



MEMORANDUM

Date: 4/22/2022

To: Kelsee Jordan Lee, Economic & Business Development Manager, City of San Marcos
From: Jessica Inacio, Senior Director of Business Attraction, Greater San Marcos Partnership

Subject: FY22 Semiannual Update

The following is an update on activities pertaining to the agreement between the City of San Marcos and the Greater San Marcos Partnership for Economic and Small Business Development Services.

Small Business Development:

Fiscal year 2022 promised to deliver an increased emphasis on small business support. All ECAP (Emergency Cash Assistance Funding from Hays County) had been distributed in spring 2021 and it was more important than ever to provide other forms of support to the small business community.

1. Global Entrepreneurship Week 2021 was November 8-12, 2021 and our participation took the form of a 1 Million Cups Town Hall session on Wednesday, Nov. 10th. The session was a hybrid format with three veteran 1MC speakers. An estimated 27 persons attended, including the organizing team and virtual attendees.
2. GSMP continued to participate in the Texas State University "Innovation Series" held for local business and community leaders live, for the first time in January 2022. GSMP promotes these programs that introduce innovative start-ups to the community.
3. GSMP partnered with the City of San Marcos, PeopleFund and Frost Bank to deliver a two-part workshop for small business owners, "Small Business Financial Health" on February 8 and 22nd. About 25 persons enrolled in the course which was taught by PeopleFund representatives. Promotional materials were prepared in Spanish & English. Plans are underway to provide a "Shields Up – Cybersecurity Briefing" on May 3rd in partnership with the city of San Marcos at the San Marcos Library and online.
4. As can be seen in the BRE reports, an increased number of small and micro-businesses have been contacted and visited since the beginning of fiscal year 2022.
5. Established a "One Stop Shop" site on the GSMP website containing small business resources in fall 2021 that is continually updated.
6. Supported the city of San Marcos' effort to secure a small business counseling program.

STATUS: Small Business objectives being met. A fourth learning event must be planned and executed before September 30, 2022

Business Retention & Expansion:

1. The following have taken place to fulfill the Business Retention & Expansion program objectives:
 - a. Since October 1, 2021 we have conducted 21 BRE visits in the City of San Marcos. Of these businesses, 76% are small businesses with less than 100 employees. The city of San Marcos manager of business & economic development was invited to all visits except for special food truck interviews.
 - b. Two ongoing San Marcos expansion projects: Cotechno Group and Project Snow Leopard. Project Snow Leopard's incentive application expected to go before City Council by this summer.
2. Partner organizations in San Marcos and the area with whom enhanced relationships are developing and ongoing include:
 - a. City of San Marcos (multiple depts)
 - b. San Marcos Chamber of Commerce
 - c. San Marcos Downtown Association
 - d. Splash Coworking
 - e. Small Business Development Center (SBDC)
 - f. Community Action
 - g. Gary Job Corps
 - h. Governor's Office for Economic Development
 - i. Texas State University Center for Innovation and Entrepreneurship
 - j. Texas State University STAR Park
 - k. Workforce Solutions RCA
 - l. SCORE
 - m. PeopleFund & LiftFund
 - n. Texas Manufacturing Assistance Center (TMAC)
 - o. Austin Regional Manufacturing Association (ARMA)
 - p. ACCEYSS Network
 - q. Dunbar Foundation
 - r. SkillPoint Alliance
 - s. WorkReady Texas
 - t. Sententia Vera Hub Coworking
 - u. Centro
 - v. Williams Career School of Excellence
 - w. IBEW Local 520
 - x. Local 286 Plumbers & Pipefitters
 - y. Plumbing-Heating-Cooling Contractors of TX

STATUS: BRE program implementation is meeting all targets; Partner relationship development is ongoing.

Business Recruitment (Contacts & Leads):

In the first half of FY 2022, GSMP has responded to 69 requests for information on behalf of the City of San Marcos. 13 of which San Marcos sites were short listed, 1 is currently in negotiations, and 1 is an expansion project.

New projects in the first half of FY22 pipeline represent a potential of 24,137 new jobs and \$21,434,950,000 capital investment. 35 are seeking industrial land. 24 require existing or under construction industrial buildings. 9 just requested regional information before looking for sites. 1 is an expansion of their current location.

Of these Q2 RFIs responded to, the key industries we're seeing show interest in the Texas Innovation Corridor include 5 in Information Technology, 8 in Professional, Scientific, and Technical Services, 5 in Distribution, in 40 Manufacturing, and 2 in Destination Attraction.

STATUS: Business Attraction efforts are exceeding all benchmarks and ongoing.

Workforce Development:

Development of and support for workforce development initiatives go hand-in-hand with retention and expansion of our existing businesses. As such, several items addressed in the BRE section also extend to enhancing workforce development in San Marcos. Some additional steps being taken more specifically to workforce are as follows:

1. The Regional Education-Workforce Council was launched in August 2021 chaired by Paul Fletcher of Workforce Solutions RCA. The year began with establishing an inventory of local resources and ways of work. The group has divided into two focuses: a short-term project and a long-term strategic view. The new year for the Council begins Sept 1st when new Council members will be accepted.
2. GSMP serves as the intermediary for the Perkins Reserve grant awarded in fall 2021, titled "Texas Innovation Corridor Pathways Partnership Grant" (TX ICPP Grant) that involves Hays CISD, Austin Community College, San Marcos CISD and Lockhart ISD. This planning grant provides a training path for plumbers and electricians in these districts.
3. Ongoing support of the Greater San Marcos Manufacturer's Association, whose membership is predominantly San Marcos firms. This organization hosted a Manufacturing Supervisors Training Certification program, a 40-hour program that enrolled 12 participants. The organization meets bi-monthly at various company locations.
4. Plans are underway to build an online clearinghouse for internships and apprenticeships across the region within the Vision 2025 Goal 2, "Optimizing the Local Talent Base".

5. Provided letters of support for the Texas State University Accelerating Data Analytics Credentials in Central Texas grant application, ACCEYSS Network applications and other grant applications.
6. Submitted annual report, "Status of Workforce Development" in February 2022.

STATUS: Meeting all Workforce Development targets.

We hope that this provides you an up-to-date understanding of GSMP's progress in executing the deliverables in our contract with the City of San Marcos. Please expect a Q2 report covering January through March 2021 in April 2022.