

ALISA

City of San Antonio, EWDC February 22, 2022

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and

MISSION



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

All In SATX

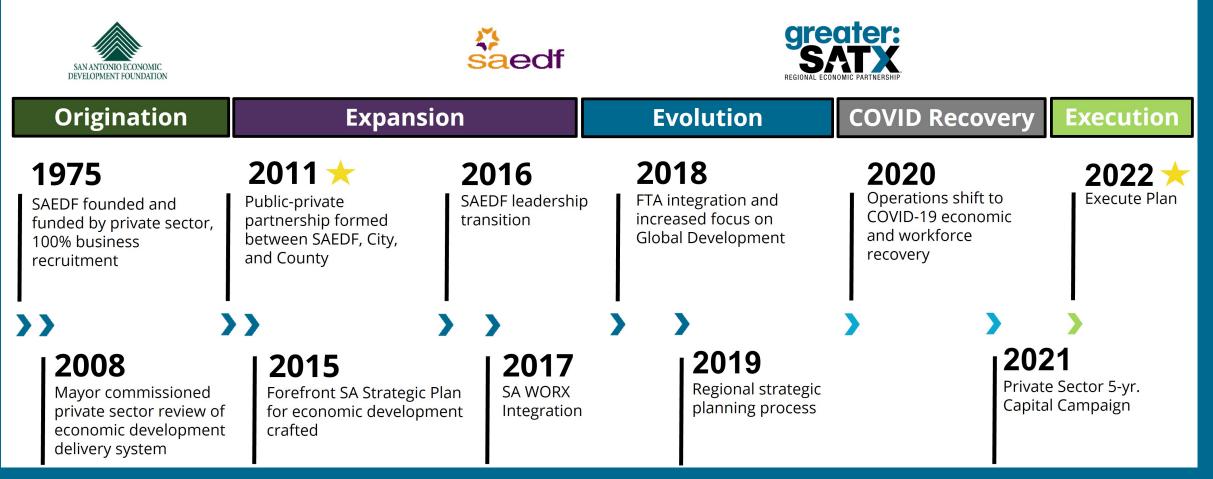
In 2019, the community invested in a regional strategic planning process to meet goals, address challenges, and fuel greater economic mobility for everyone.

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

OUR HISTORY

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





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	<mark>62</mark> %
60% of Total MSA Job Growth	11%
100% Wages > Median for Zip	<mark>62</mark> %
\$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

Total Proposed Budget



2022 ACTIVITY 2022 GOALS Business Attraction > 6,500 Target Industry Jobs; 65% High Wage **Business Retention and Expansion 2.0** JOBS **\$500M Capital Investment Regional Collaborative** > 75% BRE Closure Rate Trade and Export Development **Proposed Budget** \$2.3M Career Pathways > 75% Target Industry Job Fill Rate PEOPLE Work-Based Learning > 16,500 Target Industry Degree Completions Talent Recruitment and Retention > 8,000 Students in Work-Based Learning Programs \$1.2M Proposed Budget **Regional Branding** 60 Regional Brand Equity Score PLACE Airport Support 65 Net Promoter Score "Fun Factor" > Young Professionals Event Series **Proposed Budget** \$2.1M > 97% Investor Retention Rate VITALS **Enterprise Fixed Costs** 100% Budget Compliance Proposed Budget \$1.7M

\$7.3M

5





Grow, Attract, and Retain Quality Jobs.

OBJECTIVES:	Position SATX as top choice for employers and talent	Empower regional employer growth and sustainability
ACTIVITY:	 Targeted Business Attraction Regional Collaborative Comprehensive Lead Generation 	 BRE 2.0 Comprehensive Employer Outreach Data Capture Minority-Owned Business Grants Enhanced Trade and Export Development



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:	 SA Ready to Work Talent Pipeline Management 	 Career Pathways and Job Matching Tool Youth Digital Skills Badging Manufacturing Marketing Campaign SA WORX Alumni Network 	 Alamo Fellows Talent Recruitment Marketing Strategy



PLACE



Elevate the Quality and Perception of SATX.

OBJECTIVES:	Position SATX as top choice for employers and talent	Align placemaking investments and partnerships.
ACTIVITY :	 National Media Lifestyle; Available Careers Young Professionals Target Industry Companies Content Development 	 Activate Bond Investments Airport Support; Flight Fund Regional Talent Engagement



2022 AGREEMENT



This year, the City of San Antonio EDD and greater:SATX are wellpositioned 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.

