

TEDC 2022 CEDA APPLICATION

All Applications Must Be Received by August 19, 2022

The 2022 CEDA nominations will be judged in each of the five categories that have made the most significant contribution to economic development in their community and the State of Texas.

AWARD CATEGORIES

The CEDA will be given to one community from each of the following five population categories: (as currently marketed). Mark the population category for which you are applying.

- Population less than 10,000 _____
- Population 10,001 to 20,000 _____
- Population 20,001 to 50,000 _____
- Population 50,001 to 100,000 _____
- Population 100,001 to 250,000 ✓
- Population 250,001 and above _____

NOMINATION:

Name of Community: Amarillo

TEDC Member Name: Kevin Carter (individual member, not organization)

Telephone #: (806) 379-6411

Email Address: Kevin@amariilloedc.com

Community Population (as currently marketed): 200,000

Application Submitted By: Amarillo EDC - Kevin Carter

Email Address: Kevin@amariilloedc.com

Media Contacts: [optional]

Organization: Amarillo EDC Contact Name: "

Email Address: "

Organization: _____ Contact Name: _____

Email Address: _____

SUBMITTED FOR:

- Business Retention
- Business Attraction
- Business Expansion
- Community Involvement

SUMMARY REVIEW

Please attach a brief description of the economic development efforts and accomplishments of the project or program (specific to the project or program for which you are submitting the application). Within this description, address the awards criteria of innovativeness, transferability, community commitment, measured objectives and secondary benefits. The narrative portion of the application is limited to four (4) conventionally formatted 8.5" x 11" pages. Please also submit up to five (5) digital photographs (jpeg) to amy@texasedc.org. The photos must be submitted with the application form. The photographs will be presented during the CEDA luncheon at the TEDC's 2022 Annual Conference.



Company History

Privately owned and founded in 1973 on the principles of Family, Quality, Integrity and Authenticity, Cacique is now one of the country's top Hispanic food brands – the #1 producer of Hispanic cheeses, creams, yogurts, chorizos and salsas in the United States. Cacique remains dedicated to producing authentic, fresh and high-quality Hispanic products.

Project Overview

Cacique started sourcing locations for their new state-of-the-art manufacturing facility in early 2020 with the help of Site Selection Group. Amarillo was selected in June of 2021. A quote from Cacique's CEO sums it all up best, "After an extensive, national search, we are very happy to select Amarillo, Texas as the location of our new state-of-the-art manufacturing facility. We are grateful to the Governor's office, Randall County and the city of Amarillo for their hospitality, work, and support throughout the site selection process and in helping us usher in the next era of growth for our company. From our first visit, we knew that Amarillo was special. It's a vibrant, thriving and diverse melting pot of cultures and we're thrilled to become part of this local community as we put down some new Cacique family roots in the great state of Texas."

Innovativeness

The Cacique project started as most standard projects do – it was not until the second site visit that the Amarillo team and the Cacique team both separately realized what a fit it was for many more reasons than what was shown on paper. What rested behind every Cacique decision was the company's four principles – Family, Quality, Integrity & Authenticity – and behind those four principles are the employees of Cacique. On the other side of the deal, is Amarillo with its Texas Panhandle roots and its hard-working people. Both Cacique and the AEDC felt the fit when it came down to what truly mattered – the people and community of interested parties. The Amarillo EDC offered a relocation incentive for current Cacique employees that would be moving with the company to help offset moving expenses. The efforts were further carried out after Amarillo was selected. Cacique held informational sessions for all employees and allowed the Amarillo EDC team to address everything Amarillo – by using our existing workforce initiative – Take Root in Amarillo. When hosting zoom calls with interested employees we addressed everything from weather to schools and all specific questions and concerns in between.

Transferability

The transferability aspects of this project are simple, but they require a passionate vision. Communication and teamwork with local partners and community buy-in. Those are the two underlying aspects that landed this project. By having open, frequent conversations with local partners, they felt comfortable with the AEDC team and in turn, they knew how to handle opportunities with the client. Not all answers were the perfect answer or the answer that put Amarillo first in line, but from the first visit, the Site Selection team knew that Amarillo was willing to work with them and willing to work with all local partners to make this project succeed. Involving necessary partners at an early stage, providing high-level needed details about the project, and letting those partners shine is what made Amarillo stand out.

Community Commitment & Leverage

This project would not have happened had it not been for all of the additional incentives available at the local, state, and national levels. The City of Amarillo, Randall County, and Amarillo College all considered and approved a tax abatement of 100% abatement for 10 years. The partnership and preparation from the City and County level in order to seal the deal with this location was the willingness and foresight of City annexation of the property and the partnerships of interlocal agreements for road improvements – which were previously planned and approved to be put into motion alongside any construction plans. South Georgia Street will be expanded to a 5 lane arterial road with deceleration lanes to support industrial traffic. The support of the Economic Development Office of the Governor of Texas sealed the deal for the project – the ability for the State to step in, support and simply acknowledge the project and welcome them to Texas – to show that the state values a company investment and people made Texas stand out and it made Cacique want to call our business-friendly state it's new home. Cacique was awarded a Texas Enterprise Fund Grant for the newly created jobs. Another opportunity that was leveraged to support this project was the award of an Economic Development Administration grant to support the infrastructure needed to develop the business park for its new tenant. A combined effort from a local, state, and national level in order to land this project in Amarillo, Texas.

Measured Objectives

Cacique anticipates creating 200 new jobs in Amarillo which will add a total of \$9,000,000 in new annual payroll to the local economy. The average annual salary of \$45,000+ is above the living wage threshold for Potter & Randall Counties. The capital expenditure on the new facility and equipment is estimated at over \$100 million. The Amarillo EDC has committed a job creation incentive of \$10,000 per job, along with a relocation incentive of \$2,500 for each Cacique employee that will be making the move to Amarillo. The new Cacique facility will be located in the Amarillo EDC South Georgia Business Park on 55 acres that the AEDC conveyed to Cacique. The Amarillo community will benefit from an expected \$525MM in total estimated economic impact over the next 20 years from Cacique's investments.

Secondary Benefits

This project is a perfect example of why, all of us in this industry, do what we do. The groundwork laid by countless organizations and individuals from all over the state of Texas, and in this instance, the High Ground of Texas led to Cacique selecting Amarillo, Texas as the home for a new era in their company's legacy. The secondary benefits that came to light through the Cacique project are benefits from the past and present and the future benefits seem endless.

In all aspects of the term – we believe Cacique was a “home run.” It was a great project to work on from day one and to now continue to work with. Not long after Cacique selected Amarillo, their team hit the ground running to start the construction process and become a community partner. Cacique is the official “double” sponsor of the Amarillo Sod Poodles (Double-A Baseball Team). Every time a double is hit, you see the iconic Cacique logo all over the stadium. In economic development, the reward of our efforts is always a long process, so to cheer for a “Cacique double” at Hodgetown even before the company has had a chance to produce a single product in Amarillo, speaks to the company's culture and excites the entire community to welcome them here.