APPENDIX A: REGIONAL PROFILES

About the Regional Profiles

To approach economic development in Texas with a one-size-fits-all strategy would overlook what makes the Lone Star State special: the diversity of our land, people, natural resources, and businesses. Each region in Texas offers unique strengths and opportunities. Our community-driven approach to economic development is fundamental to our ability to remain agile and develop strategic resources that best support hardworking Texans and innovative Texas businesses. By highlighting the advantages within each region, the regional profiles can serve as assets to communities developing their own strategies.

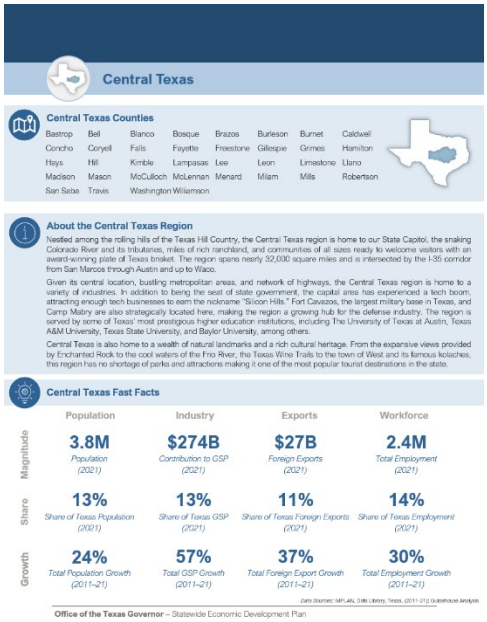
Boots-on-the-ground regional and economic development leaders are best positioned to understand their regions' needs and which actions will create the most impact. The regional profiles can serve as a resource for these leaders as they use the data and key insights included in each profile to further understand their region's economic landscape and trends. Businesses can also leverage the regional profiles to understand regional characteristics as they consider where to establish and grow their businesses.

How to Read the Regional Profiles

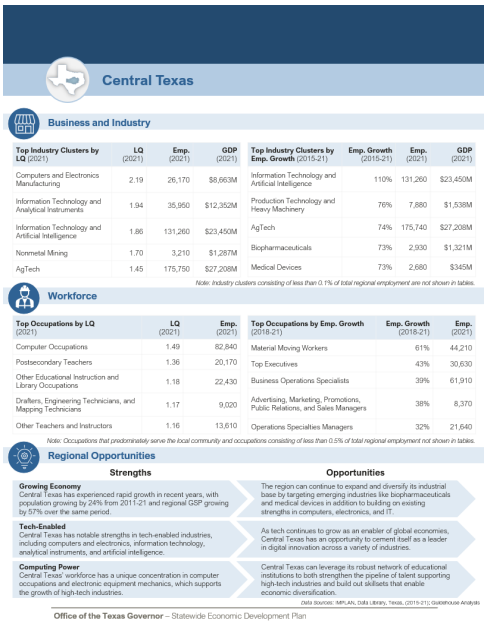
The profiles consist of the following pages for each region, which are sampled in the figures below:

- **Regional Profile Cover Page:** The first page begins with a definition and overview of the region and highlights key assets, trends, and fast facts, including statistics on the region's population, industries, exports, and workforce.
- **Regional Profile Detail Page:** The second page provides detailed data and insights regarding the region's top industry clusters, fastest growing industry clusters, top occupations, and fastest-growing occupations. A summary of key takeaways, which outlines regional strengths and opportunities, is also included.

Sample Regional Profile Cover Page



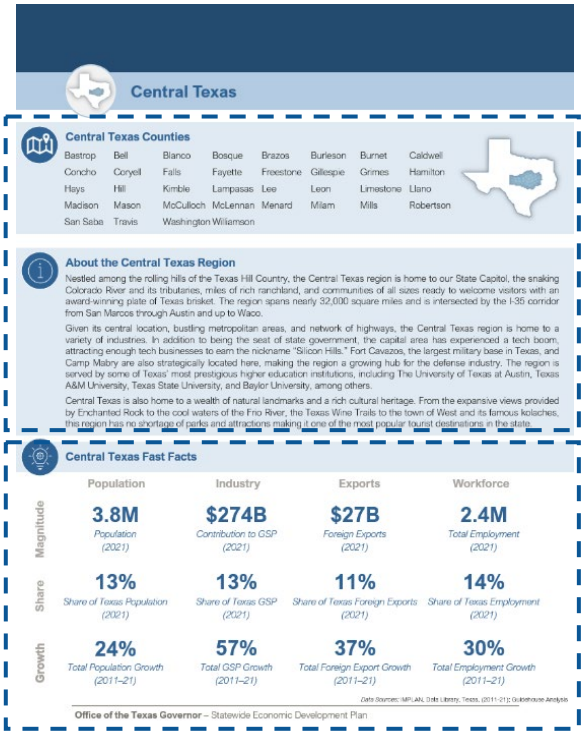
Sample Regional Profile Detail Page



Key Elements of Regional Profiles

The regional profiles contain the following key elements, which are highlighted and described next to the sample pages below:

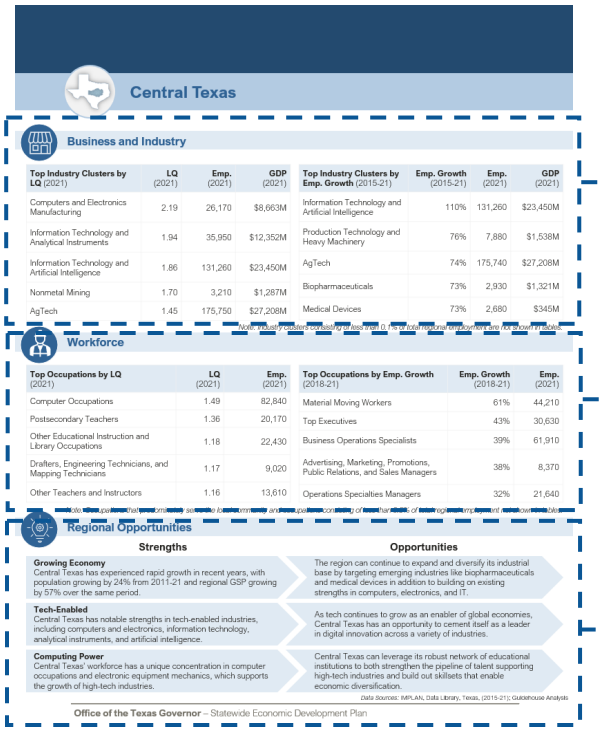
Sample Regional Profile Cover Page



- **Region Definition and Description:** The first two panels of the cover page provide a list of all the counties included in the definition of the region as well as a narrative description of the region's geography, key assets, and noteworthy characteristics.

- **Region Fast Facts:** The third panel of the cover page summarizes fast facts for the region, including statistics about the magnitude, relative size, and growth of the region's total population, GDP contribution, foreign exports, and workforce.

Sample Regional Profile Detail Page



- **Region Business and Industry Analysis:** The first panel summarizes top industry clusters in the region, first by the relative employment concentration, measured by Location Quotient (LQ), and then by employment growth.

- **Region Workforce Analysis:** The second panel summarizes top occupations in the region, first by the relative employment concentration, measured by LQ, and then by employment growth.

- **Regional Opportunities:** The last panel on the page provides key takeaways for the region, including high-level strengths and opportunities.