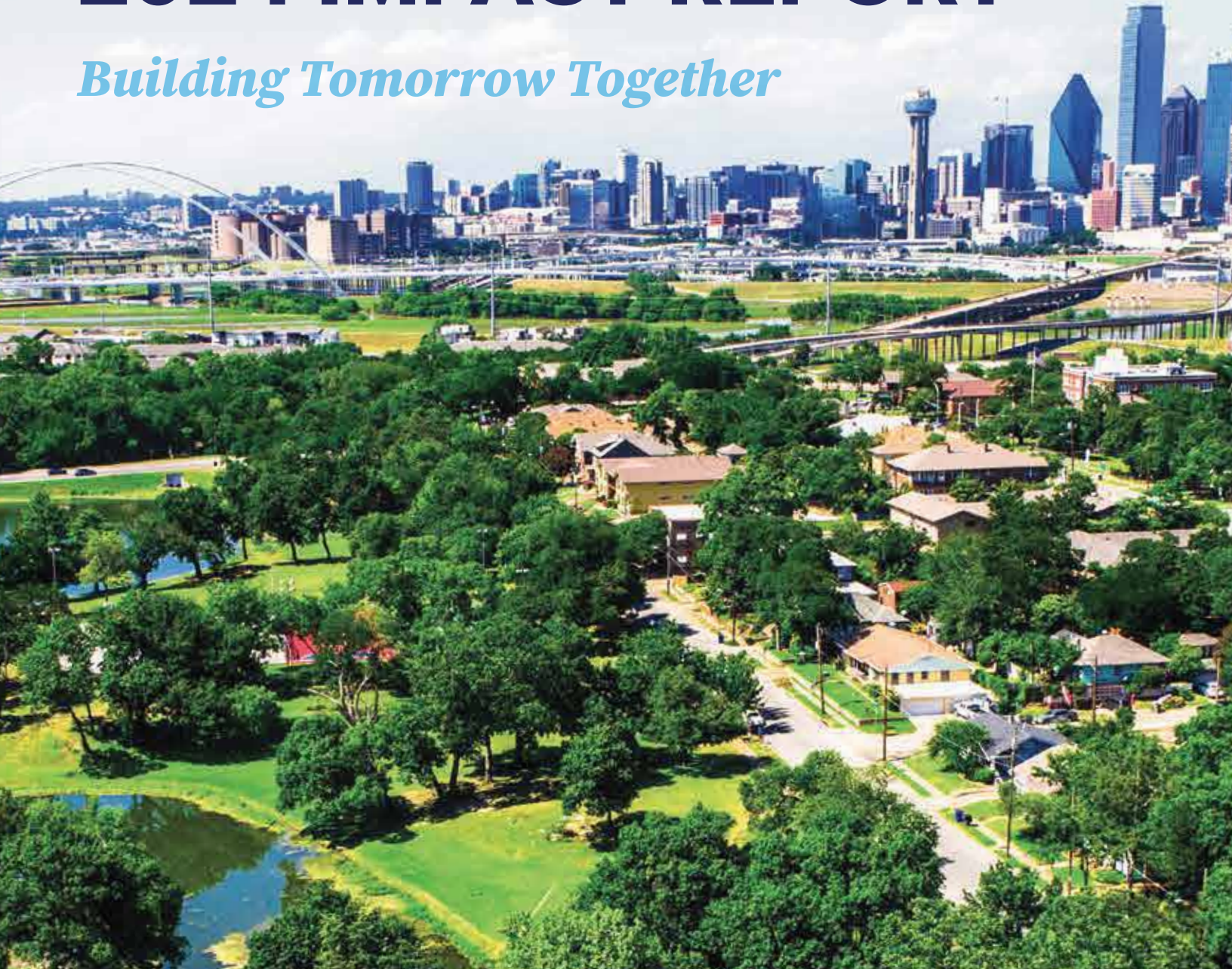


2024 IMPACT REPORT

Building Tomorrow Together



PROSPERITY & ECONOMIC DEVELOPMENT



EDUCATION, TALENT & WORKFORCE



PUBLIC POLICY



DIVERSITY, INCLUSION & COMMUNITY ENGAGEMENT



Together

**WITH OUR BUSINESS LEADERS
AND COMMUNITY PARTNERS,**

**WE WILL HELP *lead*
THE DALLAS REGION**

**TO BECOME THE BEST PLACE
IN THE UNITED STATES
FOR *all* PEOPLE**

TO LIVE, WORK, AND *do business.*





A MESSAGE FROM OUR CEO

As we reflect on 2024, I'm inspired by the progress we've made in the first year of our 2024-2026 strategic plan, *Building Tomorrow Together*.

At the beginning of Cynt Marshall's year as DRC Board Chair, she challenged the Dallas Region's business community to "seize the moment" and use our unprecedented economic prosperity and growth to improve the quality of life for ALL people in our region.

I'm proud to say our staff of 60 talented, hard-working, and good people worked hard every day this year to seize this sweet moment in time and help make the Dallas Region the best place in America for ALL people to live, work, and do business.

This Impact Report tells the story of our work over the past year – how we faithfully served our members and the Dallas Region.

The successes detailed in this report would not be possible without the support of our Board of Directors, our 700-plus member companies, our community partners, and our Tomorrow Fund investors. That support fuels us to seize opportunities to drive economic prosperity, promote a pro-business environment, help our people achieve meaningful jobs and career pathways, and narrow opportunity gaps to bridge economic divides.

We are grateful for the opportunity to work hard to connect our member companies to each other and to opportunities that will lead them to a bright, prosperous future.

We're proud of our impact in 2024, but there is still so much more to be done. And we've got the momentum to achieve so much more in the coming year under the leadership of our 2025 Board Chair Jim Springfield, President of Blue Cross and Blue Shield of Texas.

We can't thank you enough for your commitment and partnership. Together we will make the Dallas Region even better tomorrow than it is today.

Dale Petroskey

Cynt Marshall
CEO, Dallas Mavericks
2024 DRC Board Chair



Jim Springfield
President, Blue Cross and
Blue Shield of Texas
2025 DRC Board Chair



TABLE OF CONTENTS

3 Serving Our Members

4 Strategic Plan

5 Tomorrow Fund

6 Prosperity & Economic Development

8 Education, Talent & Workforce

10 Public Policy

12 Diversity, Inclusion & Community Engagement

14 Leadership Programs

15 Talent Strategies

16 Executive Engagement



SERVING OUR MEMBERS: 2024 BY THE NUMBERS

Your investment in DRC membership enables us to provide the highest-quality member benefits, including access to our events, research, and data, connections with decision-makers at our events or council and task force meetings, and more.

Here's a look at how we served our members in 2024.

700+
members and partners
representing **27** industries

in

4
countries

including

71



companies

over

7,000

attendees at **105** DRC events
with **160+** high-caliber speakers

14

councils and
task forces

with

430

companies engaged

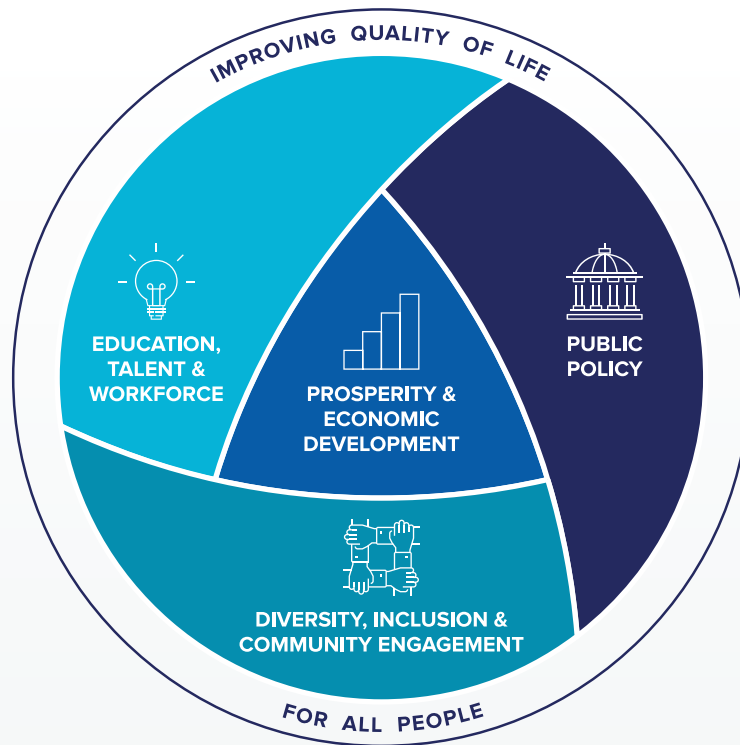
and

140+

subject matter
experts at meetings
and programs

1,800+ individuals from **270** companies engaged in Leadership Programs

BUILDING TOMORROW TOGETHER 2024-2026 STRATEGIC PLAN



PROSPERITY & ECONOMIC DEVELOPMENT

We champion the growth of existing companies and the innovation ecosystem in the Dallas Region while positioning our region as a prime destination for living, working, and doing business.



EDUCATION, TALENT & WORKFORCE

We foster a talent pipeline that meets the needs of employers and prepares workers and future workers for job opportunities that lead to a fulfilling life and career.



PUBLIC POLICY

We advocate for policies and outcomes that preserve Texas' economic competitive advantage and support a prosperous life for Texans in the near and long term.



DIVERSITY, INCLUSION & COMMUNITY ENGAGEMENT

We work to narrow opportunity gaps that exist within companies and communities to promote a high-quality life for all people in the Dallas Region.

TOMORROW FUND

Investing in the DRC's Tomorrow Fund makes possible our strategic efforts to *improve the quality of life* for all people while *enhancing the business climate* and economy of the Dallas Region. By investing in the Tomorrow Fund, you become a valued partner in our long-term mission and enhance your company's ability to do good for our region and all the people who live, work, and do business here.

BUILDERS OF TOMORROW

Thank you to our top investors of 2024.

TOYOTA



BlueCross BlueShield
of Texas

MCKESSON

BCG



TEXAS
INSTRUMENTS

AT&T

Grant Thornton

American Airlines

COMMUNITIES
FOUNDATION of TEXAS

BaylorScott&White
HEALTH

ONCOR.

WELLS
FARGO

ATMOS
energy

BANK OF AMERICA

verizon

Comerica Bank.

AECOM

JPMORGAN CHASE & Co.

HUNT
CONSOLIDATED, INC.

CROW
HOLDINGS

MCCARTHY

EY
Building a better
working world

Deloitte.

HILLWOOD
A PEROT COMPANY®

HILTI

Fidelity
INVESTMENTS

KPMG

forv/s
mazars

Southwest

7
ELEVEN

Frito Lay

Jacobs

HAYNES BOONE

Locke
Lord

accenture

PNC BANK

pwc

amazon

Capital One

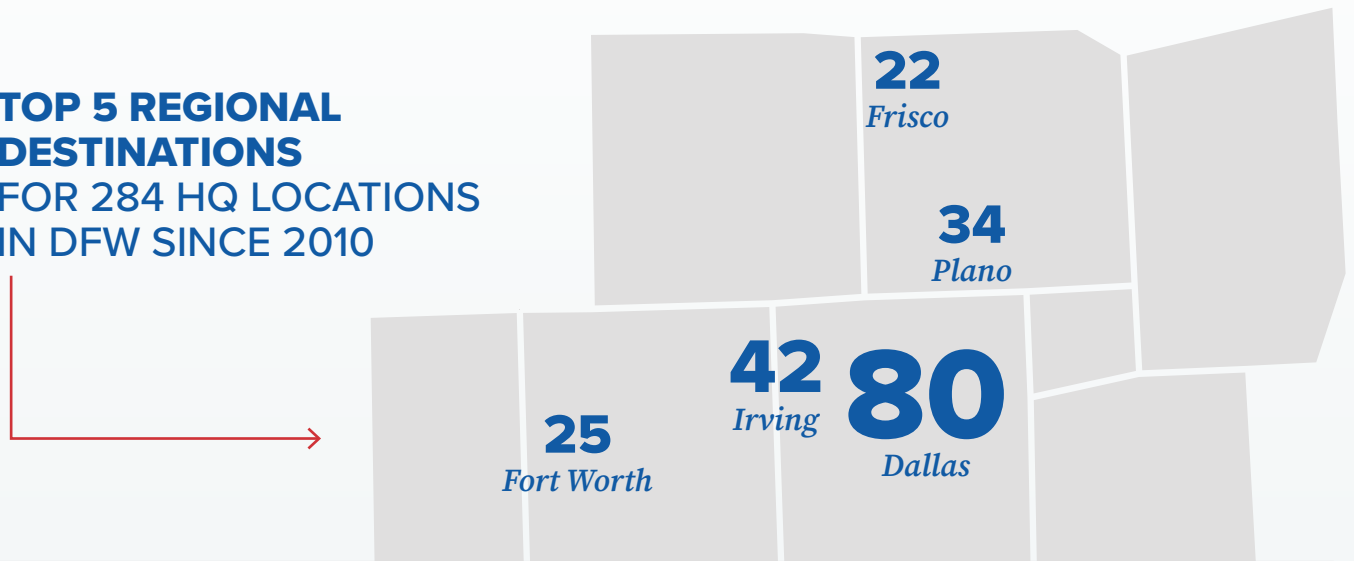
PROSPERITY & ECONOMIC DEVELOPMENT

The DRC works to ensure local companies and talent enjoy an ecosystem that promotes innovation and helps them grow and prosper. We promote the advantages of the Dallas Region to attract nonlocal companies and talent who can make valuable contributions to our community.

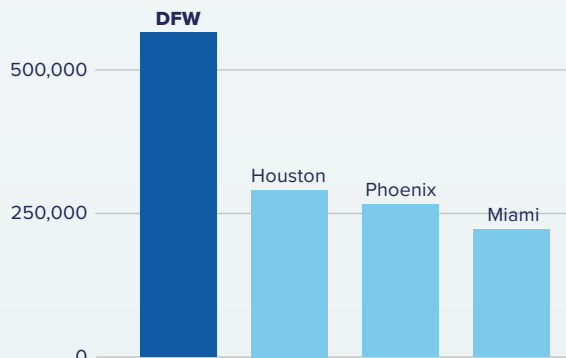
2024: BY THE NUMBERS

97 corporate locations & expansions *across* **31** regional cities *including* **32** headquarters *and* **12** Southern Dallas County projects

TOP 5 REGIONAL DESTINATIONS FOR 284 HQ LOCATIONS IN DFW SINCE 2010



+ **81** headquarters *across* **28** other regional cities



DFW RANKS #1 IN THE U.S. FOR FIVE-YEAR JOB GROWTH AMONG MAJOR METROS

FUELING INNOVATION FOR THE FUTURE ECONOMY 2024 IN REVIEW

The DRC works to drive growth in emerging, innovative sectors to help ensure good jobs and a strong economy now and into the future.



DFW *leads* the nation in growth in tech jobs over five years

Secured **3** life science corporate locations to grow the sector in our region

Held first-ever Convergence AI Dallas conference with **650+** attendees representing leading companies

Promoted the Dallas Region's innovation ecosystem through **DallasInnovates.com**, which has been visited by more than **1.2 million** people

Convened 13 meetings of the Innovation Task Force and newly launched Tech Policy Task Force, engaging **150+** companies

CHAMPIONING THE DALLAS REGION

AT HOME

50+ presentations on regional economic trends to business leaders to support business and policy decisions

ON THE GLOBAL STAGE

Pitched and led the region's interests alongside Gov. Greg Abbott on two international missions covering *India, Japan, South Korea, and Taiwan*



EDUCATION, TALENT & WORKFORCE

The economic success of the Dallas Region is closely tied to the quality of our regional talent pipeline, from early childhood through K-12, and higher education to a job or career. The DRC fosters collaboration between the local business community and educational institutions to meet the talent needs of our region.

DRIVING ACCESS TO CHILD CARE: 2024 HIGHLIGHTS

Access to quality child care enables workforce participation among parents.

110+

*companies
recognized as:*
presented by the DRC



20

companies engaged
in Child Care
Policy Work Group

3

jurisdictions adopted **100%**
property tax exemptions for
child care providers, which was
created after DRC-led advocacy

DFW HEALTH CARE & IT TALENT PIPELINE PORTAL

Our one-of-a-kind resource allows employers and education systems to work from the same playbook.



Explore the dashboard: talentpipeline.dallaschamber.org

BUILDING OPPORTUNITIES FOR ADULT EDUCATION

A DRC representative has been appointed to a statewide advisory committee on the creation of Adult Charter High Schools.

WORKFORCE DEVELOPMENT

Support education to enhance career opportunities

for

4M+

Texans over 25 without a high school diploma

INVESTING IN OUR FUTURE

The DRC invested Tomorrow Fund dollars into key initiatives that support critical education and workforce opportunities.



WORK-BASED LEARNING ALLIANCE

To enhance high school student access to internships in Southern Dallas County



DALLAS EDUCATION FOUNDATION

To support early literacy development initiatives



DALLAS ISD

To pilot tutoring in artificial intelligence on select campuses

TRACKING OUR FUTURE WORKFORCE

Our new Education, Talent & Workforce Dashboard offers a one-stop resource for regional data on:



Reading and Math Performance



Postsecondary Readiness



Living Wage Attainment



And More

Sourced from **9** different resources to capture **11** different counties and **170+** educational systems.

View the latest data at:
dallaschamber.org/edworks-outcomes



PUBLIC POLICY

As the voice of the Dallas Region's business community, the DRC connects member companies with key stakeholders at all levels of government to advocate for pro-business, pro-growth policies that ensure the continued prosperity of our region while supporting a high quality of life for all.

ADVOCACY IN ACTION: 2024 BY THE NUMBERS

200+

engagements with elected officials representing **90+** local, state, and federal districts

240

member companies engaged

22

council & task force meetings

CONNECTING WITH DECISION-MAKERS

Our 2024 Public Policy events drew companies and officials from all levels of government to have important conversations that strengthen our ability to advocate. Here are a few highlights.

D.C. FLY-IN

22 member companies represented

15 meetings with members of Congress

5 federal agency briefings



DALLAS REGIONAL DAYS

44 elected officials attended

72 companies engaged

15 site visits across the region



CONGRESSIONAL FORUM

4 members of Congress on stage

15 local and state elected officials attended

78 companies attended



89TH TEXAS LEGISLATIVE SESSION AGENDA

Carefully planned in 2024 through a collaborative process, our state legislative agenda establishes our key priorities for advocacy.

6
month planning process

78
member companies participated

ECONOMIC DEVELOPMENT & INFRASTRUCTURE

Promoting a business-friendly Texas by advocating for balanced taxes, diverse energy, investments in infrastructure, and expanded broadband to support growth.

TECH POLICY

Supporting innovation and infrastructure to ensure continued growth and seamless collaboration in the Dallas Region.

QUALITY OF LIFE

Advocating for policies that ensure safe communities, accessible housing, and a vibrant region for all residents and businesses.

EDUCATION & WORKFORCE

Supporting investments in child care, education, and workforce training to strengthen the Dallas Region's talent pipeline.

HEALTH CARE

Working to improve health care access and drive innovation, supporting biotech growth, life sciences, and flexible employee health care options.

BUILDING A BRIGHT DALLAS FUTURE

The DRC's endorsement and advocacy helped pass the City of Dallas 2024 bond package, keeping the heart of our region strong.

\$1.25B investment *across* **10** areas of need


street improvements


parks & trails


flood protection


public safety


library upgrades


arts & culture


economic development


accessible housing


homelessness solutions


IT infrastructure

DIVERSITY, INCLUSION & COMMUNITY ENGAGEMENT

The DRC works with companies and the community to increase diversity and access for under-championed populations at all levels of business and throughout the community. We help companies be great partners in diversity, inclusion, and community engagement throughout the Dallas Region.

DISABILITY INCLUSION TOOLKIT

In 2024, we launched the first-of-its-kind Disability Inclusion Toolkit to help address wage and employment gaps experienced by people living and working with seen and unseen disabilities while promoting more inclusive work cultures that can result in a stronger bottom line for companies.

Award-winning resource:

Received the prestigious Martha Arbuckle Award from Gov. Greg Abbott

5k+ impressions on the toolkit

250+ leaders engaged at the 2024 Inclusion Conference



Get started at: dallaschamber.org/disability-inclusion

PROMOTING PUBLIC SAFETY THROUGH EDUCATION

Public safety is essential to a prosperous future, so we work to build connections and trust between institutions of public safety and the communities they serve.

6K

Students engaged with 911 best practices through distribution of an educational coloring book developed by Leadership Dallas

50+

Leadership Dallas class members volunteered 1k+ hours in support of the employees of the Dallas 911 Call Center

150+

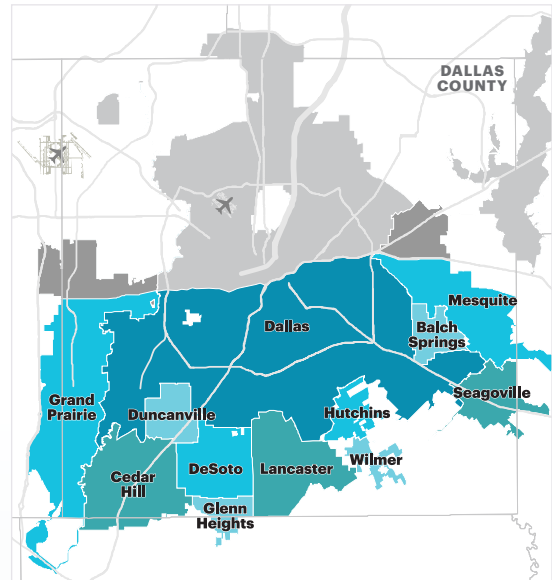
Companies engaged with public safety conversations and officials through DRC meetings, programs, and events



SOUTHERN DALLAS COUNTY VISION TOURS

Our Vision Tours spotlight Southern Dallas County's businesses, innovators, and growth opportunities, aiming to drive investment and inclusive economic development in this historically under-championed community.

- 6** Southern Dallas County Vision tours
- 45** companies and organizations engaged
- 5** cities highlighted



SEEDING ECONOMIC EMPOWERMENT

The DRC's Tomorrow Fund provided seed funding to the Latino Culinary Institute, supporting the training and development of future Latino restaurant owners, chefs, and culinary professionals to build fulfilling careers.

Our grant enabled:

600+
hours of Cocina 101 curriculum on restaurant start-up and management

70%
of participants in Cocina 101 are women of color

DOING GOOD TOGETHER

The DRC connected members and staff to:

3,000+ volunteer hours
with

45+ nonprofits and community organizations.



LEADERSHIP PROGRAMS

The DRC's suite of leadership programs develops the leaders our companies and region need through programming thoughtfully designed for every career stage.



Leadership Dallas is the region's premier leadership program designed to help executives understand how to use their expertise to address challenges and opportunities facing the Dallas Region through hands-on curriculum.

50+ *volunteering* **1,000**
Leaders Hours over 10 months



Leadership Dallas Alumni helps alumni of Leadership Dallas maintain connections with each other and the challenges and opportunities facing the Dallas Region so they can continue to build a legacy of change-making.

2,300+ *across* **70**
Alumni Industries



Young Professionals, or YP, connects emerging leaders of the Dallas Region to broaden their networks and perspectives while developing their leadership skills for the future of their careers and our region.

16+ *connecting* **1,700+**
Events Rising leaders



Through a hands-on curriculum, LEAD YP deepens young professionals' understanding of their leadership style and primes them to grow into leaders who champion the Dallas Region.

50+ *recieved* **1,500+**
Emerging leaders Cumulative hours of training

TRANSFORM YOUR COMPANY'S TALENT STRATEGIES



The DRC's new six-month program is designed for senior talent and HR professionals looking to drive innovative talent and workforce strategies.

You will experience hands-on sessions focused on:



Designing job descriptions and a brand to attract talent



Creating an internal culture that retains talent



Defining internal pipelines and upskilling programs to develop talent



Developing a talent action plan customized to your company's needs

Bring talent opportunities and challenges to Talent Labs and workshop solutions and strategies with your peers and experts from the DRC and Jobs for the Future.

To register, email talent@dallaschamber.org.

EXECUTIVE ENGAGEMENT

Through the DRC, C-suite executives build relationships and identify opportunities to collaborate for the good of your companies and the continued prosperity for the Dallas Region.

BOARD OF DIRECTORS

The Board of Directors represents the DRC’s most engaged members, and service on the Board provides access to exclusive networking and strategic business opportunities plus unique insights to support informed leadership.

→ **133**
companies and organizations represented

EXECUTIVE CIRCLE

Executive Circle brings together top executives from qualifying member companies to engage with opportunities and challenges facing today’s companies.

Top executives from
→ **312**
member companies engaged

WELCOMING NEW EXECUTIVES

The DRC tracks promoted and relocated executives in the Dallas Region, helping to keep established leaders informed of their peer network and fast-track new executives’ transition into our business community through unique opportunities to build connections.

→ **150+**
new executives engaged

EXECUTIVE WOMEN’S ROUNDTABLE

Senior executive women representing diverse industries take advantage of this program to build relationships, overcome challenges, and grow their professional and personal lives through exclusive programming designed by members for members.

→ **10** events in 2024 connecting
128
members from **117** companies



ENGAGE WITH DRC MEMBERSHIP



A DRC membership provides you and your team unparalleled access and connections to the Dallas Region business community. Our Membership team is ready to help create an engagement plan to help you take advantage of each of your DRC member benefits.

Promote and shape business initiatives and impact in the Dallas Region through
COUNCILS AND TASK FORCES

Inform business decisions with access to premier and customizable
RESEARCH AND DATA

Attract, retain, and develop top talent your company needs with our
TALENT STRATEGIES

Increase your visibility among high-powered audiences with our
MARKETING OPPORTUNITIES

and more

**READY TO MAXIMIZE HOW YOUR
TEAM USES YOUR DRC MEMBERSHIP?**

We want to meet with you and create a plan to help you meet your company's goals.

Contact memberinfo@dallaschamber.org

DRC

DALLAS REGIONAL CHAMBER

**NATIONAL
CHAMBER
OF THE YEAR**

