

# 2017 ANNUAL REPORT

Greater San Marcos Partnership | Fiscal Year 2017



Photo courtesy of HiBA Photos.

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

# FISCAL YEAR 2017

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# WELCOME TO OUR ANNUAL REPORT

## Celebrating Progress in the Greater San Marcos region.



**Dr. Denise Trauth**  
Texas State University

Greetings,

It's no longer a secret — Greater San Marcos is among the most promising regions in the nation. Hailed by *Forbes* as "America's Next Great Metropolis" and ranked among *Thrillist's* list of "America's Best Small Cities to Move to Before They Get Too Popular," Greater San Marcos is increasingly being recognized by the national media, talent and corporate executives as a region to watch.

Greater San Marcos' affordability, large and dynamic workforce and strategic location between the two major metros of Austin and San Antonio are just some of the reasons we're drawing interest from across the globe. The cities that make up the Greater San Marcos region — San Marcos, Buda, Dripping Springs, Kyle, Lockhart, Luling and Wimberley — offer their own unique assets and charm, which together make us an even stronger force in attracting new jobs and investment.

The Greater San Marcos Partnership (GSMP) continues to serve as a change agent for smart and purposeful economic growth in the two-county region known as the *Innovation Corridor* and we're proud to have played a role in moving the needle in Fiscal Year 2017 — from welcoming new employers and job creation programs to working major projects and garnering national media placements.

A major driver of this progress has been our laser-focus on executing the strategies laid out by Vision 2020, a five-year strategic plan to drive economic development in the region, established in Fiscal Year 2015.

Closing out year two of this results-driven strategy, the region has much to show for its collaborative efforts to execute this plan. The following report details our progress towards the five catalysts of the full year of utilizing the Vision 2020 strategy, with a focus on the strides we took during FY 2017. For example, 2017 was the first full year of utilizing the Vision 2020 Implementation Work Groups — stakeholder groups that work collectively to maximize the region's biggest strengths and tackle some of our existing weaknesses in key areas such as infrastructure, workforce and higher education and destination appeal.

This past year was also special in that San Marcos, together with Austin, College Station, Fredericksburg, New Braunfels and San Antonio, was selected by the U.S. government to host an exclusive innovation and entrepreneurship event, which brought decision-makers from more than 20 countries to San Marcos to explore partnerships and economic development opportunities. Through the 7th Americas Competitiveness Exchange on Innovation and Entrepreneurship (ACE), Greater San Marcos worked



**Adriana Cruz**  
Greater San Marcos Partnership



with our neighboring cities to share best practices with this influential international audience and to promote the larger Central Texas region as a leader in innovation. The Greater San Marcos portion of the tour included a visit with many of our major employers, a tour of Texas State University and STAR One and a Glass Bottom Boat Tour at The Meadows Center for Water and the Environment.

With significant progress towards our goals, plus key wins like Amazon and Best Buy, under our belt, we have laid the ground work for a game-changing third year of Vision 2020 and even more jobs for Hays and Caldwell Counties residents.

We're just getting started.

Best Regards,

Dr. Denise Trauth  
President, Texas State University  
Chair, Board of Directors  
Greater San Marcos Partnership

Adriana Cruz  
President  
Greater San Marcos Partnership

### Vision 2020 Strategic Catalysts

Promoting Greater San Marcos

Supporting Job Growth in Target Sectors

Optimizing Local Talent Base

Accommodating and Managing  
Resources & Quality Growth

Creating Destination Appeal



## Greater San Marcos' Thriving Communities

**San Marcos:** Home to Tier-Two Research Institution Texas State University with 38,000+ students and Gary Job Corps — the first and largest Job Corps program in the U.S. — San Marcos also boasts the world's largest outlet mall complex and a river consistently ranked as one of the best to tube in the nation.

**Buda:** At the northern tip of Hays County is Buda with Deep Eddy Vodka's headquarters and distillery, Cabela's sporting goods store, and the family-fun wiener dog races.

**Dripping Springs:** The Gateway to Texas' Hill Country, Dripping Springs is also known throughout the nation as "The Wedding Capital of Texas" and is increasingly recognized as "Napa Hills" for its booming beverage industry.

**Kyle:** The site of diverse two-year college Austin Community College Hays Campus, Kyle is home to a major growing healthcare industry and the "Pie in the Sky" Hot Air Balloon Festival, a celebration of its growing recognition as "The Pie Capital of Texas."

**Lockhart:** Designated by the Texas Legislature as "The BBQ Capital of Texas," Lockhart continues to prove that it is much more than its world-class briskets — it's also undergoing a major downtown revitalization and unofficial artistic renaissance.

**Luling:** On the region's eastern edge, the historic city boasts an agriculture and oil economic base as well as being home to the award-winning Luling Watermelon Thump and Texas' first inland paddling trail.

**Wimberley:** Nestled in the Texas Hill Country in Hays County, Wimberley is an artisan mecca full of natural beauty and the famous Jacob's Well swimming hole.

# BY THE NUMBERS

## VISION 2020 PROGRESS

### Catalyst 1: Promoting Greater San Marcos

In FY 2017, Greater San Marcos Partnership worked to develop a bold new brand to communicate the region's unique value proposition to site selection consultants and corporate decision-makers, as well as current investors and internal stakeholders.

Through a unique combination of branding, public relations, social media, signature events and trade shows, GSMP told a powerful story about the region at the heart of the Austin-San Antonio Innovation Corridor.

The new GSMP logo is a very important asset of the brand as it helps drive the image for all of the communications efforts.

Many of GSMP's traits helped define the way this brand should look and feel. Those deliberately chosen, informed by an in-depth understanding of GSMP's mission, resulted in this authentic design.



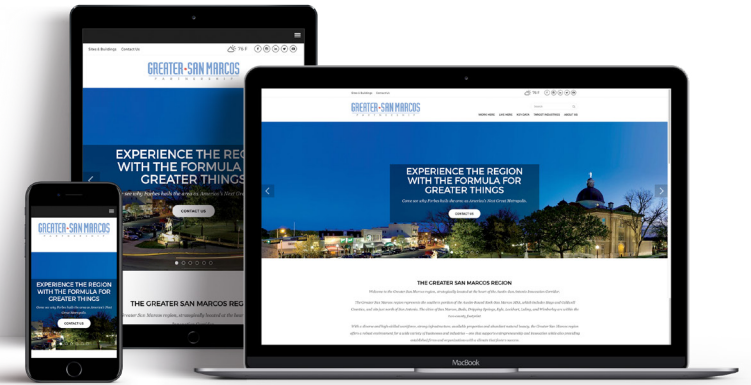
(sketched)



(digitized)



GSMP's revamped website now features user friendly navigation, a simple and professional design, and mobile compatibility.



### Driving Social Media Engagement



**1,212**  
Followers



**1,953**  
Page Likes



**205**  
Connections



#### Online Engagement

11 Monthly E-Newsletters Distributed  
1,298 E-Newsletter Subscribers  
34.6% Open Success Rate



#### In-Person Interactions

3 Marketing/Branding and Public Relations Implementation Work Group Meetings  
3 Signature Events  
13 Community Engagement Events Sponsored

# \$581K+



### Advertising Equivalency

**National Public Relations Campaign:** Greater San Marcos featured by the likes of CNBC, Bloomberg Technology and Thrillist during Fiscal Year 2017.

ROI included the value above as well as:  
**164,545,195 Impressions | 24 Media Results**

# BY THE NUMBERS

## VISION 2020 PROGRESS

### Catalyst 2: Supporting Job Growth in Target Sectors

The Greater San Marcos region is poised for thriving growth in seven target industries, as specifically identified in the Vision 2020 Strategy.

These industries are all well-suited for the region based on the available workforce and skill sets, proximity to major markets in Austin and San Antonio and existing major employers in the area. These industries also provide value to the Greater San Marcos community. As such, the Greater San Marcos Partnership strives to create awareness of the region among key industry audiences and highlight our greatest assets for companies in these specific sectors.

Academic programs such as Texas State University's College of Science and Engineering, which reported an all-time-high enrollment of 6,542 students in 2017, continue to draw interest from companies in emerging industries. Texas State also offers a rare PhD in Material Science, Engineering and Commercialization (MSEC), which serves as a major boon to the Greater San Marcos' advanced manufacturing sector as a whole. Texas State's Science Technology and Advance Research (STAR) Park continues to fuel our innovation pipeline as an incubator for regional startups.

These assets further complement the university's unique and expanding academic program, which has been key to luring Austin-based companies such as Urban Mining Company (UMC), the country's sole producer of rare earth metals, to San Marcos. UMC is currently building a new 100,000-square-foot manufacturing facility and headquarters in San Marcos. The facility will be fully operational in 2018 and will create 100 jobs in the region.

## TARGET INDUSTRIES



**Destination Attraction**



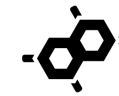
**Information Technology**



**Business Services  
& Support**



**Life Sciences  
(Biotech/Environmental)**



**Material Sciences**



**Regional Distribution**



**Aerospace, Aviation,  
Security & Defense**

## HIGHLIGHTS AT A GLANCE

**6**

**Recruitment Trips**

**11**

**Relocations/  
Expansions**

**662**

**Jobs Announced**

**175**

**Existing Business  
Interactions**

**11**

**Entrepreneurial  
Events**

# BY THE NUMBERS

## VISION 2020 PROGRESS

### Catalyst 3: Optimizing Local Talent Base

The quality of a community's workforce is the most important competitive asset it can offer current and future businesses. With an available workforce of 1.3 million within 45 miles, the Greater San Marcos region has a competitive edge on many similarly sized regions in the nation.

Greater San Marcos Partnership staff work to connect the needs of existing and potential employers to workforce development institutions in the region.

Boasting 25 colleges and universities within a 50-mile radius, the Greater San Marcos region is fueling a steady, skilled talent pipeline. To accommodate the expected influx in labor demand, the Greater San Marcos region is growing its higher education institutions.

With more than 38,000 students, Texas State University is now the fourth largest university in Texas and continues to make strides in advance research in the future-forward fields of semiconductors, 3D printing, composite materials and more. The university also has a "Pathway Program" with Austin Community College (ACC), allowing ACC students to take courses and live at Texas State to earn full admission and transfer into most majors after one year.

The region is home to various training programs, such as Gary Job Corps, a no-cost education and career technical training program that is also the largest Job Corps program in the U.S., and ACC, based in Kyle, which is the largest community college in Texas.



**1.3M**  
Talent Pool within  
45-mile radius

**66,087**  
Population  
Ages 25-44

**30%**  
Total of 7th-12th  
Grade Students  
in Career-Focused Programs

**12%**  
Adults without  
HS Diploma

**34%**  
Adults with  
Bachelor's Degree  
or Higher (Master's, Doctoral)

## HIGH SCHOOL GRADUATION RATES BY COUNTY

**89%**  
Hays County

**90%**  
Caldwell County

## COMBINED DROPOUT RATES BY COUNTY

**6%**  
Hays County

**5%**  
Caldwell County

# BY THE NUMBERS

## VISION 2020 PROGRESS

### Catalyst 4: Accommodating and Managing Resources & Quality Growth

It's no secret that our region has seen tremendous growth in recent years. Greater San Marcos is one of the fastest-growing regions in the country and Hays County is currently the fastest-growing county in the nation, according to the U.S. Census Bureau. Plus, for three consecutive years, the City of San Marcos held the title as the fastest-growing city in America.

For nearly every public and private leader in the region, there's no question that this growth will continue. While this growth is positive in many ways, its impacts are at the top of many residents' concerns for the future — whether it's traffic congestion, natural resource depletion, cost of living increases or any of the other externalities typically associated with such rapid population expansion.

The Greater San Marcos Partnership is committed to ensuring that our community is prepared to accommodate this growth so we can continue to thrive. Our strategy in response to these growth pressures is two-fold:

1. Pursue that quality development is effectively facilitated by government processes and supported through provision of infrastructure and services.
2. Support policies that ensure the region's growth is sustainable and does not adversely impact quality of life, natural amenities or the built environment.

SH-130 Toll Road Announced New Management and \$60 Million Investment in Road Repairs

Hays County Approved \$100 Million for Public Facilities, \$25 Million for Road Improvements and \$38 Million for the Final Issue of Pass-Through Road Bonds for 2018

Infrastructure Improvements & Expansion of SH-183 in Lockhart were Completed; totaling \$14.5 Million

Working with Regional Partners in Kyle, Buda and Dripping Springs, along with Hays Consolidated ISD and San Marcos ISD, work was completed on Triple Freeport Exemption for all of Hays County

Sponsorship of and participation in City of San Marcos' The Great Texas River Clean Up



# BY THE NUMBERS

## VISION 2020 PROGRESS

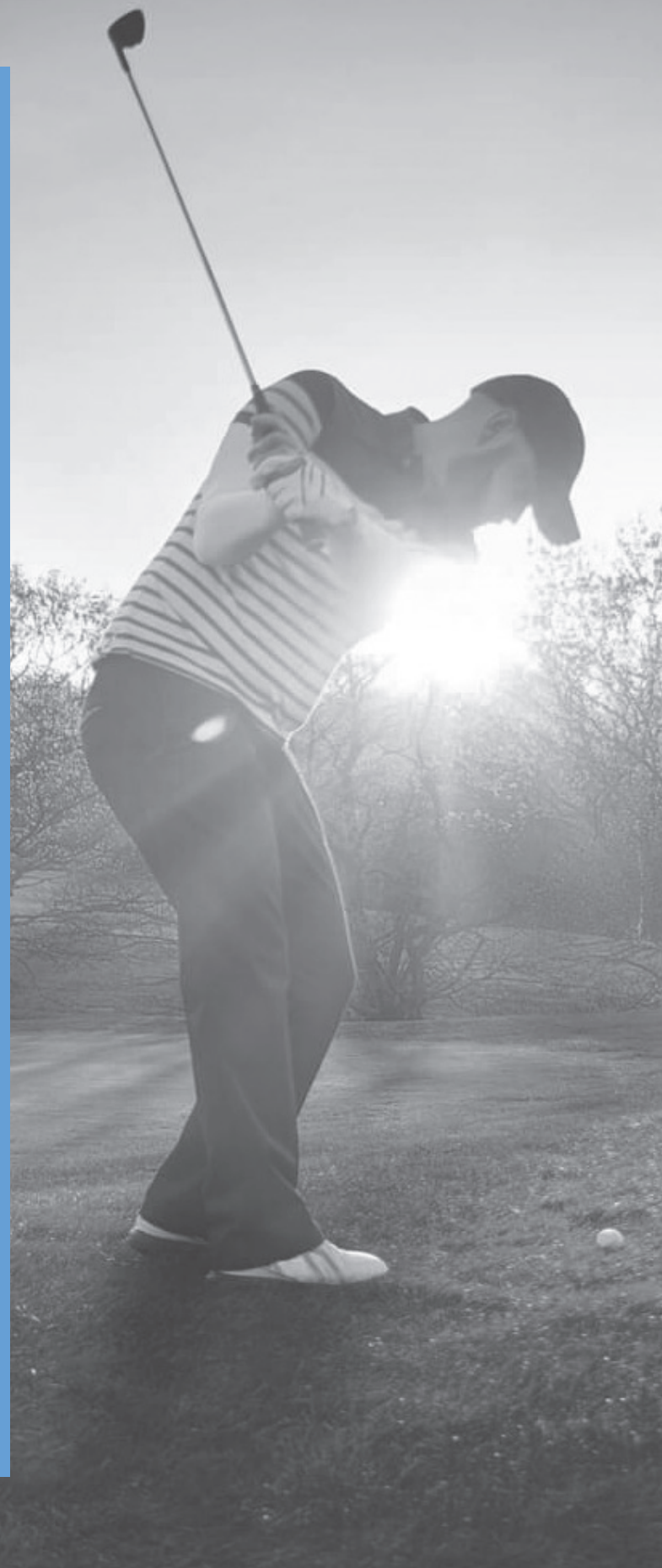
### Catalyst 5: Creating Destination Appeal

Many experts now agree that quality of place is integral to the competitiveness of a location from an economic development perspective. This is especially true as talented workers increasingly choose destinations where they would like to live before finding employment there.

Quality of place is a broad concept, but one that is made up of a variety of concrete and modifiable components of place-making, such as parks and recreation options and environmental sustainability.

During the public input process of the Vision 2020 strategy, it became clear that Greater San Marcos must enhance its quality of place. Consistent themes were lack of competitive housing choices at mid- and upper-level price points, a dearth of arts, entertainment and dining options and the potential to leverage historic and newer downtowns and activity centers to provide some of these desired environments and amenities.

With this valuable input in mind, the economic development professionals of the Greater San Marcos Partnership are committed, not only to driving positive change to remedy these concerns, but also to promoting the assets that we do have among decision-makers to build momentum for regional investment.



*Forbes* identifies Greater San Marcos as Center of “America’s Next Great Metropolis”

*Thrillist* ranks San Marcos as a top American city to visit and move to; lists Kyle’s inaugural Pie in the Sky Hot Air Balloon Festival on global September event roundup; and names Lockhart’s Black’s BBQ on it’s “33 Best BBQ Joints in America” rankings.

Conley Covert with Skyles Bane began leading a number of redevelopment projects in Lockhart’s historic downtown.

Lockhart Economic Development Corporation began formally considering a “small business accelerator” in historic Masur Building downtown.

Texas Pie Company in Kyle enjoys first year of having its pie dough pucks sold in H-E-B stores.

Downtown Kyle properties purchased Comanche Holdings, LLC for redevelopment as office space.

TIRZ has been approved for town hall center in downtown Dripping Springs.



# THANK YOU FOR YOUR SUPPORT

Accomplishing the Greater San Marcos Partnership mission would not be possible without the generous support of our public and private sector investors. Thank you to all of our investors, whose investment has made an invaluable impact in our communities. We look forward to continuing our work for and with you all.

## Lead Investors (\$20,000+)

City of San Marcos  
Hays County  
Texas State University  
City of Kyle  
Brookfield Residential  
CC Carlton Industries  
Central Texas Medical Center  
Chuck Nash Auto Group  
Corridor Title Company  
Doucet & Associates  
Embassy Suites  
Endeavor Real Estate Group  
Frost Bank  
La Cima  
McCoys Building Supply  
McDonald Development Group  
Plum Creek  
Rvi - Planning & Landscape Architecture  
Salt Lick  
Stantec  
University Federal Credit Union  
Walton Development  
Wells Fargo  
Winstead PC

## Principal Investors (\$10,000+)

Caldwell County  
Lockhart EDC/City of Lockhart  
American Constructors  
Austin Business Journal  
Bearden Development  
Beck Group  
Bowman Consulting  
Broaddus & Associates  
Buie & Co.  
Carson Properties  
CBRE/Trammell Crow  
First Lockhart National Bank  
Fuse Architecture Studio  
HDR  
Heritage Title Company of Austin  
Highpointe Communities  
Hill & Wilkinson General Contractors  
Ingram Readymix  
JE Dunn Construction  
Lower Colorado River Authority  
Mark Shields Enterprises  
Metcalf, Wolff, Stuart & Williams, LLP  
Pape-Dawson Engineers  
Sabre Commercial  
San Marcos Industrial Foundation  
SH 130 Concession Company  
SpawGlass

## Executive Investors (\$5,000+)

Luling EDC  
City of Dripping Springs  
Driftwood Municipal Management District  
Ace Relocation Systems, Inc.  
American Structurepoint  
Avison Young  
Blanco River Walk  
Brown & Gay Engineers  
Central Texas Regional Mobility Authority  
CFAN  
EEA Consulting Engineers  
ECM International Inc.  
Four Rivers Board of Realtors  
Gary Job Corps  
Grande Communications  
Graves, Dougherty, Hearson & Moody, PC  
GSC Architects  
Guadalupe-Blanco River Authority  
Hart Properties  
Hays Energy/Dynergy Inc.  
Heldenfels Enterprises  
HNTB Engineering  
Live Oak-Gottesman  
Maestas & Associates, Inc.  
Martin Marietta  
Maxwell Locke & Ritter  
MW Builders  
Palmer's Restaurant, Bar & Courtyard  
Peloton Land Solutions  
PGAL  
Pioneer Bank  
Plains Capital Bank  
Qualico Communities & Pacesetter Homes  
R.L. Worth  
San Marcos Area Chamber of Commerce  
SEC Planning, LLC  
Schroeder Company  
Studio 8  
Texas Disposal Systems  
Texas Engineering Solutions  
TexMix Readymix  
Three Point Partners

## Associate Investors (\$1,500+)

Ashlar Development  
Barrie Breed, Realtor  
Benchmark Insurance  
Broadway Bank  
Clear Creek, Inc. Construction & Environmental  
ColorMix Graphics & Printing  
Covenant Development, Inc.  
The Damron Group  
DPFG  
Green Guy Recycling  
James K. Wise Real Estate  
JL Powers & Associates  
K Friese & Associates  
Kent Black's Barbecue  
Kimley-Horn  
Kudela & Weinheimer  
McNabb & Co., Real Estate Services  
Mochas & Javas  
Nexus Medical Consulting  
Perkins + Will  
Sage Capital Bank  
Schertz Bank & Trust  
Sign Arts  
Skiles & Associates  
Steinbomer, Bramwell & Vrazel Architects  
Texas Real Estate Brokers  
Texas Aviation Partners  
Townwood Apartments, Ltd.  
Twisted X Brewing Company  
Two P's & Calli's Boutique and Cody's Bistro & Lounge  
UTC Aerospace Systems  
Vickrey & Associates  
Village Homes

## Community Advocates

Centro Development  
DePalma Resorts & Hotels  
Dripping Springs Chamber of Commerce  
Environmental Allies  
Hays Consolidated Independent School District  
Holiday Roofing & Foam  
Kyle Area Chamber of Commerce  
Lockhart Chamber of Commerce  
Lockhart Independent School District  
REOC Austin  
San Marcos Manufacturing Association



# GSMP MISSION, STAFF & BOARD

## Our Mission

The Greater San Marcos Partnership (GSMP) is a 501(c)(6) regional economic development organization serving the City of San Marcos, and Hays and Caldwell Counties. GSMP is focused on directing future growth and positioning the region for a wider diversity of quality jobs with higher wages. Our mission is to promote sustainable and comprehensive economic development in the Greater San Marcos region by implementing a five-year economic development strategic plan, entitled Vision 2020.

## Staff & Board

### GSMP Staff

**Adriana Cruz** | President

**Mike Kamerlander** | Vice-President

**Victor Garza, CECD, JD** | Director of Existing Business, Talent & Entrepreneurship

**Ashley Gossen** | Director of Communications & Community Engagement

**Laurie Hartz** | Investor Relations Coordinator

**Salvador Miramontes Jr.** | Marketing Specialist

**Christian Duran** | Research Analyst

### GSMP Board of Directors Executive Committee

**Dr. Denise Trauth** — Texas State University | Chair

**Chuck Nash** — Chuck Nash Auto Group | Chair-Elect

**Patrick Rose** — Corridor Title | Secretary

**Becky Collins** — Walton Development & Management | Treasurer

**John Schott** — Frost Bank | Immediate Past Chair

**Commissioner Will Conley** — Hays County | Honorary Co-Chair, Past Chair

**Mayor John Thomaides** — City of San Marcos | Honorary Co-Chair

## 2017 BOARD MEMBERS

### GSMP Board of Directors

**Dr. Hector Aguilar** — Austin Community College

**Diana Blank-Torres** — City of Kyle Economic Development

**Michael Cardona** — San Marcos Consolidated Independent School District

**Kevin Carswell** — Mochas & Javas

**Representative John Cyrier** — Sabre Commercial

**Council Member Melissa Derrick** — City of San Marcos

**John Doucet** — Doucet & Associates

**Lonnie Hall** — Gary Job Corps

**Ron Hart** — Four Rivers Board of Realtors

**Donny Hirsh** — San Marcos Manufacturing Association

**Council Member Jane Hughson** — City of San Marcos

**Commissioner Debbie Ingalsbe** — Hays County

**Steve Jacobs** — Winstead PC

**Brenda Jenkins** — ECM International

**Joe Kenworthy** — Sage Capital Bank

**Council Member John Kroll** — City of Dripping Springs

**Bert Lumbreras** — City of San Marcos

**Robert McDonald III** — McDonald Development Group (Vista)

**Linda Moore** — Luling Economic Development Corporation

**Jeff Nydegger** — Winstead PC

**Scott Sellers** — City of Kyle

**Rick Skiles** — Skiles & Associates

**Anthony Stahl** — Central Texas Medical Center

**Commissioner Ed Theriot** — Caldwell County

**Rob Tobias** — City of Lockhart Economic Development

**“AS IMPRESSIVE AS SAN ANTONIO AND  
AUSTIN’S PROGRESS HAS BEEN, THE MOST  
DRAMATIC LOCUS FOR GROWTH IN THE  
REGION IS BETWEEN THE TWO CITIES.”**

— *Forbes*, October 2016

