

Great Story



Waco is a city of business, education and **CULTURE**. Our landscape is dotted with corporate icons like Mars, Coca-Cola and Caterpillar. We're home to **BAYLOR UNIVERSITY** and the new Central Texas Research and Technology Park. And our museums, symphony and theater are big draws for our region.

Waco is where Dr Pepper was invented, where the global Curves franchise network is headquartered and where SpaceX rocket engines are tested.

Our **BALANCED ECONOMY** is growing with strong private-public partnerships and a vision for the future.

We are positioned for the next generation of technologies in aerospace, biomanufacturing, health care and information.

Waco has a great story and you can help write it.

WACO

• T E X A S •



Distinctive Place



Talented People



Companies find it easy to attract the **BEST** and **BRIGHTEST** to Waco with McLennan Community College, the University Center, Texas State Technical College Waco and Baylor, a Big XII research university.

We customize **ADVANCED TRAINING** programs for the most demanding business. And we are educating and **MOTIVATING** our future workforce through industry partnerships, career academies and a community-wide commitment to educational excellence.

Waco embraces **NEW IDEAS**, provides opportunities for **CREATIVITY** and develops and engages **NEW LEADERS**.

Waco is a magnet for talent.

Waco is in the **HEART** of one of the nation's most dynamic growth corridors—central to Texas and North American markets. Two railroads, three airports and I-35 create a center for logistics.

Throughout the **REGION** are business and industrial parks, sites for corporate offices, manufacturers and R&D. And we're redeveloping our downtown on the beautiful **BRAZOS RIVER** into a livable, walkable urban center.

This historic and forward-looking city matches **CUTTING-EDGE** resources with cost-efficiencies to attract the businesses and jobs of the future.

Waco is a distinctive place where you can thrive.

