firm

**JEREMY DOYLE**  
Great Southern Wood -  
YellaWood

**DWIGHT FENNELL**  
Texas College

**NEAL FRANKLIN**  
Smith County

**LEE GIBSON**  
Southside Bank

**CHARLES GORDON**  
Baylor Scott & White TSJH

**GLENN GREEN**  
NET RMA

**ERICA HALLMARK**  
East Texas Title Co. /  
Records Online, LLC

**JEFF HARRIS**  
Delek Refinery

**JEFF JOHNSTON**  
Chick-Fil-A Broadway Crossing

**ROY MARTINEZ**  
Bronco Logistics

**SCOTT MARTINEZ**  
Tyler Economic Development

**RAY MCKINNEY**  
Genecov Group

**JUAN MEJIA**  
Tyler Junior College

**THOMAS NEUHOFF**  
Herd Family Office

**TOM PERKINS**  
Edward Jones

**JULIE V. PHILLEY**  
University of Texas at Tyler

**JASON PROCTOR**  
CHRISTUS Health

**RANDY REYNOLDS**  
HGR General Contractors

**JAMES SHERIDAN**  
Texas Bank & Trust

**THOMAS SMITH**  
RBC Wealth Management

**OCTAVIO TELLEZ**  
Hood Packaging Corp.

**JIM THOMPSON**  
Cavender's

**TOM TRIMBLE**  
Oncor Electric Delivery

**DON WARREN**  
City of Tyler

**MARK WHATLEY**  
Burns Commercial Properties

**WALTER WILHELM**  
Prothro Wilhelmi & Co.

Tyler Economic Development Council  
315 North Broadway Avenue, Suite 300, Tyler, TX 75702  
903.593.2004  
invest@tedc.org  
www.tedc.org

## Become an Investor

Investments range from \$3,000 to  
\$100,000 annually. **Scan code and**  
**fill out form to get started.**

