



greater:
SATX
REGIONAL ECONOMIC PARTNERSHIP

City of San Antonio, EWDC

February 22, 2022

MISSION

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

All In SATX

In 2019, the community invested in a regional strategic planning process to meet goals, address challenges, and fuel **greater economic mobility** for everyone.

JOB	PEOPLE	PLACE
Grow, Attract, and Retain Quality Jobs	Develop, Recruit, and Retain Talent	Elevate Quality and Perception of SATX

OUR HISTORY

From our private-sector roots to a strong public-private partnership.



Origination

Expansion

Evolution

COVID Recovery

Execution

1975

SAEDF founded and funded by private sector, 100% business recruitment

2011 ★

Public-private partnership formed between SAEDF, City, and County

2016

SAEDF leadership transition

2018

FTA integration and increased focus on Global Development

2020

Operations shift to COVID-19 economic and workforce recovery

2022 ★

Execute Plan

2008

Mayor commissioned private sector review of economic development delivery system

2015

Forefront SA Strategic Plan for economic development crafted

2017

SA WORX Integration

2019

Regional strategic planning process

2021

Private Sector 5-yr. Capital Campaign

2021 RESULTS

greater:SATX/CoSA Agreement Scorecard

2021 CoSA GOALS	2021 RESULTS
4,582 New Jobs	5,002
100% Target Industry Jobs	100%
75% Wages > \$50K	62%
60% of Total MSA Job Growth	11%
100% Wages > Median for Zip	62%
\$506M Capital Investment	\$1.2B
\$100M Foreign Direct Investment	\$92M
8 Proactive Company Pitches	4
200 Local Business Assists	208

2021 Contract Payment

Total Contract \$ Available*	\$635,000
Pay/Performance Impact	~(\$100,000)
Total Earned	~\$535,000

*Does not include CoSA Workforce Agreements with SA WORX

2022 PLAN

2022 ACTIVITY		2022 GOALS
JOBS	Business Attraction	<ul style="list-style-type: none"> ➤ 6,500 Target Industry Jobs; 65% High Wage ➤ \$500M Capital Investment ➤ 75% BRE Closure Rate
	Business Retention and Expansion 2.0	
	Regional Collaborative	
	Trade and Export Development	
<i>Proposed Budget</i>		\$2.3M
PEOPLE	Career Pathways	<ul style="list-style-type: none"> ➤ 75% Target Industry Job Fill Rate ➤ 16,500 Target Industry Degree Completions ➤ 8,000 Students in Work-Based Learning Programs
	Work-Based Learning	
	Talent Recruitment and Retention	
<i>Proposed Budget</i>		\$1.2M
PLACE	Regional Branding	<ul style="list-style-type: none"> ➤ 60 Regional Brand Equity Score ➤ 65 Net Promoter Score ➤ Young Professionals Event Series
	Airport Support	
	"Fun Factor"	
<i>Proposed Budget</i>		\$2.1M
VITALS	Enterprise Fixed Costs	<ul style="list-style-type: none"> ➤ 97% Investor Retention Rate ➤ 100% Budget Compliance
<i>Proposed Budget</i>		\$1.7M
Total Proposed Budget		\$7.3M

JOBS

Grow, Attract, and Retain Quality Jobs.

OBJECTIVES:	Position SATX as top choice for employers and talent	Empower regional employer growth and sustainability
ACTIVITY:	<ul style="list-style-type: none">➤ Targeted Business Attraction➤ Regional Collaborative➤ Comprehensive Lead Generation	<ul style="list-style-type: none">➤ BRE 2.0<ul style="list-style-type: none">• Comprehensive Employer Outreach• Data Capture• Minority-Owned Business Grants➤ Enhanced Trade and Export Development

\$2.25M

PEOPLE

Develop, Recruit, and Retain Talent.

OBJECTIVES:	Empower regional employer growth and sustainability	Build Talent Pipeline and Career Pathways	Position SATX as top choice for employers and talent
ACTIVITY:	<ul style="list-style-type: none">➤ SA Ready to Work➤ Talent Pipeline Management	<ul style="list-style-type: none">➤ Career Pathways and Job Matching Tool➤ Youth Digital Skills Badging➤ Manufacturing Marketing Campaign➤ SA WORX Alumni Network	<ul style="list-style-type: none">➤ Alamo Fellows➤ Talent Recruitment Marketing Strategy

\$1.21M

PLACE

Elevate the Quality and Perception of SATX.

OBJECTIVES:	Position SATX as top choice for employers and talent	Align placemaking investments and partnerships.
ACTIVITY:	<ul style="list-style-type: none">➤ National Media<ul style="list-style-type: none">• Lifestyle; Available Careers• Young Professionals• Target Industry Companies➤ Content Development	<ul style="list-style-type: none">➤ Activate Bond Investments➤ Airport Support; Flight Fund➤ Regional Talent Engagement

\$2.15M

2022 AGREEMENT

This year, the City of San Antonio EDD and greater:SATX are well-positioned to elevate economic development in San Antonio, TX.

Total CoSA Funds Available:
\$635,000

greater:SATX/CoSA Agreement Scorecard

2022 CoSA GOALS	
New Target Industry Jobs	5,200
Wages > \$50K	75%
% of Total MSA Job Growth	60%
% Wages > Med. Income for Zip	100%
Capital Investment	\$500M
Foreign Direct Investment	\$100M
Proactive Company Pitches	12
Local Business Assists	200
SMWBI Membership in gSATX*	TBD

*In Q1 2022, CoSA EDD and greater:SATX to determine requirements and process for \$50K in annual support for SMWBI membership in greater:SATX.

