

KEY INDUSTRY IN THE
TEXAS INNOVATION CORRIDOR

Information Technology



Information Technology has driven innovation with global growth in software, hardware, Internet applications, data processing services, and computer security and cybersecurity solutions.

The Texas Innovation Corridor is reaping the benefits of its adjacent location to two major urban markets in Austin and San Antonio that feature very concentrated IT talent levels, which can support firms considering a new location or an expansion in the region. With lower costs, less congestion, and more affordable land than Austin and San Antonio, Hays and Caldwell Counties offer a compelling alternative for IT firms.

**185
COMPANIES**

In Hays & Caldwell Counties

**1,900 TX ST
STUDENTS**

In the Talent Pipeline

**71,000
EMPLOYED**

Within 1 Hour Drive

TALENT/WORKFORCE

Approximately 71,000 are employed in related information technology jobs within a one-hour drive of the region.

WORKFORCE PIPELINE

Austin Community College's Hays County Campus offers associate's and bachelor's programs in several relevant fields. Texas State offers several related bachelor's and graduate degrees to the industry and consistently has approximately 1,900 students participating in their programs each year. There are 18 public and private, non-profit colleges and universities that grant four-year and/or graduate degrees and three public two-year colleges within a one-hour drive of the City of San Marcos, where students can receive training in an array of related fields.

DEVELOPMENT READY LAND

There is ample developable land in the region appropriately zoned for commercial and office uses, including sites for data centers and network banks. Land and rental costs are also lower in Hays and Caldwell Counties than in the Austin and San Antonio regions.

FIBER & BROADBAND

The region has access to 16 broadband providers. Approximately 95% of Hays County and 76% of Caldwell County have access to speeds of 100 mbps.



KEY COMPANIES

Best Buy e-Commerce

Grande Communications

OneSupport

tekRESCUE, Inc.

GREATER SAN MARCOS
PARTNERSHIP

For more information, visit GreaterSanMarcosTX.com or contact GSMP's Jessica Inacio at **512-781-2094**.