

The MAYO Memo

Volume 1 | Digest 1

Welcome to **The Mayo Memo**, Abilene's first economic development digest for elected officials and the DCOA Board of Directors, from Misty Mayo, President and CEO of the Development Corporation of Abilene.

The Development Corporation has partnered with [Site Selection Group](#) to conduct a **comprehensive competitive analysis** to benchmark Abilene's ability to attract corporate investment. Over the coming months, I look forward to sharing the analysis and the DCOA's economic development expertise as it pertains to building business in Abilene.

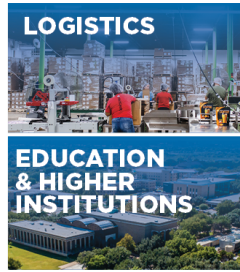
Based on target industries, Site Selection Group assessed the four critical areas of Abilene's product offerings as it relates to attracting corporate investment.

FOUR AREAS OF COMPETITIVE ASSESSMENT

ABILENE'S COMPETITIVENESS FOR ATTRACTING CORPORATE INVESTMENT

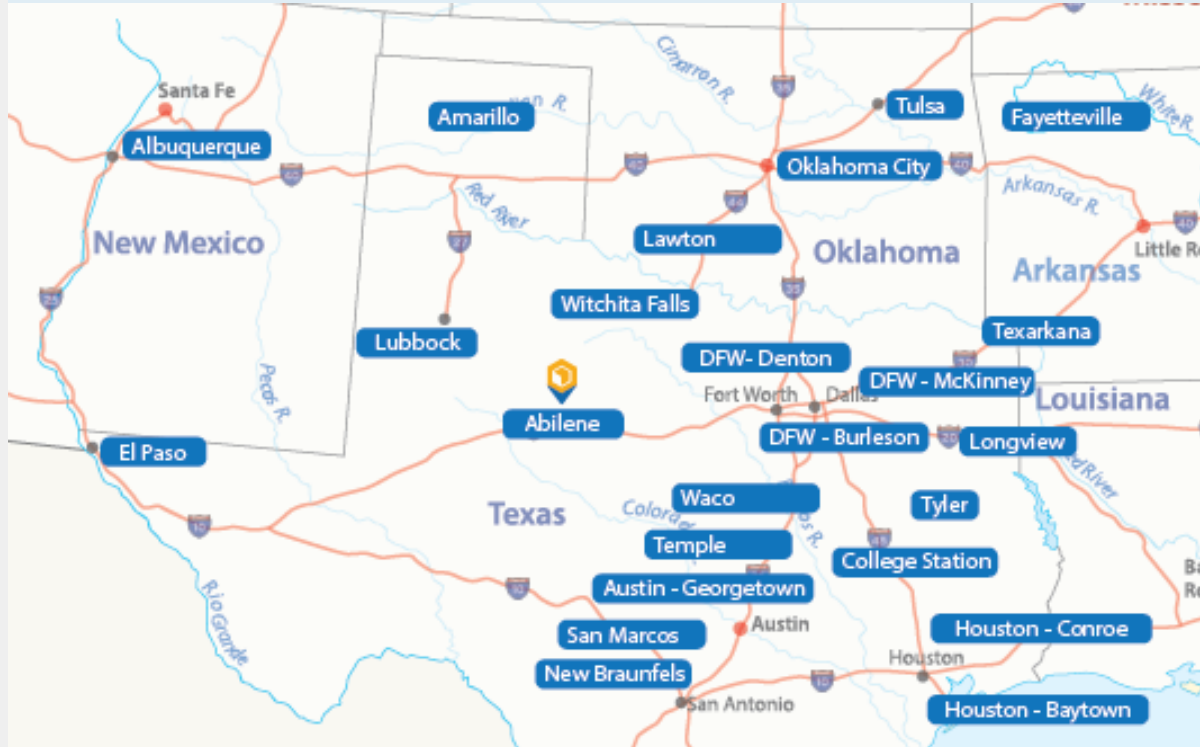


ABILENE'S TARGET & EMERGING INDUSTRIES



IDENTIFYING ABILENE'S COMPETITORS

FOR ECONOMIC DEVELOPMENT



Based on our community's target industries, Abilene's competitors for economic development vary by industry based on:



The recommendations in the analysis seamlessly integrate into [The DCOA's Strategic Plan](#), aligning with our mission to drive economic growth and prosperity in Abilene while effectively competing for corporate investment.

This is more than an analysis — we're putting all recommendations into tangible action:

SITE AND INFRASTRUCTURE IMPROVEMENTS

ORGANIZING ABILENE'S VALUE PROPOSITION

TARGETING UNKNOWN ALIGNED TARGET INDUSTRIES

IMPROVING PROJECT EXECUTION & SERVICE DELIVERY

[Learn More About DevelopAbilene.com](#)

The DCOA Recognized as Economic Development Organization of the Year

We are proud to share the news that the DCOA is recognized by the International Economic Development Council as the Economic Development Organization of the Year for our excellence in economic development at the EIDC 2023 Annual Conference last week.

The Future is Bright in Abilene, Texas.



2023 EXCELLENCE IN ECONOMIC DEVELOPMENT AWARD WINNER



About the Development Corporation of Abilene (DCOA)

The DCOA is the economic development driver of Abilene with the goal to build the future Abilene by attracting and sustaining industries that support job creation, foster strong business, and ensure a prosperous community. The DCOA is focused on the future success of the community and leverages the DevelopAbilene partnership to market Abilene as the premier location for business expansion.



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