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## Greater San Marcos Partnership Agreement Updates

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City Council provided feedback during the August 3, 2021 work session regarding a proposed agreement with the Greater San Marcos Partnership (GSMP) for economic development services. The following list enumerates changes to the proposed agreement following the feedback from City Council and discussions on capability and capacity with the Greater San Marcos Partnership leadership.

### **Small Business Development – Section 1.C (pages 1-3 of redline document)**

- Addition of primary sector jobs requirement
  - Consistent with previous agreement wording in *Section 1.C. Small Business Development* and *1.E. Business Recruitment*
- Intentional inclusion of microbusinesses in Small Business Development and definition of microbusinesses as being fewer than 10 employees
- Removal of access to capital and search engine optimization
- Additional tracking and reporting of engagement with minority and woman-owned businesses
- Addition of support for the Texas State Small Business Development Center to add office hours within the San Marcos city limits
  - Including support of efforts to receive federal resources to locate a permanent SBDC office in San Marcos
- Addition of participation in evaluation of City contracts for the small business counseling program
- Addition of Spanish language translations of materials for workforce development efforts and work with other organizations with ties to Spanish-speaking residents
  - Addition to explore a translation plugin for digital content

### **Business Retention & Expansion – Section 1.D (page 3)**

- Intentional inclusion of microbusinesses in Business Retention & Expansion efforts

### **Business Attraction – Section 1.E (pages 3-5)**

- Confirmation that the Partnership will implement the City of San Marcos economic development policy
  - Including environmental impacts, minimum wages, and known information about relocation or expansion reasons

- Addition of an Environmental, Social, and Governance (ESG) Report if available
  - To be reimbursed by the City of San Marcos up to \$10,500/year.

#### **Workforce Development – Section 1.F (page 5)**

- Addition of identifying community partners that provide services to residents with dependent daycare needs
- Addition of identifying organizations that offer support services for neurodivergent individuals
- Incorporation of aforementioned programs into the work of the GSMP workforce development taskforce

#### **Partnership/City Coordination – Section 1.G (pages 5 & 6)**

- Addition to provide the Economic and Business Development Manager an economic impact analysis, incentive proposal, and company information sooner, including providing the application within one week of receiving it
- Addition to develop and annually update a community report card to highlight quality of place
  - Applicable data from a City-sponsored annual community survey will also be included

#### **Economic Development San Marcos Board – Section 1.J (pages 7 & 8)**

- All members of EDSM will complete a statement acknowledging receipt of confidential information prior to evaluating the project information
  - The use of a Non-Disclosure Agreement different from the City's standard document is subject to review and approval of the City Attorney
- Meeting materials will be available for review by EDSM Board Members at the GSMP offices at least three days (72 hours) prior to the meeting
  - The Partnership will strive to have materials available at least 5 days (120) hour prior whenever possible

#### **Term – Section 3.A (page 10)**

- Term of the agreement was changed from 4 years to 3 years