

A nighttime photograph of a city street in San Antonio. The street is filled with light trails from cars, creating a sense of motion. On the left, there are tall buildings with lit windows and a church steeple. On the right, there are more modern buildings and a large red sculpture. The sky is a deep blue.

CITY OF SAN ANTONIO

# **ECONOMIC DEVELOPMENT**

**FY 2021 ANNUAL REPORT**



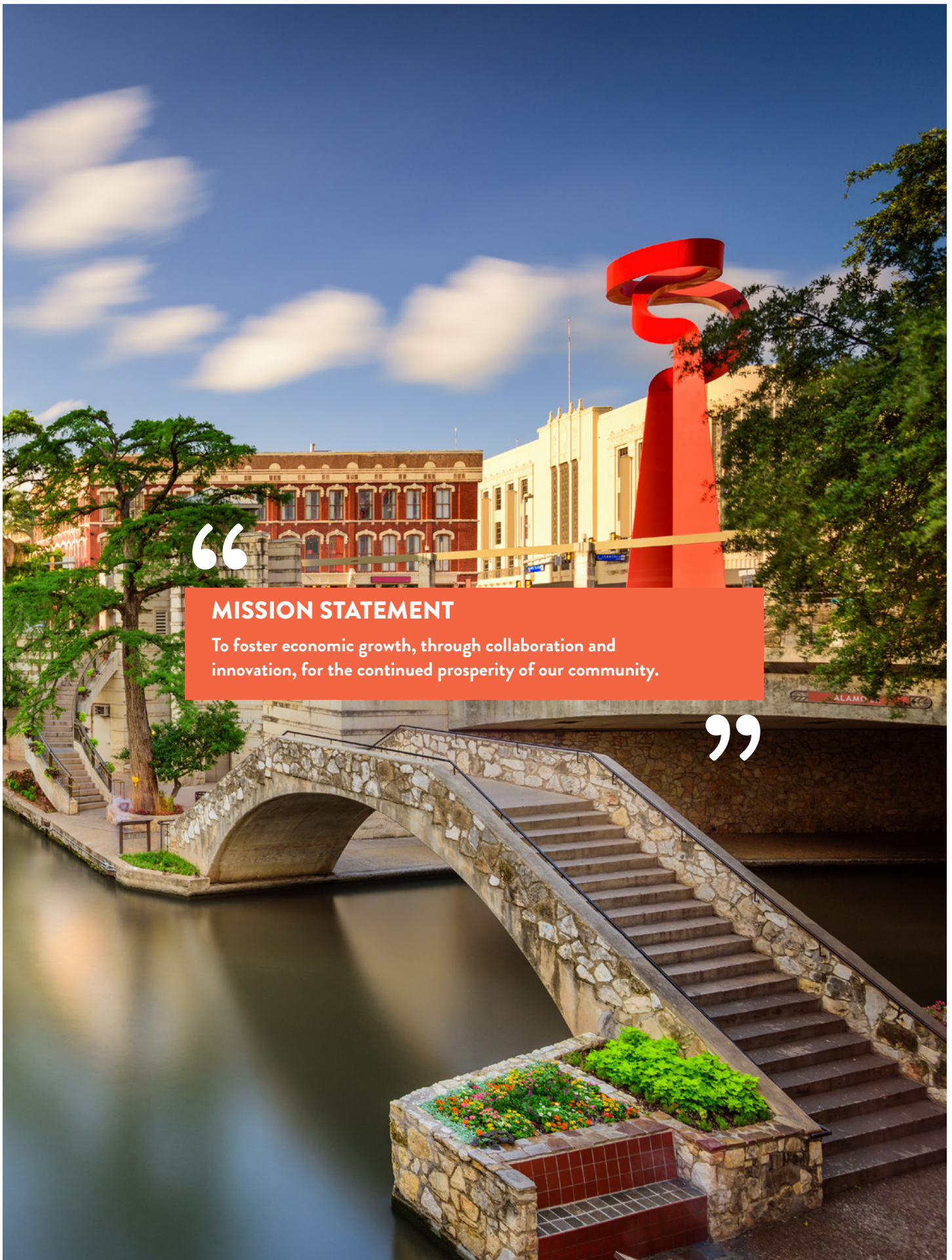
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## MISSION STATEMENT

To foster economic growth, through collaboration and innovation, for the continued prosperity of our community.

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# Director's Message



As we welcome 2022, I feel optimistic about the hope and promise ahead. In FY 2021, the City of San Antonio Economic Development Department (EDD) fostered new economic growth through collaboration and innovation for a more resilient recovery.

We have focused our efforts on emerging stronger from the COVID-19 pandemic by changing the way we think about our local economy and implementing more inclusive and equitable strategies. Our team's work is intentional and purposeful to provide every community member an opportunity to reach their fullest potential.

We are laying the groundwork for a new foundation that embraces and embodies who we are today and who we will be tomorrow. This report highlights the FY 2021 accomplishments of EDD,

demonstrating how our department supported and advanced our community during a recovery year.

San Antonio and our region will continue to see exponential growth, creating an auspicious environment for companies already here and those who will be here in the future. Local area growth also forecasts new opportunities for our small, minority and women-owned businesses to thrive.

I am honored to have joined EDD as we begin an exciting new chapter for economic development in San Antonio. My team and I are committed to working alongside our fantastic partners and reaffirming our duty to incorporate the voice of our community in all that we do. Although there still may be challenges ahead, we are laying a new path that emboldens our community to face the future with confidence.

**Brenda Hicks-Sorensen, CEcD**  
Director, Economic Development Department

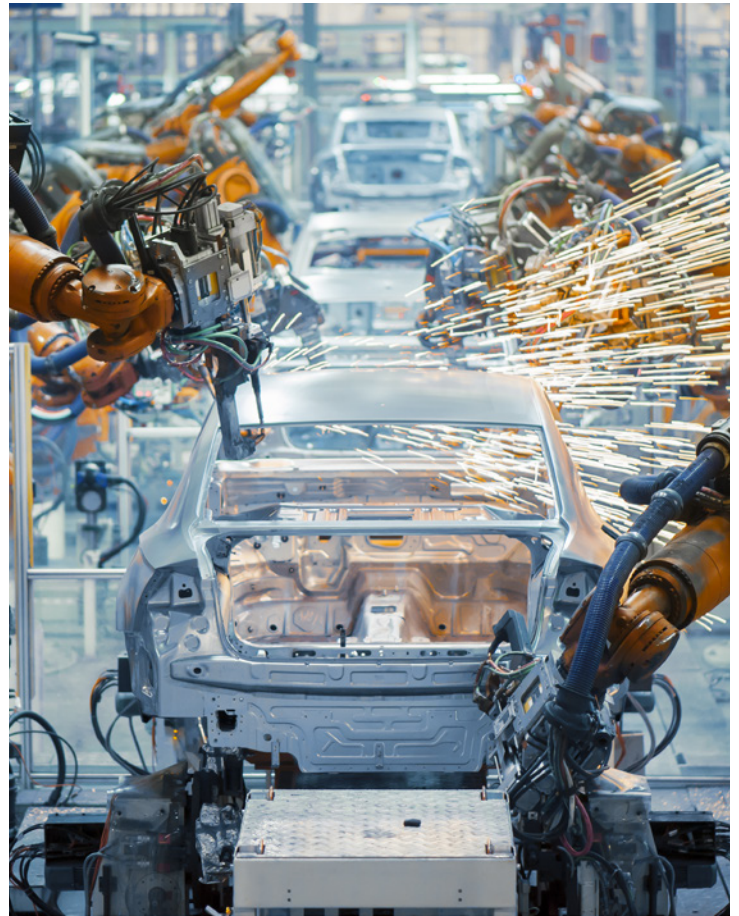
# Advancing

## We promote jobs and investments.

The Economic Development Department works to increase the number of high-quality jobs in San Antonio by partnering with the community's business organizations, administering the City's economic development incentives programs, and attracting new companies while helping existing businesses stay and grow.

The Department's Industry Division specifically focuses on jobs in several targeted industries, including information technology and cybersecurity, healthcare and biosciences, and advanced manufacturing, particularly the automotive and aerospace sectors. These targeted industries build on San Antonio's existing strengths, offer some of the highest-paying jobs in the country, and drive an ever-evolving, 21st-century economy.

To facilitate targeted growth, we strategically recommend the use of economic development incentives, along with support for industry development organizations. In FY 2021, the Division undertook a review of the City's current tax abatement, rebate, and economic development grant guidelines, and gathered input from community partners and organizations. This review and the initial recommendations were presented to City Council in June, and the analysis will be included as part of the department's ongoing Strategic Plan Initiative in FY 2022.



### Did you know?

The Industry Division partners with target industry organizations, including BioMed SA and Cyber Security San Antonio. The Division provides annual funding to each organization and works with them to further the growth and development of their respective industry. This includes monthly board and industry council meetings, collaboration on programs, events, and marketing, as well as partnering on key community priorities like workforce development, education, and technology commercialization.



## FY 2021 PROJECT RESULTS



**948 JOBS**  
**\$28 MILLION INVESTMENT**



**NAVISTAR ADVANCED TECHNOLOGY CENTER**  
**60 JOBS**  
**\$18 MILLION INVESTMENT**



**55 JOBS**  
**\$42 MILLION INVESTMENT**



**52 JOBS**  
**\$16.84 MILLION INVESTMENT**



**50 JOBS**  
**\$9 MILLION INVESTMENT**



### IN THE SPOTLIGHT

#### Bioscience and Innovation on the Eastside

As part of VelocityTX's growing presence and investment on the city's Eastside, Scorpion Biologics Services will open its integrated contract research, development, and manufacturing facility in early 2022 on Velocity's campus at the former Merchant's Icehouse. Scorpion is focused on cell and gene-based therapies, as well as large molecule biologics, and will join San Antonio-based GenCure's biomanufacturing facility at the site, which anchors the broader development.



# Diversifying

## We build global relationships.

San Antonio's international strategy is a multi-faceted approach that includes business, diplomacy, culture, and education. This strategy focuses on accomplishing three key goals: prioritizing metros across the globe for investment, expanding San Antonio residents' access to the world, and elevating San Antonio's reputation.

San Antonio has 5 priority metros, as well as 14 Sister and Friendship Cities and 3 other official relationships, which the city cultivates through collaboration, trade, and investment. As San Antonio builds on its international relationships and seeks to focus its outreach, it has fine-tuned its global strategy by deepening diplomatic, business, cultural, and educational ties within targeted cities and regions.



### North American Friendship Garden

On June 24, 2021, the North American Friendship Garden was inaugurated at Confluence Park by Mayor Nirenberg among other dignitaries. This garden was born out of a collaborative effort spearheaded by the Global Engagement Division between the Consulate General of Canada in Texas, the Consulate General of Mexico in San Antonio, the San Antonio River Authority, and the San Antonio River Foundation to highlight the importance of pollinators.

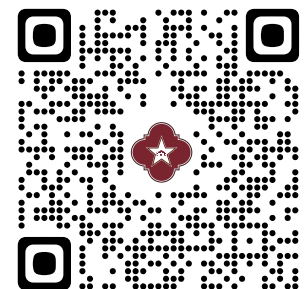
Additional support was provided by the San Antonio Mexico Friendship Council and the City of San Antonio's Arts & Culture Department, Office of Sustainability and World Heritage Office with participation by the Butterfly Festival, the Butterfly Coalition and private donors.

The impact will be felt for years to come through the legacy of the garden and opportunity to educate San Antonio families about the importance of pollinators.

### Did you know?

Musical Bridges Around the World, in collaboration with the Global Engagement Division, launched its Opening Season Concert featuring a Sister Cities Jazz Ensemble. This unique virtual event brought together 17 musicians from San Antonio and its sister and friendship cities all around the world to play an original composition by Aaron Prado, a well-known local musician and composer.

To view this video on YouTube, scan this code.



## FY 2021 ACCOMPLISHMENT HIGHLIGHTS



**37**  
COUNTRIES  
ENGAGED

\* INCLUDES VIRTUAL ENGAGEMENTS



**100**  
INBOUND  
EVENTS\*



**119**  
OUTBOUND  
EVENTS\*



**284**  
DELEGATE  
VISITS



**4,908**  
EVENT  
ATTENDEES\*

### Cuisine Solutions Grand Opening and Ribbon Cutting Ceremony

Brooks hosted a grand opening and ribbon cutting ceremony on May 12, with participation by the Ambassador of France to the US, for Cuisine Solutions, the largest sous-vide company in the world, a provider of high-quality prepared gourmet entrees, sauces and other menu items to food service providers around the globe. The project cost is an estimated \$200 million, the largest single investment on the Brooks campus to date, marking a significant French investment.



### Virtual Prospecting in Korea

The City of San Antonio with participation by greater:SATX carried out a virtual investment mission to South Korea and engaged a total of eight new companies across different sectors namely in renewable energy, bio-medical and aerospace sectors primarily from the Seoul metro region. The targeted promotion of San Antonio to Korean companies is a tactic of the Metro Priority Plan launched in FY 2020 in which Seoul is one of five target global metros for trade and investment.

### Cybersecurity and Tech Industry Virtual Events; UK, Canada, Mexico, Spain

San Antonio's Cybersecurity Tech sector was showcased globally throughout the year in diverse virtual events supported by the Economic Development Department through the Global Engagement Division in collaboration with Cybersecurity SA. In total there were four virtual events with more than 150 attendees in partnership with ten local San Antonio companies and organizations.



## IN THE SPOTLIGHT

The City of San Antonio Sister Cities Program won awards for Innovation in Youth and Education, Innovation in Business, Trade, and Professional Exchange and Best Overall Program for Cities with a Population greater than 300,000 from Sister Cities International presented at their virtual annual conference in July 2021. The awards competition, which is open to sister city programs worldwide, recognizes the accomplishment of outstanding individuals and community sister city programs that are promoting peace through mutual respect, understanding, and cooperation.

### SISTER AND FRIENDSHIP CITIES

MONTERREY  
Mexico

GWANGJU  
South Korea

KUMAMOTO  
Japan

TEL AVIV  
Israel

DARMSTADT  
Germany

GUADALAJARA  
Mexico

KAOHSIUNG  
Taiwan

CHENNAI  
India

WUXI  
China

MEXICO CITY  
Mexico

LAS PALMAS  
Spain

SANTA CRUZ  
DE TENERIFE  
Spain

SUZHOU  
China

WINDHOEK  
Namibia



# Growing

## We support small businesses.

San Antonio and Bexar County are home to approximately 34,000 small businesses. To spur the creation of small businesses and promote their success, the Small Business Division has implemented various programs and initiatives that assist all types of business owners, whether they are at the ideation, startup, or growth phase. These programs focus on providing access to capital, business consulting, education, mentorship, and equal opportunity to City contracts.

While these programs provide assistance to all local small businesses, each plays a key role in addressing disparities from various City-initiated studies that show minority and women-owned businesses face multiple challenges and barriers as compared to non-minority and women-owned businesses. Together, the City's small business programs level the playing field so that all small businesses can succeed.



### Did you know?

The Small Business Advisory Commission was established on February 18, 2021 by Mayor and City Council to review upcoming policies, regulations and issues affecting small businesses, outside of the SBEDA Ordinance, and provide recommendations to City staff, Mayor and City Council. The 15-Member Commission was created to include diverse representation of the small business and non-profit community who demonstrate desired technical expertise, identities, and perspectives.

## PROGRAM HIGHLIGHTS AND METRICS

### Embracing Entrepreneurial Equity Program

The Embracing Entrepreneurial Equity Program, in partnership with Maestro Entrepreneur Center was created and offered in FY 2021 to provide hands on, one-on-one coaching, business organization referrals, and technical assistance for ten aspiring entrepreneurs. This program focused on Black, Latino and other historically underserved entrepreneurs, and was part of the City of San Antonio's ongoing initiatives to empower and further establish local businesses owned by persons of color and women. Selected participants were granted up to \$20,000 after successfully meeting assigned milestones. Ninety percent of entrepreneurs were women and 100 percent were either Black or Latino.

### Launch SA

Through a partnership with LiftFund, Launch SA provides a space where those with an idea or full-fledged business can access specialty programming, workshops, tailored support, and resources.



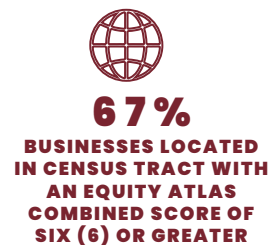
### Loan Interest Buydown Program

The Loan Interest Buydown Program, administered in partnership with LiftFund, provides 0% interest for \$500 to \$50,000 loans for qualifying local S/M/WBEs to access capital.



### Small Business Fee Waiver Program

The Small Business Development Fee Waiver Program off sets City license and permit fees as well as SAWS sewer and water impact fees of up to \$50,000 for S/M/W/VBE and health providers in vulnerable communities.



### IN THE SPOTLIGHT

In partnership with the Houston Street TIRZ, \$14.25 million was provided to fund grants for the Hospitality Industry, with an emphasis on food and beverage small businesses. This grants program was administered by non-profit organization, LiftFund. 465 grants totaling \$13 million were awarded. Of these awards, 40.2% went to women-owned businesses; 73.5% were awarded to minority-owned businesses; and 52.6% were awarded to businesses located in a census tract with combined equity scores of 6 to 10.



# Advocating

## We invest in diversity.

The Small Business Economic Development Advocacy (SBEDA) Program provides access to City contracts by promoting the participation of eligible local small, minority, and women-owned businesses (S/M/WBEs) to address disparity findings from the City-initiated study.

FY 2021 was another record-breaking year for S/M/WBE utilization. 57% of the City's contractual spending represents the largest spend-to-date since the establishment of the program in 1992, when a disparity study found that only 10% of City contract dollars were paid to local S/M/WBEs.

To be eligible for the program, businesses must be certified as a S/M/WBE through the South Central Texas Regional Certification Agency (STRCTA), be located in the San Antonio Metropolitan Statistical Area (SAMSAs) and also registered in the City of San Antonio's Central Vendor Registry system.



**\$277 MILLION**

WAS PAID TO 526 S/M/WBE'S  
REPRESENTING 57% OF THE CITY'S  
CONTRACTUAL SPENDING ON  
CONTRACTS IN WHICH SBEDA  
PROGRAM APPLIED.

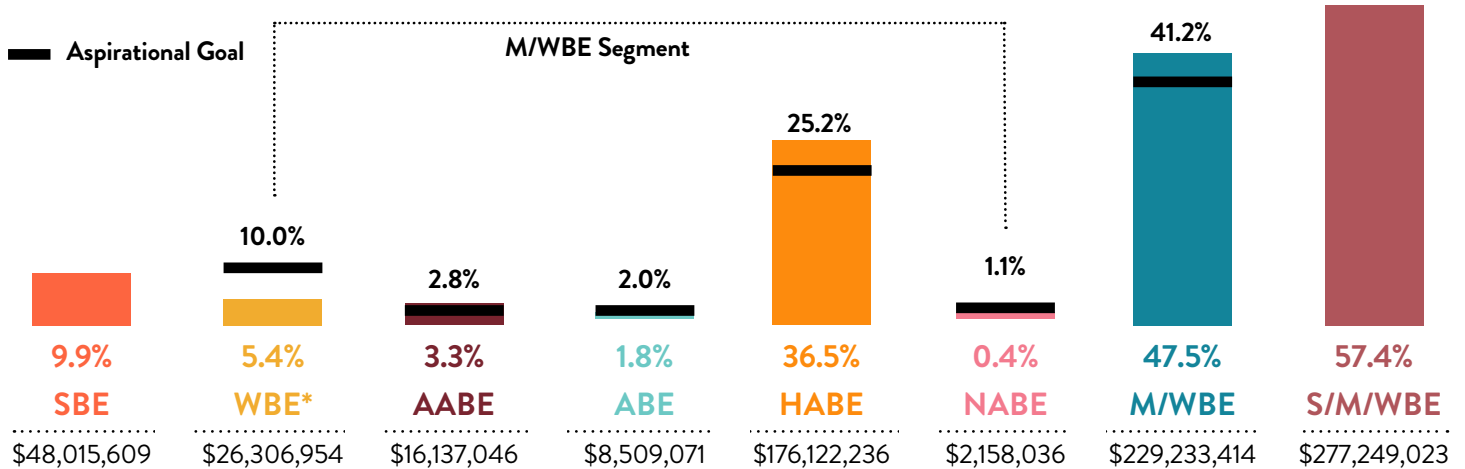
### Did you know?

The SBEDA Committee, formerly the Small Business Advocacy Committee (SBAC), is an 11-member body representing individual City Council members and the mayor. The committee advises the Mayor, City Council, and the City Manager on business issues, goals, and related policies concerning S/M/WBEs that are ready, willing, and able to do business with the City, under the policies set forth in the SBEDA Ordinance.



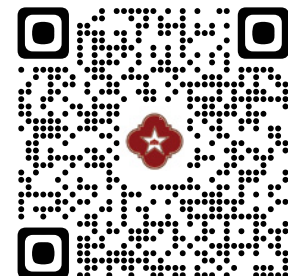
# S/M/WBE Utilization Summary

**\$483,054,483**  
TOTAL



\* Total WBE = \$66,568,813 or 13.8% was paid to all WBEs (WBEs and W/MBEs)

**For a complete overview of SBEDA data, scan this code.**



## ACRONYM GUIDE AND DEFINITION

### Aspirational Goal

Utilization benchmark based on the availability of firms in the SAMSA

### AABE

African American Business Enterprise

### ABE

Asian American Business Enterprise

### ESBE

Emerging Small Business Enterprise

### HABE

Hispanic American Business Enterprise

### MBE

Minority Business Enterprise

### M/WBE

Minority and/or Women Business Enterprise

### M/WBE Segmented Goals

Utilization benchmark for specific ethnic and gender groups based on the availability of firms

### NABE

Native American Business Enterprise

### SAMSA

San Antonio Metropolitan Statistical Area

### SBE

Small Business Enterprise (that is not also certified as M/WBE)

### S/M/WBE

Small, Minority, and/or Women Business Enterprise

### WBE

Women Business Enterprise (that is not also certified as MBE)

### W/MBE

Women Business Entrepreneurs and Minority Business Entrepreneurs



# Collaborating

## We partner for success.

“

“The City of San Antonio’s Economic Development Department has been a tremendous partner to greater:SATX. In 2021, we transitioned from supporting our local businesses through Covid into recovery. We worked together to recruit companies like Matthews International and QTC Management to San Antonio, creating new jobs for our residents. I am proud of the work we’ve accomplished together and how our partnership continues to evolve.”

Jenna Saucedo-Herrera, President & CEO, greater:SATX

“The Economic Development Department is one of LISC San Antonio’s most important partners in centering equity and opportunity at the heart of sustainable economic growth. Every day, EDD is working to strengthen our entrepreneurs, our small businesses, our neighborhoods--and our city.”

Leilah Powell, Executive Director, LISC

“San Antonio for Growth on the Eastside (SAGE) is extremely grateful to be part of CoSA’s economic development strategies. Small business investment is incredibly impactful and has never been more necessary.”

Robert Melvin, President/Chief Executive Officer, San Antonio for Growth on the Eastside

“Entrepreneurship is never easy and often lonely. Through the support of our partnering organizations, LiftFund and COSA EDD, we work to ensure that each business finds its direction, establishes mentor relationships, receives necessary education, and develops strong community bonds that enable us to persevere and grow.”

Ryan Salts, Director, Launch SA

“Our Cybersecurity San Antonio partnership has been a tremendous asset for our San Antonio Chamber of Commerce members and the entire regional cybersecurity community. Thanks to our alliance and our collective ability to facilitate collaboration and growth, San Antonio is and will continue to be a major hub for cybersecurity companies and the industry as a whole.”

Jeff Fair, Vice President, Cybersecurity & Economic Development, San Antonio Chamber of Commerce

“The support of the City and its dedicated staff have been critical to our work in advancing small businesses and their recovery. We look forward to strengthening our partnership further for the equitable growth and advancement of the Westside.”

Ramiro I. Gonzales, President and CEO, Prosper West

”







# **A New Economic Roadmap for San Antonio**

In FY 2022, we are undergoing a strategic plan process that will identify opportunities to bolster all neighborhoods, engender economic healing and position the City on a path toward a resilient economy. As a community, there were many lessons learned as a result of the COVID-19 pandemic. We plan to transform what we learned into a vision that drives economic investment and growth for San Antonio and embraces equity and inclusion. We look forward to sharing in this experience with you!





CITY OF SAN ANTONIO  
**ECONOMIC DEVELOPMENT  
DEPARTMENT**

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