

inwAco

Greater Waco Employers Need Talented People NOT CURRENTLY in the Area.

TALENT
RECRUITMENT
(Experienced Talent)

TALENT
RETENTION
(Recent Grads)

REMOTE
WORKERS
(Flexible
Work/Living)



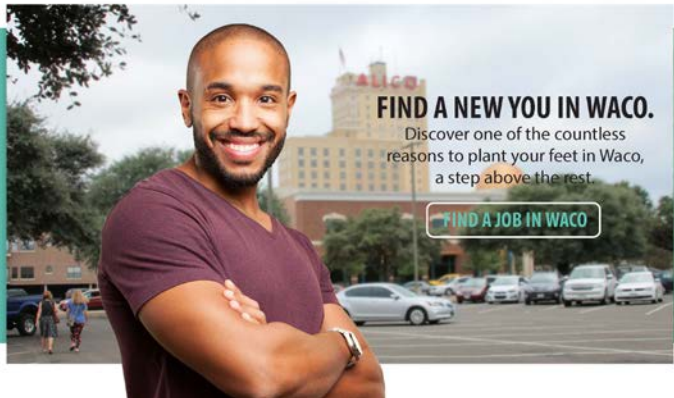
TALENT RECRUITMENT CAMPAIGN



LIVE WORK LEARN PLAY

EMPLOYERTOOLKIT ABOUT US

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INITIAL inWACO WEBSITE DESIGN

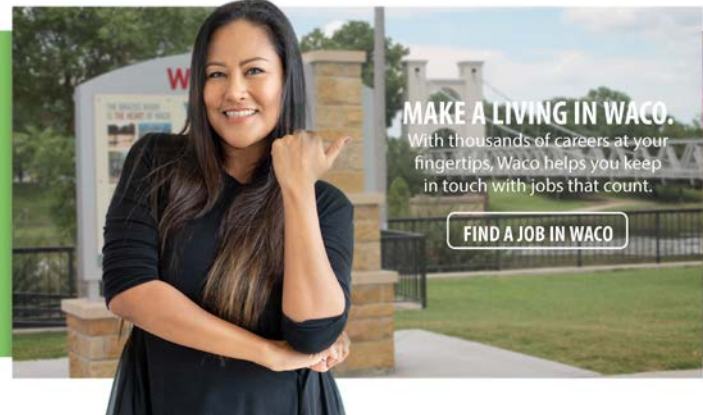
LIVE, WORK, LEARN & PLAY inWACO



LIVE WORK LEARN PLAY

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THERE'S PLENTY TO DO IN WACO.

From Cameron Park to craft breweries and beyond, Waco has year-round, non-stop fun for the whole family. You can enjoy delicious food, amazing art, and interactive museums just in downtown.



Waco is home to the second largest municipal park in the U.S. - Trip Advisor

Food & Drink

The heart of Texas is known for its world-class barbecue and steaks, but Waco's food scene has more than 250 dining options including American, Asian, Italian, Mediterranean, Mexican, Thai-Viet, barbecue, steak and seafood, coffeehouses and more to satisfy your appetite. Whether it's a quick bite to eat from a local food truck or a sit-down-and-relax dining experience you are looking for, Waco has something to offer throughout the city for all palates and budgets.

LEARN MORE



The Great Outdoors

From hiking and biking trails and water sports to athletic events, there is always something fun to do in Waco. Waco's Cameron Park is one of the largest municipal parks in Texas. The beautiful park features towering trees, breathtaking cliffs and a National Recreation Trail system. For more than 100 years, the 410-acre park has been constantly abuzz with parties, festivals and sporting events. The relatively mild climate in Central Texas makes an active lifestyle easy year-round.

LEARN MORE



Music & Arts

Waco's cultural opportunities offer a wide spectrum of engaging opportunities for learners and visitors of all ages. The city is home to multiple arts organizations that stage both theatrical and musical productions and an exhibit. It also features several museums and historical homes that bring the history of Waco to life.

LEARN MORE



Attractions

The Waco Mammoth National Monument, part of the National Park System, is a 100-plus acre stretch of wooded parkland providing a glimpse into the lives of Columbian mammoth bones discovered in Waco along the Bosque River.

LEARN MORE



WORK IN WACO

No matter your position or career path, Greater Waco has an opportunity to grow your career. Forbes magazine has named Waco as number three on its list of best cities in the United States for new jobs. With new and growing businesses in every sector and industry, Waco is a place to start or further your career.



Internships

Internships are a critical part of our workforce and the development of a strong talent pipeline.

Start Ups & Entrepreneurs

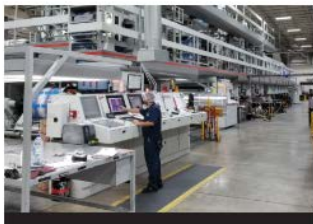
Greater Waco's entrepreneurial ecosystem has led to rapid growth in the innovation sector.

Greater Waco is home to Fortune 500 companies, local start ups and businesses at every size in between.

Advanced Manufacturing

At 14% of the local economy, the Waco MSA exceeds both the State and the Nation in manufacturing as a percentage of the industry base. Manufacturers include transportation equipment, components, pharmaceuticals and advanced food products, and all benefit from a strong pipeline of industrial talent.

MANUFACTURING JOBS IN WACO



Aviation, Aerospace & Defense

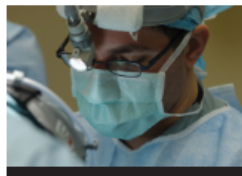
Waco has more than 40 aviation and aviation-related companies that manufacture aircraft, components and materials. Greater Waco is home to three airports (Waco Regional Airport, McGregor Executive Airport, Texas State Technical College Industrial Airport) and four aviation curriculum schools. From American Eagle jet flights to and from DFW International Airport, to the 5,800 industrial runway at Texas State Technical College, the Greater Waco community has invested heavily in the aerospace industry.

AVIATION JOBS IN WACO

Healthcare Technology

The area's medical sector is experiencing vigorous growth with more than \$720 million in investment and expansion since 2005. Health and education employment accounts for 17 percent of the economy, and Waco's two non-profit academic hospitals, Ascension Providence and Baylor Scott & White Medical Center - Hillcrest, are two of the top five employers in Greater Waco.

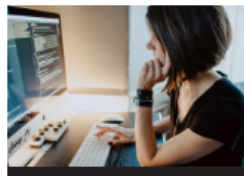
HEALTHCARE JOBS IN WACO



Professional & Financial Services

This industry ranges from legal, finance and insurance to business support, engineering and technical consulting services. Many of these companies are shared service operators where Greater Waco serves as a regional headquarters.

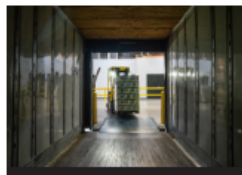
PROFESSIONAL JOBS IN WACO



Supply Chain & Logistics

Our community understands that location, transportation assets and the workforce are vital to this industry's bottom line. In addition to Waco's central location within 200 miles of the State's largest metro, Greater Waco is within two-days travel of most of the United States. Access to Interstate 35, four State and Federal highways, three rail providers and three airports provides a cost-saving competitive edge to logistics operations located in the community.

SUPPLY CHAIN JOBS IN WACO



PROJECTED SITE WITH (SAMPLE) INDUSTRY PARTNERS

DATA MINING:

Finding the individuals (based on characteristics) and how to best reach them.

CREATIVE:

Designing ads & marketing pieces to engage the individuals.

PLACEMENT:

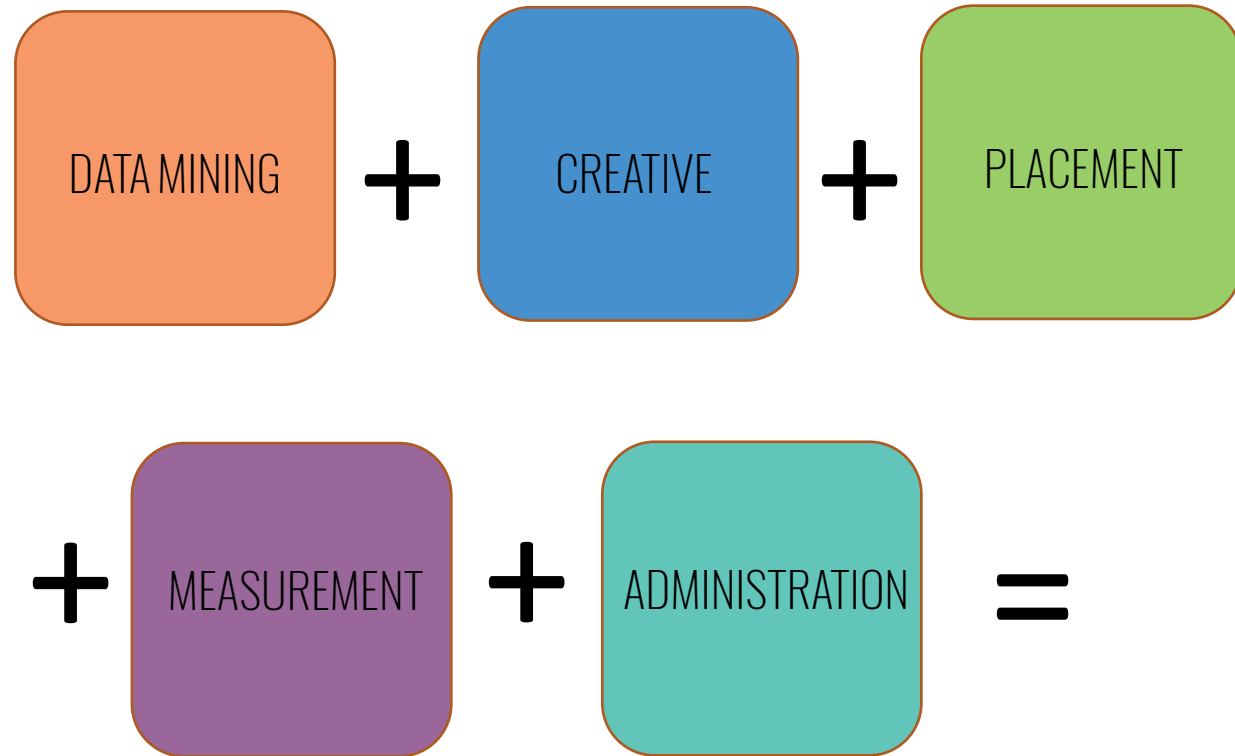
Strategically ad placement to reached the desired audience.

MEASUREMENT:

System to track the success of each campaign.

ADMINISTRATION:

Salesforce CMS; personal outreach.



A DATA DRIVEN STRATEGY



SAMPLE of ONE MONTH

DIGITAL AD PLACEMENTS FOR INDUSTRY SECTOR

QUALITY OF LIFE	QUALITY OF LIFE	QUALITY OF LIFE
QUALITY OF LIFE	QUALITY OF LIFE	QUALITY OF LIFE
ENGINEER	ENGINEER	ENGINEER

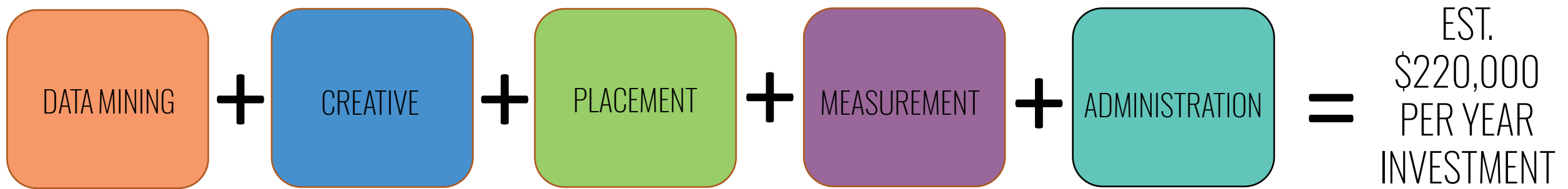
QUALITY OF LIFE	QUALITY OF LIFE	QUALITY OF LIFE
ENGINEER	ENGINEER	ENGINEER
ENGINEER (Investor Sponsored Content)	ENGINEER (Investor Sponsored Content)	ENGINEER (Investor Sponsored Content)

INVESTMENT PARTNER OPPORTUNITY:

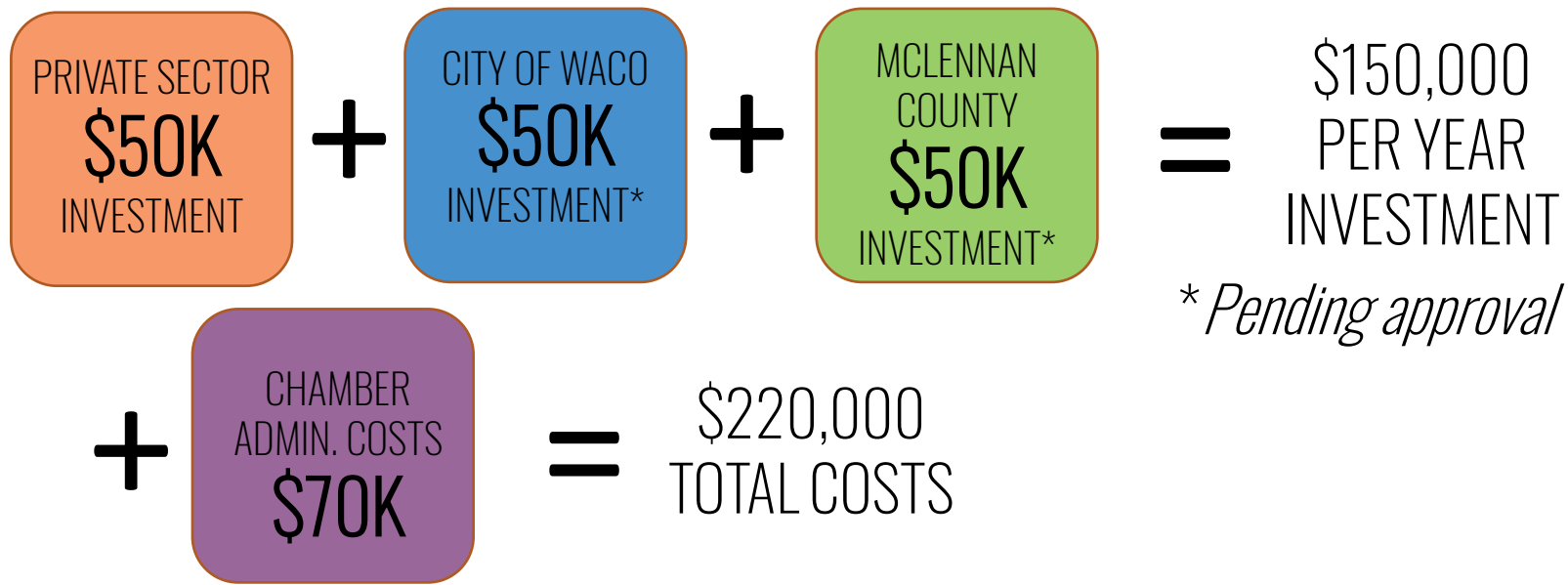
- Logo/Link on inWaco website homepage
- Digital ads created with job specifics & logo placement that links directly to the inWaco Target Industries Subpage



ESTIMATED COSTS:



ESTIMATED INVESTMENTS:



ADMINISTRATIVE COSTS:

- PROGRAM ADMINISTRATION
- SYSTEM MAINTENANCE
- PERSONALIZED OUTREACH, COMMUNICATION & FOLLOW UP WITH INTERESTED PARTIES
- CONCIERGE SERVICES FOR CANDIDATES





Thank you!