

A U S T I N

# GREATER SAN MARCOS

P A R T N E R S H I P

## RESILIENCE

Deep in the Heart of the  
Texas Innovation Corridor



2020 ANNUAL REPORT

SAN ANTONIO

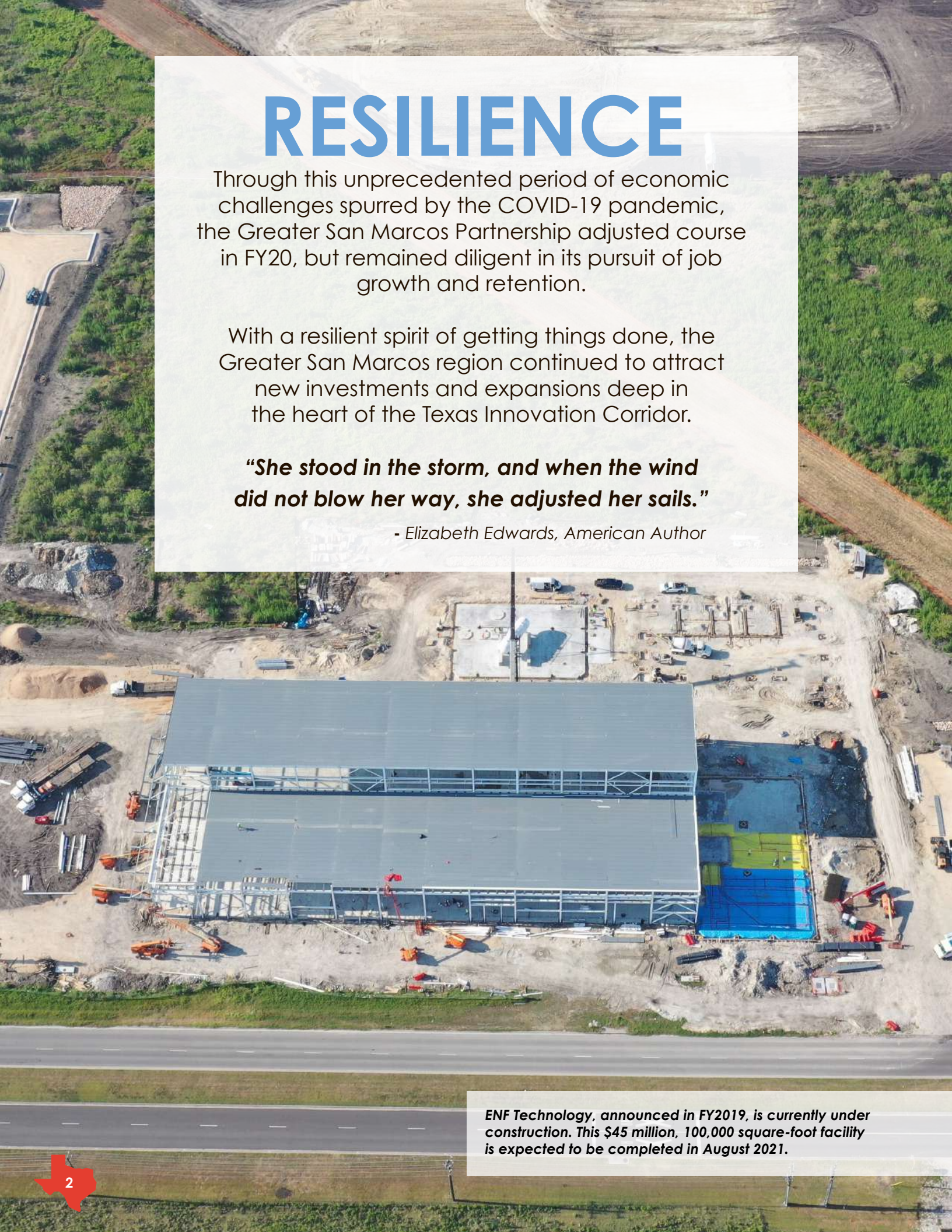
# RESILIENCE

Through this unprecedented period of economic challenges spurred by the COVID-19 pandemic, the Greater San Marcos Partnership adjusted course in FY20, but remained diligent in its pursuit of job growth and retention.

With a resilient spirit of getting things done, the Greater San Marcos region continued to attract new investments and expansions deep in the heart of the Texas Innovation Corridor.

***“She stood in the storm, and when the wind did not blow her way, she adjusted her sails.”***

*- Elizabeth Edwards, American Author*



**ENF Technology, announced in FY2019, is currently under construction. This \$45 million, 100,000 square-foot facility is expected to be completed in August 2021.**

# MESSAGE FROM THE CHAIR & PRESIDENT

To Greater San Marcos Partnership (GSMP) Stakeholders,

**Fiscal Year 2020** has been a year of unexpected change and challenge globally, including here in the Greater San Marcos region. It has also been **a year of adaptation**, and we are pleased to report that we close this year with a **reinforced team, a full pipeline, and a new Strategic Plan (VISION 2025)** to guide the economic vitality of our region for the next five years.

Change began early this fiscal year as our president for the past eight successful years, Adriana Cruz, was selected to become the executive director of Economic Development & Tourism for the Office of Governor Greg Abbott. After a competitive national search, our very own **Jason Giulietti was promoted to President**, bringing national experience, local understanding, and an unwavering optimism that has been invaluable this year. We also welcomed four other new faces onto our staff this year. Meet your entire talented team on the following page.

It would not be possible to reflect upon 2020 without noting the significant health and economic challenges brought on by the **novel coronavirus**. As our local businesses were forced to adapt their operations to safeguard public health, GSMP mobilized to support them. Among other initiatives, GSMP hosted **seven virtual events and received approximately 3,000 visits** to its COVID-19 Resources webpage to disseminate best practices and critical resources to impacted businesses.

Despite this challenging environment, our region experienced record breaking activity and success. We responded to prospects representing **\$6.6 billion in potential capital investment** - more than double any prior year. This high activity translated into seven announced locations/expansions, representing a conservative estimate of **more than 550 new jobs and \$108 million in capital investment** - surpassing our best year ever.

Of course, our region has not been immune to the pandemic. Location announcements made in 2019, Katerra and SmileDirectClub, were indefinitely delayed or canceled due to COVID-19. More importantly, **our hearts go out to the residents that have lost a job, business, or loved-one to this devastating virus.**

Please join us in celebrating GSMP's ten years of service for our region. As we begin the next chapter, the importance of our institutions and the power of sustainable economic opportunity has never been clearer. Fortunately, **VISION 2025** was completed in October by a steering committee composed of leaders from across the region. It will guide our priorities for the next five years and integrates strategies to help us continue to adapt to the new realities we face.

**This year's annual report is a tribute to the resilient drive of the GSMP team and you – our stakeholders and partners.** Together, we will continue to improve the quality of life for our residents in the heart of the Texas Innovation Corridor!



**John David Carson**  
Chair  
Board of Directors  
Greater San Marcos  
Partnership



**Jason Giulietti**  
President  
Greater San Marcos  
Partnership

# FISCAL YEAR 2020

## TEAM GSMP

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**Jason Giulietti**  
*President*



**John Ellis**  
*Vice President*  
*Marketing & Communications*



**Jessica Inacio**  
*Senior Director*  
*Business Attraction*



**Laurie Hartz**  
*Director*  
*Investor Relations*



**Barbara Thomason**  
*Director*  
*Workforce, Business*  
*Retention and Expansion*



**Shannon Webb**  
*Office Manager*



**J.D. Moore**  
*Manager*  
*Marketing & Communications*



# GSMP ECONOMIC IMPACT

In FY20, GSMP secured the services of Impact DataSource, an economic consulting, research, and analysis firm to analyze the annual and cumulative economic and fiscal impacts that resulted from successful relocation/expansion projects supported by the Greater San Marcos Partnership and its regional partners in Hays and Caldwell Counties from 2010 through 2020. Impact DataSource estimates **\$2.8 billion<sup>1</sup> in annual economic output for the Greater San Marcos region**. Unfortunately, **Katerra** (2019) and the recently announced **SmileDirectClub** (2020) have been excluded from this report because their location plans were indefinitely delayed or cancelled due to the economic implications of COVID-19.

## ESTIMATED CUMULATIVE INCREASE IN ECONOMIC OUTPUT BY NEW FIRMS

Year	# of Projects	Direct Economic Output	Indirect & Induced Economic Output	Total Economic Output
2010	0	\$0	\$0	\$0
2011	2	\$42,991,995	\$15,914,907	\$58,906,902
2012	4	\$85,411,689	\$29,434,142	\$114,845,832
2013	7	\$115,279,505	\$40,048,369	\$155,327,874
2014	6	\$294,883,224	\$106,797,433	\$401,680,657
2015	6	\$1,411,155,814	\$647,551,669	\$2,058,707,482
2016	6	\$1,590,936,271	\$705,586,083	\$2,296,522,355
2017	4	\$1,681,383,010	\$746,306,892	\$2,427,689,902
2018	1	\$1,729,420,370	\$767,628,989	\$2,497,049,359
2019	2	\$1,779,926,216	\$789,617,488	\$2,569,543,704
2020	6	\$1,963,613,766	\$881,823,246	\$2,845,437,012

During the ten-year<sup>2</sup> period since the establishment of GSMP, the 44 projects (listed below) relocated or expanded in the Greater San Marcos region, which created 5,452 direct jobs and \$537.5 million in capital investment. According to the report, the direct jobs have created a ripple effect, generating an additional 3,819 indirect and induced jobs. These additional jobs supply these relocated or expanded companies, and provide products and services to the workers and their families.

## 44 PROJECTS ANNOUNCED

2011 – Image Microsystems	2013 – L&M Supply	2015 – Amazon	2017 – Urban Mining
2011 – Redbird	2013 – Quantum Materials	2015 – All Around Lighting	2017 – Exeter
2012 – Ampersand Art Supply	2014 – Fat Quarter Shop	2015 – Springtown	2018 – Majestic Realty
2012 – R-Water	2014 – TomCar	2016 – RSI	2019 – VFT
2012 – Rivercity Sportswear	2014 – Fashion Glass & Mirror	2016 – Pure Castings	2019 – ENF Technology
2012 – Bautex	2014 – Corvac Composites	2016 – Hill Country Foods	2020 – Amazon
2013 – CSI	2014 – Mensor	2016 – Best Buy	2020 – Amazon
2013 – Deep Eddy	2014 – Redbird Redhawk	2016 – Altra	2020 – JVA Monitored Fencing
2013 – Twisted X	2015 – HHS	2016 – Blueshift	2020 – Zoop
2013 – CMI	2015 – PODS	2017 – Deep Eddy	2020 – Sportsplex on Centerpoint
2013 – Engineered Filtration	2015 – Epic Piping	2017 – Coast Flight	2020 – Lowes Distribution

The report estimates that \$1.9 billion in payroll is earned by the **9,271 new incremental jobs** (includes direct, indirect and induced jobs) over the ten-year period. Local taxable spending is generated by both the workers and the construction of facilities. These locations and expansion stimulated nearly \$796 million in local taxable sales. The new and expanded businesses add new taxable property to the tax rolls as well, adding an estimated \$462.6 million in industrial/commercial property since 2010. The local taxing jurisdictions are projected to add nearly \$16 million in sales tax revenue and more than \$51 million<sup>3</sup> in property tax revenue over the ten-year period.

The 2010-2020 Economic Impact Report is available for review in its entirety at [greatersanmarcostx.com/2020economicimpactreport](http://greatersanmarcostx.com/2020economicimpactreport).

<sup>1</sup> Conservative estimate considering capital investment and job counts were not available for some projects

<sup>2</sup> Period ending September, 2020

<sup>3</sup> Property tax collections have not been adjusted to reflect property tax abatements offered by the city and county



# RESILIENCE THROUGH A PANDEMIC

2020 was an unusual year for business, not just for the Greater San Marcos (GSMP) region, but for the world at large. The novel coronavirus impacted the global economy, creating the worst pandemic in 100 years and disrupting companies as they faced unprecedented times. Supply chains were challenged, service industry sectors faced lockdowns and "business as usual" became anything but that.

## COVID-19 IMPACT NUMBERS



**14%** unemployment rate nationally. The highest number since the Great Depression.



**12.7%** unemployment rate in Texas – May 2020



**11.6%** unemployment rate in GSM region – May 2020

## SIGNS OF RECOVERY

At a time of crisis, GSMP, its regional partners, and elected officials responded with a focus on assisting and retaining businesses in the region. Our growth, even in the midst of a global pandemic, was made possible with the collaborative environment and economic leadership in the two-county region.



By September, unemployment had dropped six points, moving expediently toward pre-COVID levels.



More than \$1 million in reported sales tax receipts in communities such as the City of Kyle, which saw a year-over-year increase of 24.55% and increase of 12.79% on year-to-date receipts.



Companies continued to show interest in relocating/expanding into the region, with more than \$6 billion in capital investment in the economic pipeline for prospects considering relocating to the Greater San Marcos region.

## RESOURCES FOR RECOVERY

GSMP led and joined several task forces made up of local business leaders, elected representatives and regional partners to ensure that businesses were supported during the recession. As the economy continues to improve from the disruptions of COVID-19, the **Texas Innovation Corridor** has set itself apart as an economic leader in Texas and a global destination for companies who want to relocate, expand or grow their business.

In Hays County, the Emergency Cash Assistance Program (ECAP) grant fund made \$600,000 in grants available to local businesses. The fund, coordinated and marketed by GSMP, distributed thousands of dollars to local businesses.

- In Buda, the #StillBudaful Small Business Loan Program offered interest-free loans of up to \$10,000 that can be forgiven under qualifying circumstances.
- In Dripping Springs, the COVID-19 Disaster Relief Program for Businesses waived wastewater fees for commercial properties, discounted permits/inspections and removed sign permits.
- In Caldwell County, the Luling Economic Development Corporation Grant Assistance Program offered grants of \$3,000. The Lockhart Chamber of Commerce and Caldwell County Community Services Foundation Business Grant Assistance Program also offered \$2,500 grants for qualifying small businesses.
- GSMP saw investment from other partners, such as Workforce Solutions Rural Capital Area (WSRCA). They assisted Hays and Caldwell Counties with the Skills Development Fund program, which financed the design/implementation of customized job-training projects. This allowed local businesses to train staff and improve the region's workforce, one of the chief factors of why businesses choose the GSMP region for growth.

# FINANCIALS

Dear GSMP Board Members and Stakeholders,

It has been my distinct honor and privilege to serve as the Treasurer for this transformative organization.

A true test of an organization's financial strength is how well it performs under the most challenging of circumstances. GSMP, supported by its board of directors and its public and private stakeholders, has navigated the financial challenges of the COVID-19 pandemic with a strategic, conservative approach that is now paying dividends. I would also like to mention that despite a gap in staff support, GSMP reached a new milestone by surpassing \$6 billion in capital investment by active prospects.

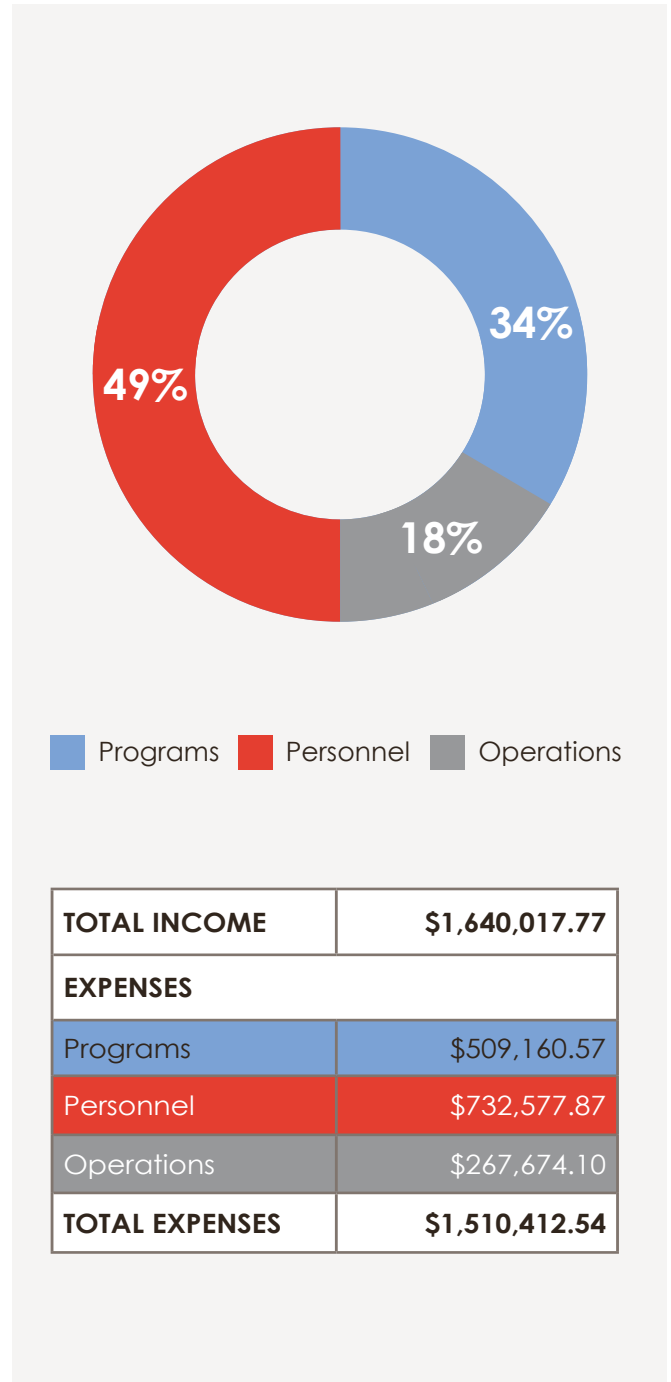
I am pleased to report that the financial position of GSMP continues to be sound and strong. The GSMP's financial reserves are robust and its debt is being kept to a minimum. Jason and his team have been excellent stewards of our funds. Financial reporting has been detailed, accurate and validated by an independent, third-party audit.

GSMP is well prepared to continue its mission of attracting high-quality jobs and investment to the Greater San Marcos region. As we embark in the next five-year period of growth, we will be guided by the latest version of our region's economic development strategic plan – VISION 2025.

In the coming months, you will be asked to renew your financial commitment for another five years. Your continued support will ensure we have the resources necessary to continue our collaborative work of growing our economy and improving the quality of life for our residents in the heart of the Texas Innovation Corridor.



Sincerely,  
 Scott Burton  
 President, Benchmark Insurance Group, Inc  
 Treasurer, Board of Directors  
 Greater San Marcos Partnership



# JOB GROWTH

Facilitating job growth is a core function of GSMP. It is accomplished within our key roles of recruiting new business to the region, assisting existing business with retaining and eventually expanding their operations, and supporting innovative entrepreneurship.

## BUSINESS RECRUITMENT

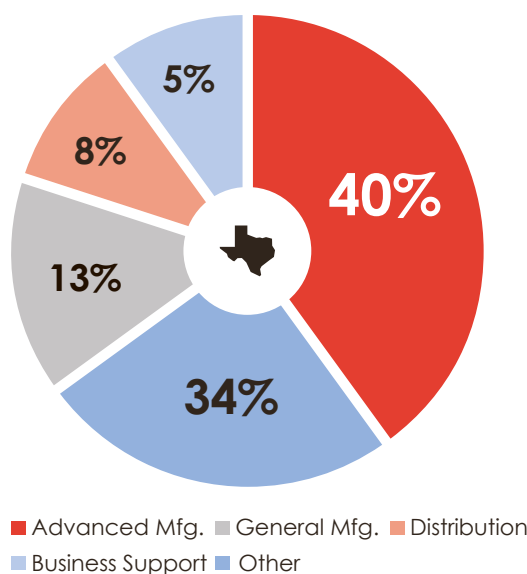
As the economic development contractor for the City of San Marcos, Hays and Caldwell Counties, GSMP responds to prospect inquiries (leads) and Requests for Information (RFIs) from companies and site consultants; conducts meetings with site consultants and company prospects; and hosts potential company relocations through tours of the Greater San Marcos region.

### FY2020 ACTIVITIES:

- 93 Leads
- 10 Virtual Out-of-Market Meetings (due to COVID-19)
- 26 Prospect Visits/Tours

The 93 leads processed by GSMP represent a potential 28,990 jobs, 13 million square feet and \$6.6 billion in capital investment.

## PROSPECT INQUIRIES BY INDUSTRY



## GREATER SAN MARCOS SHOWCASE

GSMP continues to establish new relationships with site selection consultants who are unfamiliar with our region, as well as maintain and enhance existing relationships with top national site selectors. This effort is critical for the region to be included in more corporate relocation and expansion searches.

For that reason, GSMP leads an in-bound showcase tour for site consultants to learn first-hand about our region. In October 2019, GSMP hosted four consultants from across the country. These new relationships are expected to send potential prospects to GSMP in the future.

## SMALL BUSINESS/ENTREPRENEURSHIP

BizTalks, a series of free informative sessions focused on supporting and inspiring aspiring entrepreneurs in partnership with the San Marcos Area Chamber of Commerce, held its one and only session in November 2019 at McCoy's Building Supply. The pandemic interrupted the sessions planned for the year, as the focus turned to the development of the COVID-19 Webinar Business Series. These six events offered critical and time-sensitive information for businesses suffering losses due to COVID-19.

## TEXAS STATE UNIVERSITY PARTNERSHIPS AND SPONSORSHIPS

In partnership with Texas State University, GSMP hosted The Innovation Quick Pitch Competition on October 23, 2019 at the Texas State's McCoy College of Business. The competition gave awards to the three best innovative business ideas offered by Texas State University students and non-students.

The GSMP support of the "Texas State University Innovation Series" was offered in collaboration with the Ventures Program. Three live sessions were offered during the fiscal year, with more than 100 persons in attendance. Due to COVID-19, virtual sessions were offered during the summer.

The GSMP sponsored and participated in Texas State University's Women's Entrepreneurs Week (October 21-25, 2019). The kickoff event was held at the McCoy's Building Supply headquarters and featured Adriana Cruz, GSMP president; Carla Sisk, ColorMix president/CEO; and Meagan McCoy Jones, McCoy's Building Supply president/COO





*The Amazon Sortation Center is expected to generate over 200 new jobs in its 371,000 square-foot facility at Kyle Crossing Business Park. Lowe's 120,000 square-foot distribution center located here as well.*

who shared their success stories with approximately 100 attendees.

In addition, GSMP was a bronze sponsor of the 2020 Digital Summit 360. The virtual event provided a forum for driving industry digitization, digitalization, decentralization, and decarbonization. Jason Giuliotti (GSMP President) delivered the keynote address.

### MARKETING TRIPS & TRADESHOWS

GSMP participated in the Opportunity Austin recruitment marketing trip to New York and New Jersey in December. A delegation of economic developers from the region attended meetings with 30 companies during this four-day initiative.

While COVID-19 prevented further recruiting trips to occur, GSMP quickly adapted to the new limitations brought on by the pandemic and pivoted to hosting virtual meetings with site selection consultants. In doing so, previous relationships fostered by GSMP were strengthened and new contacts were made. With a total of 26 virtual meetings hosted, GSMP continued to put the Greater San Marcos region at the forefront with the site selection community.

The remainder of planned marketing trips for the fiscal year were cancelled due to COVID-19.

### BUSINESS RETENTION & EXPANSION (BRE)

A priority for the GSMP is supporting the existing business community. The economic health of the region is highly dependent on the ability of our large and small businesses to thrive under all circumstances. BRE visits are intended to establish positive working relationships with business and industry, and to uncover any issues or challenges that might inhibit a company's ability to meet its full potential.

These challenges could include the need for additional space for growth, the ability to find skilled employees, or regulatory challenges. Often, GSMP can introduce a company to an available grant opportunity or provide a lead for a new customer or vendor to help meet these challenges.

The activities during the year included:

- 100 BRE Visits/Follow-Ups or Assistance Requests
- 28 Workforce Development Meetings



## INDUSTRY SECTOR SUPPORT - MANUFACTURING

The GSMP assumed the administrative leadership role of the Greater San Marcos Manufacturing Association (GSMMA) in 2019 to ensure that GSMMA maintained an active presence and deliver quality programs for area manufacturers. GSMP also manages the GSMMA website at [www.gsmma-tx.org](http://www.gsmma-tx.org).

In FY2020, the GSMMA provided opportunities to connect and share best practices with its members, as well as regional and state organizations such as Texas Manufacturing Assistance Center, Austin Regional Manufacturing Association and Texas Manufacturing Association. These efforts served to strengthen the industry as a whole and their ability to provide a positive environment for their employees.

## COVID-19: EDUCATIONAL WEBINARS

Once the pandemic began negatively impacting our economy, GSMP began offering a series of 6 informational webinars for the business community in the region. Attendees were provided guidance and information on the CARES Act; received a legislative update on COVID-19 from Senator John Cornyn - and learned about recovery, resiliency, support systems, and creative capacity during this challenging time.

## COVID-19: EMERGENCY CASH ASSISTANCE PROGRAM

Hays County Commissioners approved \$500,000 which was supplemented by the Kyle City Council with an additional \$100,000 to provide small businesses in Hays County assistance grants. The grants were designed for businesses that had suffered losses during the COVID-19 pandemic and could not access other forms of assistance such as PPP or EIDL loans.

The GSMP coordinated the efforts in cooperation with the fund administrators, PeopleFund. GSMP also led the marketing efforts (public relations, social media, email campaigns and advertising) to inform the business community of the free grants. As of this printing, more than 36 local businesses received grants to aid them in keeping their doors open.

## FY 2020 JOB GROWTH RESULTS

### Amazon

Delivery Station (Buda)  
200+ New Jobs

### Amazon

Sorting Center (Kyle)  
200+ New Jobs

### JVA Monitored Fencing

Security Monitoring  
10 New Jobs

### Lowe's Cos. Inc.

Distribution Center  
120,000 square feet

### \*SmileDirectClub

Invisalign Manufacturer  
850 New Jobs  
\$37 Million Investment

### Sportsplex on CenterPoint

Sports Complex  
143 New Jobs  
\$108 Million Investment

### ZOOP

Plastic Manufacturer

*\*Plans were cancelled due to economic impact of COVID-19.*



# TALENT

The single most critical factor that site consultants and relocating companies evaluate during the site selection process is the availability of a trained and talented workforce. The communities with strategies in place to address their current and future talent needs will attract new capital investment, new jobs and grow their economies.

The GSMP's addition of Barbara Thomason as the director of workforce, business retention and expansion in June is a strong indication of GSMP's commitment to addressing the talent and workforce needs of the region. In Barbara's meetings with companies during the COVID-19 pandemic, a common primary focus for business leadership was addressing the safety of their teams and their families through possible solutions like work-from-home options.

## WORKFORCE TRAINING PARTNERSHIPS

Constantly changing demands require diligence on the part of all sectors in the talent development system: public and private schools, colleges and universities, workforce training providers, employers, economic developers, business associations, public policy makers and workers themselves. These parties, exemplified by the following entities, work closely together with GSMP to bring about the best outcomes for our region:

- Workforce Solutions Rural Capital Area
- Texas State University
- Austin Community Colleges
- Gary Job Corps
- San Marcos CISD
- Hays CISD
- Lockhart ISD
- Luling ISD
- Dripping Springs ISD
- Splash Coworking

GSMP also continues to serve on a number of organizational boards that have a direct connection to the region's workforce pipeline:

- Workforce Solutions Rural Capital Area
- San Marcos CISD Industry Advisory Board
- Community Action of Central Texas, Inc.
- Community Advancement Network
- San Marcos Commission for Children & Youth



## WORKFORCE TOURS

Manufacturing Day is a national celebration to create awareness of the career opportunities available in this industry. On a local level, we have a rich abundance of companies willing to share their operations with students. On Friday, October 4th, mayoral and county proclamations were presented to mark the day and 100 students from San Marcos ISD and 50 students from Hays CISD toured Epic Piping and Mensor to learn about the high demand, high paying opportunities in these companies right in their own community.



## SCHOOL DISTRICTS PREPARING REGION'S WORKFORCE

In the GSMP region, there are thousands of students participating in more than 20 Career & Technical Education (CTE) programs. The 2019 Greater San Marcos Education Summit, held on November 19, attracted more than 300 business, political and education leaders from across the Greater San Marcos region. The event focused on highlighting a small sample of CTE programs taking place in area school districts to prepare our future workforce. The program is a vehicle to facilitate dialogue and partnership between the business community and school districts to help guide the development of future CTE programs.



## COVID-19: SKILLS DEVELOPMENT FUND GRANT INITIATIVE

During the COVID-19 pandemic, Workforce Solutions Rural Capital Area introduced a new opportunity for companies with a training grant program. The grant was specific to companies that were working to train existing, newly hired, or soon-to-be-hired employees as companies rebuilt their workforce after COVID-19 recovery.

GSMP chose to focus this grant effort on manufacturing companies in the Greater San Marcos region. GSMP worked to promote an instructional webinar on the subject conducted by ACC and Workforce Solutions RCA and offered assistance to companies wanting to apply. Application numbers and awards are yet to be determined.

## FY 2020 TALENT RESULTS

### Facilitated Connections

One of GSMP's key functions is to create important connections between companies and training or talent resources from across the region in a diverse array of industries. Over the course of the year, GSMP was able to impact connections in the advanced manufacturing, distribution and aviation industry sectors.

### 1 Million Cups

The GSMP has joined Texas State University's new Center for Innovation and Entrepreneurship to launch a 1 Million Cups program to serve the region. 1 Million Cups is a program of The Kauffman Foundation that empowers entrepreneurs and those considering business opportunities to create connections, form mutually beneficial relationships, learn from others and engage within their community. It's a volunteer effort designed to ignite the inspiration and energy of innovation with meetings every week, whether virtual or in person.

### Manufacturing Day/Month Tours

The GSMP partnered to coordinate a series of tours for middle and high school students showcasing careers in manufacturing at Epic Piping and Mensor. Approximately 150 students participated.

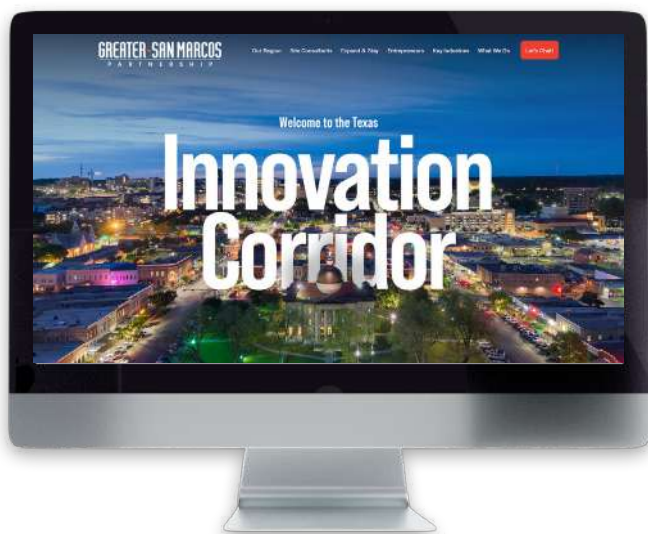
# AWARENESS

GSMP promotes the Greater San Marcos region and the surrounding area as a prime business location to site selection consultants and companies searching for an ideal location to relocate or expand.

In FY20, marketing and communications messaging that reinforced the features and benefits of the “Texas Innovation Corridor” were created, contributing to a record number of prospects interested in Hays and Caldwell Counties. For the first time in GSMP history, capital investment expenditures from prospects exceeded \$6 billion. Texas Innovation Corridor messaging was incorporated into GSMP’s various marketing activities, including earned media (public relations) and paid media (advertising) strategies.

## WEBSITE

GSMP’s website is the organization’s most important marketing tool, as it is the first point of contact by any prospect. The website began a complete redesign during the final quarter of FY20. It will provide a modernized interface and a fully recalibrated site map. The content management system will also be upgraded, from Drupal to Laravel, allowing for new features that will enhance the visitor experience. Site consultants, one of GSMP’s primary targets, will have their own entry point to access data and information quickly and easily. The launch is planned in December 2020.



The website redesign follows a record year of site users (16,519), sessions (22,374) and pageviews (43,636) for GSMP. A significant driver of traffic for GSMP’s record year were two pages that were created in response to the novel coronavirus: Coronavirus Business Resource page and the Hays County Emergency Cash Assistance Program (ECAP) page.

The two web pages were responsible for more than half of the site visits in FY20, equipping local business with resources to navigate the COVID-19 crisis.

## PUBLIC RELATIONS

By directing the resources of Development Counsellors International (DCI), a national PR firm specializing in economic development, GSMP was able to generate numerous story placements in national and international media outlets:

- Authority Magazine
- Business Facilities
- fDi Magazine
- Forbes
- Future of Work Podcast
- Digital Journal
- Inc.
- Industry Today
- Machine Design
- Southern Living
- Tech HQ
- Thrive Global
- Trade & Industry Development
- U.S. Veterans Magazine
- Veterans Today



## EVENTS

GSMP signature events are related to subject matter critical to the economic growth of the region. These events allow GSMP to position the organization as an expert resource for economic development across the Texas Innovation Corridor.

**2019 Greater San Marcos Education Summit** (November 2019) – Approximately 400 business and community leaders attended this event, which brought attention to the CTE programs at the region's school districts that are preparing our region's future workforce.

**2020 Digital Summit 360** (August 2020) – More than 400 people attended Texas State's virtual summit on innovation, where the newest technologies and opportunities to bring new products to market faster were discussed at length. GSMP President Jason Giulietti delivered a keynote address on the opening day of the Summit.

**2020 Business Journal's Austin San Antonio Growth Summit** (September 2020) – GSMP, Texas State and the City of San Marcos partnered as title sponsors to reinforce the region's position as a catalyst for growth between the two metropolitan areas. Jason Giulietti (GSMP President) spoke about regionalism and the advantages of a mega region between Austin and San Antonio along the Texas Innovation Corridor in a keynote address.

**2020 Economic Outlook** (Coming November 2020) – More than 300 guests are expected to attend this GSMP showcase event in November, which will highlight the region's economic trajectory and growth. The event will be a hybrid format, featuring a live event and speakers with appropriate social distancing, as well as a virtual presence for mass audiences.

**COVID-19 Events** – Nearly 250 guests attend one of the seven virtual events hosted by GSMP during the COVID-19 pandemic between April and August: CARES Act for Business; U.S. Legislative Update; Critical Needs; Business Resiliency; Regional Support Systems; Creative Capacity; Impact on Hays & Caldwell Counties.



## ADVERTISING

GSMP was highly selective with its paid advertising choices in FY2020. In addition, GSMP reduced planned expenditures to conserve dollars due to COVID-19. With the limited advertising that was done, only premium positions in publications that reached GSMP's target audience were secured. All advertising included print and digital components:

- Austin Business Journal – ASA Growth Summit Special Section (11k circulation, 200k impressions)
- San Marcos Chamber Guide – Texas Innovation Corridor Ad & Advertorial (10k circulation)
- Texas EDC Guide (15k circulation)
- Trade & Industry Development



## SOCIAL MEDIA

Facebook, LinkedIn, and Twitter continued to prove their ability to reach site selectors, as well as investors, media members and residents from the region. Followers, likes, and engagement increased across all channels in FY20.

 GreaterSMTX

 @GreaterSMTX

 Greater San Marcos Partnership

 @GreaterSMTX

## FY 2020 OUTREACH RESULTS

### Website:

16,519 Visitors

9.7% Increase Over Prior Year

### National Public Relations:

30 Media Mentions/Articles

537,085,591 Impressions

\$2,239,274 Ad Equivalency

### Events:

Over 1,000 Guests from the Region Attended a GSMP or Sponsored Event

### Advertising:

Approximately 250 Visits to GSMP

Website Generated

Estimated 286,000 Impressions from Publications (print & online)

### Social Media:

2,369 Facebook Likes

1,625 Twitter Followers

774 LinkedIn Followers

4,768 Total Likes/Followers

# REGIONAL PARTNERS

Economic development highlights of GSMP's regional partners in FY2020 include the following:

## SAN MARCOS

- San Marcos responded to COVID-19 with the Revive SMTX program—a collaboration between San Marcos Area Chamber of Commerce, City of San Marcos Economic Development, and City of San Marcos Main Street. Eligible applicants are offered up to \$5,000 in reimbursement grants for eligible expenditures.
- The City of San Marcos also provided COVID-19 assistance through waiving utility bill late fees (affecting 156 commercial accounts), halting utility disconnections, temporarily reducing sewer fees and adjusting inspections and permit fees for food establishments.

## BUDA

- Amazon leased 305,000 square feet for its new delivery station. The facility will create hundreds of new jobs.
- The City of Buda and the Buda Economic Development Corporation launched a \$100,000 COVID-19 relief loan and stimulus program to sustain local business through the COVID-19 crisis.

## DRIPPING SPRINGS

- Sawyer Ranch Crossing is currently a retail/office/medical development currently under construction. This complex will include approximately ~80,000 square feet and is scheduled for completion in the next few months, featuring an opportunity for a brewery or distillery.
- Driftwood Golf & Ranch Club is a 1061-acre master-planned, mixed-use community. Construction is underway for the luxury golf course and infrastructure improvements.
- Dripping Springs ISD opened a new CTE wing at Dripping Springs High School. The \$21 million addition includes an agricultural barn and additional competition gyms. Construction has begun on the district's new Elementary School #5 and other district campus and transportation locations.
- The View at Belterra apartment community is near completion and slated to be online soon with 233 units. The Ridge at Headwaters and

Anthem Apartment Homes are now open.

## KYLE

- Los Angeles-based Majestic Realty Co. has leased 426,953 square feet of speculative industrial space in the last quarter of the fiscal year. Building 1 still has 108,160 SF available for development.
- Ascencion Seton Hays completed a \$14 million expansion to their maternity unit, giving them the capability to deliver 1,800 babies a year.
- South Korea-based ENF Technology Co., Ltd. is under construction in Plum Creek. The \$45 million advanced manufacturing facility will serve as their U.S. headquarters.

## LOCKHART

- More than \$100,000 in COVID-19 relief loans and grants was provided to help existing businesses in Lockhart.
- The City of Lockhart's first Target Industry Strategy was completed to guide economic development prospect recruitment over the next five years.
- The City of Lockhart increased its professional economic development staff with the addition of Marissa Cooney as Economic Development Specialist and launched a newly designed LEDC website.

## LULING

- In response to the COVID-19 pandemic, the Luling EDC implemented two phases of relief grants. More than \$128,000 was distributed to local businesses.
- A \$5 million overall project financed through infrastructure grants will facilitate development of a 38-acre travel center on I-10 and Hwy 80 at the southernmost city limits, as well as a meat processing plant and a galvanizing plant at the airport on the Northernmost city Limits. These combined projects will create in excess of 100 new jobs.
- Luling EDC partnered with Veritacor Manufacturing, a local partnership packaging and distributing nutraceuticals, on a manufacturing, packaging and distribution facility that renovated an existing building and added a new 12,000 sq. ft. distribution facility. The business plans to increase their footprint by more than 100,000 sq. ft. in the next five years.



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*Hays CISD*

# INVESTORS

## LEAD INVESTORS (\$20,000+)



## **PRINCIPAL INVESTORS (\$10,000+)**

City of Buda  
American Constructors  
Austin Business Journal  
Buie & Co.  
Carson Properties  
CBRE/Trammell Crow  
Chuck Nash Auto Group  
First Lockhart National Bank  
HDR  
Highpointe Communities/TRACE  
Hill & Wilkinson General  
Contractors  
Ingram Readymix  
JE Dunn Construction  
Lower Colorado River Authority  
Mark Shields Enterprises  
Metcalfe, Wolff, Stuart &  
Williams, LLP  
Pape-Dawson Engineers  
Sabre Commercial  
San Marcos Industrial Foundation  
SH 130 Concession Company  
SpawGlass

## **EXECUTIVE INVESTORS (\$5,000+)**

City of Luling EDC  
City of Dripping Springs  
Amazon SAT2  
American Structurepoint  
Atchley & Associates, LLP  
Avison Young  
Bank of America  
BGE Engineers  
Cadence McShane  
Construction, LLC  
Catamount Constructors, Inc.  
CFAN  
EEA Consulting Engineers  
Four Rivers Board of Realtors  
Gary Job Corps  
Grande Communications  
Graves, Dougherty, Hearon  
& Moody, PC  
Guadalupe-Blanco River  
Authority  
Heritage Title Company  
of Austin  
Heldenfels Enterprises  
Hill Country Tech Guys  
HNTB Engineering

## **EXECUTIVE INVESTORS (\$5,000+) CONT.**

Live Oak-Gottesman  
Majestic Realty Co.  
Maxwell Locke & Ritter  
MW Builders  
Palmer's Restaurant,  
Bar & Courtyard  
PGAL  
Premier ER & Urgent Care  
Qualico Communities &  
Pacesetter Homes  
Rosendin Electric  
Rvi - Planning & Landscape  
Architecture  
San Marcos Area Chamber  
of Commerce  
Schroeder Company  
Studio 8  
Texas Disposal Systems  
Tex-Mix Concrete  
Thermon

## **ASSOCIATE INVESTORS (\$1,500+)**

Ace Relocation Systems, Inc.  
Baylor, Scott & White Health  
Benchmark Insurance  
Bowman Consulting Group  
Broadway Bank  
ColorMix Graphics & Printing  
The Damron Group Realtors  
DPFG  
Fuse Architecture Studio  
Garza EMC  
Green Guy Recycling  
HALFF ASSOCIATES, INC  
Hart Properties  
Independence Title  
K Friese + Associates  
Kent Black's Barbecue  
Kimley-Horn  
The Offices of Marc A. Rodriguez  
McNabb & Co., Real Estate  
Services  
Mochas & Javas  
Page  
Sage Capital Bank  
Schertz Bank & Trust  
Sign Arts  
Texas Aviation Partners  
Texas Regional Bank

## **ASSOCIATE INVESTORS (\$1,500+) CONT.**

Two P's & Calli's Boutique and  
Cody's Restaurant, Bar & Patio  
Waterridge/6 Creeks at  
Waterridge

## **COMMUNITY ADVOCATES**

Centro Development  
Corridor News  
Wimberley Valley Chamber  
Buda Area Chamber of  
Commerce  
Luling Chamber of Commerce  
Luling ISD  
DePalma Resorts & Hotels  
Dripping Springs Chamber of  
Commerce  
Environmental Allies  
Greater San Marcos  
Manufacturing Association  
Hays CISD  
Holiday Roofing & Foam  
Kyle Area Chamber of Commerce  
Lockhart Chamber of Commerce  
Lockhart ISD  
REOC Austin  
San Marcos CISD

The mission of the Greater San Marcos Partnership is to improve the quality of life for the residents in Hays and Caldwell Counties through focused, strategic and sustainable economic growth by facilitating the creation of high-quality jobs in growth-oriented target sectors; attracting new capital investment to the region; optimizing and preparing the regional workforce; and uniting the region's diverse stakeholders in the collaborative pursuit of economic prosperity for all.



[greatersanmarcostx.com](http://greatersanmarcostx.com)