The High Ground of Texas
“Regionalism at it’s Best”

Wyoming Working Together Fall Conference 2017
67 County Area of West Texas

1.6 Million People

Labor Force of 750,000

Over 60,000 Square Miles

Larger than 26 States

Started in 1988 by Xcel Energy (SPS) and the two Councils of Governments
What Regionalism Means to Us:

Maximizing the benefit of a common area by working together to achieve a common goal.
Synergy: Conditions such that the total effect is greater than the sum of the individual effect.
Mission:

To successfully promote the economic expansion and diversification of communities in the High Ground region of West Texas.
We Promote the Mission through:

• Marketing
• Education
• Networking
• Improving the Business Climate
Marketing

- Event Sponsorships
- Web & E-Marketing
- Trade Shows
- Industry Hospitality Events
- Professional Marketing Pieces
- Direct Mail Campaigns
- National Ads in Publications
- Recruiting Trips
High Ground Target Markets

- Oil & Gas & Alternative Energy
- Agriculture & Technology
- Manufacturing
- Logistics
- Aerospace & Aviation
- Food Processing
High Ground Marketing Events

- AWEA WindPower
- World Ag Expo
- Pack Expo
- FabTech
- IFT
- NPE
- ICSC
Other Marketing Initiatives

- Direct Mailings to Target Clients
- E-blasts to 5,000 on our Prospect Lists
- Media Interviews, Articles & Editorials
- Regional Map
- Marketing Trips
Education

- Formed the High Ground Education Foundation
- Share the Knowledge Panels
- Sponsorship of Economic Development Related Training for High Ground Professionals, ED Boards and Community Volunteers
- Support & Assist in Regional Training Programs
- REDI Class (Rural Economic Development Initiative)
Business Climate

• Pro Business with Prospective Clients
• Marketing & Promotional Events
• Austin Allies Event
• Legislative Issues
• State & Federal Allies
Networking

• Annual & Spring High Ground Conference
• Regional Events and Programs
• Professional Relationship and Support of fellow Community Members
Investor Benefits

• Voting Membership
• Access to Clients and Leads
• National & Global Exposure
• Educational Opportunities
• Legislative Strength
• Professional Staff
What Have We Done? 1999–2017

- 6,000 + Prospective Client Leads Generated
- 2,800 + Participants in Educational Programs
- Participated in 115 + Trade Shows & Marketing Events
- Sponsored and hosted over 25 VIP Hospitality Events
- Sent out over 20,000 Regional Informational Packets
- Sponsored 94 Educational Programs
- Regional Strategic Planning Sessions
- Launched 4 Regional Web Sites & Regional Map
- Developed a new Housing campaign for the region
- Sponsored 5 editions of Images of the High Ground Magazine
- Created High Ground of Texas Education Foundation
- 400+ State Agency Visits & 325+ Legislative Visits
- 92 Membership Events
Controlling our Own Destiny

• An aggressive & diversified marketing strategy
• Proactive instead of Reactive

How? Through a strong program of work, high accountability and active member support and participation.
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