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# **Perry Announces Nationwide Campaign to Attract Businesses to Texas**

*"Moving to Texas" Marketing Campaign to Highlight Texas Pro-Business Climate*

SAN ANTONIO – Today Gov. Rick Perry announced a nationwide advertising campaign to promote Texas as a leading business destination in a speech to CoreNet Global, an association of over 7,500 corporate real estate executives, service providers and economic developers based on 5 continents.

Site Selection Magazine, the world's foremost publication for business expansion and relocation, recently named Texas the top state in the nation to do business. Earlier this year, Southern Business & Development magazine named Gov. Perry the top individual nationally making a difference in job creation.

"Creating an environment for job growth, opportunity and prosperity for the people of Texas is among my chief priorities as governor, and I am proud that our state is on the leading edge of economic development," Perry said. "Economic growth is about more than paychecks. By creating jobs, we create the wealth that generates the tax revenue to fund important priorities such as education, health care and transportation."

Perry announced that Texas will undertake an aggressive, nationwide marketing campaign promoting Texas as the top state in the country to do business. The advertising campaign will include billboards and direct mail to over 3,500 CEO's and site selectors across the country.

"I believe that when employers are given the opportunity to examine the Texas record for themselves, they will see that you couldn't pick a better state to run a business," said Perry. "You can grow here, succeed here and prosper here. We have cultivated an economic climate in Texas that rewards hard work and welcomes new ideas."

Site Selection Magazine said in creating jobs "Texas' not-so-secret weapon is the Texas Enterprise Fund (TEF), a \$295 million fund established in 2003 to help lure projects to the state." Thus far, Texas has committed \$181 million from the TEF that will create more than 14,000 new jobs and almost \$6 billion in capital investment in the Texas economy.

"But there is more to Texas' business climate than TEF money, Corporate America has taken note of the

state's recent passage of a constitution amendment mandating tort reform," said Site Selection Magazine. "By one estimate, the state's lawsuit reform measures will lead to the creation of more than 240,000 permanent jobs and add \$36 billion to the Texas economy."

The magazine also noted that Texas "is also investing heavily in education despite a recent \$10 billion budget shortfall which has been eradicated – without raising taxes."

In the last two years, the Texas job creation climate has surged:

- The data shows that Texas is helping to lead the national economic recovery, with 123,700 jobs added in the last 12 months.
- Last year, Texas attracted nine of the 20 largest capital investments in the nation, including a new Toyota plant in San Antonio and a \$3 billion expansion by Texas Instruments.
- This year Texas had the largest job expansion announcement nationwide in the first quarter when Vought Aircraft announced it would consolidate operations and bring 3,000 additional jobs to North Texas.
- Texas has become the largest exporting state in the nation, recently surpassing California. We export \$42 billion in goods and services to Mexico alone with 12 separate industries in Texas exporting more than \$1 billion in products and services to Mexico.
- In the first quarter of this year, Texas exports were up 22 percent to Mexico and even higher to nations in Asia and Europe.

Perry also recently announced that Texas is in the process of implementing a new cluster initiative to foster growth in six high-tech industries that will provide the jobs of the future. The state will work to promote industry clusters across the state.

"While job creation is fundamental to generating revenue for government, its primary purpose is first, and foremost, about allowing more families to fulfill their dreams," said Perry. "Job creation can lift people out of poverty, expand the horizons of opportunity and grow our economy better than any one government program."