MODELLE NOTE OF THE HEART OF TEXAS INNOVATION CORRIDOR GREATER-SAN MARCOS 2019 ANNUAL REPORT ANTONIO

MOMENTUM

One milestone after another, the Greater San Marcos Partnership is redefining the economic development landscape in America's fastest growing region.

Momentum is clearly on our side.

We are strategically focused and committed in fueling this transformative era by optimizing our region's unique assets to bring extraordinary economic opportunities to our companies and residents.

Thanks to our partners, investors and stakeholders for being a part of the exhilarating momentum taking place in the Heart of the Texas Innovation Corridor.





MESSAGE FROM THE CHAIR & PRESIDENT

Greetings Greater San Marcos Partnership Stakeholders,

At the Greater San Marcos Innovation Summit in September, we had the privilege of playing a special video from Governor Greg Abbott produced specifically for our event, where he stated: "This region continues to earn its reputation as The Texas Innovation Corridor." His message is a testament to the momentum we have generated and recognition we are gaining by successfully branding our region for its creativity and innovation.

In FY19, the Greater San Marcos Partnership (GSMP) used this momentum to continue our economic development accomplishments:

- We've secured national media attention through our public relations efforts and nearly 100 million media impressions.
- We've increased efforts to partner with local workforce training providers at all levels of the workforce pipeline to ensure we are taking the steps necessary to prepare our future workforce.
- We continue to improve and enhance our Business Retention and Expansion (BRE) program. Through our staff's efforts, we have assisted several companies in adding or retaining 130 jobs.
- Our recruitment efforts resulted in the announcement of 658 new jobs and nearly \$161 million in capital investment in FY19, alone.
- Over the course of the fiscal year, GSMP responded to 65 RFIs representing 20,000 jobs and \$5.1 billion in capital investment.

Our hard work has already begun to pay off – only a week into FY20, SmileDirectClub announced they would establish their newest high-tech manufacturing facility in Kyle, bringing 800 new jobs to the region!

The results and success featured in this year's annual report are not possible without the collaboration and support of our private and public sector partners and investors, regional partners, higher education institutions, workforce training providers, stakeholders from across the region, countless volunteers and our world-class GSMP Professional Staff.

Thank you for all that you each do – together we are generating momentum that is improving the quality of life for residents right here in the heart of The Texas Innovation Corridor!

Patrick Rose

Parad M Rose

President, Corridor Title Chair, Board of Directors Greater San Marcos Partnership Adriana Cruz

Stuaria

Greater San Marcos Partnership



Patrick Rose



Adriana Cruz



FISCAL YEAR 2019

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Top Row

Jason Giulietti

Vice President

Second Row

Jacob Combs Research Analyst **Christian Duran** Manager of Business Ret

Manager of Business Retention & Expansion and Workforce Development

Laurie HartzDirector of Investor Relations

Marissa Cooney Economic Development Coordinator

Adriana Cruz President **Giselle Myers**Marketing &
Communications Specialist

John Ellis
Vice President of Marketing &
Communications



GSMP ECONOMIC IMPACT

In FY19, GSMP hired 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 from 2010 through 2019. Impact DataSource estimates \$2.9 billion in annual economic output for the Greater San Marcos region.

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	\$2,427,689,902	
2019	3	\$2,014,866,957	\$933,777,126	\$2,497,049,359	

During the nine-year* period since the establishment of GSMP, the 39 companies (listed below) relocated or expanded in the Greater San Marcos region which created 5,441 direct jobs and \$544 million in capital investment. According to the report, the direct jobs create a ripple effect and generate an additional 4,111 indirect and induced jobs. These additional jobs supply the relocated or expanded companies and provide products and services to the workers and their families.

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

The report estimates that \$1.6 billion in payroll is earned by the 9,552 new 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 projects resulted in more than \$643 million in local taxable sales. The new and expanded businesses add new taxable property to the tax rolls as well, adding an estimated \$460 million in industrial/commercial property since 2010. The local taxing jurisdictions are projected to add nearly \$9.6 million in sales tax revenue and more than \$35 million in property tax revenue over the ten-year period.

The 2010-2019 Economic Impact Report is available for review in its entirety at *greatersanmarcostx.com/2019economicimpactreport*.

^{*}Period ending July, 2019

FINANCIALS

Dear GSMP Board Members and Stakeholders,

It is my honor and privilege to serve as the Treasurer for this great organization.

The GSMP's vision and mission is to increase economic opportunities by attracting high quality jobs and investment to the Greater San Marcos region. We all know this is no easy task and it takes a dedicated team, an engaged board of directors, and trusting support from both public and private partners. The GSMP is tasked with executing on this mission and we strive to do so with the highest level of integrity, transparency and accountability. Adriana and her team have done a tremendous job of managing our funds with accurate and detailed reporting, supported by an annual audit.

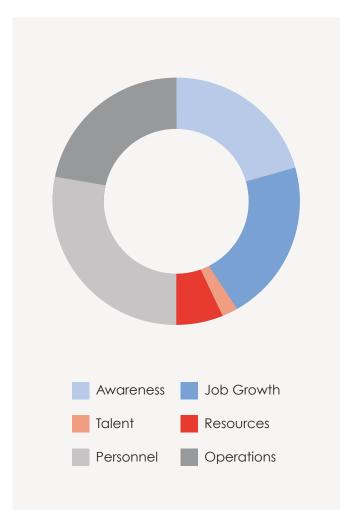
As we close out our 2019 fiscal year, I am happy to report that the financial position of the GSMP is strong. GSMP continues to maintain strong reserves and is keeping indebtedness to a minimum.

Looking ahead to 2020, we will have the opportunity to continue GSMP's purposeful work as we celebrate our 10-vear anniversary. Our Vision 2020 plan provided focus to our vision, and it will soon be time again, to invest financially in our future as we embark on implementing our Vision 2025 strategy. We are well positioned for success, and with the continued support of our public and private partners, I have no doubt we will make great strides in marketing our prized Texas Innovation Corridor.

Sincerely, John Schawe

Treasurer, Board of Directors Greater San Marcos Partnership

Market President, Frost Bank



TOTAL INCOME	\$1,501,036.58
EXPENSES	
Awareness	\$239,609.95
Job Growth	\$259,726.42
Talent	\$5,572.23
Resources	\$28,568.47
Personnel	\$773,699.62
Operations	\$272, 938.96
TOTAL EXPENSES	\$1,580,325.19



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.

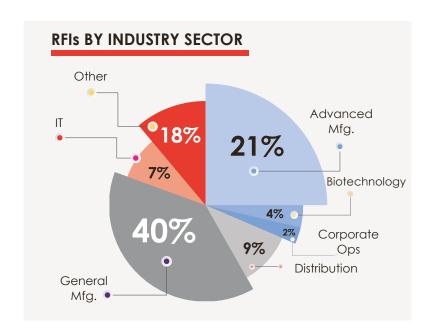
BUSINESS RECRUITMENT

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

FY19 ACTIVITIES:

- 65 RFIs
- 46 Out of Market Meetings
- 40 Prospect Visits/Tours

The 65 RFIs processed by GSMP represent a potential 17,000+ jobs, 6.5 million square feet and 1,600 acres of potential development and \$4.3 billion in capital investment.



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 about our region firsthand. In October 2018, GSMP hosted four consultants. Since the tour, GSMP has seen an increase in prospect activity directly associated with the site consultants who learned more about our region through their participation in the tour.

ENTREPRENEURSHIP/SMALL BUSINESS

In partnership with Texas State University, GSMP has secured its participation and sponsorship of Texas State University's Women's Entrepreneurs Week (October 21-25) and the Greater San Marcos Partnership Innovation Quick Pitch (October 23) to support entrepreneurship in the region and the eventual creation of new jobs through new startups.

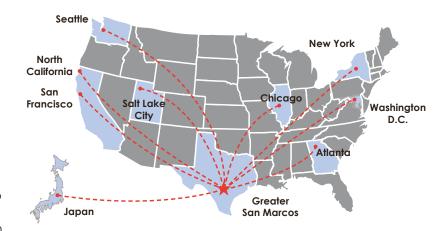
BizTalks, a series of events focused on supporting and inspiring residents interested in opening their own business, was held twice in FY19. Another is scheduled before the end of the year. BizTalks is structured as a speaker's program followed by a networking happy hour that allows for small business owners and entrepreneurs to connect.



MARKETING TRIPS & TRADESHOWS

GSMP led and/or participated in a significant number of recruitment marketing trips to select markets in the U.S. and across the globe:

- GSMP to San Francisco
- GSMP to SXSW Tradeshow in Austin
- GSMP to Chicago
- GSMP to Seattle
- GSMP to Northern California
- Opportunity Austin to New York
- Austin Chamber Inter-City to Atlanta
- Site Selector's Guild Annual Conference in Salt Lake City
- San Marcos Chamber Intercity to Salt Lake City
- Austin Chamber Federal Advocacy Trip to Washington D.C.
- Office of the Governor/TxEDC to Japan



BUSINESS RETENTION & EXPANSION (BRE)

The BRE Program is focused on supporting existing targeted industry sector businesses throughout the region (Hays and Caldwell Counties). Interactions/meetings are initiated by GSMP staff to proactively learn about any issues or challenges local companies may be facing. Support is provided by facilitating the resolution of these challenges including workforce needs, as well as bridging the gaps with the cities, counties, and educational institutions. GSMP also interfaces directly with a diverse array of strategic partners, including training providers at each level of the regional workforce pipeline.

Activities:

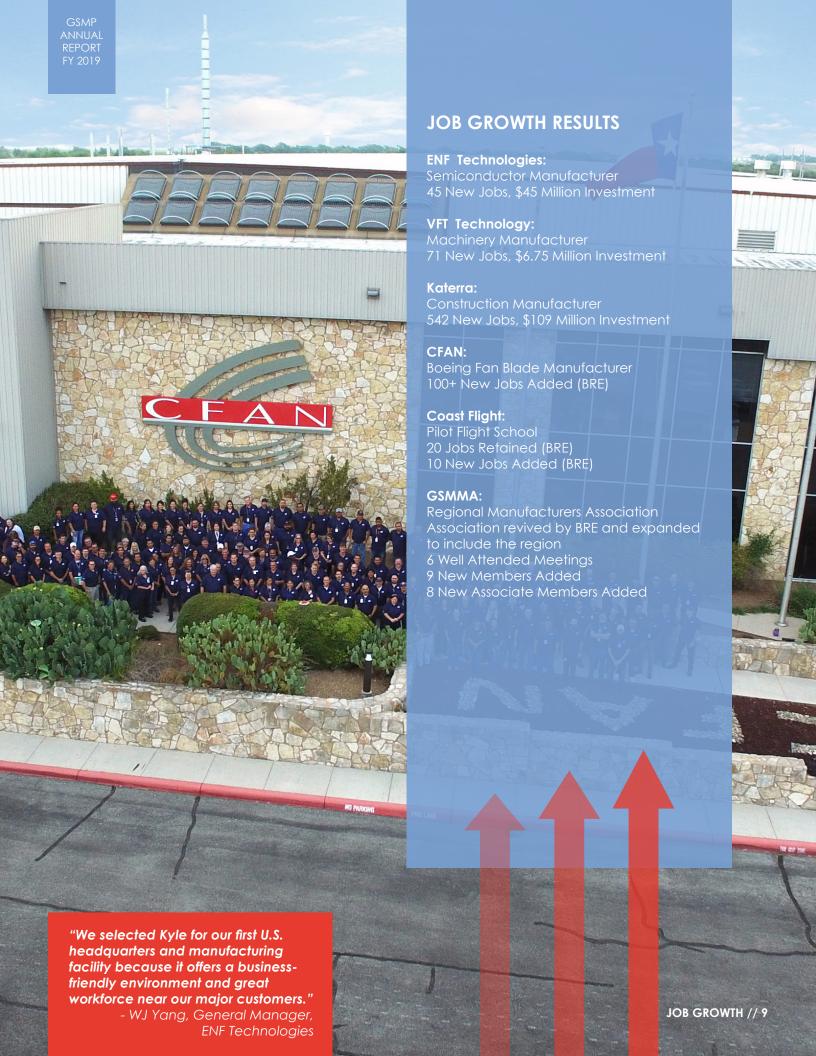
- 45 Annual BRE Visits & Surveys
- 88 Assistance Requests
- 53 Workforce Development Meetings

BRE surveys and visits have identified 3 common issues in fiscal year 2019 affecting regional employers.

- 1. Challenges recruiting workforce at all levels, but particularly at the entry-level.
- 2. Negative perception surrounding area school districts.
- 3. Strong wage growth causing some employers to adjust their business model to be able to remain competitive.

INDUSTRY SECTOR SUPPORT - MANUFACTURING

The manufacturing sector is an important one and is in alignment with the Vision 2020 strategic plan, GSMP is working closely with the Greater San Marcos Manufacturers Association (GSMMA) by providing administrative support. In late 2018, as the San Marcos Manufacturers Association was experiencing very low membership and activity after 35 years. Throughout 2019, the GSMP has worked with the organization and key leadership in order to revive the Association. Today, GSMMA is a regional organization that has increased its membership, activated programming, improved member participation, and launched a new website.



The single most critical factor which companies evaluate during the site selection process is the availability of a trained and productive workforce. The communities that can provide solutions to this global challenge are able to attract new corporate investment and jobs.

The BRE meetings conducted with local companies has allowed GSMP to be a critical resource in being able to identify the workforce needs of not only local companies, but new employers as well.

WORKFORCE TRAINING PARTNERSHIPS

GSMP collaborates with regional partners, educational institutions, and workforce training providers at all levels of the workforce pipeline to fulfill the short-term and long-term needs of the region's employers.

These partners include:

- Workforce Solutions Rural Capital Area
- Texas State University
- Austin Community Colleges
- Gary Job Corp

- San Marcos CISD
- Hays CISD
- Lockhart ISD
- Dripping Springs ISD

During FY19, GSMP increased the number of organizational boards we serve that have a direct connection to the region's workforce pipeline:

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

WORKFORCE TOURS

In October 2018, GSMP organized National Manufacturing Day and Month in the region. These events highlight the importance of manufacturing to our economy and encourage middle and high school students to consider a career in manufacturing. The tours were organized with three of the major manufacturers in the area. Hundreds of students participated from San Marcos CISD and Hays ISD middle and high schools.

SCHOOL DISTRICTS PREPARING REGION'S WORKFORCE

The Education Summit provides the opportunity to highlight the exceptional work being done in our area school districts to prepare our region's future workforce. In partnership with the school districts, the event attempts to dispel old misperceptions and features the innovative programs taking place today. This year's event is planned for November 19.

WORKFORCE SKILLS GAP STUDY

During FY19, GSMP and the Texas State University Occupational, Workforce & Leadership Studies (OWLS) department partnered to produce a regional workforce skills gap study. The results will be made available in early Fall 2019. The results will allow for the implementation of needed training, grant funding, and other efforts recommended by the study.



AWARENESS

GSMP promotes the Greater San Marcos region and the surrounding area as a prime business location – focused on our targeted industry sectors – to site selection consultants and companies in search of an ideal location for relocation or expansion. In FY19, the "Texas Innovation Corridor" campaign was formally launched to reinforce the region's position as a center of innovation in close proximity to Austin, a well-recognized innovation hub. Campaign messaging was incorporated into GSMP's various marketing activities, including earned media (public relations) and paid media (advertising) strategies.

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:

- Area Development
- Authority
- Business Facilities
- Business Insider
- Business Xpansion
 Journal
- Culture Trip
- Forbes
- Ile Sole 24 Ore (Italian publication)
- Manufacturing.net
- Matador
- Matador Network
- The Wall Street Journal
- Thrillist
- Thrive Global









America's Best Small Cities to Move to Before They Get Too Popular

11. San Marcos, Texas

Population: 61,980

Over the last decade or so, a lot of Austin's hippie charm has been replaced by hipsters and tech-talk. So the mantle of quirky, outdoorsy college town has been taken over by San Marcos, about 30 miles south and home to all that was great about Austin 30 years ago. Here, a guy named Sun God dances in front of the courthouse on Mondays, and musicians who can't afford Austin play spots like the Cheatham Street Warehouse and Stonewall Warehouse almost every night. Those venues reside in the Square, San Marcos's four-sided playland of live music and cheap bars where college kids and returning veterans listen to everything from reggae to rock to blues and spend a fraction of what they might have in larger locales.

Summer is the prime time to visit, when floating in tubes down the San Marcos River under shady trees through crystal-clear waters is the pastime of choice. You'll find students, families, and young professionals floating all day while toting cases of beer and basking in the Texas sun.

The food here is fantastic, as well, with Austin staples like Blue Dahlia opening San Marcos outposts (with a lot less waiting). You can also drive out to Lockhart and eat at legendary barbecue ioints like Smitty's Market, Kreuz, and Black's.

WEBSITE & VIDEO

Updates and improvements to the GSMP website were ongoing throughout the year. In March, a significant upgrade was made to allow for optimum access from any mobile device. The upgrade also allows GSMP to better manage its content. Other significant additions include landing pages connected to advertising, market tour agendas, and the cost of living index calculator.

New videos were developed to promote the assets of the community and region. Twelve GSMP investors participated in videos that share the benefits of doing business in Greater San Marcos. Governor Greg Abbott was featured in a video indicating that our "region continues to earn its reputation as the Texas Innovation Corridor." These videos will be posted on the GSMP website by September 2019.



SOCIAL MEDIA

Facebook, LinkedIn, and Twitter continued to prove their ability to reach site selectors, as well as investors and residents from the region. Followers, likes, and engagement all increased in FY19.

ADVERTISING

GSMP was highly selective with its paid advertising choices in FY2019. 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)
- Business Xpansion Journal Texas Innovation Corridor Ad (readership/impressions 150K)
- Trade & Industry Development Texas Innovation Corridor Ad (25K circulation)
- Go Big in Texas Texas Innovation Corridor Ad/Card (15K circulation)











"San Marcos, Texas, a cool small town that has embraced economic development and technology investment to bring quality jobs to the region."

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 Economic Outlook (May) – Approximately 400 attended this sold-out event which highlights the area's economic trajectory and growth.



2019 Greater San Marcos Innovation Summit Nearly 250 attended this event which brings attention to the innovation taking place at Texas State University and at local companies throughout the region.



2019 BizTalks (May & July) – Approximately 25 attended each of the two events focused on supporting and inspiring entrepreneurs and small business owners.



2019 Business Journal's Austin San Antonio

Growth Summit (September) – 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.



2019 Education Summit (November) – 250 are anticipated to attend. The event highlights the exceptional work being done in our area school districts to prepare our region's future workforce.











OUTREACH RESULTS

National Public Relations:

33 Media Mentions/Articles 96 Million Impressions \$697,000 Ad Equivalency

Advertising:

600 Visits to GSMP Website Generated 411,000 Impressions from Publications (prin & online)

Website:

16,000 Visitors
46% Increase Over Prior Year
Virginia, Oregon, New York – Most Visits
by Other States
Canada, India, France – Most Visits
by Other Countries

Social Media:

2,139 Facebook Likes – 147% to Goal 1,524 Twitter Followers – 43% to Goal 582 LinkedIn Followers – 114% to Goal 4,254 Total Likes/Followers – 77% to Goa

Events:

700 Guests from the Region Attended a GSMP Event



"This region continues to earn its reputation as The Texas Innovation Corridor."

- Texas Governor Greg Abbott



REGIONAL PARTNERS

The Greater San Marcos Regional Partners offer unique assets which provide relocating and expanding companies a variety of options to meet their site selection needs. These diverse options allow our region to aggressively compete on a variety of active projects. Here are some of the economic development highlights of the region's partners for FY19.

SAN MARCOS

- Katerra, an innovative construction manufacturer, will employ over 500 at their \$109 million facility. Groundbreaking is planned for December 2019.
- CFAN, a manufacturer of carbon-composite jet-engine fan blades, expanded production and added 100+ new jobs.
- Coast Flight, a California-based pilot flight school, was retained from leaving the region and expanded their team. 30 jobs were retained or added.
- FM 110 South, a \$15.2 million transportation project, breaks ground and is expected to improve mobility and stimulate economic development east of Interstate 35.

LOCKHART

- Visionary Fiber Technologies, a global leader in fiber reactor separation technology, will create 70 jobs at its global headquarters, R&D and manufacturing facility.
- Promogo, the first Software as a Service (SaaS) company to locate in Lockhart, will create 30 high wage jobs and launch a new industry sector in Lockhart.
- Turner Company's \$3,000,000 investment on 31 acres in Caldwell County will create 100 permanent jobs in the construction industry.
- LEDC, ACC and Rural Capital Area Workforce Solutions will fund CTE training for HVAC and welding through an LEDC grant and a matching High Demand Jobs Grant from the Texas Workforce Commission.
- Mike Kamerlander is hired as the new Director of Economic Development.

LULING

- Gas infrastructure project is underway to bring commercial gas to the industrial park to secure industrial & retail development. \$14 million in investment & 70 new jobs are expected.
- Two large travel stop convenience stores are underway on the north and south corners of US 80 and I-10.
- A \$4.5 million riverbank stabilization project is underway on the San Marcos River at Zedler Mill.
- LISD approved \$31.9 million bond to replace primary elementary school and renovate the junior high school.

KYLE

- South Korea-based ENF Technology Co., Ltd. will build a \$45 million U.S. headquarters and advanced manufacturing facility and is launching a new advanced manufacturing sector.
- Hillwood Properties and HPI Real Estate Services & Investments partnered on Hays Logistics Center, a two-building distribution and fulfillment center totaling over 428,000 square feet of leasable space.
- Los Angeles based Majestic Realty Co. is developing over 500,000 square feet of speculative industrial space.
- Kyle has more than 1 million sq. ft. of medical office space available.

DRIPPING SPRINGS

- HHS, Inc. has completed its corporate headquarters relocation from downtown Austin as well as the development of its new corporate campus, bringing at least 75 new jobs and \$10 million capital investment.
- Discovery Land Project will develop a \$250 million luxury residential community and private club in Driftwood. The City of Dripping Springs is a participant in the project.
- Western Springs Apartments, a workforce housing complex will open soon with 78 units.
- Anthem Apartment Homes are near completion and will offer 292 units.



BOARD

Chair

Patrick Rose

President Corridor Title

Chair-Elect

Anthony Stahl

CEO

Central Texas Medical Center

Secretary

John David Carson

Principal
Carson Properties

Treasurer

John Schawe

President Frost Bank

Immediate Past Chair

Dr. Denise Trauth

President

Texas State University

Dr. Hector Aguilar

Dean of Continuing Education

Austin Community College

Jon Barton

Project Manager Sabre Commercial

Scott Burton

President

Benchmark Insurance

Michael Cardona

Superintendent San Marcos CISD

Kevin Carswell

President
Mochas & Javas

Pat Fernandez

Representative Four Rivers Board of Realtors

Jennifer Finch

Client Solutions Manager JE Dunn Construction

Fred Heldenfels

President & CEO
Heldenfels Enterprises

Jane Hughson

Mayor

City of San Marcos

Debbie Ingalsbe

County Commissioner
Hays County

Mike Kamerlander

Director

Lockhart EDC

Joe Kenworthy

Branch President
Sage Capital Bank

John Kroll

Councilmember
City of Dripping Springs

Lorraine Lane

Director
Gary Job Corps

Bert Lumbreras

City Manager
City of San Marcos

Ed Mihalkanin

Councilmember
City of San Marcos

Terry Mitchell

President

Momark Development

Linda Moore

EDC Board Luling EDC

Chuck Nash

President Chuck Nash Auto Group

John Navarrette

Chair GSMMA

Jeff Nydegger

Partner
Winstead PC

Ryan Pearl

Senior Operations Manage**r**

Amazon Fulfillment Center

Lisa Prewitt

Councilmember
City of San Marcos

Anna M. Sanchez

Vice President & Business Banking Manager Wells Fargo

Scott Sellers

City Manager City of Kyle

Mark Sheffield

President First Lockhart National Bank

Lon Shell

County Commissioner
Hays County

Lance Spruiell

Representative San Marcos Area Chamber of Commerce

Ed Theriot

County Commissioner
Caldwell County

Dr. Eric Wright

Superintendent Hays CISD



LEAD INVESTORS (\$20,000)













































Walton





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.

