



City of San Antonio

Agenda Memorandum

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In Control: Economic and Workforce Development Committee

DEPARTMENT: Economic Development

DEPARTMENT HEAD: Rene Dominguez

COUNCIL DISTRICTS IMPACTED: All

SUBJECT:

Brookings Global Cities Initiative on Market Prioritization

SUMMARY:

The EWDC presentation will provide an overview on our most recent collaboration with the Brookings Institution's Global Cities Initiative to develop more specific and results-oriented strategies to prioritize foreign metro markets.

BACKGROUND INFORMATION:

Highlighted during the EWDC presentation in the FY2018 international plan on November 2017, San Antonio was one of eight cities selected to participate in the Market Prioritization & Metropolitan Economic Partnership Cohort by the Brookings Institution's Global Cities Initiative. This project is a continuation of our previous work with Brookings, which led to the development of the San Antonio Trade and Investment Strategy (SATIS). Through this latest engagement with Brookings, we are establishing a more rigorous evidence-based template for prioritizing foreign target markets, using the best quantitative and qualitative methodologies.

Our work with Brookings has been in the form of assignments. The first assignment focused on identifying one of our key industries, assessing its global demand and identifying the specialization needs by interviewing the industry (private, public, trade, and institutional). Cybersecurity was chosen because it is a specialization that includes both legacy (military) and innovation (startups) aspects. The second assignment focused on identifying existing and potential sector linkages with foreign markets, and the third and final assignment focused on market access and relationships with the identified foreign locations.

ISSUE:

On February 21, 2018 the GCI Cohort of eight metros will be convening at the Brookings Institute in Washington D.C. to present the overall findings, outlining strategy and process. As with the SATIS, EDD has sought feedback from international business stakeholders, along with the San Antonio Chamber's Cyber Council. Before we finalize our findings, we are providing a briefing to EWDC to allow for input and questions that may be incorporated and/or relayed to Brookings in February. Brookings then intends to develop and issue a recommended market prioritization framework in June of this year, using the input and findings from all eight participating metros. Our next steps will include building strategies around the identified foreign target markets for cyber security and utilize the market prioritization framework for additional targeted industries.

RECOMMENDATION:

This briefing is for informational purposes only and no action is necessary.