

Economic Development Strategic Framework Update



Presented by: Brenda Hicks-Sorensen, Economic Development Director
Economic and Workforce Development Committee
May 28, 2024



FRAMEWORK OBJECTIVE

To position the City on the path toward a **more resilient economy**, to provide direction on **competing with national and global peers**, and to specifically **define the role EDD** should play in that effort

GUIDING PRINCIPLES



ECONOMIC OPPORTUNITY
Bolster all neighborhoods and engender economic opportunity



RESILIENCE
Position the City on path toward a resilient economy



INVESTMENT & GROWTH
Cast vision to drive investment and growth



ASSETS
Increase tax base and wealth of residents and businesses in an equitable manner



EQUITY
Ensure that strategies are approached through an equity lens

GOALS

INNOVATION & INDUSTRY

PLACEMAKING & REAL ESTATE

TALENT & WORKFORCE

CAPACITY & RESOURCES

FY 2024 PRIORITY IMPLEMENTATION AREAS

STRATEGIC ACCOUNT MANAGEMENT



- Business Recruitment including FDI
- Business Retention & Expansion
- Small Business Outreach
- Partnerships & Relationships

REAL ESTATE & PLACEMAKING



- Corridor Revitalization Network
- Leverage ARPA-funded Grants
- SAEDC Resources

SMALL BUSINESS SUPPORT & ECOSYSTEM ENHANCEMENTS



- SBEDA Ordinance Revision
- Supply SA including Procurement Process Mapping
- Entrepreneurship & Innovation

SYSTEMS & PROCESSES



- Contract & Incentive Compliance
- Business Intelligence, Data Analytics & Research
- Salesforce

FY 2024 WORKPLAN

 Completed

 In Progress

 Ongoing

Strategic Account Management

-  • Develop and implement an 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
-  • Implement a robust Business Retention & Expansion (BRE) program
-  • Evaluate and modify, as appropriate, the Small Business Outreach program implemented in FY2023
-  • Align all partnership efforts toward strategic framework including outcome-based measures
-  • Host quarterly Department Director meetings specific to economic development collaborative efforts

FY 2024 WORKPLAN

 Completed

 In Progress  Ongoing

Small Business Support & Ecosystem Enhancements

-  • Small Business Economic Development Advocacy Program (SBEDA) Ordinance Revisions
-  • Continue to develop and execute the Supply SA workplan
 -  Develop and execute an Inter-local Agreement (ILA) with the 14 public agencies
 -  Provide leadership to address the issues identified with the South Central Texas Regional Certification Agency (SCTRCA)
 -  Complete the Procurement Process Mapping effort; Determine implementation strategies in partnership with the Finance Department
-  • Implement ecosystem enhancements, capacity building, Buy Local, and access to capital programs funded through ARPA
-  • Work with LiftFund and partners to enhance Zero Percent Interest Loan program
-  • Continued implementation of the San Antonio Small Business Ecosystem Assessment

FY 2024 WORKPLAN

 Completed

 In Progress  Ongoing

Real Estate & Placemaking

-  • Implement placemaking strategies funded through ARPA
 - RevitalizeSA: Corridor Leadership Program
 - Outdoor Spaces Grant Program
 - Façade Improvement Grant Program
-  • Evaluate placemaking opportunities and identify recommendations for future year implementation

Systems & Processes

-  • Complete the reorganization of the Contract & Incentive Compliance Team and Enhance Procedures
-  • Research, procure, and implement business intelligence, data analytics and research tools
-  • Continue implementation of a comprehensive CRM (Salesforce)



PROGRAM HIGHLIGHTS

SBIR/STTR MATCHING GRANT PROGRAM



Economic Development



SBIR · STTR
America's Seed Fund™
POWERED BY SBA



3

Phase 0 Awards

4

Phase I Matching Awards

5

Phase II Matching Awards

Total Awards: \$581,000

RESEARCH & BUSINESS INTELLIGENCE



Local Business Intelligence (LBI): Benchmark Performance, Competition, Advertising, Demographics

- Revenue including Revenue Per Capita
- Employees and Salaries

Small Business Advisor: Plan, Start, Manage, Grow a Business

- Market Research
- Business Location
- Finding Customers
- Startup Costs
- Sourcing Product and Suppliers
- Business Structure
- Outsourcing

Shop Local: Search locally owned businesses

- Employment
- Revenue
- Industry by NAICS (2-digit to 6-digit classifications)
- Ownership type (public, private, home based, etc.)
- Workforce and Talent Intelligence

data axle



BUSINESS RETENTION & EXPANSION



Creating Strategic Alignment for San Antonio Businesses



DIGITAL PRESENCE PROGRAM

Background

- Herospace Digital Consulting
- \$550,00 ARPA Funds; \$150,000 General Fund – Construction Zones
- Through September 2024

Program goals

Increase digital presence & competitiveness

- Enhance resilience & adaptability
- Overall economic growth of small businesses

Surveys
Completed
234

Consults
Scheduled
38

Qualified for
Digital Work
151

English

About the Program Resources Who We Are Get Started! → My Account →

A comprehensive digital presence program tailored specifically for you **the small business owner.**

Our easy-to-use questionnaire and online resources help you learn and take the right steps to succeed in the digital world. Plus, you might qualify for a free digital presence package to support your growth.

About The Program →

Digital Presence Program

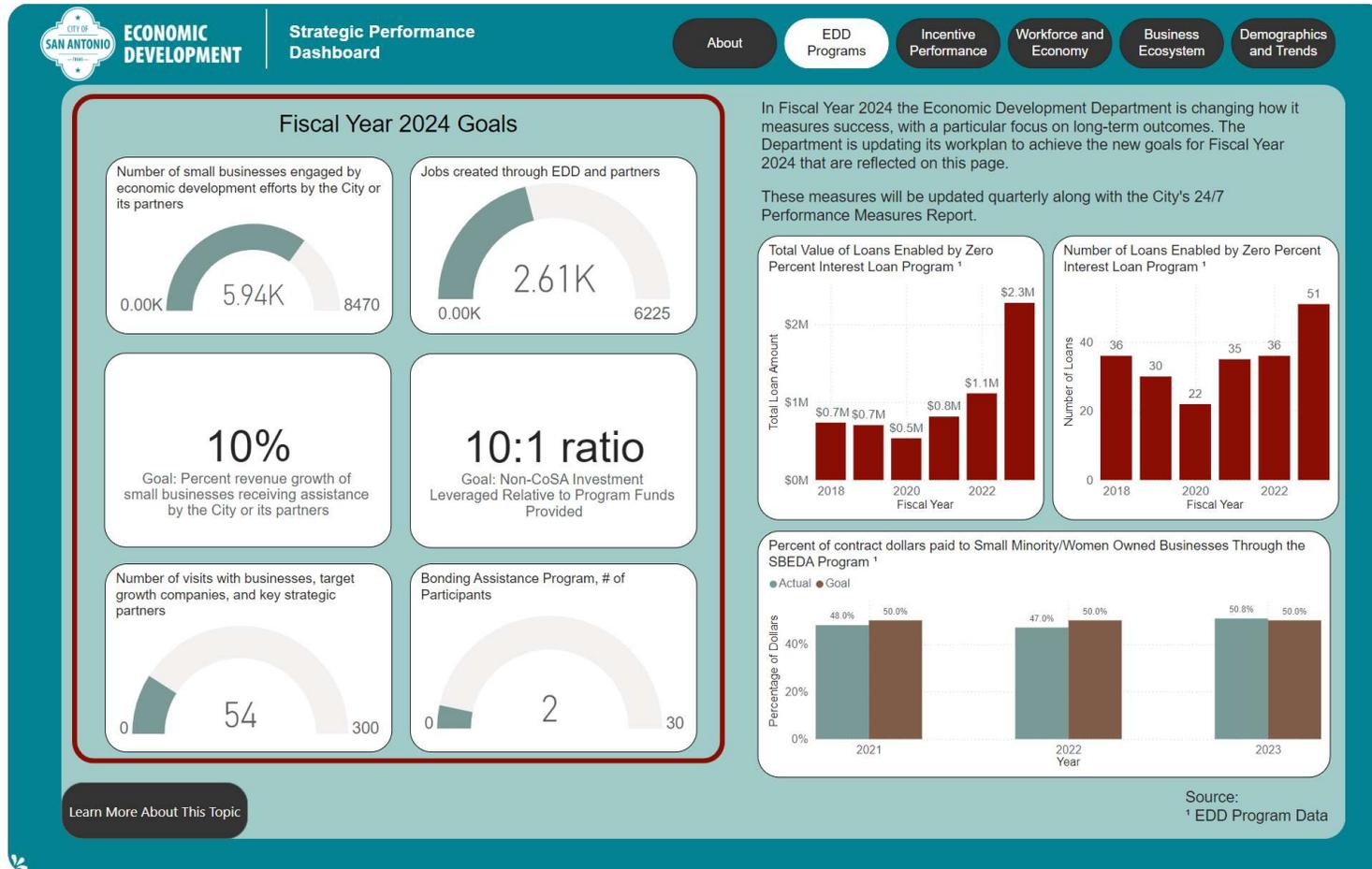
Why Digital Presence Matters Here

Having an online presence for your small business is crucial because it:

- Increases Visibility
- Allows For Broader Customer Reach
- Offers A Platform For Customer Engagement
- Enhances Reputation And Trustworthiness

QR Code

Economic Development Performance



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