

2023 ANNUAL REPORT

GREATER SAN MARCOS

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

A LETTER TO OUR PARTNERS



In our 2023 fiscal year, the Greater San Marcos Partnership and its regional partners assisted in bringing eight new companies with more than \$166,960,000 in new capital investment and 150 jobs.

With the cooperative efforts of two counties, eight cities, and 120 private sector investors, our combined efforts have brought approximately \$29 million in new tax base revenue. We are one strong group.

It is impressive to realize 40 major companies have chosen the Texas Innovation Corridor since 2020, not including the many future employers who are now considering our two-county region as their home. Projects consistently come into our region with multi-billion-

dollar capital expenditures and thousands of jobs per project, giving a preview of our region's future opportunities. These great successes have led to an active prospect pipeline of more than \$117,000,000,000 heading into the new year. Our amazing staff has been busy working to make us even more successful.

And even more impressive is that we have a diversity of business locating in the two-county footprint. They include one of the largest movie studios in North America; green manufacturing operations; cutting edge robotic laundries for hotels that recycle water to reduce water usage; business parks, food wholesales; high tech rocket engine plants and more!

Why is this important? By working together, we can make our communities a better place to live and to help provide tax revenue for parks; infrastructure; police and fire protection; and schools. All this while providing well-paying jobs for our communities and our future generations.

We thank all who helped make these results possible and look forward to an even stronger new year!

CHARMAN OF THE BOARD - Scott Burton.

WHO WE ARE

The Greater San Marcos Partnership, or GSMP, is a 501(c)6 nonprofit public-private partnership that serves as the regional economic development organization for the City of San Marcos, and Hays and Caldwell Counties, located at the heart of the Texas Innovation Corridor.

GSMP promotes and markets the region to attract new employers, assists existing companies to expand, fosters entrepreneurial growth, and ensures the continued development of our skilled workforce.

As outlined by Vision 2025, the community's consensus-built economic development strategy, the services we provide to the Texas Innovation Corridor are focused on GSMP's mission:

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.

GREATER SAN MARCOS PARTNERSHIP, MISSION STATEMENT



BUSINESS ATTRACTION

GSMP works diligently with site consultants and company leaders through all phases of the site selection process, helping them to determine whether our region will be a good fit for a location or expansion. GSMP promotes the assets, features and benefits of the Texas Innovation Corridor to attract new business operations and their job producing investment. Since GSMP's founding in 2010, more than 70 companies have relocated or expanded to the footprint, resulting in an estimated annual economic impact of \$2.9 billion and thousands of new jobs for the residents of Hays and Caldwell Counties.



BUSINESS RETENTION & EXPANSION

GSMP assists already established companies in Hays and Caldwell Counties, helping them with their growth and expansion aspirations by connecting them with a network of resources.



WORKFORCE/TALENT DEVELOPMENT

GSMP partners with government agencies, the local business community, educational institutions, and other workforce development partners to prepare our talented workforce for the current and future needs of our growing economy.

The purpose of marketing is simple. It's to reach a target audience and communicate the benefits of moving and growing business along the Texas Innovation Corridor. Once you're here the idea is to keep, "top of mind," an audience of the benefits of doing business in Hays and Caldwell Counties. GSMP's marketing team does this by making available its team to help promote your company as it grows and prospers.



ENTREPRENEURSHIP

MARKETING

GSMP helps entrepreneurs and small business owners by connecting them with the regional resources they need to properly prepare, plan, grow and succeed in the Texas Innovation Corridor.

MEET THE TEAM

Greater San Marcos Partnership Team Members (from left to right)

Ted Groholske, Manager of Workforce Development, Jessica Trew, Senior Director of Business Attraction, Emily Mathes, Director of Business Development, Jennifer Rogers, Manager of Business Retention & Expansion, Shannon Webb, Office Manager, Jennifer Luna, Project Manager, Lance Winter, Director of Marketing & Communications



GREATER S AN MARCOS P A R T N E R S H I P







PROSPECT Pipeline



20,422,260 SQUARE FEET



\$117,480,746,407 CAPITAL INVESTMENT GSMP ECONOMIC IMPACT (2010 - 2023)

76 # OF PROJECTS FROM 2010-2023

> 9,610 DIRECT NEW JOBS

\$3,269,824,025 CAPITAL INVESTMENT

\$5,043,538,078 ANNUAL ECONOMIC OUTPUT FOR HAYS & CALDWELL COUNTIES

SUCCESS STORIES

GSMP secured eight wins for the Texas Innovation Corridor in fiscal year 2023, representing 150 jobs \$166,960,210 in capital investment, more than \$29,854,803 in new tax revenue.

COMPANY WINS INCLUDE:

- Builders FirstSource
 X-Bow
 Ardesia Storage Project, LLCX
 Visionary Fiber Technology
 San Marcos Business Park
 Fat Quarter
 Coast Flight
- 8) XCharge

PROJECTS / EXPANSIONS

ARDESIA STORAGE PROJECT, LLCX

Ardesia Storage Project, LLCX plans to build a 100-megawatt battery energy storage facility that would operate in the ERCOT market and provide local grid-stabilization over a projected 30+ year operational project life in Caldwell County. The project site will be a 20-acre segment of a large vacant parcel between Lockhart and Mendoza at the 130 Environmental Park. The project anticipates that construction of the Improvements will begin by January 1, 2024. The estimated cost of improvements - \$85,000,000.00.





BUILDERS FIRSTSOURCE

Builders FirstSource, the nation's largest manufacturer and supplier of building materials, will relocate its lumber yard and building supply distribution facility within Hays County to a larger, 47,000-squarefoot building in Kyle, creating 40 new jobs and investing more than \$16 million into the region.



COAST FLIGHT

Coast Flight's expansion project has "taken off," and in a few short month's students seeking their pilot's certification will have even more space to accomplish that goal as it expands its hanger at San Marcos Regional Airport.



FAT QUARTER SHOP LLC

A quilting supplies company is preparing to expand into a \$31 million, 208,000-square-foot facility in Kyle, where the headcount could eclipse more than 300 people — which would make it one of the largest employers in the city.

Fat Quarter Shop LLC intends to move to 425 Plum Creek Meadows, part of the Plum Creek master-planned development.

PROJECTS / EXPANSIONS

SAN MARCOS BUSINESS PARK

A partnership between two California-based developers, Ledo Capital Group and St. Clair Commercial Real Estate, will develop a 663,460-squarefoot industrial project in the Central Texas City of San Marcos. San Marcos Business Park will consist of three buildings ranging in size from 84,000 to 375,000 square feet that will be situated on a 45.7-acre site within the Whisper South master-planned development.



VISIONARY FIBER TECHNOLOGY

Visionary Fiber Technology materials processing tech company embarks on \$10M expansion of its Lockhart headquarters.



X-BOW

Luling, known as the toughest town in Texas, is gradually changing its business complexion and becoming known as a budding place for the aerospace industry.

X-BOW — headquartered in Albuquerque, N.M. — committed \$25 million to expand its operations by creating a rocket manufacturing campus in Luling.





XCHARGE

XCharge North America (NA) is establishing a manufacturing facility in Hays County dedicated to researching, developing, distributing, and providing services for its core EV charging solutions. The 3,500 sq. foot facility, in the City of Kyle, is used for providing localized EV charging solutions, with a focus on product innovation that addresses U.S. energy grid obstacles, to supply solutions that mirror the U.S. demand for EV transportation.

BUSINESS RETENTION AND EXPANSION

WITH OUR REGIONAL PARTNERS, GSMP SUPPORTED 153 BUSINESSES

AUSTIN	7	
BUDA	BRE Visits: 10 Business Support Tickets: 26	
KYLE/UHLAND	BRE Visits: 2 Business Support Tickets: 23	
LULING/LOCKHART	BRE Visits: 4 Business Support Tickets: 3	
DRIPPING SPRINGS/WIMBERLY	BRE Visits: 5 Business Support Tickets: 2	
SAN MARCOS	BRE Visits: 28 Business Support Tickets: 43	



BRE focused on primary employers in the regions, leading to the development of manufacturing roundtables. These events let senior leaders in manufacturing organizations network, discuss important issues affecting manufacturers today and share ideas.

The 50% YOY increase in business support was a direct result of a focus on workforce development and small business support.

SMALL BUSINESS INITIATIVES

In FY 2023, GSMP focused on partnerships to support the entrepreneurial ecosystem developing in Hays and Caldwell Counties. Through these partnerships, GSMP participated in and hosted several events including:

GLOBAL ENTREPRENEURSHIP WEEK

- One Million Cups Greater San Marcos TX and 1MC Road Trip across the region
- Small Business Taxes Lunch and Learn
- Texas Travel Industry Grant Process Assistance Seminar
- Six Steps to Exporting Presentation
- Introduction to Small Business Lending
- Keep Kyle Thriving Business Expo
- Buda Business Appreciation event
- ThinkB!G community launch

These events were possible through a partnership with the City of San Marcos, Texas State University – San Marcos, the Better Business Bureau, SCORE, BLC of Texas, Kyle Economic Development, Buda Economic Development Corporation, Splash Coworking, and the US Commercial Service - Austin through the US Department of Commerce.

In addition to connecting small businesses to resources through targeted events, GSMP attends key networking events across the two-county footprint to engage with and help entrepreneurs grow here and stay here.

The partnership efforts were highlighted during the Texas Downtown Association Annual Downtown Conference where GSMP led a panel of community partners that shared best practices in building entrepreneurial ecosystems.

WORKFORCE

An effective workforce is a vital asset of any organization. It enables the organization to meet objectives, maximizes profit through enhanced productivity and efficiency; and ensures long-term success.

The Greater San Marcos Partnership Workforce Development team has done just that by helping link prospects with the right skills and place them in suitable roles to ensure productivity and profitability.



Photo of Cooperative Laundry at Job Fair

This year the GSMP hosted an immensely successful job fair with 25 vendors present. During the event close to 100 prospective job seekers visited employers and close to a dozen had interviews – right on the spot!

The Workforce Development and Business Retention – Expansion team was also awarded the Keystone Partner Award from SkillPoint Alliance.

The GSMP helped Skillpoint secure space for its manufacturing program at the Signify manufacturing facility located in San Marcos. Skillpoint Alliance's partnership with the GSMP and Signify assisted in helping Central Texans find meaningful careers in the manufacturing sector and increase the pool of available trained technicians as manufacturing facilities move into the area.

If that's not enough, Business Community Lenders still cite GSMP as its number one business referral source.

MARKETING

The GSMP staff worked in-house and with an external public relations firm Jeff's Journey to secure a record number of media placements, locally, regionally, and nationally - throughout 2023.



City lowers speed limit on part of RR 12

	By Megan Neverre DHIPPING SPEINCA – Drivers will need to slow down slightly on a periton of faunch like to its bripping. Springs CIP found unanimusally appoved reducing the speed likel from 55 to 50 miles per bour on 16 112 approximately 1 mile hencers just and just more full principies springs.	Elementary Schoel, Thin is based on a recommendation by TsDOT after a speed endy was conducted on R1 12 such to Highway 200, and approved by the Transportation Committeel and approved. This was based on a recommendation by TsDOT, Said Deputy City Administrator Cangor Floght. Terromation and the side progetime of the side and approved. This was based on a recommendation by TsDOT, Said Deputy City Administrator Cangor Floght.	with TADOT to fix responsibilities for maintenance, control, supervision and regulation of state highways within and through the city limits, according to agreeds focuments. This agreement states that traffic regulations, itschafting speed limits, will be established endy absortantic and engineering studies have been completed by the state and/or city and approved by the state.
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JOIN THE FIGH











Playwright will take center stage during celebration devoted to his life's work, in Hays County warehouse move

San Marcos Daíly Record

Edwards Aquifer Authority declares Stage 4 Critical Period

SMHS Sports

Pride fuels rivalry |

Hays High Schoo

Capital Highlights Austin American-Statesman





San Antonio | 2022-2023 EVERYONE GETS IT. exemplary

Community

COMMUNITY INVOLVEMENT

Serving as a regional economic development organization in Hays and Caldwell Counties is just a part of what we do. We're also a community partner that gives back time and resources. It's part of building life-long relationships with our clients and communities.

The Greater San Marcos Partnership's employees are the ones that make this happen. We encourage our employees to remain involved in the communities they serve by volunteering with organizations of their choosing.

Throughout 2023 employees have given a countless number of hours at local organizations such as the CHRISTUS Santa Rosa Hospital Foundation, San Marcos Education Foundation, United Way of Hays and Caldwell Counties, Leadership San Marcos, San Marcos Historic Preservation Commission, Lockhart Education Foundation Golf tournament, San Marcos Lions Club, City of San Marcos Comprehensive Steering Committee to name just a few.

CHRISTUS SANTA ROSA



The Greater San Marcos Partnership is pleased to support the foundation and the hospital's ongoing commitment to the health and wellness of our communities. We do this by supporting the gala who paid special tribute to the hospital's healthcare heroes following the COVID-19 pandemic.

"While COVID 19 tested all of us, no one endured more than the brave men and women who staffed our nation's hospitals, emergency department and intensive care units," said former CHRISTUS Santa Rosa Hospital President, Thomas McKinney.

The Greater San Marcos Partnership is pleased to support the CHRISTUS Santa Rosa Hospital Foundation by participating on its board and supporting them with activities such as its Star of Texas Gala.

SAN MARCOS EDUCATION FOUNDATION



The San Marcos Education mission is to provide resources to enrich teaching, inspire learning, and maximize opportunities for all students in the San Marcos CISD.

Its goals are to recognize and reward innovative efforts and excellence in teaching while encouraging and enhancing opportunities for all students to work towards their highest potential.

The Greater San Marcos Partnership is pleased to support the foundation by serving on its board and participating in fundraising activities such as its Skeet Shoot.

UNITED WAY OF HAYS AND CALDWELL COUNTIES



United Way of Hays & Caldwell Counties

United Way of Hays & Caldwell Counties, together with our community partners, fights for the health, education and financial stability of every person in every community that we serve.

United Way advances the common good by investing in and developing programs that address critical needs in education, income/financial stability and health in Hays and Caldwell Counties. These are the building blocks of a good life: a quality education, enough income to support a family through retirement, and good health. By bringing together people and resources to address these issues, and by attacking their underlying causes, we hope to make lasting, fundamental change for everyone.

The Greater San Marcos Partnership is pleased to support the United Way of Hays and Caldwell Counties by participating on its board and supporting them with activities such as its charity golf classic.





OTHER SPONSORSHIPS

LOCKHART

Lockhart Education Foundation – Chip in for Education Hispanic Chamber of Commerce Gala Sip-n-Stroll

SAN MARCOS

Art Scared Window Painting Sights & Sounds San Marcos Chamber Annual Dinner Leadership San Marcos Rotary – Casino Night Great River Clean-up San Marcos Chamber -State of the City Address Star of Texas Gala Scramble for Scholarships San Marcos Chamber of Commerce -Business on the Green San Marcos Education Foundation – Skeet Shoot

KYLE

Kyle Chamber Membership State of the City Kyle Golf Classic

BUDA

Chamber Membership Buda Bogey Classic

WIMBERLEY

Chamber Membership Birdies for Business State of the City

HAYS COUNTY

Hays County Food Bank Wild Game Dinner United Way Charity Golf Classic

DRIPPING SPRINGS

Chamber Membership

LULING

Chamber Membership

OUR INVESTORS

LEAD INVESTORS - (\$20,000 +)

Brookfield Residential Properties Inc Buda Economic Development Corp.* **BVRT Utility Holding Co., LLC** Caldwell County* **CHRISTUS Santa Rosa Hospital** - San Marcos City of Kyle* City of San Marcos* Corridor Title Doucet & Associates A Kleinfelder Company **Embassy Suites ENDEAVOR Real Estate Group** Frost Bank Hays County* La Cima Lower Colorado River Authority* McCoy's Building Supply **Plum Creek Development Partners** Scarborough Lane Development SH-130 Concession Company Texas State University* Walton Development & Management Winstead PC

PRINCIPAL INVESTORS - (\$10,000 +)

Acres Advisory Group American Constructors Austin Business Journals Austin Community College* Avison Young - Austin Bowman Consulting Buie & Co. LLC Carson Properties CBRE, Inc. Central Texas Refuse Chuck Nash Auto Group Headwater Companies Highpointe Communities Hill & Wilkinson General Contractors

HNTB

Ingram Readymix, Inc. JE Dunn Construction La Tierra Realty LEVY DYKEMA Live Oak Lockhart Economic Development* Corporation Page Pape-Dawson Engineers, Inc. Rosendin Electric, Inc. Southwest Engineers Inc. SpawGlass Stantec Tex-Mix Concrete Trammell Crow

EXECUTIVE INVESTORS (\$5,000+)

Alterman American Ventures Astound Broadband Powered by Grande Communications Bank of America **Burns & McDonnell** C.C. Carlton Industries CFAN City of Dripping Springs* City of Uhland* City of Wimberley* **Clean Scapes LP** Corridor Home & Commercial **Cude Engineers Divided Sky Roofing & Solar** DPFG, Inc. Four Rivers Association of Realtors Gary Job Corps Garza EMC Guadalupe-Blanco River Authority* HCS Technical Services, LLC Heldenfels Enterprises, Inc. Heritage Title of Austin

Kimley-Horn Luling EDC* Mango-Rhodes Mark Shields Enterprises Mark Smith Realty Consultants Maxwell Locke & Ritter Metcalfe Wolff Stuart & Williams, LLP Premier ER and Urgent Care RVi Planning & Landscape Architecture S Watts Group Schertz Bank & Trust Square One Consultants Structure Tone Studio8 Architects Texas Disposal Systems Texas Gas Service Texas Regional Bank **Uhland EDC*** University Federal Credit Union Waterridge

ASSOCIATE INVESTORS (1,500+)

Ace Relocation Systems, Inc American Structurepoint Arc Sentry Ascension Seton Hays Bartlett Cocke General Contractors Benchmark Insurance Group Benesch BGE, Inc. **Centerpoint Plaza Shopping Center Cleary Zimmermann** Cody's Restaurant Bar & Patio ColorMix Graphics Corgan First Lockhart National Bank Fuse Architecture Studio, PLLC Graves Dougherty Hearon & Moody Green Guy Recycling Services Halff Associates Hart Properties

Independence Title Co-Buda K Friese + Associates Karnes County National Bank of Karnes City Land Consultants, Ltd. Co. Lockhart Motor Company Mochas & Javas **MWM Design Group Oryx Development, LLC** Ozona Bank **Riley-McLean Land RiverCity Screenprinting & Embroidery** Rodriguez Transportation Group, Inc. Ross Molina Oliveros, P.C. Sage Capital Bank Structures PE, LLP Texas Aviation Partners, LLC. The Damron Group Realtors **Turner Construction Company** Two P's & Calli's Boutique **United Properties** WGI, Inc Yates Construction

COMMUNITY ADVOCATES

Buda Chamber Of Commerce Dripping Springs Chamber of Commerce Kyle Area Chamber of Commerce Lockhart Chamber of Commerce Luling Area Chamber of Commerce San Marcos Area Chamber of Commerce Wimberley Valley Chamber of Commerce

*Community and Public Partners

OUR BOARD MEMBERS

SCOTT BURTON Chairman of the Board Benchmark Insurance

DR. GENE BOURGEOIS Chairman-Elect Texas State University

JOHN SCHAWE Immediate Past Chairman Frost

ALFONSO SIFUENTES Treasurer Center Texas Refuse

ANGELA RACKLEY Gary Job Corp

JENNIFER FINCH JE Dunn Construction

JANE HUGHSON Honorary Co-Chair City of San Marcos

DEBBIE INGALSBE Honorary Co-Chair Hays County

JON BARTON S. Watts Group **LEANNE KIRBY** City of Wimberley

DR. MICHAEL CARDONA San Marcos CISD

MARK ESTRADA Lockhart CISD

THOMAS MCKINNEY CHRISTUS Santa Rosa Hospital

ERIC ALGOE Economic Development, San Marcos

JIM WIMBERLY San Marcos Regional Airport

TRAVIS MITCHELL City of Kyle

SHANE SCOTT City of San Marcos

TOMMY CURTIS San Marcos Area Chamber of Commerce

PEGGY JONES Four Rivers Board of Realtors JOHN MALIK GSMMA

JEFF NYDEGGER Winstead, PC

SHERRIE PARKS City of Dripping Springs

STEPHANIE REYES City of San Marcos

DR. RICHARD RHODES Austn Community College

ALYSSA GARZA City of San Marcos

MICK HAWTON Avison Young

JAMES LOVETT SH130

KEELY HENNIG Corridor Title

SARA IBARRA Page

DAVID CASE Schertz Bank **BETH GUILLOT** Fuse Architecture Studio

ROWAN MACLEOD McCoy's

MEGAN SHANNON Momark Development

LEW WHITE City of Lockhart

LON SHELL Hays County

LACEE DUKE City of Uhland

JOSH EDMOND Buda EDC

ED THERIOT Caldwell County

CJ WATTS Luling EDC

HONORING A LEGACY



Thermon Chairman/Founder, Richard "Dick" Burdick, passed away on February 25, 2018. He will always be remembered as a visionary and for his leadership and commitment to serving others.

In 2013, an award was created in honor of the local inventor and innovator and presented to Thermon and to Mr. Burdick himself – one of the Texas Innovation Corridor's brightest success stories – and an internationally recognized industry leader. Although Mr. Burdick is no longer with us, we continue to honor his legacy of innovation with this award.

The Burdick Award for Innovation is presented to local companies who, like Mr. Burdick, find creative solutions to complex problems through innovative methods, ideas, products, and practices.

The award highlights companies who are moving the needle and helping to bring attention to the creativity and innovation taking place throughout the Texas Innovation Corridor. In addition to Thermon, our past winners include Quantum Materials, MicroPower Global, Paratus Diagnostics, Bautex, Visionary Fiber Technologies, Veritacor, BVRT and most recently X-Bow.

The Greater San Marcos Partnership proudly presents this award so that Mr. Burdick's legacy lives on.



ADDITIONAL RESOURCES AND INFORMATION CAN BE FOUND AT GREATERSANMARCOSTX.COM.

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