



City of San Antonio

Agenda Memorandum

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Agenda Item Number: 4

Agenda Date: May 27, 2025

In Control: Economic and Workforce Development Committee Meeting

DEPARTMENT: Economic Development Department

DEPARTMENT HEAD: Brenda Hicks-Sorensen

COUNCIL DISTRICTS IMPACTED: Citywide

SUBJECT:

Economic Development Department Economic Performance Dashboard

SUMMARY:

A revised Economic Performance Dashboard is now available on the City's website, providing enhanced data and improved access that more effectively communicates Economic Development Department metrics and macro economic data for San Antonio.

BACKGROUND INFORMATION:

The Economic Development Strategic Framework, accepted by City Council on October 20, 2022, provided recommendations on the Economic Development Department (EDD)'s role in building a resilient economy and competing globally. EDD implemented the Framework's recommendations of creating the Research and Intelligence (R&I) team and developing the Strategic Performance Dashboard to monitor key economic indicators and growth targets. The

initial dashboard was launched in October 2023, updated quarterly, and used by stakeholders, City Council, and City staff for basic data inquiries.

ISSUE:

Based on stakeholder feedback, staff redeveloped the Strategic Performance Dashboard to serve as a platform that can provide additional data along with analysis of said data, its relevance, and the story it tells of economic development in the City. Due to the expanded dashboard information, it was renamed the Economic Performance Dashboard and was designed to expand upon the previous version by providing users with up-to-date insights into key economic indicators.

The purpose of the Economic Performance Dashboard is to compile economic indicators in a comprehensive format to inform and educate internal and external stakeholders. To maintain quality, accuracy and integrity, EDD is committed to the following data principles for the Dashboard:

- Utilize reliable and quality data produced from sources such as: US Census Bureau, Bureau of Labor Statistics, Bureau of Economic Analysis, Quarterly Census of Employment and Wages, etc., and data from economic development industry standard tools covering subjects of business directories, foreign direct investment, and economic development data aggregation platforms.
- Adhere to City of San Antonio Data Governance Policies.
- Appropriately source and cite any data.

The Economic Performance Dashboard received support and collaboration from various teams within the City of San Antonio's Information Technology Services Department, Diversity, Equity, Inclusion, & Accessibility Department, and Communications & Engagement Department, ensuring compliance and adherence to all City of San Antonio branding and accessibility requirements.

Data will be updated on a regularly based on the subject matter. Of note, Small Business Economic Development Advocacy (SBEDA) program results will be updated monthly, EDD reports Performance Measures quarterly, and Strategic Framework Industries would be updated bi-annual (CY Q2 & Q4).

The Small Business Advisory Commission (SBAC) received an update and demonstration of the dashboard on May 13, 2025.

The dashboard can be accessed at <https://sa.gov/EDD/PerformanceDashboard>.

FISCAL IMPACT:

N/A

ALTERNATIVES:

N/A

RECOMMENDATION:

Staff does not recommend any action.