

2025 greater:SATX Operations Plan & Foreign Direct Investment Plan



City Council A Session

April 3, 2025 | Agenda Item #19

Brenda Hicks-Sorensen, Director, Economic Development

Background



Mission

To lead the development and diversification of the San Antonio, TX regional economy through the location and expansion of quality employers and job-producing investments.

- greater:SATX (gSATX) is a public-private, nonprofit organization that assists businesses and industry relocating to or expanding into the San Antonio area, and a long-time strategic partner of the City.
- gSATX focuses on business attraction, business retention, workforce development, and global marketing strategies.
- 2021 Service Agreement shifted the partnership to a performance-based payment structure.

gSATX Strategic Pillars



JOBS

Grow, attract, and retain quality jobs.

PEOPLE

Develop, recruit, and retain talent.

PLACE

Elevate value and perception of SATX.

Economic Mobility

2025 Operations Plan



The City of San Antonio and greater:SATX continue to partner to elevate economic development in San Antonio, TX. This year, the proposed areas will continue to include:

\$635,000

- Local/Domestic Recruitment and Retention (Performance Scorecard)

\$194,250

- FDI Attraction Plan

Total Funds Available: \$829,250*

2024 Operations Plan Results & 2025 Proposed Targets



greater:SATX/CoSA Agreement Performance Scorecard

METRICS	2024 GOALS	2024 RESULTS	2025 PROPOSED
New Target Industry Jobs	6,000	3,370	6,000
% High Wage Jobs	80%	47%	90%
% Jobs W/Wages > Median For Zip	100%	68%	85%
Capital Investment	-	-	\$850M
Domestic Capital Investment	\$340M	\$118.5M	-
Foreign Direct Investment	\$510M	\$568M	-
Lead Pursuits Generated	400	420	400
Leads Converted to Active Projects	50	58	50
BRG Engagements	200	178	200
BRG Trend Report	-	-	Quarterly
Requests Closed %	100%	97%	100%
Requests w/Follow Up %	95%	86%	95%
SMWBE Capacity Building	\$50K	\$50K	\$35K

Contract Payments

	2024
Total Contract \$ Available	\$635,000
Pay/Performance Impact	(\$151,517)
Total Earned	\$483,483

**Does not include COSA Workforce Agreement*

2024 FDI Plan Results & 2025 Proposed Targets



greater:SATX/CoSA Agreement				
FDI	2024 GOALS	2024 RESULTS	Pay/Performance Impact	2025 PROPOSED
Japan	Included in General Services			
South Korea	\$80,000	\$80,000	\$0	\$80,000
Europe	\$25,000	\$25,000	\$0	\$60,000
Canada	\$15,000	\$10,600	(\$4,400)	\$15,000
India	\$45,000	\$33,000	(\$12,000)	-
SelectUSA Event(s)	\$20,000	\$16,972	(\$3,028)	\$25,000
FDI Activity-Based Reserve Funding	\$9,250	\$0	(\$9,250)	\$14,250
TOTAL	\$194,250	\$165,572	(\$28,678)	\$194,250

Fiscal Impact



- Funding in the amount of \$829,250 for the 2025 Operations Plan and FDI Attraction Plan is available in the FY 2025 Adopted Budget.
 - Operations Plan: \$635,000
 - Foreign Direct Investment Attraction Plan: \$194,250
- Funding for subsequent renewal years is subject to City Council approval of the annual budget and funds.

Recommendation



Staff recommends approval of the 2025 Operations Plan and Foreign Direct Investment Action Plan with greater: SATX for a one-year term for an amount of up to \$829,250.

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