



City of San Antonio

Agenda Memorandum

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Agenda Item Number: 5

Agenda Date: October 31, 2023

In Control: Economic and Workforce Development Committee Meeting

DEPARTMENT: Economic Development Department

DEPARTMENT HEAD: Brenda Hicks-Sorensen

COUNCIL DISTRICTS IMPACTED: Citywide

SUBJECT:

Briefing on the City's Economic Development Department Strategic Framework and FY 2023 and FY2024 Workplan Updates

SUMMARY:

Briefing on the City's Economic Development Department Strategic Framework and FY 2023 and FY2024 Workplan Updates

BACKGROUND INFORMATION:

The Economic Development Strategic Framework, accepted by City Council on October 20, 2022, is a guiding document that defines the Economic Development Department's (EDD) role in the pathway to a more resilient economy, providing direction on competing with national and global peers.

The Framework outlines four main goals to leverage existing strengths, mitigate challenges, and

build on the momentum of existing initiatives, which are listed below. Recommended strategies for each goal are outlined in the Framework.

1. Innovation and Industry - Retain, expand, and attract businesses within each strategic industry cluster, provide more effective small business support, and facilitate innovation-centric entrepreneurship.
2. Placemaking and Real Estate - Accelerate place-based real estate development projects that create quality spaces for new jobs and investment in San Antonio's regional centers and neighborhood economic nodes.
3. Talent and Workforce - Ensure San Antonio residents have accessible pathways to well-paying jobs and employers have access to a robust pipeline of talent.
4. Capacity and Resources - Align the City's economic development tools around strategic growth and coordinate with local organizations on shared goals and actions that benefit San Antonio as a whole.

The Strategic Framework serves as a foundational document and is accompanied by a departmental workplan. The departmental workplan focuses on each of the four goals and the tasks identified within each goal. Tasks are assigned date ranges for completion, and some are identified as ongoing due to the nature of the task.

ISSUE:

EDD identified several areas of emphasis to support the implementation of the Economic Development Strategic Framework in the FY 2023 Workplan. The Economic and Workforce Development Committee was updated on the implementation status on April 25, 2023. Since this date, the following has been accomplished or is currently underway:

- In an effort to continue support for the Innovation and Industry goal, EDD is administering the Second-Stage Company Grant Program and SBIR/STTR Matching Grant Program (previously briefed at EWDC on February 28, 2023). Both programs provide business support and facilitate innovation-centric entrepreneurship opportunities to high growth potential small businesses. Awards for both programs are anticipated by December 31, 2023.
- The Framework includes both economic performance indicators and growth targets for consideration in tracking progress. The Research and Business Intelligence team, created earlier this year, evaluated the suggested economic performance indicators and growth targets and developed a benchmarking dashboard to measure performance. The EDD Dashboard is now live and available at <https://www.sanantonio.gov/EDD/Dashboard>.
- City Council allocated \$5.25 million in ARPA funding for placemaking initiatives, including \$1 million for a Corridor Program Pilot and partnership with Main Street America, \$3 million for a Façade Improvement Program, and \$1.25 million for an Outdoor Spaces Program. The Outdoor Spaces applications are currently under review and applications for the Façade Improvement program are due on October 31, 2023. The revised Corridor Program will launch in fall 2023 and EWDC will receive a program update by the end of the year.
- EDD continues to identify opportunities for further collaboration among internal and external stakeholders. For example, EDD has established a quarterly Economic Development Collaborative with 17 other departments to discuss opportunities for

partnerships on various initiatives. EDD continues to meet with community partners within the small business and entrepreneurial ecosystem to identify additional ecosystem enhancements.

In FY 2024, the department will continue to focus on the work begun in FY 2023 including the placemaking, ecosystem enhancements, and minority small business programs. The department will also continue work toward implementing a robust strategic account management strategy and expanding upon the research and business intelligence work plan.

FISCAL IMPACT:

This item is for briefing purposes only.

ALTERNATIVES:

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RECOMMENDATION:

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