



# City of San Antonio

## Agenda Memorandum

**File Number:**15-2850

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**Agenda Item Number:** 2.

**Agenda Date:** 5/5/2015

**In Control:** Economic and Community Development Committee

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**DEPARTMENT:** Economic Development

**DEPARTMENT HEAD:** Rene Dominguez

**COUNCIL DISTRICT IMPACTED:** City-Wide

**SUBJECT:** Cybersecurity Industry Study & Implementation

### SUMMARY:

The recently completed *Cybersecurity Industry Study* illustrates the growing importance of cybersecurity in today's information age, both globally and right here in San Antonio. With a strong military presence and some 80 existing companies dedicated to cybersecurity, the study identifies a number of the City's strengths specific to the growth of its cybersecurity industry, and emphasizes the need for greater specialization of the economic development approach in order to continue cultivating the cybersecurity industry in San Antonio.

### BACKGROUND INFORMATION:

Initiated in 2013 and led by industry leaders and the San Antonio Chamber of Commerce's Cybersecurity Committee, the City of San Antonio provided \$50,000 to support the execution of a community *Cybersecurity Industry Study*. The study was prepared by Prager Schneider with lead assistance from Deloitte, and provided strategies to better prepare San Antonio for future success in the cybersecurity industry by identifying and capitalizing on the City's competitive advantages, leveraging its community assets, and improving the community's overall cybersecurity business climate. The study also identified competing cities and geographies, including Atlanta, GA, Fairfax County, VA, Huntsville, AL, Montgomery County, MD, and San Diego, CA, and stressed key site selection factors for recruiting and retaining cybersecurity companies. To increase the cybersecurity presence in the city, the study highlighted the need to effectively communicate the virtues and strengths of San Antonio's cybersecurity industry, and to mobilize decision-makers, educators, elected leaders, defense and federal officials, and economic development practitioners under a common framework through a formal network or coalition.

### ISSUE:

Implementation and integration of the *Cybersecurity Industry Study* strategies into the community's Economic Development Strategic Plan will require a focused effort to ensure that the strategies are appropriately coordinated. The study recommends funding an industry specific cybersecurity staff member within a

community economic development organization, with support from the City, Bexar County, and private industry. This position will coordinate and execute key *Cybersecurity Industry Study* recommendations. The Economic Development Department is working with the San Antonio Chamber of Commerce to develop a job description, scope of work, and performance metrics for the initial commitment of \$50,000 in funding to support the position. Additionally, the study identified the Cybersecurity Bootcamp as a way to encourage entrepreneurial development and new company formation. \$25,000 in additional funds would be used to provide the bootcamp with the necessary support, to increase the number of bootcamp offerings each year, and to ensure that the bootcamp remains sustainable and provides focused support to emerging companies. A total of \$75,000 in the Economic Development Incentive Fund (EDIF) has been identified to support this initiative in FY15.

**RECOMMENDATION:**

This item is a staff briefing and requires no action.