



## MEMORANDUM

**To: Bert Lumbreras, City Manager, City of San Marcos**

**From: Jason Giulietti, President, GSMP**

**Re: FY22—FY24 GSMP Contract**

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The GSMP would like to thank City leadership and Council for its feedback on the contract renewal between the GSMP and the City for fiscal years 22-24. We believe we have incorporated the majority of the expanded scope of work requested. Please find our updates attached in redline form. In addition, we have summarized many of them below.

- Microbusinesses have been explicitly defined and noted as part of business retention efforts
- Minority & women-owned businesses are specifically noted as a part of small business efforts, to include new tracking thereof
- Specific referenced is made that content relevant to small and microbusinesses will be included in the new one-stop shop resources center. (Please note “access to capital” was removed from the contract. This is not a service we are able to provide for any businesses.)
- The GSMP will encourage a local presence for the Texas State SBDC office with the understanding that it is a federal program that GSMP cannot control
- The GSMP will support City review of its contracts pertaining to business counseling programs
- The GSMP will continue to strengthen relationships with local cultural organizations including development of Spanish language translations of materials for programs and resources targeting microbusinesses and workforce development efforts
- The GSMP affirms it will implement the City’s economic development policy for business attraction projects located within the City of San Marcos
- A process for the GSMP to procure and append a reputable, third-party Environmental, Social, and Governance (ESG) report to its Economic Impact Analysis for companies of a certain size that are seeking an incentive (or if available for a smaller company, at the direction of the City Manager) has been included.
- The GSMP will request that its workforce development taskforce identify community partners providing social services, such as dependent daycare needs or support for neurodivergent individuals, and partner with those organizations as appropriate
- GSMP will develop and annually update a community report card for San Marcos, highlighting key quality of place measures
- EDSM materials shall be provided in advance of meetings in physical form within GSMP offices, with time standards also included in contract
- The GSMP will provide for a monthly report allocating the cumulative percentage of the GSMP personnel’s time utilized to execute the functions of this Agreement

We appreciate the work by City staff to update this contract and look forward to the Council meeting on September 7, 2021 to take this item up for action.