

# **Economic Development Strategic Framework Update**



**Presented by: Brenda Hicks-Sorensen, Economic Development Director**  
**Economic and Workforce Development Committee**  
**May 27, 2025**

## GUIDING PRINCIPLES



**ECONOMIC  
OPPORTUNITY**



**RESILIENCE**



**INVESTMENT &  
GROWTH**



**ASSETS**



**EQUITY**



## GOALS

**INNOVATION &  
INDUSTRY**

**PLACEMAKING  
& REAL ESTATE**

**TALENT &  
WORKFORCE**

**CAPACITY &  
RESOURCES**

# FY 2025 Priority Implementation Areas



## STRATEGIC ACCOUNT MANAGEMENT



- Business Recruitment including Foreign Direct Investment (FDI)
- Business Retention & Expansion
- Small Business Outreach
- Supplier Engagement
- Partnerships & Relationships

## SMALL BUSINESS SUPPORT & ECOSYSTEM ENHANCEMENTS



- Access to Flexible Capital
- Sustainability & Resiliency
- Access & Networks
- Ecosystem Coordination

## REAL ESTATE & PLACEMAKING



- RevitalizeSA: Corridor Leadership Program
- San Antonio Economic Development Corporation (SAEDC) Resources & Workplan
- Leverage ARPA-funded Grants

## SYSTEMS & PROCESSES



- Expanded Business Intelligence Portfolio
- Metro Priority Plan
- Enhanced Marketing & Communications
- Contract & Incentive Compliance
- Salesforce Enhancements

# FY 2025 WORKPLAN

✓ Completed

🕒 In Progress

🔄 Ongoing

## Strategic Account Management

- 🔄 • Full implementation of the enhanced business recruitment strategy, with emphasis on Foreign Direct Investment (FDI)
  - Work with partners to enhance marketing and messaging efforts to attract more investment, both domestic and global, to San Antonio
  - Continued implementation of the Metro Priority Plan
- 🔄 • Ensure a robust Business Retention & Growth (BRG) program
- 🔄 • Enhance the Small Business Outreach program implemented in FY2023
- 🕒 • Develop and implement a Supplier Engagement Strategy
- ✓ • Align all partnership efforts toward strategic framework including outcome-based measures

# FY 2025 WORKPLAN

✓ Completed

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## Small Business Support & Ecosystem Enhancements

- 🔄 • Small Business Economic Development Advocacy Program (SBEDA) Ordinance Revision Adoption and Implementation
- ✓ • Execution and implementation on Supply SA workplan
- 🔄 • Implement ecosystem enhancements, capacity building, Buy Local, and access to capital programs funded through ARPA
- 🕒 • Evaluate prior enhancements and explore additional opportunities with LiftFund and partners to enhance Zero Percent Interest Loan program
- 🔄 • Continued implementation of the San Antonio Small Business Ecosystem Assessment
  - 🕒 ○ Update the Ecosystem Assessment

# FY 2025 WORKPLAN



Completed






In Progress








Ongoing

## Real Estate & Placemaking

-  • Close out placemaking strategies funded through ARPA
  - Outdoor Spaces Grant Program
  - Façade Improvement Grant Program
-  • RevitalizeSA: Corridor Leadership Program Cohort 2 and future state recommendation
-  • Update and implement a revised San Antonio Economic Development Corporation workplan

## Systems & Processes

-  • Assessment of the previously implemented business intelligence, data analytics and research tools
-  • Update the Metro Priority Plan
-  • Expand and enhance marketing and communications
-  • Review the Fiscal and Contract & Incentive Compliance processes
-  • Continue implementation of a comprehensive CRM (Salesforce)

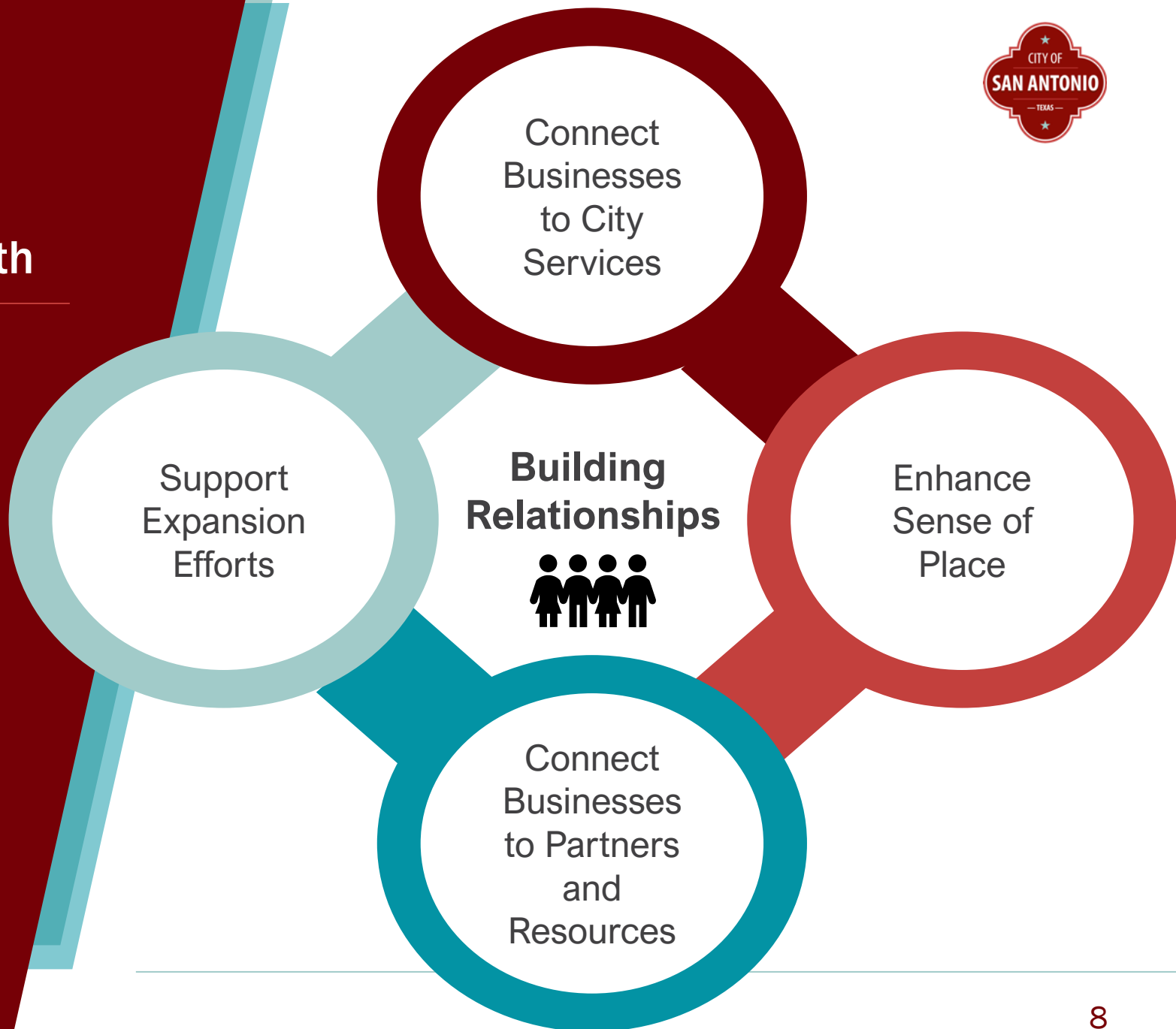
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# PROGRAM HIGHLIGHTS

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## Business Retention and Growth

- Emphasis on small businesses impacted by construction, growth companies, target industries, and those businesses with Federal contracts
  - FY 2025 Target: 600
  - 10/01/2024 – 3/31/2025
- Performance:
- EDD: 202
  - Partners: 88



# Growth Stage Grants

## Program Performance: 6-month Survey Results

### Second Stage Grant Program

12

New Jobs

\$7.06 M

Cumulative Growth in  
Revenue

4 out of 9

Grantees reported Revenue  
Growth

### SBIR/STTR Grant Programs

8

New Jobs

\$1.86 M

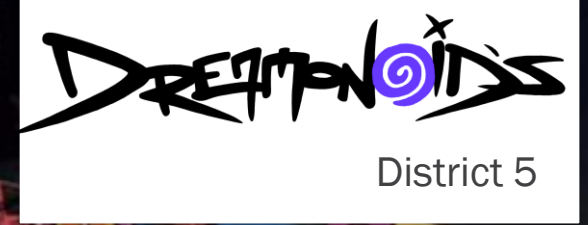
Cumulative Growth in  
Revenue

7 out of 11

Grantees reported Revenue  
Growth

# Zero Percent Interest Loan Program

- Assists small businesses to strengthen financial standing, build credit, and grow their business
- \$1 M FY 2025 Program leverages ARPA, General Fund, and matching resources
- FY 2025 Target: 70 Loans
- 10/01/2024 – 3/31/2025 Performance:
  - 85 Loans
  - \$2.88 M in capital disbursed
  - \$1,042,300 in interest bought down
  - Average Loan: \$33,897.52
- Balance Remaining: \$27,426



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