DALLAS EDC
EPICENTER OF BUSINESS GROWTH

Presentation to the Dallas City Council Economic Development Committee

From Start-Up to Strategic Partner

August 3, 2026

Prepared by Linda McMahon, CEO, Dallas EDC

OUR MISSION

Dallas EDC Mission Statement

Promote Dallas as a globally competitive business destination that fosters economic opportunities for all members of the city.

Dallas EDC Board of Directors

Guided by a Board of civic and business leaders providing strategic direction and accountability.

OFFICERS

- **Gilbert Gerst** *Chair*
- **Jimmy Tran** *Vice Chair*
- **Ardo Fuentes** *Treasurer*
- **Dania Duncan Moreno** *Secretary*

DIRECTORS*

- **Chris Bradshaw**
- **Alan Dorantes**
- **Cynthia Figueroa**
- **Michon Fulgham**
- **Chris Heinbaugh**
- **Johnnie King**
- **Holly Reed**
- **John Stephens** *Chair, 2022–2025*
- **Alan Walne**

EX OFFICIO

- **Kimberly Bizor Tolbert** *City Manager*
- **Kevin Spath** *Dir., Office of Economic Development*

*** Two Open Positions**

THE PEOPLE BEHIND THE PROGRESS

Dallas EDC Staff

Linda McMahon
President and CEO

Nebiat Wodere
Chief Administration Officer

Emily Stoehr
Business Growth Director

Tricia Roark
Investor Relations Director

Paul von Wupperfeld
Communications Director

Maria Loza
Executive Support Specialist

Jacob vanWorkum
Business Retention Specialist

Wanwan Yue, Ph.D.
Data Analyst

Major Initial Strategic Goals of the Dallas EDC

GOAL 1: Engage the World (MARKETING) to increase awareness of the City of Dallas as a place for business to invest and thrive.

- Create a compelling business-to-business brand for the City of Dallas.
- Develop specific strategies for industry clusters such as financial services, healthcare, manufacturing, logistics, aviation, technology including semiconductors, and life sciences.
- Market the City as the premiere place to do business.

GOAL 2: Attract and Grow Business, Jobs, and Investment (JOBS) to strengthen regional competitiveness and achieve inclusive economic growth.

- Attract new business and investment.
- Implement targeted Business Retention and Expansion program, ensuring existing businesses stay in Dallas and have opportunities to grow and thrive.
- Connect business opportunities directly to property owners and developers.

GOAL 3: Reignite and Redevelop our Assets (REAL ESTATE) to maximize city-wide economic development success.

- Serve as information “hub.”
- Assist with driving development and redevelopment of City land and assets.
- Catalyze redevelopment of underinvested areas.

HOW WE GOT STARTED

From Concept to Corporation

The Dallas Economic Development Corporation (Dallas EDC) was formally established through City action in 2022, built out operationally over the following year, brought to full strength under new leadership in 2024, and expanded its reach in 2026 — the foundation for the progress detailed in this report.

2022

Founded — City Council approved Dallas EDC's formation, bylaws, and $7M in initial funding.

2023

Launched — the Board initiated CEO search and worked with TIP Strategies on the operational and strategic plan.

2024

New CEO — Linda McMahon took office-July 2024 and the Board approved a new strategic plan.

2025-2026

Growth — Expanded operations, filled key leadership roles, and secured a keystone investment of $1.5M.

STRATEGIC PILLARS

Building Organizational Capacity to Last

Growth & Investment

- Identify opportunities strategically in core industries.
- Business development.
- Business retention and business growth.
- Corporate engagement and fundraising plan.

Catalytic Innovation

- Collaboration with higher education institutions, technology and innovation hubs.
- Provide cutting edge information for industry to build our innovation economy.
- Lean into enterprise AI – creating the synergy between existing corporations and entrepreneurs.
- Build the nation’s trusted enterprise-technology hub.

Inclusive Opportunity

- Support upskilling & reskilling programs building the workforce to meet the needs of the future economy.
- Promote local talent and workforce engines.
- Catalyze redevelopment of underinvested areas.

Organizational Excellence

- Focus on core operational excellence
- Data analytics.
- Talent, risk management, office management.

THE STORY SO FAR

Building Dallas’s Growth Engine

Over the past two years, the Dallas EDC has moved from start-up concept to strategic economic development partner for the City of Dallas — built to provide a more proactive, data-driven, and coordinated approach to growing the city's economy and building the city of tomorrow.

Focused & Market-Facing

A platform dedicated to strengthening Dallas’s competitiveness and business growth.

A Team of Eight

Created a lean organization prioritizing strategic roles to advance economic development.

Telling Dallas’s Story

Actively promoting the city's strengths as a globally competitive destination.

GLOBAL VISIBILITY

Dallas Is No Longer Waiting — It's Promoting

The Dallas EDC has expanded the city's visibility in domestic and international markets — actively telling Dallas's story, rewriting the narrative with sharper data and tools, and positioning it as a globally competitive business destination.

17

Countries engaged, so far in 2026. International Trade delegations and corporate business development site visits.

45

Business development meetings held in 2026 to date.

38

Business retention meetings held in 2026 to date.

Investing in Data & Tools

Dallas ISD Dashboard

A new public-facing view into district performance, school types, and campus-level data — spotlighting the strengths of Dallas's public education system and its critical role in workforce.

Economic Impact Analysis

A baseline assessment of the City of Dallas's economic performance, anchored to 2023 data, that allows year-over-year tracking going forward.

Technology & Innovation Assessment

An analysis of Dallas's technology and innovation assets, with recommendations for capitalizing on the region's diverse economy and its base of Fortune 100/500 companies.

Southern Dallas Real Estate Assessment

An HR&A assessment identifying real estate development opportunities across Southern Dallas.

Data-driven projects that show pathways for future opportunities in building the City of Tomorrow.

BUILT FOR PROACTIVE GROWTH

Critical Infrastructure for Business Development

Real Estate & Site Intelligence

CoStar, Regrid, and developer- and broker-supplied property data support site searches and development analysis.

Workforce, Economic & Data Intelligence

Workforce pipeline reports track DISD outcomes, while tools like Lightcast, ArcGIS, and Power BI support labor market analysis and strategic decision-making.

Storytelling Platform: In-Person Events, Print & Digital

Two C-suite-focused events on innovation and technology, print marketing materials, and a robust website, social media presence, and video strategy put Dallas in front of a worldwide audience.

Business Development Tools

Site selector and consular newsletters, tailored presentations, targeted flyers, and the upcoming Dallas Guide give prospects the data they need to see Dallas as a prime location for growth.

MEASURABLE MOMENTUM

Systems Are Generating Real Business Activity

With the March 2026 ILA update, all State of Texas RFIs and DRC leads now formally route through Dallas EDC

121

Total Leads Received
Sourced from State EDT, DRC, and direct referral

80

Active/Engaged Leads
Leads advanced past initial screening

60

49 % of Leads Generated
Through outreach efforts of the Dallas EDC directly

1

Incentive Commitment from DEDC lead

Lead pipeline by industry (Top 5)

33%
Industrial & Manufacturing

12%
Banking & Finance

9%
Bio & Med Tech

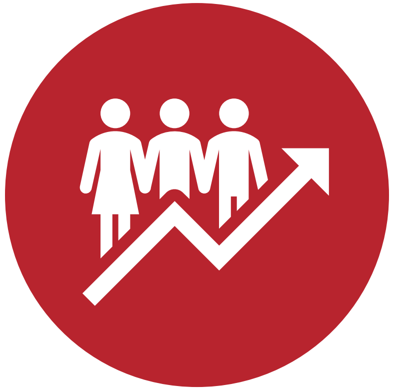
8%
Technology

6.5%
Entertainment & Tourism

HIGHEST PRIORITY FOR DALLAS'S ECONOMIC GROWTH

Business Retention & Growth

The program is designed to build a competitive, resilient, and inclusive local economy in which companies can invest and expand with confidence. It creates a structured channel for corporate citizenship and civic engagement, and it gives corporate leaders a single, consistent point of contact for building lasting relationships with City leadership.



- **Strengthening Business Relationships** — Build trust through consistent, meaningful engagement.
- **Preventing Business Loss** — Identify and address early signs of relocation or downsizing through Rapid Response Program
- **Supporting Expansion** — Assist growing firms with workforce, permitting, financing, or site needs.
- **Improving the Business Climate** — Inform policy through direct business feedback.
- **Promoting Inclusive Growth** — Support Dallas's legacy businesses as the city grows.

Business Retention & Growth

80% of growth in any city comes from existing businesses. The Dallas EDC Business Retention and Growth Initiative sharpens our focus on execution, accountability, and measurable results for existing companies so they can scale rapidly, compete globally, and operate sustainably.

Business Climate Survey

of the top 150 companies in Dallas

- Identify barriers to growth
- Strengthen relationships with existing employers
- Support companies as they remain and expand in Dallas

WHAT'S NEXT

Building the Engine for Tomorrow

The next phase of work sharpens focus on building the future economy — projects in development for execution in 2026–2027.

- **Business Retention Visits**
- **Capitalize on Dallas's diversified economy**
- **Innovation district development**
- **Enterprise AI Council**
- **Entrepreneurship accelerator**
- **Launch Dallas project**
- **Higher-ed workforce collaboration**
- **Industry Council partnership with Dallas College**

THE PATH FORWARD

Sustained Investment, Sustained Results

Continued investment is critical to sustaining Dallas EDC's momentum. Further investment deepens business retention, expands Dallas's global competitiveness, and secures the city's position as a high-density, knowledge-driven economy where companies can scale, compete, and thrive.

Private Sector Funding Status

$3M+

Committed Over 3 Years

$850K

Received

$350K

Anticipated

Total private sector commitments have surpassed $3.05M over three years — 102% of the FY26 goal and 60% of the $5M stretch goal, with additional solicitations active. The future funding target is a 70/30 private-to-public split by year five, supporting a projected stabilized annual budget of $5MM.

Financial Position & Performance (June 30, 2026)

Statement of Financial Position

Total Assets	$ 3,847,574
Total Liabilities	$ 34,656
Total Equity	$ 3,812,918
Total Liabilities & Equity	$ 3,847,574

Statement of Activities

Revenues	$ 3,366,328
Expenditures	$ 1,755,162
Change in Net Assets	$ 1,611,166

COMING SOON

A New Front Door for Dallas
Dallas EDC Headquarters

As Dallas EDC's role has grown, so has the need for a dedicated home base. Our future headquarters will provide a modern, collaborative space Downtown that reflects the caliber of the city we represent. The office will host companies looking to expand, confidential site selection visits, and International Trade delegation meetings, while serving as a landing pad for new companies and international visitors setting up temporary offices. It will be a source of pride for investors and a collaborative space for our civic partners.

CEO’S Talk https://youtu.be/wR_BYhdHAfU

GET IN TOUCH

Let’s Talk About Dallas
Contact Dallas EDC

NEW HEADQUARTERS

Dallas Economic Development Corporation
400 S. Record St. , Suite 1150
Dallas, TX 75202

Main line
(214) 556-2717

General email
contact@dallasedc.com

Website: dallasedc.com

Follow us: