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## **EXPERIENCE**

### **BROOKS DEVELOPMENT AUTHORITY – San Antonio, TX**

December 2013 – November 2015

*VICE PRESIDENT OF ECONOMIC DEVELOPMENT*

#### Business Development

- Primarily responsible for recruiting new tenants to the Brooks City Base campus, a former air force base.
- Worked with existing tenants on any expansion plans on campus.
- Worked with site location consultants, real estate brokers, and land developers.
- Conducted cold calls and marketing trips to market and promote the Brooks City Base campus

#### Marketing Promotional Responsibilities

- Establish and carry out marketing campaigns to attract those prospective tenants that are most compatible with the Brooks City Base campus and surrounding community.
- Maintain a complete and up-to-date inventory of pertinent campus information.

### **DENTON CHAMBER OF COMMERCE – Denton, TX**

November 2005 – November 2013

*ECONOMIC DEVELOPMENT VICE PRESIDENT*

#### Program Administration

- Oversee daily operations of the Chamber's economic development program and \$350,000 budget and two staff.
- Prepare annual goals, marketing strategy and operating budgets.
- Prepare and present speeches and presentations to local organizations and city council.
- Prepare prospect and other timely special project reports for monthly Economic Development Partnership Board and Chamber of Commerce Board meetings.

#### Marketing Promotional Responsibilities

- Establish and carry out marketing campaigns to attract those prospects that are most compatible with the Denton area and with the Denton Enterprise Airport.
- Maintain a complete and up-to-date inventory of pertinent information and statistics on all aspects of the Denton area.
- Oversee the preparation and publication of all marketing materials.
- Established the award-winning DentonEDP.com website and DentonSites.com website.

#### Business Retention & Expansion

- Support City of Denton Economic Development in business retention program.
- Maintain a working relationship with all major local existing employers to encourage and assist in possible business expansion projects.

#### Business Development

- Work with area landowners to facilitate the development of mixed-use projects and business parks, including coordination between private and public sector to assure corresponding mobility and utility infrastructure.

- Participate in business recruitment missions with the Governor's Office of Economic Development and Tourism office and other related events involving site location consultants.
- Partnered with the University of North Texas *Discovery Park* and technology business incubator and technology-related new business opportunities.
- Resulted in the addition of over 1.2 million square feet added, over \$216 million in capital investment, and 1,510 jobs created.

**PEARLAND ECONOMIC DEVELOPMENT CORPORATION (PEDC) – Pearland, TX**

August 2003 – November 2005

*MANAGER, BUSINESS RETENTION & EXPANSION*

Industry Retention

- Created and oversaw daily operations of the award-winning Pearland Business Retention & Expansion (BRE) program where duties included the planning, organization, and direct operations of the program.
- A bi-annual CEO Roundtable forum provided city updates to business owners as well as allows businesses to voice and discuss issues.

Business Relocation and Expansion

- Managed and facilitated expansion & relocation projects by maintaining communication with prospect or business owner and walking them through the development process, tax abatement process, or PEDC grant process as well as help them access state resources.

Marketing Promotional Responsibilities

- Directed development of the PEDC *Developments* Newsletter, Annual Report, and promotional materials.
- Served as website administrator for 2 websites: [pearlandedc.com](http://pearlandedc.com) and [pearlandprospector.com](http://pearlandprospector.com) as well as oversee service contracts for the two websites.
- Attended and exhibited at trade shows to promote Pearland.

Institutional Meetings and Reporting

- Prepared and presented speeches and presentations to local organizations.
- Prepared BRE and prospect reports for monthly PEDC Board of Directors meetings.
- Addressed council on a project related basis.

Hotel Occupancy Tax (HOT) Fund Responsibilities

- Oversaw HOT funds by accepting applications for funds and making funding recommendations to PEDC executive director and/or city manager.
- Worked with local hoteliers in advertising and promotion of hotels using HOT funds.

**CLEAR LAKE AREA ECONOMIC DEVELOPMENT FOUNDATION (CLAEDF) - Houston, TX**

April, 1999 – November 2002

*MARKETING MANAGER*

International Economic Development Experience

- Effectively organized successful international trade missions to the Farnborough Air Show and Paris Air Show at London, England and Paris, France respectively which resulted in the signing of six international economic compact agreements.
- Organized a successful inbound trade mission with the Society of British Aerospace Companies (SBAC) from the United Kingdom which included focused, one-to-one meetings between UK and CLAEDF member companies.

Industry Retention

- Expanded upon an already established community development program which involved direct working relationships with NASA and NASA contractors, more than 200 local CEOs and public/community relations executives, mayors, two county judges, state and federal legislators, developers, three college presidents and other civic leaders in nearly 20 cities.

#### Business Development

- Partnered with and provided economic development support to the Space Alliance Technology Outreach Program (SATOP).
- Traveled nationwide and internationally on prospecting trips conducting new business recruitment for Houston/Clear Lake region, including trade shows and professional economic development conferences.
- Worked directly with prospective new businesses and site location consultants, handling all aspects of the business relocation process.

#### Marketing Promotional Responsibilities

- Directed the development of collateral marketing promotional materials including brochures, membership communications for quarterly meetings, promotion of upcoming trade opportunities for members, and special economic development educational meetings for eleven member communities and business, civic and college professionals throughout region.

#### Institutional Meetings and Reporting

- Prepared and delivered annual report of demonstrated economic development assistance to member communities in special presentation in open city council sessions.

### **EDUCATION**

#### UNIVERSITY OF NORTH TEXAS – DENTON, TX

Master of Public Administration Degree with specialty in non-profit management

#### UNIVERSITY OF HOUSTON – CLEAR LAKE, TX

Bachelor of Science Degree - Political Science

#### UNIVERSITY OF OKLAHOMA – ECONOMIC DEVELOPMENT INSTITUTE

Graduate

### **TECHNICAL EXPERIENCE**

Proficient with Microsoft Windows and Mac Word, Excel, PowerPoint, Outlook, Internet.

### **PROFESSIONAL MEMBERSHIPS AND AFFILIATIONS**

- Certified Economic Developer
- Instructor, Texas Basic Economic Development Course (BEDC)
- Executive Board Member, Texas Economic Development Council (TEDC)
- Member, International Economic Development Council (IEDC)
- Past President, Denton Rotary Club
- Member, Rotary Club of San Antonio
- Certified mediator

### **PUBLICATIONS**

IEDC Economic Development Journal, Fall 2005 – *Pounding the Pavement: Pearland's Path to Business Retention & Expansion Success*