



City of San Antonio

Agenda Memorandum

File Number:16-1048

Agenda Item Number: 2.

Agenda Date: 1/5/2016

In Control: Economic and Human Development Committee

DEPARTMENT: Economic Development

DEPARTMENT HEAD: Rene Dominguez

COUNCIL DISTRICTS IMPACTED: City-wide

SUBJECT:

Presentation and discussion on the San Antonio Strategic Plan for Economic Development presented by the San Antonio Economic Development Foundation (SAEDF) and presentation and discussion on the SAEDF 2016 Strategic Plan Implementation Agreement presented by the Economic Development Department (EDD).

SUMMARY:

The San Antonio Economic Development Foundation will present an update on the San Antonio Strategic Plan for Economic Development and the Economic Development Department will present an overview of the 2016 Strategic Plan Implementation Agreement.

BACKGROUND INFORMATION:

As a result of a 2008 Corporate Retention and Recruitment Sub Committee recommendation to enhance the City's focus on corporate retention and overall economic development delivery system, the City of San Antonio entered into a 5-year agreement with the SAEDF for a public-private partnership formalized in the FY 2010-2015 Economic Development Service Agreement. The Economic Development Service Agreement required an annually adopted Action Plan that set forth the scope and metrics for economic development marketing, recruitment and coordination of a corporate retention and expansion program. The Action Plan also required SAEDF lead the development and implementation a city-wide, comprehensive strategic plan for economic development.

To fulfill the goal of developing a strategic plan, Deloitte Consulting was contracted by SAEDF to examine how effectively our community was executing on delivering economic development services. Deloitte

executed a competitiveness assessment and targeted industry analysis and produced a series of short and long-term tactics. This study led to the development of a comprehensive Economic Development Strategic Plan. In February of 2013, 15 economic development agencies were assembled, including the City of San Antonio, as the Strategic Plan Coordinating Council which evaluated the tactics and strategies recommended by the Deloitte study. This group formulated “Forefront SA,” the community implementation plan.

SAEDF will present an update on Forefront SA and elements of the plan that began in 2015.

To formalize the partnership with SAEDF, the 2016 SAEDF Strategic Plan Implementation Agreement was developed and includes industry recruitment, retention/expansion and marketing metrics reported during the 2010-2015 Economic Development Service Agreement Action Plans. Enhancements to the 2016 Strategic Plan Implementation Agreement will include SAEDF’s implementation of additional recommendations of the Strategic Plan such as:

- **Coordination and Collaboration:** SAEDF shall consistently convene Industry Liaisons with local economic development partners in each of the goal areas of the strategic plan which include: industry recruitment, industry retention/expansion, entrepreneurial development, workforce development, and collaboration. Semi-annually, SAEDF will present updates on tactics contained in the Forefront SA plan.
- **Private Sector Leadership:** SAEDF shall adopt tactics in partnership with Industry Liaisons such as Cybersecurity San Antonio, BioMedSA, and Liaisons identified during the fiscal year (i.e. “transportation manufacturing”).
- **Maximization of Resources:** SAEDF shall work to ensure local dollars are planned and leveraged against State, Federal and other dollars towards targeted industry tactics that directly impact agreed upon performance metrics.

EDD staff plans to bring forward the 2016 SAEDF Strategic Plan Implementation Agreement for Council consideration on January 21, 2016.

ISSUE:

The San Antonio Economic Development Foundation will present an update on the San Antonio Strategic Plan for Economic Development and the Economic Development Department will present an overview of the 2016 Strategic Plan Implementation Agreement.

ALTERNATIVES:

None

FISCAL IMPACT:

FY 2016 approved budget included \$500,000 for this agreement.

RECOMMENDATION:

This is a presentation and no action is necessary.