

CLIENT: TXRX LABS

PROJECT: East End Maker Hub

SERVICES: Public Relations | Public Affairs | Public Engagement

OVERVIEW: TXRX Labs is a nonprofit maker space in Houston with a diverse network of creators, artists, and inventors. Using a grant from the U.S. Department of Labor, Its “Maker to Inventor” program works with six high schools, helping its students learn to be makers and apply their new skills to personally selected projects, so they are job-ready when their program is completed. In 2019, TXRX Labs collaborated with Urban Partnerships Community Corporation and the Midtown Innovation District on the renovated 307,000 square-foot East End Maker Hub, an initiative aimed at attracting young, creative entrepreneurs to Houston’s East End District.

OBJECTIVE: One World Strategies was engaged to help establish TXRX Labs as Houston’s high-tech maker hub for education, manufacturing, and job training. The One World team was also charged with obtaining city and state funding for the East End Maker Hub initiative.

STRATEGY: The One World team developed and implemented various strategies, including:

- Lobbying the City of Houston and the Houston delegation to the Texas Legislature—including the House and Senate Appropriations Committees—to obtain funding for the project and its programs;
- Collaborating with school districts to develop programming;
- Touring makerspaces nationwide to determine best practices and develop long-term strategies;
- Creating promotional and lobbying materials to raise awareness of the project in the business community and East End residential communities;
- Developing and refining TXRX’s branding;
- Managing media for multiple events;
- Connecting TXRX with various communities, starting as a volunteer and moving into new contract where they are solidly over these things;



# CASE STUDY

TXRXlabs

## RESULT

The One World team achieved excellent results, including:

- Obtaining \$500,000 in state funds to support a maker community of eight million; and
- Obtaining almost \$30 million in city funding for the project.