

GSMP Annual Impact for the City of San Marcos

\$16.67M

in added annual property tax revenues from GSMP projects

\$19.36M

in added annual sales tax revenues from GSMP projects

\$36.03M

in total added tax revenues from GSMP projects

GSMP FY 22 Business Attraction in San Marcos

148

sites submitted for new primary economic development projects in FY 2022

\$20.5B

in prospective new capital investment from FY 2022 site submissions

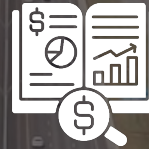
85,226

prospective new, well-paying jobs from FY 2022 site submissions



Key GSMP Roles in San Marcos during FY 2022

- ★ Took lead on **economic development operations for City of San Marcos** while city fills Economic & Business Development Manager position.
- ★ Served as the intermediary for the **Texas Innovation Corridor Pathways Partnership Grant** that involves Hays CISD, Austin Community College, San Marcos CISD and Lockhart ISD.
- ★ Coordinated incentive applications and **facilitated solutions** on permitting issues.
- ★ Provided **Economic Impact Analyses** for all economic development projects that go before San Marcos City Council.



Major FY 22 Economic Development Milestones

- ★ Collaborated on attracting Hill Country Studios, **the largest film studio in North America** – representing 1,400 jobs and \$267 million in capital investment.
- ★ Collaborated on attracting **the largest speculative industrial space facility in San Marcos** with an 800,000+ square foot project from Majestic Realty.
- ★ Through the Greater San Marcos Manufacturers Association (GSMMA), GSMP **facilitated the Manufacturing Supervisors Training Certification program**, upskilling managers at industrial employers.
- ★ Established the **Regional Education-Workforce Council** to address workforce issues.

For a full analysis of GSMP's impact on the Texas Innovation Corridor, visit greatersanmarcostx.com/2022impact



GSMP Involvement in Business Retention & Expansion (BRE) in San Marcos

42

local companies used GSMP assistance for business support or BRE projects in FY 2022

3

new expansion projects identified and started through FY 22 BRE consultations

80

small businesses represented through GSMP-facilitated business development events



Business Development in San Marcos

GSMP, in conjunction with the City and private sector partners, **provided business training for approximately 80 small businesses** on topics such as financial planning and cybersecurity.

Entrepreneur Support

GSMP is a standing committee member of 1 Million Cups – Greater SMTX, where GSMP builds the entrepreneur community of San Marcos through monthly community events.



Community Involvement in San Marcos

GSMP gave back to the local San Marcos community through sponsorships, volunteer work, and various public and private sector partnerships. Below is a snapshot of some of those efforts:

- ★ Historic Preservation Commission Board Membership
- ★ Comprehensive Plan & Downtown Plan Steering Committee Members
- ★ San Marcos Education Foundation Board Membership
- ★ Texas State OWLS Member (Organization, Workforce, and Leadership Studies)
- ★ Gary Job Corps Community Relations Council
- ★ Centro Cultural Hispano de San Marcos donors
- ★ San Marcos Education Foundation Aim High for Education Skeet Shoot Sponsors & Participants
- ★ San Marcos Chamber Coffee & Commerce Networking Sponsors & Participants
- ★ San Marcos Chamber Annual Dinner Sponsors & Participants
- ★ State of the City Sponsors
- ★ Main Street Trash Pick-up and Great River Clean Up Sponsors & Participants
- ★ Hays Caldwell Women's Center Auction Sponsors
- ★ Hays Caldwell Heart Walk Participants & Fundraisers
- ★ Sights & Sounds Sponsors
- ★ San Marcos Art League "Art Scared" Sponsors
- ★ LBJ Museum Ted Beihen Open Sponsors
- ★ Entrepreneurship Programming with Splash Co-Working
- ★ San Marcos Chamber Business Expo Sponsors & Participants
- ★ SXSW Innovation Lab Collaborators with Texas State University

For more information on GSMP, contact:

Jason Giulietti | President & CEO | (512) 781-2096 | jasong@greatersanmarcostx.com

