



Professional Services Agreement for Latin America Foreign Representative

City Council A Session – Item 9
September 5, 2024



Presented by: Alfred Breuer
Economic Development Manager
Economic Development Department

BACKGROUND

2021

- District 8 Councilmember Manny Pelaez files City Council Consideration Request (CCR) to explore Sister Cities with Central and South America.
- Economic Development Department (EDD) creates the Latin America Taskforce focused on cultivating new relationships

2022

- The EDD Strategic Framework approved in 2022 upholds the Metro Priority Plan and emphasizes the importance of FDI.
- Relationship building activities includes incoming and outgoing trade & investment missions.

2023

- Evolution of Casa San Antonio broadens scope to all FDI
- EDD established a one-year pilot agreement with a consultant in Bogota, Colombia to position San Antonio as a leading candidate for investment.

2024

- RFP issued for one year with two additional, one-year renewals at the City's option.





REQUEST FOR PROPOSAL (RFP)

Latin America Foreign Representative

- Issued: **May 14, 2024**
- Solicitation Closed: **June 18, 2024**
- Evaluation Meeting: **July 16, 2024**

Scoring and Evaluation

- Evaluation Committee:
 - EDD, San Antonio Airport System, and greater: SATX
- Four (4) proposals were received
- Criteria included firm's experience, background qualifications, proposed plan, price, and veteran/local preference

Recommendation for Award: Xstrategy US, LLC

Xstrategy US, LLC



- Xstrategy US LLC, is a leading corporate and institutional expansion firm, specializing in partnering with public institutions to drive the internationalization of cities and countries.
- Xstrategy US LLC, has offices in the U.S., Colombia and Panama, and will be supported by Market Intelligence Latin America, S.C. (MILA) and Ongresso Colombia.
 - Combined 60+ years experience in Latin American market
 - Direct FDI experience supporting U.S. State offices.
 - Strong public and private networks throughout Latin America



Scope of Work and Metrics

Establish a pro-active investment promotion strategy focused on target industries

Create a target list of companies with short and mid-term investment plans

Minimum of 30 meetings from the target list, annually

Generate three (3) leads from large companies (\$20+ million annual revenue) with immediate or near-term investment plans (24-36 months or less), annually

FISCAL IMPACT



- Contract term: 1-year term and 2 additional, 1-year renewals
- Annual payment: **\$50,000.00**
- Total payment: **\$150,000**

Funding in the amount of \$50,000.00 is available from the General Fund FY2024 Adopted Budget. Funding for future years is contingent upon City Council approval of the FY2025 and FY2026 annual budgets.



Recommendation

Approval of an Ordinance approving a contract with Xstrategy US, LLC in an amount not to exceed \$50,000.00 annually for a one-year term ending September 30, 2025, with two, one-year renewal options for a total contract price of up to \$150,000.00, in connection with Latin American strategic business coordination services.



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