



greater: SATX™

REGIONAL ECONOMIC PARTNERSHIP

2023 Operations Plan Overview
February 2023

> We are greater:SATX

MISSION: *To lead the development & diversification of the San Antonio, Texas regional economy through the location & expansion of quality employers & job-producing investments.*



- > greater:SATX is a public-private, regional economic development organization charged with developing and diversifying the San Antonio, Texas economy through **business attraction**, **business retention**, **workforce development** and **global marketing strategies**.
- > Supported by 180 private sector investors and 13 regional partners, we are responsible for assisting over **500 companies** relocate or expand in the region that collectively employ more than **120,000 San Antonians**.

Recent Wins

(2017-2022)

26,900+

New Jobs
Announced

\$6.1B

Capital
Investment

650+

Existing
Business
Assists

134

Deals
Closed

25.4K

Work-Based
Learning
Opportunities

44.2K

Targeted
Certificates
& Degrees

Headquarters
Relocation or Expansion



Facilities
Relocation or Expansion



Booz | Allen | Hamilton



➤ 2023 OPERATIONAL ACTIVITIES BY STRATEGIC PILLAR



➤ **Jobs: Grow, attract, and retain quality jobs.**

- Proactive Corporate Recruitment
- Partner to identify and market, available sites for Regional Mega Projects
- Launch and execute a business engagement strategy that leverages all the greater: SATX value propositions to support local companies to grow
- Tiered business engagement model/ qualitative relationship index/ rating
- Publish and distribute timely economic analysis, data and core research to inform local businesses; support in advocating for local resource allocation
- Military Command Recruitment and Retention Regional Strategy



New Leads
1,200

Meaningful Engagements
600

Investor Engagements
200

Pitch Opportunities
120

Pitch to Project Conversion
24

➤ People: Develop, recruit & retain talent

Employer Engagement & Strengthening our Regional Workforce

- Talent Pipeline Management (TPM) implementation across (6) sectors: manufacturing, healthcare/bio, skilled trades, financial services, IT/cyber and education



U.S. Chamber of Commerce
Foundation

Awareness, Exposure and Preparation

- Strengthen Youth Work-based Learning Programs and Industry Awareness Activities
- Youth DEI-focused Siemens Foundation Social Capital initiative and Professional Skills Digital Badging
- Educator & Counselor Industry Externships
- Labor Market Intelligence reports



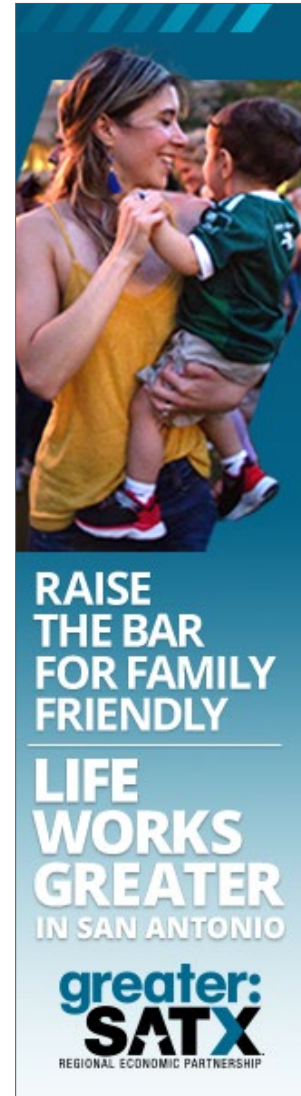
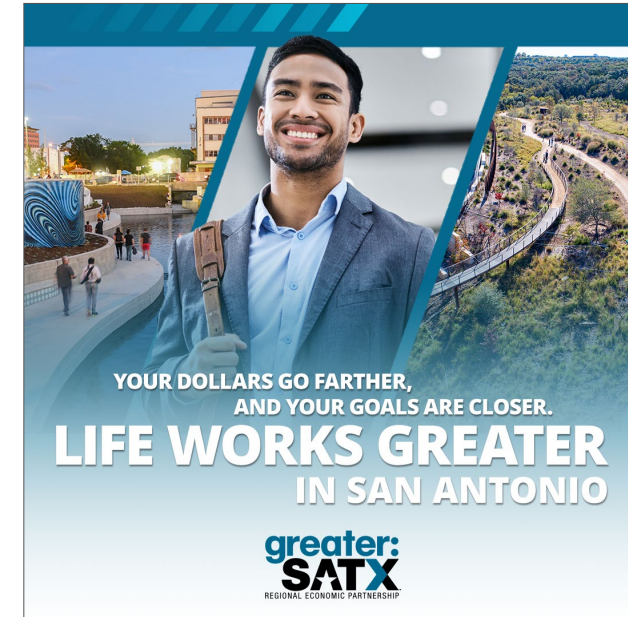
Talent Retention / Attraction

- Grow Alamo Fellows Program
- Activate 300+ SA WORX Alumni Network
- Harvard Business School Young American Leaders Program
- Talent Attraction Campaign
- Career Pathways & Job-Matching Tool



➤ Place: Elevate value & perception of SATX

- Amplify [National Branding Campaign](#)
- Expand National & Regional Public Relations Initiatives
- Extend the regional Manufacturing Marketing Campaign
- Air Service Development: \$2.4M Private Fund
- Continued marketing support of the SA International Airport



➤ COSA Agreement: Proposal

| greater:SATX/CoSA Agreement Scorecard | | | |
|---|---------------|---------------|---------------|
| GOALS | 2022 GOALS | 2022 RESULTS | 2023 GOALS |
| New Target Industry Jobs | 5,200 | 3,001 | 4,800 |
| Wages > \$50K | 75% | 80% | 80% |
| % of Total MSA Job Growth | 60% | 12% | N/A** |
| % Wages > Med. Income for Zip | 100% | 89% | 100% |
| Capital Investment | \$500M | \$2.1B | \$650M |
| Foreign Direct Investment | \$100M | \$16M | \$100M |
| Proactive Company Pitches | 12 | 18 | N/A** |
| Local Business Assists | 200 | 222 | 250 |
| Lead Pursuits Generated** | N/A* | N/A* | 1,200 |
| Leads Converted to Active Projects** | N/A* | N/A* | 24 |
| SMWBE Membership in gSATX | \$50K | \$0K | \$50K |

*Goal eliminated for 2023 / **New goal for 2023

| Contract Payments (Estimated) | | |
|-------------------------------|-------------------|------------|
| | 2022 | 2023 |
| Total Contract \$ Available* | \$635,000 | \$635,000 |
| Pay/Performance Impact | ~(\$180,000) | TBD |
| Total Earned | ~\$455,000 | TBD |

*Does not include COSA Workforce Agreements with SA WORX



greaterSATX.com