

GREATER-SAN MARCOS

P A R T N E R S H I P

CITY CONTRACT REVIEW

May 17th, 2022



AGENDA AT A GLANCE

- ★ Small Business Development
- ★ Business Retention & Expansion
- ★ Business Attraction
- ★ Workforce Development

GREATER+SAN MARCOS
P A R T N E R S H I P



I. SMALL BUSINESS DEVELOPMENT

GREATER+SAN MARCOS
P A R T N E R S H I P



SMALL BUSINESS DEVELOPMENT

★ FY22 - 7 contract deliverables:

- a) Facilitate a minimum of four educational events per fiscal year that focus on the needs of diverse small businesses
- b) Create and maintain a "one-stop shop" online database with resources specifically curated to assist small businesses.
- c) Promote small business counseling programs that are offered by the City of San Marcos or other community organizations in San Marcos.
- d) Encourage the Texas State SBDC office to enhance its geographic presence in San Marcos.
- e) Support any efforts by the City to advocate for federal resources to be allocated to locate a permanent SBDC office in San Marcos.
- f) Participate in the evaluation of City contracts pertaining to business counseling programs.
- g) Continue to strengthen relationships with local cultural organizations including development of Spanish language translations of materials for programs & resources for workforce development efforts.

GREATER+SAN MARCOS
P A R T N E R S H I P



SMALL BUSINESS DEVELOPMENT

a.) Facilitate a minimum of four educational events per fiscal year that focus on the needs of diverse small businesses.

★ YTD Results:

GSMP continues to partner with educational groups to promote and support small business efforts throughout the year.

1. Small Business Workshop:
 - ✓ *Shields UP – Cybersecurity Briefing May 3, 2022*
2. Financial Literacy Workshop:
 - ✓ *Small Business Financial Health completed February 8th and 22nd*
3. Global Entrepreneurship Week:
 - ✓ *1 Million Cups Greater SMTX Town Hall and monthly meetings*
4. Texas State Innovation Series
 - ✓ *For small business and community leaders in promotion of innovative start-ups.*

GREATER+SAN MARCOS
P A R T N E R S H I P



SMALL BUSINESS DEVELOPMENT

b.) Create and maintain a "one-stop shop" online database with resources specifically curated to assist small businesses.

★ YTD Results:

- ✓ *Along with GSMP providing services to assist and refer small businesses. GSMP has also created an on-line data portal on its website as part of Vision 2025, Goal 2.*



SMALL BUSINESS DEVELOPMENT

c.) Promote small business counseling programs that are offered by the City of San Marcos or other community organizations in San Marcos.

★ YTD Results:

- ✓ *This is done on an ongoing basis through:*
 - ✓ *SBDC*
 - ✓ *Main Street*
 - ✓ *City of San Marcos Program*

GREATER+SAN MARCOS
P A R T N E R S H I P



SMALL BUSINESS DEVELOPMENT

d.) Encourage the Texas State SBDC office to enhance its geographic presence in San Marcos.

★ YTD Results:

- ✓ *The Texas State Small Business Development Center ALONG with any organization may use GSMP's conference room provided it's available and including:*
 - ✓ *WiFi*
 - ✓ *Conference Room Monitor*
 - ✓ *and associated AV tools.*



SMALL BUSINESS DEVELOPMENT

e.) Support any efforts by the City to advocate for federal resources to be allocated to locate a permanent SBDC office in San Marcos.

★ YTD Results:

- ✓ GSMP supports the City of San Marcos in any efforts to advocate for federal resources. This is exemplified by GSMPs strong support and aid in support City led initiatives pursuing grants for federal assistance programs.

GREATER+SAN MARCOS
P A R T N E R S H I P



SMALL BUSINESS DEVELOPMENT

f.) Participate in the evaluation of City contracts pertaining to business counseling programs.

★ YTD Results:

- ✓ The RFP Committee task completed 4/27/22

GREATER+SAN MARCOS
P A R T N E R S H I P



SMALL BUSINESS DEVELOPMENT

g.) Continue to strengthen relationships with local cultural organizations including development of Spanish language translations of materials for programs & resources for workforce development efforts.

★ YTD Results:

- ✓ GSMP continues efforts to develop collateral and development of Spanish language translations for programs & resources for workforce development efforts.
 - ✓ Get Hired! Job Fair - provided and distributed Spanish language material to all communities including extended promotions to Spanish media and literature at to Poco Loco locations and San Marcos' Centro Cultural Hispanico.
 - ✓ Continuation of a translation plugin for digital content is also being explored & implemented.

GREATER+SAN MARCOS
P A R T N E R S H I P



II. BUSINESS RETENTION & EXPANSION

GREATER+SAN MARCOS
P A R T N E R S H I P



BUSINESS RETENTION & EXPANSION

★ FY22 - two contract deliverables:

- a) Implement a Business Retention & Expansion program to discover challenges and opportunities faced by local SMEs and microbusinesses and provide monthly written reports to the City Manager for review and direction.
- b) Partner closely with local organizations to act as a resource for local businesses.



BUSINESS RETENTION & EXPANSION

a.) Implement a Business Retention & Expansion program to discover challenges and opportunities faced by local SMEs and microbusinesses and provide monthly written reports to the City Manager for review and direction.

★ YTD Results:

- ✓ Since October 2021 GSMP conducted 21 BRE Visits in the City of San Marcos.
- ✓ GSMP current activity includes the ongoing efforts for 2 San Marcos based expansion projects.
- ✓ GSMP provides monthly written reports to City Manager and Economic Development & Business Manager.
- ✓ Monthly meetings are held in addition to reports to discuss BRE findings and needs.
- ✓ To expand BRE efforts GSMP hired a BRE Manager.
- ✓ Continuation of a translation plugin for digital content is also being explored for future implemented.

GREATER+SAN MARCOS
P A R T N E R S H I P



BUSINESS RETENTION & EXPANSION

a.) Partner closely with local organizations to act as a resource for local businesses.

★ YTD Results:

- ✓ GSMP partners with the following organizations in addition to the City to act as a resource for local businesses.

San Marcos Chamber of Commerce
San Marcos Downtown Association
Splash Coworking
Small Business Development Center
Community Action
Gary Job Corps
Texas State University CIE and STAR Park
Governor's Office of Economic Development
Workforce Solutions RCA
LiftFund & PeopleFund

Centro
SCORE
ACCEYSS Network
TX Manufacturing Assistance Center
Austin Regional Manufacturing Association
Dunbar Foundation
SkillPoint Alliance
WorkReady Texas
Sententia Vera Hub Coworking
IBEW Local 520, Local 286 Plumbers & Pipefitters
& Plumbing, Heating & Cooling Contractors of Texas

GREATER+SAN MARCOS
P A R T N E R S H I P



III. BUSINESS ATTRACTION

GREATER+SAN MARCOS
P A R T N E R S H I P



BUSINESS ATTRACTION

★ FY22 - 8 contract deliverables:

- a) The Partnership will implement the City of San Marcos economic development policy for business attraction projects within the City of San Marcos.
- b) The Partnership will respond on behalf of the City to all Requests for Information ("RFIs") and site selection requests for which the City of San Marcos and Region qualify.
- c) The Partnership will host at least one Familiarization Tour ("FAM Tour") each fiscal year
- d) The President/CEO will proactively contact at least nine prospective business that could provide an Extraordinary Economic Impact.
- e) The Partnership will include in its attraction efforts, mental healthcare providers and professionals.
- f) San Marcos corporate limits are promoted first, before other properties in region.
- g) Partnership shall provide to City Manager, or designee prospect reports.
- h) Provide Economic Impact Analysis outlining the costs and benefits in any incentive application and following the listed parameters in contract.

GREATER+SAN MARCOS
P A R T N E R S H I P



BUSINESS ATTRACTION

a.) The Partnership will implement the City of San Marcos economic development policy for business attraction projects within the City of San Marcos.

b.) The Partnership will respond on behalf of the City to all Requests for Information (“RFIs”) and site selection requests for which the City of San Marcos and Region qualify.

★ YTD Results:

- ✓ GSMP worked along side City staff and the EDSM board to update and recommend changes to the City’s ED policy.
- ✓ GSMP implements the City of San Marcos economic development policy in each business attraction effort.
- ✓ **69 requests for information submitted** on behalf of the City of San Marcos.
- ✓ Robust pipeline currently represents 24K potential new jobs and over \$21 billion in capital investment.

GREATER+SAN MARCOS
P A R T N E R S H I P



BUSINESS ATTRACTION

c.) The Partnership will host at least one Familiarization Tour (“FAM Tour”) each fiscal year.

★ YTD Results:

- ✓ *Along with GSMP providing business attraction services, GSMP hosted 6 site selection consultants for 2021 Fam Tour.*
- ✓ *GSMP Team is currently in the the process of planning 2022 Fam Tour for June.*



BUSINESS ATTRACTION

d.) The President/CEO will proactively contact at least nine prospective business that could provide an Extraordinary Economic Impact.

★ YTD Results:

- ✓ *The Partnership met with 3 end users in it's first outbound marketing trip, GSMP anticipates at least this many in future marketing trips.*
- ✓ *GSMP President has met with 7 companies considering the City of San Marcos with a capital expenditure of at least \$1 billion*

GREATER+SAN MARCOS
P A R T N E R S H I P



BUSINESS ATTRACTION

e.) The Partnership will include in its attraction efforts, mental healthcare providers and professionals.

★ YTD Results:

- ✓ Within GSMP's attraction efforts and project pipeline 8 companies being pursued are categorized as Professional, Scientific and Technical Services extending to mental healthcare providers and related services.

GREATER+SAN MARCOS
P A R T N E R S H I P



BUSINESS ATTRACTION

f.) San Marcos corporate limits are listed first in any list provided to a prospect.

g.) Partnership shall provide to City Manager, or designee prospect reports.

★ YTD Results:

- ✓ When multiple sites are available that meet the needs and specifications of company, parcels within San Marcos corporate limits are presented first prior to those that are located in the ETJ.
- ✓ All monthly reports to the City Manager or designee are prioritized and are timely provided to Economic & Business Development Manager through May 2022.

GREATER+SAN MARCOS
P A R T N E R S H I P



BUSINESS ATTRACTION

h.) Provide Economic Impact Analysis outlining the costs and benefits in any incentive application and following the listed parameters in contract.

★ YTD Results:

- ✓ All incentive applications have resulted in an accompanying Economic Impact Analysis, which have been provided to the City.
- ✓ One project in FY22 will have an Environmental and Social Governance Report (after project moves forward), GSMP remains aware of this requirement and prepared to procure as needed.



IV. WORKFORCE DEVELOPMENT

GREATER+SAN MARCOS
P A R T N E R S H I P



WORKFORCE DEVELOPMENT

★ FY22 - three contract deliverables:

- a) Support the San Marcos CISD and Hays CISD on job training initiatives to include support for grants and participation on advisory boards.
- b) Identify short-comings in current workforce training through BRE surveys and report to workforce training providers, including an annual written report to the City Manager.
- c) Establish, in partnership with the appropriate entities, a workforce development taskforce.



WORKFORCE DEVELOPMENT

Development of and support for workforce development initiatives go hand-in-hand with retention and expansion of our existing businesses.

a.) Provide Economic Impact Analysis outlining the costs and benefits in any incentive application, and following the listed parameters in contract.

★ YTD Results:

- ✓ September '21 GSMP is serving as the intermediary for a \$184,000 Perkins Reserve Grant with Hays CISD, San Marcos CISD, Lockhart ISD and Austin Community College with the support of key industry partners to develop a curriculum pathway in the high demand areas of plumbers, pipefitters and electricians. Timeline for completion December 2022.
- ✓ GSMP supports ISD CTE efforts such as CREW, STEAM Fair and Career Advisory Committees.

GREATER+SAN MARCOS
P A R T N E R S H I P



WORKFORCE DEVELOPMENT

Development of and support for workforce development initiatives go hand-in-hand with retention and expansion of our existing businesses.

b.) Identify short-comings in current workforce training through BRE surveys and report to workforce training providers, including an annual written report to the City Manager.

★ YTD Results:

- ✓ Monthly reports, quarterly updates and an annual narrative report, "State of Workforce Training", have been submitted.

GREATER+SAN MARCOS
P A R T N E R S H I P



WORKFORCE DEVELOPMENT

Development of and support for workforce development initiatives go hand-in-hand with retention and expansion of our existing businesses.

c.) Establish, in partnership with the appropriate entities, a workforce development taskforce.

★ YTD Results:

- ✓ The Education-Workforce Council was launched in August 2021 charged with assessing needs and advocating for and/or taking action to improve the state of workforce in the area.
- ✓ The Council is currently mobilizing a long view and an immediate action plan to address needs.

GREATER+SAN MARCOS
P A R T N E R S H I P



THANK YOU

GREATER+SAN MARCOS
P A R T N E R S H I P

