

ECONOMIC DEVELOPMENT STRATEGIC FRAMEWORK

CITY OF SAN ANTONIO, TEXAS



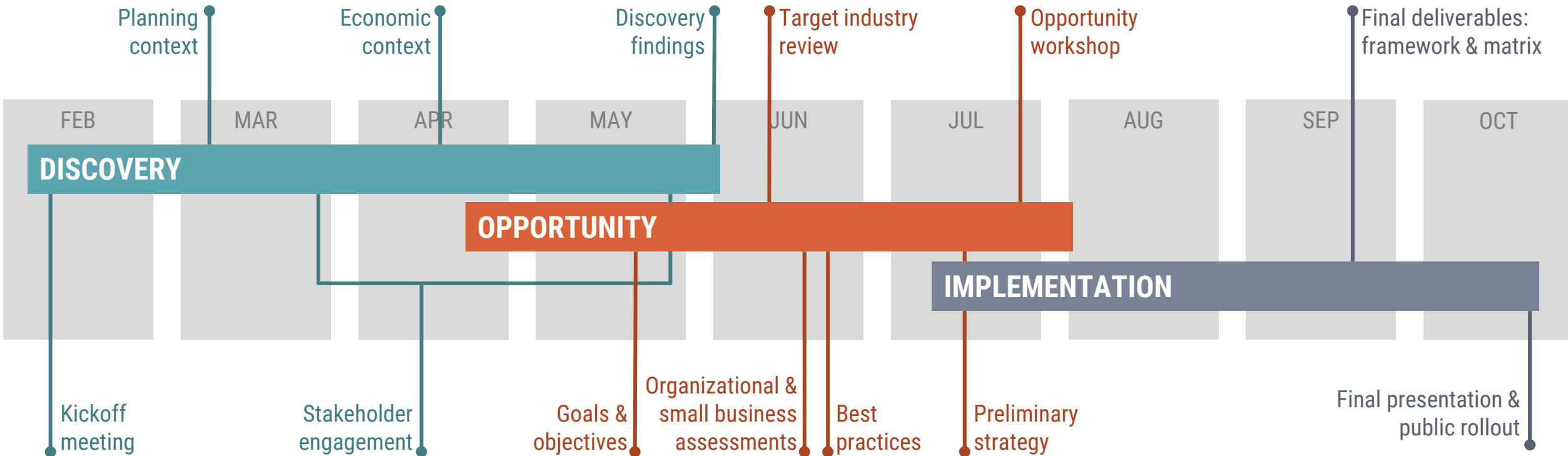
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ECONOMIC DEVELOPMENT DIRECTOR



CITY COUNCIL A SESSION
ITEM #5
OCTOBER 20, 2022

SCHEDULE



NOTE: TIP has a production process that should be factored into timelines for the development of deliverables. This process includes professional proofreading and design. The time required for production may vary based on the type of deliverable, planned uses and audiences, and amount of content.

FRAMEWORK OVERVIEW

FRAMEWORK OBJECTIVE

To position the City on the path toward a **more resilient economy**, to provide direction on **competing with national and global peers**, and to specifically **define the role EDD** should play in that effort

GUIDING PRINCIPLES



ECONOMIC OPPORTUNITY

Bolster all neighborhoods and engender economic opportunity



RESILIENCE

Position the City on path toward a resilient economy



INVESTMENT & GROWTH

Cast vision to drive investment and growth



ASSETS

Increase tax base and wealth of residents and businesses in an equitable manner



EQUITY

Ensure that strategies are approached through an equity lens

GOALS

1

INNOVATION & INDUSTRY

- 1.1 Business Development
- 1.2 Small Business
- 1.3 Entrepreneurship

2

PLACEMAKING & REAL ESTATE

- 2.1 Place-based Development
- 2.2 Culture & Amenities
- 2.3 Infrastructure

3

TALENT & WORKFORCE

- 3.1 Workforce Development
- 3.2 Talent Retention & Attraction
- 3.3 Wraparound Support

4

CAPACITY & RESOURCES

- 4.1 Tools
- 4.2 Partnerships
- 4.3 EDD Staffing

FY 2023 PRIORITY IMPLEMENTATION AREAS

Business
Intelligence, Data
Analytics and
Research

Business
Recruitment,
Retention, and
Expansion

Partnerships

Small Business
Support

Small Business
Economic
Development
Advocacy Program

Placemaking

Incentive Policies
and Processes

SAEDC

TIRZ

FY 2023 WORKPLAN

Business Intelligence, Data Analytics

- Build Data Analytics and Research Team
- Research, procure, and implement business intelligence, data analytics and research tools

Business Recruitment, Retention and Expansion

- Evaluate role of EDD in BRE in San Antonio and develop recommendations
- Work with partners to enhance marketing and messaging efforts to attract more investment, both domestic and global, to San Antonio
- Continued implementation of the Metro Priority Plan

Partnerships

- Align all partnership efforts toward strategic framework including outcome-based measures
- Host quarterly Department Director meetings specific to economic development collaborative efforts

FY 2023 WORKPLAN

Small Business Support

- Implement ecosystem enhancements, capacity building, Buy Local, and access to capital programs funded through ARPA
- Work with LiftFund and partners to enhance Loan Interest Buy Down program
- Continued implementation of the San Antonio Small Business Ecosystem Assessment

Small Business Economic Development Advocacy Program

- Disparity Study and Recommendations
- Supply SA Initiative (Aspen Institute)

Placemaking

- Implement placemaking strategies funded through ARPA
- Evaluate placemaking opportunities and identify recommendations for future year implementation

FY 2023 WORKPLAN

Incentive Policies and Processes

- Propose and implement new policy
- Identify opportunities to streamline incentive review process

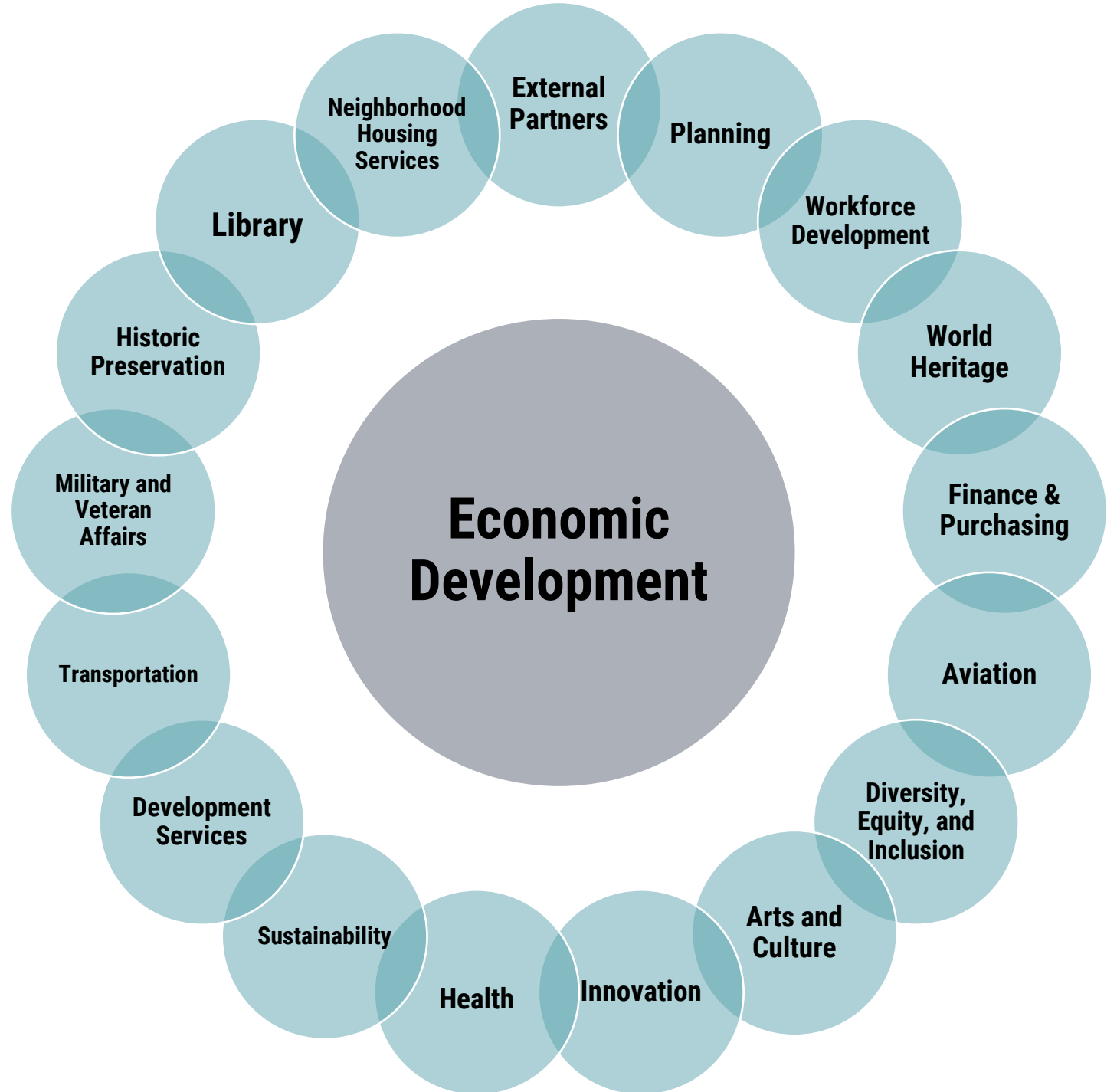
SAEDC

- Develop and present revised SAEDC workplan – Jan 2023
- Policy discussions and implementation of revised workplan

TIRZ

- Evaluate TIRZ funds to include the addition of place-based development and redevelopment as eligible uses beyond housing projects

COLLABORATION



MEASURING SUCCESS

Category	Measure
Jobs	New jobs created and retained
Wages	Median wages of jobs created/retained and share of new jobs created that pay living wages
Businesses	Retention and expansion of existing companies
Industrial Development	Amount of new industrial space added to the City's industrial market
Investment	Growth in capital investment disaggregated by specific regional centers, community areas, and corridors

Develop performance measurement dashboard in FY 2023

THANK YOU



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