

**Professional Services Agreement for  
Latin America  
Foreign Representative**

City Council A Session – Item 17

November 7, 2024



# 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)

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## 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

**Presented to Economic and Workforce Development Committee (EWDC) - October 22, 2024**

**Recommendation for Award: Xstrategy US, LLC**



# Xstrategy US, LLC

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- 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**

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- 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 FY2025 Adopted Budget. Funding for future years is contingent upon City Council approval of the FY2026 and FY2027 annual budgets.



# Recommendation

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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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