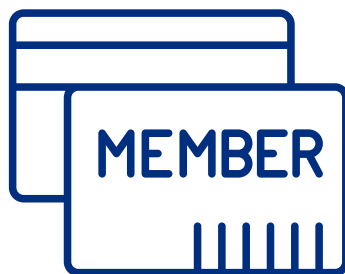




2025

MEMBERSHIP SURVEY REPORT





1,182 Members

As of October 31, 2025



Introduction

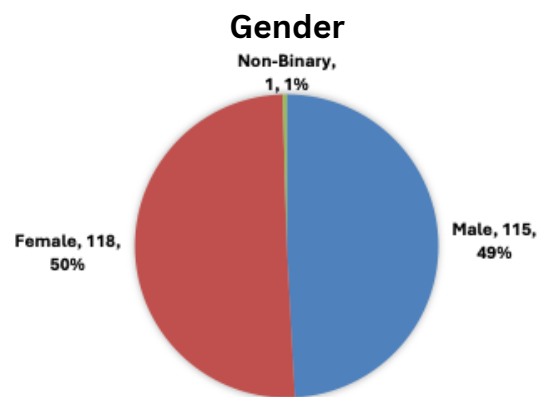
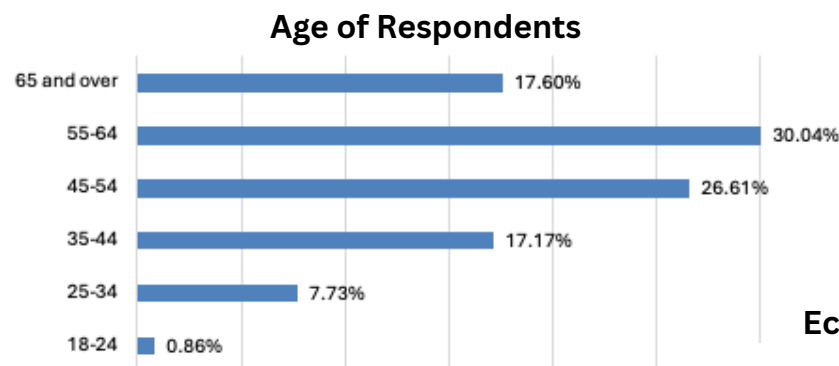
Every two years the Texas Economic Development Council conducts an online survey to gather feedback from our members on the TEDC's programs and services, our overall performance, input for future educational offerings and to learn more about our members.

In May 2025, the TEDC asked our more than 1,100 members to respond to the membership survey. At the close of the survey in July, a total of 234 members responded. The response rate of 21% is similar to the response rate in 2023, but less than the response rate of 27% in 2021.

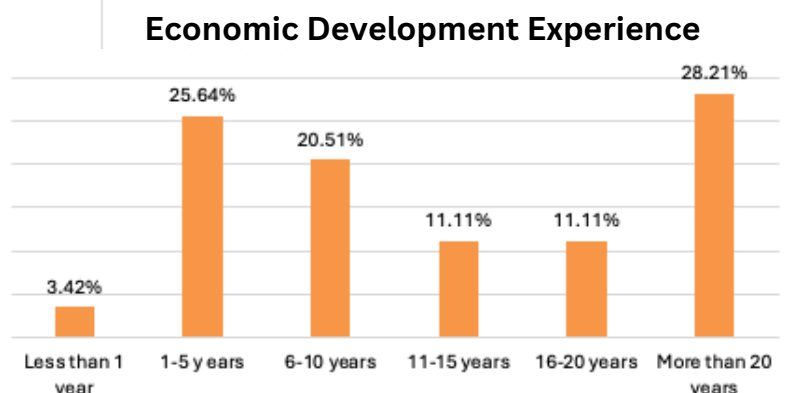
Member Demographics and Experience

Fifty percent identify as female and forty-nine percent identify as male (the closest to parity than any previous surveys).

More than half are between the ages of 45 to 64, nearly 18% are 64 years of age or older, 17% are between the ages of 34 to 44, and roughly nine percent are less than 34 years old.

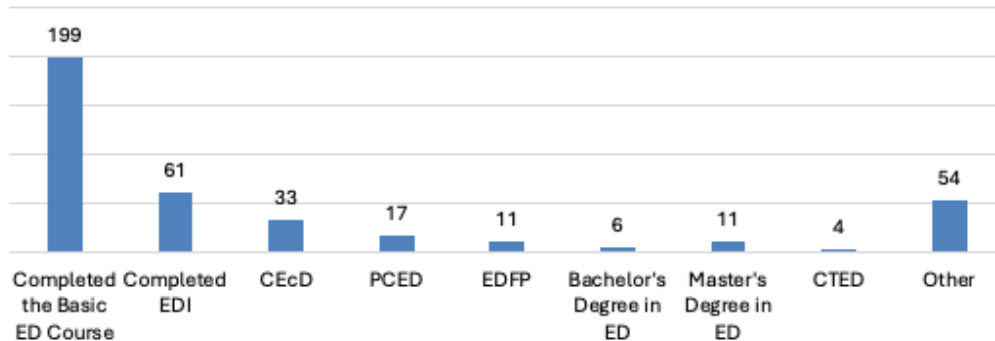


Thirty-nine percent indicated they have more than 16 years of experience in economic development (which is 10% less than reported in 2023), 11% reported they have between 11 to 15 years of experience, 20.5% have 6 to 10 years of experience, and 29% have five years or less of experience in economic development.



Member Demographics and Primary Role

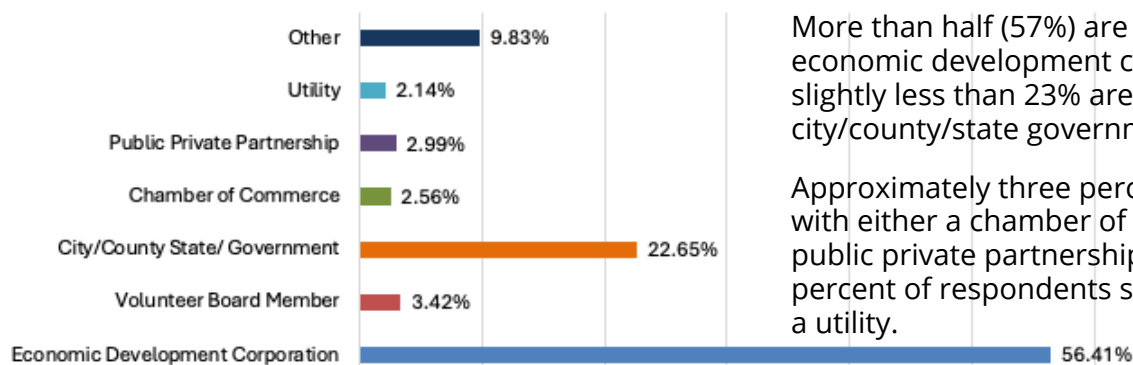
Economic Development Credentials



The vast majority of respondents have completed the Basic Economic Development Course. Roughly 28% have completed courses through the Economic Development Institute, approximately 18% have earned their CEcD certification, eight percent have the PCED certification and five percent are EDFPs (Economic Development Finance Professionals).

The responses for "Other" consisted of certifications such as AICP, MEDP (Master Economic Development Professional, and BR&E Professional (BREP).

Primary Role in Economic Development



More than half (57%) are employed by an economic development corporation, and slightly less than 23% are part of a city/county/state government department.

Approximately three percent are associated with either a chamber of commerce or a public private partnership, and only two percent of respondents stated they work for a utility.

Primary Responsibilities

More than 65% of respondents stated their primary responsibility is Executive Management, while slightly less than 43% focus on Marketing and Business Recruitment.

Approximately 41% responded that they focus on Business Retention & Expansion, and roughly 26% indicated that Workforce Development is their primary responsibility.

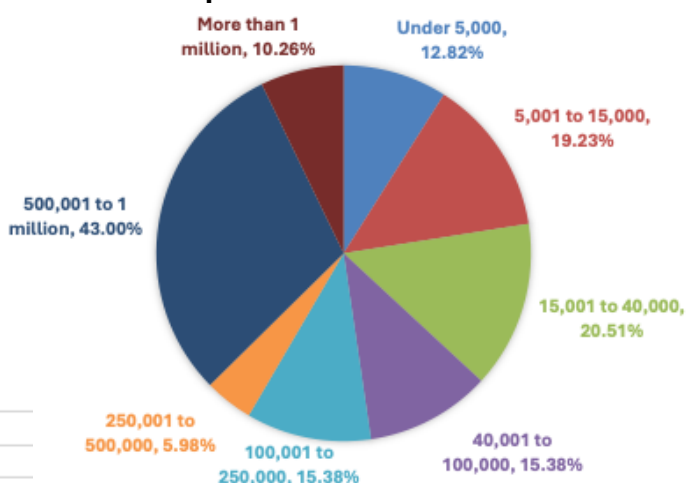


Community Population and Operating Budget

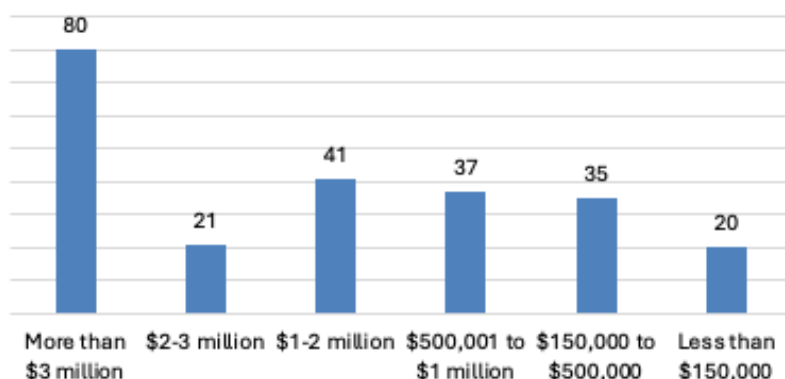
The largest percentage of respondents serve an area of 500,001 to one million in population.

Slightly more than ten percent represent an area of 1 million or more in population while roughly 32% work for communities of less than 15,000.

Population of Area Served



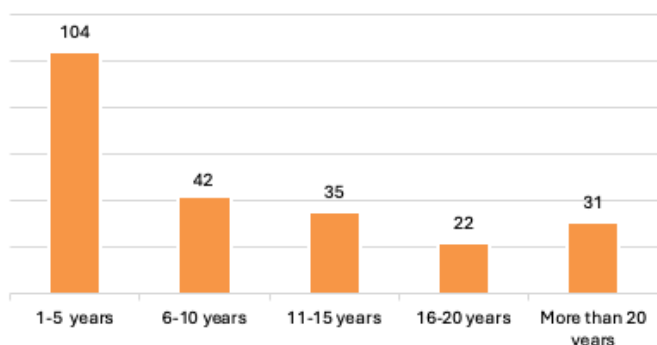
Annual Operating Budget



Approximately thirty-four percent reported that their organization had an annual operating budget of more than \$3 million, while roughly 18% have annual operating budgets of between \$1 to \$2 million. Less than 9% stated their annual operating budget is \$150,000 or less.

Member Experience

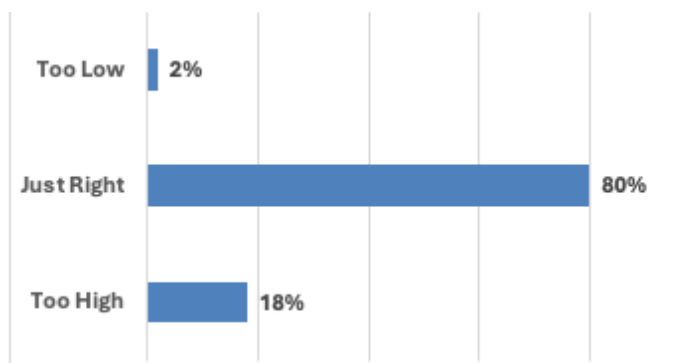
Years a Member of TEDC



Roughly 44% of respondents have been a member of the TEDC for five years or less, 18% have been a member between 6 and 10 years, 15% have been a member between 11 and 15 years, and slightly less than 23% have been a member of the TEDC for 16 or more years.

Annual Dues Rates

Approximately 80% of respondents indicated that the TEDC annual membership dues are priced as *just right*. Only 18% reported that membership dues are *too high*.

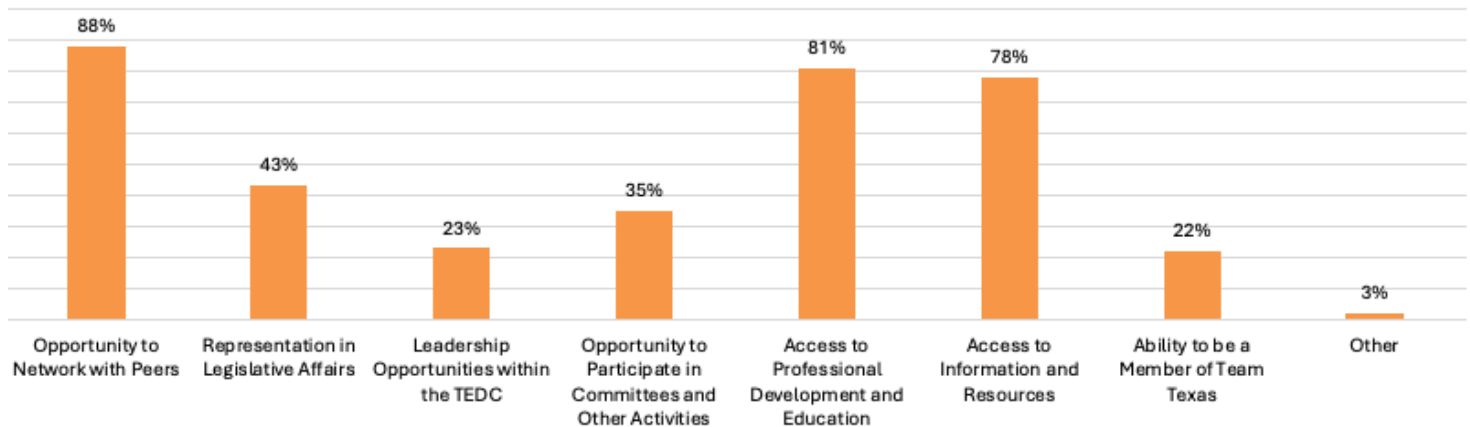


Member Experience

When asked about the primary reason for joining the TEDC as a member, most respondents selected Opportunity to Network with Peers, followed by Access to Professional Development and Access to Information and Resources as the second and third most popular reason.

Opportunity to Participate in Committees and Other Activities ranked fourth and Representation in Legislative Affairs ranked fifth.

Primary Reason for Joining as a Member



Factors for Retaining TEDC Membership

Factor for Retaining TEDC Membership	Very Important	Important	Somewhat Important	Not Important at All
Opportunity to Network with Peers	69.23%	20.94%	8.55%	1.28%
Representation in Legislative Affairs	47.84%	31.90%	18.10%	2.16%
Leadership Opportunities within the TEDC	14.72%	36.80%	36.36%	12.12%
Opportunity to Participate in Committees and Other Activities	12.55%	25.97%	32.47%	29.00%
Access to Professional Development and Education	56.90%	30.60%	10.78%	1.72%
Access to Information and Resources	65.81%	24.79%	8.97%	0.43%
Ability to be a Member of Team Texas	15.42%	25.11%	34.80%	24.67%



Why Renew?

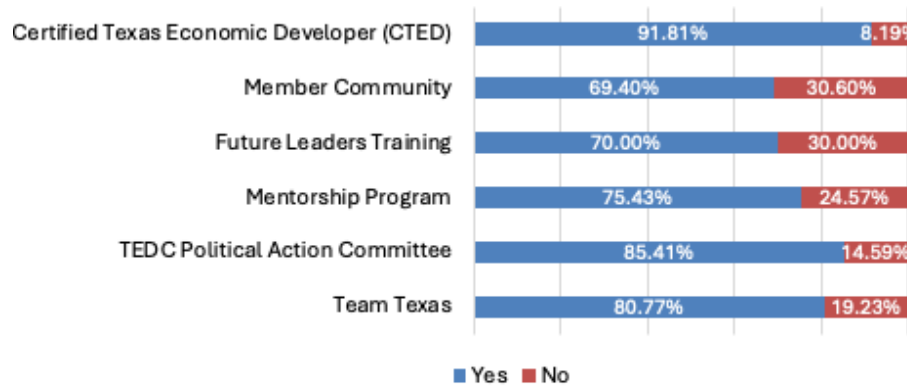
As far as factors most important for retaining membership in the TEDC are Opportunity to Network with Peers, Access to Information and Resources, and Access to Professional Development and Education were rated the highest for *very important*.

Ranked highest as *not important at all*, are Opportunity to Participate in Committees and Other Activities and Ability to be a Member of Team Texas.

Member Experience

Members were asked about their familiarity with specific TEDC programs. Overall, TEDC members are quite familiar with our programs. Room for improvement would be better communication regarding the Member Community, Future Leaders Training and Mentorship Programs. Surprisingly, the TEDC's newest program, CTED, is already very well-known among members.

Familiarity with TEDC Programs



Rate TEDC Programs and Services

TEDC Programs and Services	Excellent	Good	Fair	Poor	No Opinion
Conferences	87	104	15	2	23
Basic Economic Development Course	113	68	6	3	43
Webinars and Other Workshops	52	110	27	5	38
Legislative Updates, Bill Track and Reports	89	101	14	7	19
Award Programs	57	88	32	3	51
Surveys	48	124	16	2	39
Website	78	115	23	2	13
Member Communications	81	116	20	3	12
News & Noteworthy Updates	100	91	20	8	12
Mentorship Program	34	50	20	10	118
Resource Library	41	106	37	4	44
Future Leaders Training Program	31	35	17	1	147
Webinar Library	40	94	10	4	84

Most TEDC Programs and Services were rated as *excellent* or *good* by survey respondents, with the Basic ED Course and News & Noteworthy rated highest, followed by Conferences, Legislative Updates, Member Communications and the Website.

Programs such as the Future Leaders Training Program and the Mentorship Program are special programs utilized by a smaller group of members, therefore, not all survey respondents noted an opinion.



Member Experience

Rate TEDC's Performance



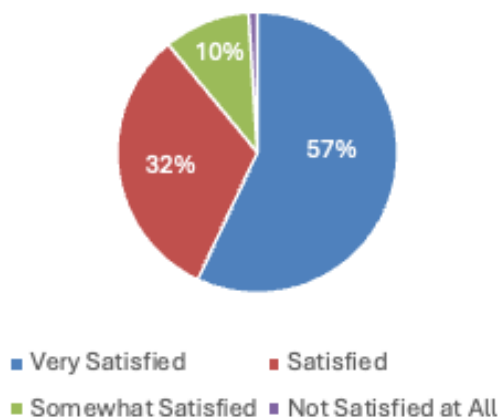
	Excellent	Good	Fair	Poor	No Opinion
Effectiveness of paid staff	55.98%	29.06%	4.70%	1.71%	8.55%
Responsiveness of Board of Directors	24.14%	22.41%	3.02%	0.43%	50.00%
Communication with membership	43.35%	42.49%	8.15%	1.72%	4.29%
Opportunities for leadership within the organization	22.84%	35.34%	19.83%	2.59%	19.40%
Opportunities to provide input	30.90%	37.34%	18.03%	3.86%	9.87%
Overall effectiveness of organization	43.97%	46.12%	3.88%	2.16%	3.88%
Resources provided	32.76%	48.28%	12.50%	1.72%	4.74%

Effectiveness of paid staff was rated approximately 85% as *excellent* or *good*. Half of respondents stated *no opinion* when asked about responsiveness of the board of directors.

Communication with membership was rated as *excellent* or *good* by approximately 86% of respondents. Slightly more than 81% of survey respondents rated resources provided as *excellent* or *good*, and opportunities to provide input was rated as *excellent* or *good* by almost 70% of respondents.

Ninety percent of respondents rated overall effectiveness of the organization as excellent or good.

Request for Information or Assistance



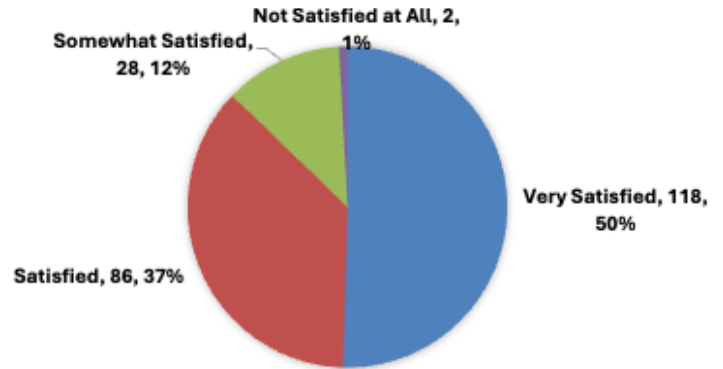
TEDC continues to receive high marks (89% *very satisfied* or *satisfied*) on responsiveness and quality of information provided when asked for assistance by members.



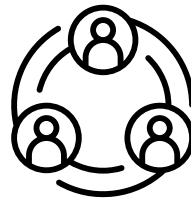
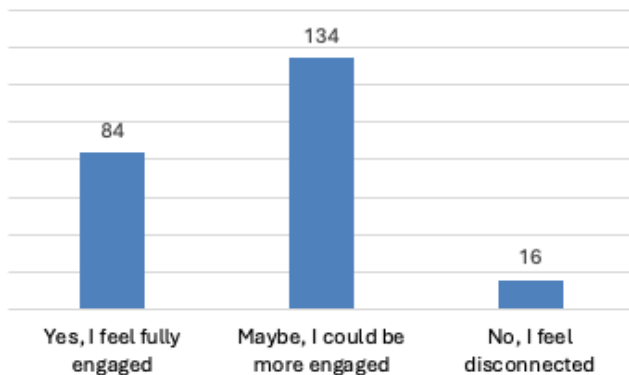
Member Experience

Overall Satisfaction with TEDC Membership

Eighty-seven percent of survey respondents indicated they are *very satisfied* or *satisfied* with their TEDC membership overall. Only one percent selected *not satisfied at all*. These percentages are aligned with the 2023 survey results. TEDC continues to maintain a high satisfaction rating with its members.



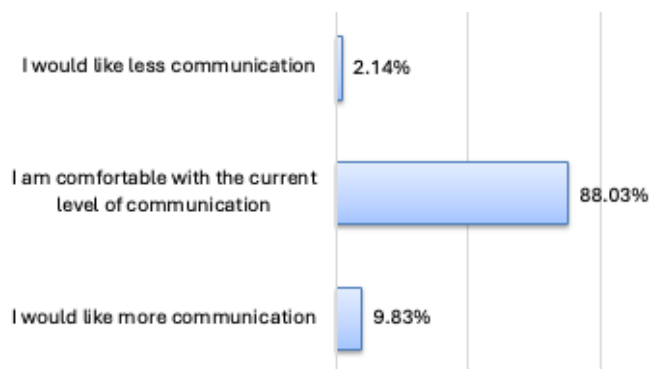
Engagement



A larger percentage of survey respondents feel they could be more engaged with the TEDC. However, less than seven percent stated they feel disconnected from the TEDC.

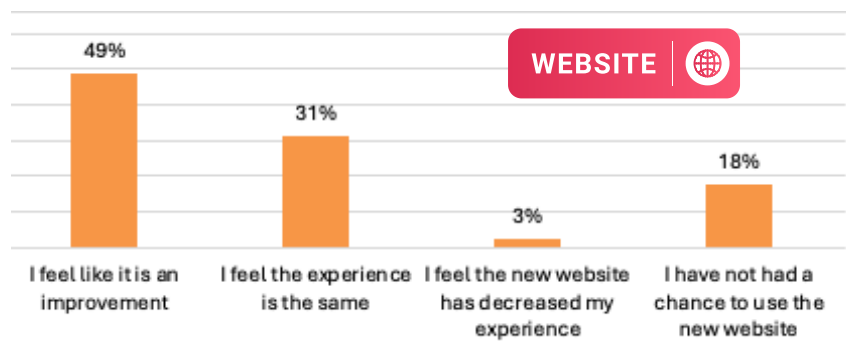
Frequency of Communication

Members state that they are comfortable with the frequency of communication from the TEDC.



New Website and Database

Members were asked about their impression of the new website and database that the TEDC launched in March 2025. Almost half of respondents indicated they feel the website is an improvement.



Conferences

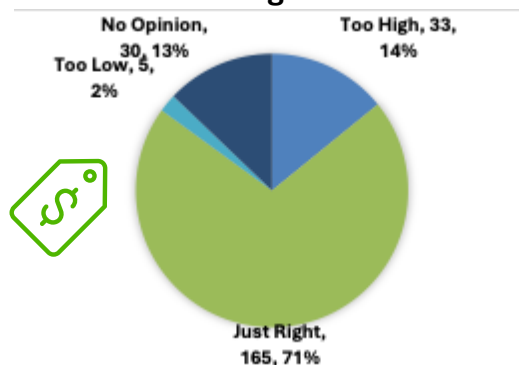
Factors on Deciding to Attend a TEDC Conference

Factors on Deciding to Attend a TEDC Conference	Very Important	Important	Somewhat Important	Not Important at All
Program of events and/or proposed speakers	136	74	17	4
Dates of events	101	85	37	8
Location of event	82	80	50	15
Involvement with TEDC board and/or TEDC committees	34	61	80	55
Networking opportunities	106	77	33	11
Work schedule and availability to travel	126	77	16	11
Financial related (i.e. registration fee and travel)	68	59	66	36



Members were asked about their decision-making process for attending a TEDC conference. Program of events, ability to travel, networking opportunities, and dates of event were ranked the four most very important reasons. Involvement with the TEDC board and committees, and financial related reasons were least important for reasons to attend a TEDC conference.

Conference Registration Fees



More than 70% of survey respondents indicated that the registration fees for TEDC conferences are priced *just right*. Less than 15% rated the conference registration fees as *too high*.

Quality of Presentations and Speakers



Approximately 78% of respondents stated that the quality of the conference content is *excellent* or *good*.

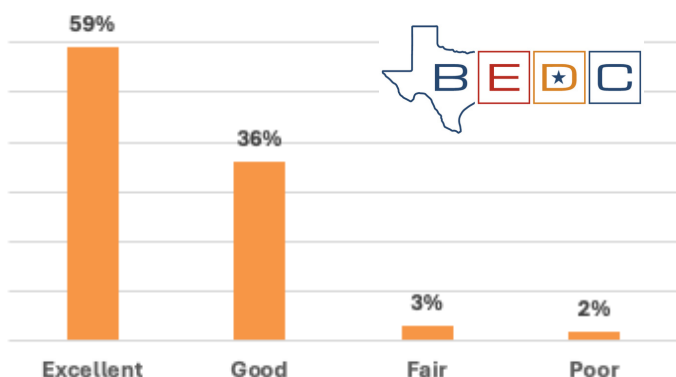
Members offered a wide array of proposed topics for future conference, such as:

- Incentive negotiations and deal making
- Responding to RFIs
- Advanced marketing techniques
- Small business development and entrepreneurship
- Business Retention & Expansion
- Small town and rural economic development
- Using Artificial Intelligence
- Workforce development and talent attraction
- Story telling to market your community
- Placemaking and downtown revitalization
- Industry sector trends
- Creative economic development financing

- Leadership and executive skills
- Navigating career disruptions
- Using Customer Relationship Management Software
- Working with Site Selectors
- Navigation politics in economic development
- Tax Increment Financing
- Housing and economic development
- Understanding the connection between education, workforce development and economic development
- Real estate development and reuse
- Understanding electricity for competitive advantages

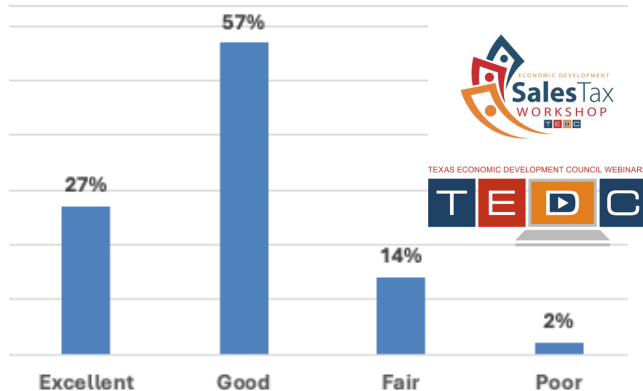
Other Programs

Basic Economic Development Courses



BEDCs continue to receive very high ratings. When compared to the 2023 Membership Survey, the *excellent* rating improved by 10%.

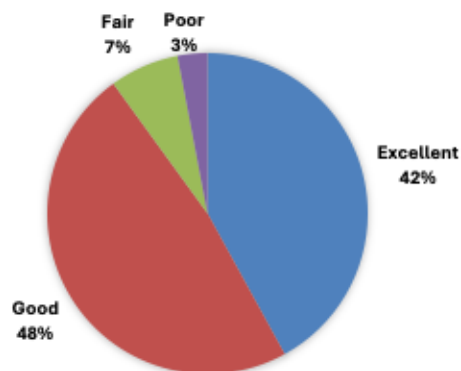
EDST Workshops and Webinars



ED Sales Tax Workshops and Webinars received higher ratings of *good* than *excellent*, however, still a very low percentage of *fair* or *poor*.

Legislative Representation, Publications and Resources

Approximately 78% of survey respondents stated that TEDC's legislative representation was *excellent* or *good*. Legislative publications and resources were rated by survey respondents excellent (42%) and good (48%).



Accessing and Utilizing Services and Resources

Survey results revealed that Legislative Updates and Bill Tracks were accessed almost daily, followed by Job Postings. On a weekly basis, reviewing Member News was the most popular.

	Almost every day	About once a week	A few times a month	A few times a year	Never
Register for Events	0.85%	2.14%	17.95%	77.35%	1.71%
Review Legislative Updates and Bill Tracks	2.60%	17.32%	28.14%	38.96%	12.99%
Monitor Job Postings	1.30%	4.35%	12.17%	44.78%	37.39%
Review Member News Items	0.87%	23.91%	29.13%	27.39%	18.70%
Search Member Directory	0.86%	0.86%	17.67%	48.71%	31.90%
Access Resource Library	0.43%	5.60%	18.10%	57.76%	18.10%
Access Past Conference Presentations	0.00%	1.29%	5.60%	47.84%	45.26%

Comments

Members were asked to share comments about their TEDC experience and strategic initiatives that the organization could consider. Below are some of those comments.



- You all are doing an excellent job and I greatly appreciate your efforts.
- Carlton and staff are extremely helpful!
- Great professional organization!
- I think you are doing an excellent job!
- Great communications and outreach.
- I have always appreciated the director and staff members of TEDC and the ability to contact on a personal level.
- Huge thank you to Amy for being so responsive and easy to work with - very much appreciated!
- TEDC leadership and staff has been excellent for a long time. The addition of Matt Abel was a smart move.
- Conferences are strong and well attended.
- Membership with TEDC is greatly appreciated and valued! I can always count on a rapid response and outstanding assistance from the staff and leadership!
- I feel like I have a group of friends when attending the conferences. Even though I am meeting many for the first time! I really enjoy everything about the TEDC!
- Great organization and leadership! I missed it when I worked in other states.
- Great job to all TEDC and Team Texas staff!



- I'd love to see some updated resources on the page with some new documentation and maybe some more recent examples and templates.
- Please note the paywalls on articles in the News & Noteworthy.
- It is not the job of the staff to engage members as much as it is our job to engage with others, to share and gather innovative ideas through networking with peers. The staff does a wonderful job at offering numerous ways to network, it is up to the member to take advantage of these opportunities.
- It would also be helpful to highlight real-life examples of projects that failed to deliver a return, so we can learn from those outcomes.



- Team Texas membership has been a disappointment; could it please be improved?
- In my opinion, everything that is presented on the conference level is not geared towards everyone in the room.
- I chose to be part of organizations that have high expectations for their members. When the knee jerk reaction is to make an exception, I question if the expectation for it's members and long-term effectiveness. (related to CTED).
- Less bias in articles in newsletter.
- When it comes to advocacy I do not see TEDC doing anything to go to the Capitol and ask members to join to advocate for Economic Priorities all I've heard is well we tried that one year.
- As a profession, we could do better!
- Leadership on the Board is very cliquish to the point of exclusion. I would love to see some new people with new ideas, may some shorter term limits so that everyone has a chance to participate.
- It might be time to consider a change in leadership at TEDC, the organization is stale, less effective.



*Thank
You*

Thank you to all TEDC members for your support, and thank you to all of the members that responded to the 2025 Membership Survey for sharing your thoughts, ideas and comments.

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TEXAS ECONOMIC DEVELOPMENT COUNCIL

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