



City of San Antonio

Agenda Memorandum

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Agenda Item Number: 4

Agenda Date: May 28, 2024

In Control: Economic and Workforce Development Committee Meeting

DEPARTMENT: Economic Development Department

DEPARTMENT HEAD: Brenda Hicks-Sorensen

COUNCIL DISTRICTS IMPACTED: Citywide

SUBJECT:

Briefing on the City's Economic Development Department Strategic Framework and FY 2024 Workplan Update.

SUMMARY:

This briefing will provide an update on the progress of the City's Economic Development Department Strategic Framework FY 2024 workplan, which included four priority implementation areas: strategic account management; real estate & placemaking; small business support & ecosystem enhancements; and systems & processes. The briefing will also highlight specific programs within the implementation areas.

BACKGROUND INFORMATION:

The Economic Development Strategic Framework accepted by City Council on October 20, 2022, is a guiding document that defines the Economic Development Department's (EDD) role in the pathway to a more resilient economy, providing direction on competing with national, and global

peers.

The Framework outlines four main goals to leverage existing strengths, mitigate challenges, and build on the momentum of existing initiatives, which are listed below. Recommended strategies for each goal are outlined in the Framework.

1. Innovation and Industry - Retain, expand, and attract businesses within each strategic industry cluster, provide more effective small business support, and facilitate innovation centric entrepreneurship.
2. Placemaking and Real Estate - Accelerate place-based real estate development projects that create quality spaces for new jobs and investment in San Antonio's regional centers and neighborhood economic nodes.
3. Talent and Workforce - Ensure San Antonio residents have accessible pathways to well-paying jobs and employers have access to a robust pipeline of talent.
4. Capacity and Resources - Align the City's economic development tools around strategic growth and coordinate with local organizations on shared goals and actions that benefit San Antonio as a whole.

The Strategic Framework is accompanied by a departmental workplan. The departmental workplan focuses on each of the four goals and the tasks identified within each goal. Tasks are assigned date ranges for completion, with some tasks identified as ongoing due to the nature of the task.

ISSUE:

EDD identified several areas of emphasis to support the implementation of the Economic Development Strategic Framework in the FY 2024 Workplan. The Economic and Workforce Development Committee was updated on the implementation status on October 31, 2023. Since this date, the following has been accomplished or is currently underway:

- To continue support for the Innovation and Industry goal, EDD is administering the Second-Stage Company Grant Program and SBIR/STTR Matching Grant and Phase 0 Program. On March 7, 2024, the City Council approved nine SBIR/STTR Matching Grant Program and three Phase 0 applications. Two Second-Stage Company Grants were approved by City Council on March 21, 2024. EDD continues to market the Second-Stage Grant Program and review applications. Both programs provide business support and facilitate innovation-centric entrepreneurship opportunities to high growth potential small businesses.
- The Framework includes both economic performance indicators and growth targets for consideration in tracking progress. The Research and Business Intelligence team, created in late FY23, continues to update economic performance indicators and growth targets and the dashboard to measure performance. The department continues to procure data analytics and research tools. On May 2, 2024, City Council approved the SizeUp license agreement which provides access to data for business intelligence and market research analysis.
- Included in the Framework were several goals highlighting a need for Strategic Account Management, including the expansion of the City's business retention and expansion

(BRE) efforts. In FY24, EDD adjusted its department performance metrics to incorporate account visits with targeted medium and large businesses, target growth companies, and key strategic partners and in January 2024 the department launched its robust BRE program.

In September 2023, EDD published the Economic Development dashboard, available on the [EDD website](#). Since that time, EDD has updated the dashboard with the following information:

- Budget Performance Metrics (QTR 1 & 2, 2024)
- Industrial Space Added to SA Market (QTR 2 - 4, 2023)
- Demographics related to updates to Census DP03, DP04, DP05 reports
- Education Level Attainment (2022 data)
- GDP by Industry 2023
- Income by Race 2022
- 2023 Data on Cost of Living, Overall GDP, Labor Force Participation Rate, and Unemployment Rates for regional comparisons

On May 2, 2024, City Council received a memo providing an update on the \$33.9 million American Rescue Plan Act (ARPA) Small Business Implementation Plan. EDD will continue to implement those programs, as well.

FISCAL IMPACT:

This item is for briefing purposes only.

ALTERNATIVES:

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RECOMMENDATION:

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