

Pictured here: Regional businesses and local officials distributed PPE and supplies to small businesses to reopen. May 2020, Alamodome

2020 ANNUAL REPORT



saedf
san antonio
economic
development
foundation

A letter from OUR 2020 CHAIRMAN

2017-2020 SAEDF PROJECTS HIGHLIGHTS

- ✦ **17.6K New Jobs**
- ✦ **\$2.2B Capital Investment**
- ✦ **427 Business Assists**
- ✦ **25.4K Work-Based Learning Opportunities**

It can be difficult to articulate what makes San Antonio special. There is a way about the community—when 2020 tested our strength and humanity, the San Antonio Way kept us going. We showed up for each other in the ways that matter most. We stood together for Black Lives and showed the world that our way begins with people, and that for San Antonio, civility is a matter of pride.

Still, the events of 2020 widened our large income gap and intensified the lack of access to essentials, education, and economic opportunity. While most of the challenges faced in 2020 stayed around after the ball dropped in New York City, so did the opportunities.

The SAEDF and partners from private companies, government, education, and workforce amplify the great work of the past three years and continue growing our economy and workforce in a smart, strategic way. The region has a plan to grow jobs, prepare people for careers, and continue improving our places while preserving the culture and history that defines us. 2020 gave us an even better opportunity to be nimble, work together, and show the world our biggest asset: The San Antonio Way.



Craig Boyan
President, H-E-B
SAEDF Chair, 2020-2021



Background Photo: The Frost Tower & newly renovated Alameda Theater decorate the Tech District sky.

Right: Screen grab of H-E-B President & SAEDF Chairman, Craig Boyan, leading our Q4 investor meeting via Zoom.

COVID-19

ECONOMIC RECOVERY

As the lead entity for the region's economic and workforce initiatives, SAEDF shifted operations in March 2020 to support local companies and workers recover from COVID-19 impacts. Our project management and convening expertise was also called on by multiple stakeholders as the community worked to reopen our economy. Early response highlights below.

- ✦ **Economic Transition Team (ETT).** Developed a local playbook, marketing/PR plan, and resources for businesses to reopen.
- ✦ **Business Response & Recovery.** Aligned local and state government plans to reopen, connecting stakeholders and eliminating silos.
- ✦ **Workforce Development Group.** Convened Workforce Solutions Alamo (WSA) and higher-education partners to develop upskilling programs for affected workers.
- ✦ **Regional Economic Development Group.** Worked with national EDOs to launch standardized impact surveys that identified short-term impact and drove response.
- ✦ **Banker Round Tables.** Brought together CEOs of banks to discuss and remove barriers to PPP and other business relief.

COVID-19 ECONOMIC RECOVERY

SAEDF typically spends its entire marketing budget each year courting companies and site selection consultants in large, target industry hubs like Chicago, Washington D.C., and most of California. The circumstances of 2020 drove us to broaden our digital outreach to those markets and beyond. This created the necessary capacity on our team to support business recovery here at home.

Like nearly every organization in the country, 2020 tested SAEDF's resilience and flexibility. The pandemic uncovered (and in many cases, exacerbated) gaps in business support, inequities in opportunity, and alarming disparities in access to assistance. The environment generated new, enhanced, and planned programs and services to strengthen and grow our economy.

Our regional approach to economic development puts action behind closing economic gaps. COVID-19's economic impact accelerated the demand for change and shaped how we met our mission in 2020.

Pictured below, clockwise from top-left: COVID-19 business survey (Spanish version); Business Recovery website for businesses and job seekers; SA Works digital programming; Promotional campaign for business community pledge to operate safely.



2020

HIGHLIGHTS

62%

unique website visits



50%

of companies recruited to S.A. in 2020 were from California.



U.S. Space Command pitch put S.A. on the map with DoD and military leaders.



184

Local business assists



amazon

Pabst

pwc



Big brands continue to choose our market for growth.

45

years



13 Successful projects
8 Recruitment & 5 FDI

2.4K Net new jobs

\$390M Capital investment
\$22M FDI

177 Local company visits

184 Business assists
44% Workforce-related

16 Employers recruited for OJT programs
108 positions

4 California HQ moves

2020
BY THE NUMBERS

27%
Social media following

\$10.6M
Earned ad value

124
Prospect visits
Up 33%

189 Unique outlets
Up 30% from 2019

20 Marketing presentations

Internships

91 Interns
29 Employers
(9 new)

Job Shadows

10.6K

- Cyber: 2.2K
- Manufacturing: 4K
- Citywide: 4.4K

Virtual Job Fairs

177 Employers
1.5K Job openings

97 Employers

A letter from OUR CEO

2020 did its best to steal our momentum. People and positive action are the heart of everything we do at SAEDF—and the energy of our business community is tangible—I feel it in every conversation I have. Thank you for your tireless support, and staying in the game with us.

Diverse Executive Committee Leaders

SAEDF trends since 2019

187%

More small-business representation

133%

More Black-owned/run business representation

22%

More women owned/run business representation

2020 presented opportunity as well. The Black Lives Matter movement and COVID-19 crisis brought even more deserving attention to gaps in business representation across race, gender, business size, and industry. Our continued commitment to economic mobility and opportunity for all starts with our powerhouse volunteer executive leaders. We are proud that our 2021 Executive Committee represents the diverse and inclusive community it serves.

We planned to commemorate SAEDF's 45th anniversary and launch our new strategy with a splash in 2020. It could've grabbed headlines, but our team is far more concerned with trendlines. Our new strategy is more than a slick document - we're all in right now, growing our business base (Jobs), attracting, building, and retaining talent (People), and giving San Antonio the spotlight (Place). Its our time.

On behalf of the SAEDF team, we look forward to working with you in 2021 and beyond.

Thank you,



Jenna Saucedo-Herrera
President & CEO
San Antonio Economic Development Foundation