



The Terrace 7  
2801 Ma Fortuna, Suite 430  
Austin, Texas 78746  
PH: 512-482-9322  
Fax: 512-225-9283  
[www.AngelouEconomics.com](http://www.AngelouEconomics.com)

For Immediate Release  
Nicole Urbis, AngelouEconomics  
512-225-9325  
John Nelson, Taylor Economic Development Corporation  
512-352-4321

## **AngelouEconomics' Eight-Year Anniversary Celebrated With a New Contract from its First Client**

### ***AE kick offs Taylor, Texas' 2003 Economic Development Plan***

AUSTIN, TX, December 8, 2003 – The City of Taylor, Texas, has hired AngelouEconomics (AE) to lead the community through a six-month economic development project. The project will result in a five-year plan for sparking new economic growth in Taylor.

This is the third time Taylor has hired AE. Shortly after its founding in 1995, Taylor became AE's first economic development client. Now, as the company marks its eight-year anniversary, Taylor hires AE again to create a new economic development strategy that looks forward to the next five to ten years.

“Our firm is thrilled to get this project. We are proud to see the level of economic growth in Taylor since our original plan, and hope that our new strategy will lead to even bigger activity for the city,” said Angelos Angelou, principal of AngelouEconomics. “With the greater Austin region projected to double in population growth in the next thirty years, outlying towns like Taylor that are proactive in planning will have almost unlimited potential.”

“Plus,” added Angelou, “we consider Taylor our lucky charm. We’ve had tremendous success since our original Taylor plan in 1996. We hope winning this project indicates another successful eight years as a company.”

AngelouEconomics has grown from three employees in 1995 to 12 today, and is now the largest independent economic development consulting firm in the country. In the time since creating its first plan for Taylor, AE has crafted economic development strategies for more than 50 other communities across the U.S. and abroad. Its clients range in size from Waller, Texas, to the State of Texas and New York, to the countries of Portugal and the Czech Republic. Its site selection practice has also grown. AE has helped companies such as Dell Computer, Intel, and Oracle with site evaluations.

Taylor has also had its fair share of successes during the last eight years. Since founding the Taylor Economic Development Corporation, Taylor businesses have invested \$100,000,000 in plant and equipment and created over 1,000 jobs. Taylor was named a Main Street City in 1999; opened Temple College Taylor Center; and is the only city in the Austin Metropolitan Statistical Area that is completely wireless. Taylor has high-speed Internet throughout the entire city, provided by TaylorCNet and Skyvue. Most recently, Basler Electric Co., and Laboratory Tops, Inc. have expanded their operations in Taylor. ERCOT's recently announced expansion of 75,000 square feet will bring \$12 million in investment and 100 new jobs to the city. Harimasa, a corn flour producer, announced they will invest \$10,000,000 in a new facility and hire 85 employees.

"We have worked closely with AE since the first plan. They have helped us succeed in many ways. AE clearly understands the dynamics affecting our region and we have big expectations for this new economic development and marketing strategy," says John Nelson, executive director of Taylor Economic Development Corporation.

With AE's Marketing Strategist being from Taylor, the city will receive a personal touch as well. "I know Taylor first hand. At AE, I develop marketing plans for communities across the country. It's exciting to create a plan that will bring more prosperity to my hometown. Over the next six months, we will begin an internal marketing campaign that will build awareness throughout the community and turn citizens into economic development promoters," says Nicole Urbis.

AE's approach to economic development planning involves high levels of participation from the community. This process not only helps AE get a more in-depth understanding of a city, but also helps to inform residents so that they can be active participants in implementing the final plan. To kick off the public input phase, AE will interview and conduct focus groups with citizens and local businesses. In January, AE will also have an online survey posted on a project Web site.

Wilbur Smith Associates, an internationally recognized and award winning planning, engineering and economics consulting firm, has also been hired by the City of Taylor to complete the Comprehensive Plan. Over the next month, AE and WSA will meet with Advisory Committee members to discuss project goals, expectations, and timeline. "Public participation is critical to the overall success of the planning process and everyone is invited to attend this "kick-off" meeting," said Ann Bagley, Wilbur Smith's project leader. All citizens are invited to attend the first public meeting on January 26 at the Northside Elementary Cafeteria from 6:00 pm – 8:00 pm.

AE and WSA have partnered and designed a Web site as a tool to encourage Taylor citizens to track and participate in the planning process. The project Web site can be found at: [www.GrowingTaylor.com](http://www.GrowingTaylor.com). All Taylor citizens should visit this Web site.

To hear more of what John Nelson and other clients say about AE, go to: [http://www.angeloueeconomics.com/about\\_aeinmotion.html](http://www.angeloueeconomics.com/about_aeinmotion.html).

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