



2022 Annual Report

**greater:
SATX**
REGIONAL ECONOMIC PARTNERSHIP

A Greater Year for Growth



Our Mission

Lead the development and diversification of the San Antonio regional economy through the location and expansion of quality employers and job-producing investments.



Letter from the Chairman

At the start of 2022, I named this year the “Year of Hard Things”. 2022 was a year that this organization has been building towards, foundationally shifting how we do economic development in the San Antonio region, fundraising to a point that we can be competitive with other major metros, and increasing staff capacity. As with most of life’s challenges, hard work makes the wins that much greater.

Our greater:SATX team accomplished some significant milestones this year to position our region for continued economic growth and shared prosperity. We know that this annual report will continue demonstrating our shared commitment to our San Antonio region, highlighting the many organizations investing their time, talent, and treasure in this effort.

We closed out the year celebrating achieving 100% progress toward our annual goal on our All In capital campaign.

Thank you to our committed investors and regional partners for helping us achieve this goal. Our region’s success is fueled by these investments and commitments to a shared strategic vision.

All of the foundational work is building towards an even greater 2023. We look forward to sharing our progress throughout 2023, opening up the door for more regional wins.

I’m honored to represent the greater:SATX team and would like to thank my fellow Executive Committee members, greater:SATX leadership, and team members for the work they do to propel our mission forward.

To an Even Greater Future,

RANDY SMITH
CEO, Weston Urban
Chair, greater:SATX



Economic Year in Review

Community Indicators

	2021	2022
Workforce	1,146,120	1,205,842
Unemployment Rate	5.2%	3.6%



Economic Snapshot 2022

San Antonio’s commercial roots started on the banks of a river with a bank, boot shop, and brewery. Together, these businesses laid the foundation for the diverse and resilient San Antonio economy we know today, attractive to businesses and talent alike. In 2022, San Antonio enjoyed the largest population growth of any U.S. city. As a leader in cybersecurity, financial services, biosciences, and automotive and aerospace manufacturing, San Antonio is well-positioned to continue growing opportunities for its residents and newcomers.

The San Antonio-New Braunfels MSA experienced the effects of continued healthy job growth while contending with inflation. This was similar, if not slightly more subdued than its Texas peers. For example, San Antonio median residential closing prices rose to a high of \$345,000 in May 2022, then dipped to \$314,125 towards the end of the year. In Austin, residential prices hit a high of \$550,000 around that same time and rounded out the year at \$467,955.

With new population projections released by the Texas Demographic Center in early 2023, San Antonio and the surrounding area are still anticipating healthy growth in the years ahead. The MSA population is expected to rise by over 400,000, or 27.82% between 2020 and 2030. It is possible that in that time,

the San Antonio-Austin mega region will continue to take shape as the world’s leading global economic powerhouse. SA-Austin mega-region is expected to hit 5.9 million inhabitants by 2030. Jobs reflect this positive demographic and economic situation overall, with the monthly labor force growing by over 26,000 from early 2022 to late 2022, and MSA employment increasing by over 36,000 – thus resulting in an enviable unemployment rate of 3.4% in late 2022 – the lowest since 2019.

San Antonio Airport continued its post-pandemic rebound, hitting 9,462,449 passengers in 2022 – which exceeded 2021 levels by 27%. San Antonio small companies brought in over \$4.7 million in SBIR/STTR innovation commercialization grants this year, and the year ahead is poised to be higher still. Further, Industrial and Office vacancy rates held steady hovering around 3.8% and 10.6%, respectively.

San Antonio’s economic strength and mix of diverse industries have fostered an era of resilience following the pandemic. As the year ahead provides a renewed level of economic uncertainty at the national level, our San Antonio community proves time and time again that we know how to support and uplift one another, and weather even the roughest of storms.



All In Strategy

In March of 2021, we launched our 5-year, \$38.5 million capital campaign, **All In SATX**. In 2022, greater:SATX reached our annual goal of \$7.7 million.

We'd like to extend a special thanks to the following investors who are working to make the San Antonio region even greater. These businesses went ALL IN to change the trajectory of the greater San Antonio, Texas regional economy.

Together, we're growing the San Antonio way: with passion and a smart mission.



Regional business leaders have gone ALL IN to support our new plan for Economic Development signaling a new era of growth for our economy. We know you expect results, and we will deliver! Thank you for your trust and confidence.



Mike Lynd
Kairoi Residential



President - \$100,000+

Bexar County Economic Development
Brooks Development Authority
Charles Butt Foundation
City of San Antonio
CPS Energy
Frost
H-E-B Grocery Company
HOLT CAT
JPMorgan Chase
Kronkosky Charitable Foundation
Mays Family Foundation
NuStar Energy / Greehey Family Foundation
Port San Antonio
San Antonio Water System
Silver Ventures
Toyota Motor Manufacturing Texas
USAA

Executive - \$50,000

Alterman
Bank of America
Broadway National Bank
Embrey Partners
Gray Street Partners
Heritage Title Company of Austin, Inc.
JLL-San Antonio
Joeris General Contractors, LTD.
Kairoi Residential
Las Aguilas
Legacy Mutual Mortgage
Pape-Dawson Consulting Engineers
Southwest Business Corporation (SWBC)
Turner Construction Company
Wells Fargo Bank
Weston Urban

STRATEGIC - \$25,000

Alamo Title Company
Amegy Bank
Beldon Enterprises
BNSF Railway
Caterpillar, Inc.
Catto & Catto
CBRE
Chicago Title Company
Clermont, LLC
Coldwell Banker, D'Ann Harper
Corridor Title
Dykema
Ernst & Young
Golden, Steves, & Gordon, LLP
Guido Brothers Construction Co.
Gunn Automotive Group
HDR Inc
Hixon Properties, Inc.
Hornberger, Fuller & Garza, Incorporated
Howard Energy Partners
HUD International
IBC Bank
Jefferson Bank
Lee Investments
LYND
McCombs Family Partners
Milam Real Estate
Mission Restaurant Supply
Norton Rose Fulbright
Phyllis Browning Co.
PNC Bank
PwC
Raba Kistner
Republic National Distributing Company (RNDC)
Rogers O'Brien Construction
SA Medical Foundation
Security Service Federal Credit Union
Silver Eagle Beverages
Skanska

Southwest Research Institute
Stream Realty Partners
Terracon
Texas Capital Bank
Texas Research & Technology Foundation (VelocityTX)
The Bank of San Antonio
Trinity Real Estate Finance
University of Texas at San Antonio
Valero
VIA Metropolitan Transit
Whataburger
Worth & Associates, LTD.
Zachry Corporation
Zachry Group

ADVISORY - \$10,000

ABC Supply
Alamo Colleges
AREA Real Estate, LLC
Avanzar Interior Technologies
BDO USA, LLP
Bartlett Cocke
Bill Miller BBQ Enterprises, LTD.
Biglari Holdings
BTY Creative
C.H. Guenther
Cacheaux Cavazos & Newton, LLC
Cavender & Hill Properties, Inc.
Cavender Auto Family (Toyota Cavender)
Cavender Auto Group
Cleary Zimmerman
Documation, Inc.
Endura Advisory Group
Firstmark Credit Union
First American Commercial Property Group
Gibson Plumbing
Gordon Hartman Family Foundation
Grupo Chufani
Harvey-Cleary Builders

Hurd Urban Development, LTD.
Jackson Walker, LLP
Kahlig Auto
KFW Engineers
Kopplow Construction Company
KGB Texas Communications
Kimley-Horn and Associates, Inc.
Linebarger Goggen Blair & Sampson, LLP
Metro Contracting
O'Neill's Inflight Catering / ITR Ground Services, LLC
Overland Partners
Presidian Hotels & Resorts
Prytime Medical
RK Group
RSM US LLP
RVK Architecture
Sabot Development
San Antonio for Growth on the Eastside, Inc.
Spawglass Contractors, Inc.
Spurs Sports & Entertainment
Structure Tone Southwest
Texas State University
Texas Wilson
Vantage Bank
VIP Staffing
Yantis Company

VISIONARY - \$5,000

4M Realty Company
BD
Barshop & Oles Company, Inc.
Blue Sky Bank
CBI Group
CE Group, Inc.
Comerica Bank
CORT
Cross National Advisory Partners
CWS Housing / Apartment & Relocation Center
DeMott, McChesney, Curtright & Armendariz
Encore Bank

Friends of Spain
Frontier Enterprises
Henry Cisneros
Koontz Corporation
KPMG
Leonard Holding Company
Luther King Capital Management
Magnetic Precision Logistics
Mosaic Human Capital Solutions
Noble Texas Builders
North San Antonio Chamber of Commerce
Nugget International
Papa John's Pizza
Providence Commercial Real Estate Services
San Antonio River Authority
Santa Clara Land Company / Weston Properties
Santana Group
Simmons Bank (Spirit of Texas Bank)
Spire Risk Management
St. Mary's University
Strata Investments, Inc.
Texas A&M University San Antonio
Toyota Lift of South Texas
University of the Incarnate Word
WestEast Design Group
Vaco
Yates Construction

REGIONAL PARTNERS

Boerne Kendall County EDC
City of Live Oak
City of Cibolo
Converse EDC
Go Medina
New Braunfels EDC
Schertz EDC
Seguin EDC
Selma EDC
Universal City
Windcrest EDC

Operational Highlights

Our strategy is simple. We believe that by investing in our people and our place, we will continue to grow quality jobs throughout the San Antonio region. The following pages document our 2022 progress within our strategic pillars of People, Place, and Jobs.

greater:SATX completed a year of foundational milestones to achieve greater progress for the San Antonio region.

This included hiring new leaders to join the team, Chief Economic Development Officer and Chief Brand & Communications Officer, as well as hiring additional key talent in critical roles, restructuring the Economic Development department, and building research and insights functions.

By the numbers:

JOBS - Grow, Attract & Retain Quality Jobs

\$2.4B
Capital
Investment

61%
High Wage
Jobs

3.5K
Jobs

162
BR&E
Assists

PEOPLE - Develop, Recruit & Retain Talent

8,154
Students engaged in
work-based learning
opportunities

213
Employers participated
in work-based learning
programs

829
Regional employers
engaged in workforce
initiatives

PLACE - Elevate the Value and Perception of SATX

50.4
Regional Brand
Equity

2
New campaigns
launched

119.3M
Earned Media
Impressions

Jobs

At its core, our mission at greater:SATX is to grow, attract & retain quality jobs. We continued in 2022 to foundationally shift how we approach our JOBS strategic pillar, strengthening our regional partnerships, land assets, and corporate relationships to further grow jobs for San Antonians.

14
**Regional
Partners**

**united as
greater:SATX**

Bexar County
Boerne Kendall County EDC
City of Cibola
City of Leon Valley
City of Live Oak
City of San Antonio
Converse EDC
Go Medina
New Braunfels EDC
Schertz EDC
Seguin EDC
Selma EDC
Universal City
Windcrest EDC

5
**Megasites
Identified**

**500-1,000+
Acres**

**New Lead
Generation
Strategy**

**Building a 1,200
business lead
pipeline for SATX**

Project Highlights



People

We can only continue to grow as a community and attract quality jobs with a trained and ready talent pipeline. Our workforce team continues to prioritize industry input and projected hiring needs to align education and career counseling to support filling in-demand roles that provide economic mobility. In 2022, the workforce team continued to scale existing programs and launch new avenues to support targeted workforce development throughout the region.

Alamo Fellows

Talent Retention Program Launched

24 Fellows from Local Higher Education



Talent Pipeline Management

Program Deployed

44 Employers across 3 Industries

8,154

Students
Work-Based Learning Programs Engaged



Place

greater:SATX further invested in our place to drive greater awareness and perception of San Antonio in 2022. greater:SATX continued to position itself for even greater amplification by launching a new national branding campaign, Life Works Greater.

\$3M

Initial Air Service Development Fund

Life Works GreaterSM

National PR/Marketing Campaign

Regional Manufacturing Pathways Awareness Campaign Launched

Reaching 12.9 Million People



Letter from the CEO

I feel tremendously grateful to lead an organization that so positively impacts our region. This work is invigorating and challenging, and exactly the type of collaborative work that our community is known for achieving.

Thank you to our investors for your tireless support, and for going All In with us. We knew when we initiated our strategic planning process that our capital campaign was ambitious and wildly necessary. Your investments support the continued elevation of our economic development efforts and ultimately, the shared prosperity we aim to build in the San Antonio region. Each year that we invest in this work, we will achieve even greater results for our community.

We continue to lean in on our strategy – invest in our people and place to drive job growth for our region.

2023 will be a year that we see those investments pay off by way of new corporate investments and significant job growth. Our community has gone All In, we have the foundational support to elevate this work, and we will continue to deliver even greater results. That's what our San Antonio region deserves.

On behalf of the greater:SATX team, we look forward to working with you in 2023 and beyond.

Thank you,

Jenna Saucedo-Herrera
President &
Chief Executive Officer

Executive Leadership Team

Top Row (from L to R)
Sarah Carabias Rush
Chief Economic Development Officer

Romanita Matta-Barrera
Chief Workforce Officer

Cecilia García Redmond
Chief Brand & Communications Officer

Bottom Row (from L to R)
Jenna Saucedo-Herrera
President & Chief Executive Officer

Carmen Lara
Chief Administrative Officer



Thank you to our 2022 Executive Committee for leading our organization into an even greater future.

CHAIR

Randy Smith
CEO, Weston Urban

VICE-CHAIR

Brandon Gayle
COO, Spurs Sports & Entertainment

SECRETARY TREASURER

Bryant Ambelang
CEO, Silver Ventures

IMMEDIATE PAST CHAIR

Craig Boyan
President, H-E-B

Bob Johnson
Chief Legal Officer & General Counsel, USAA

Michael Lynd, Jr.
CEO, Kairoi Residential
(Chair, Investment Committee)

Robert Melvin
CEO, San Antonio for Growth on the Eastside

Rolando Pablos
Cross-National Advisory Partners
(Chair, International Advisory Council)

Rosa Santana
CEO & Founder, Santana Group
(Chair, People Team)

Kevin Voelkel
Group Vice President, North American Truck
Manufacturing, Toyota Motor North America and
President, Toyota Motor Manufacturing Texas, Inc.

Dr. Taylor Eighmy
President, The University of Texas at San Antonio

Dr. Cynthia Teniente-Matson
President, Texas A&M University-San Antonio

Dr. Adena Williams Loston
President, St. Philips College

Leo Gomez
CEO, Brooks Development Authority

Victoria Garcia
Managing Partner, Bracewell LLP

Robert Puente
President & CEO, SAWS

Rudy Garza
President & CEO, CPS Energy

Erik Walsh
City Manager, City Of San Antonio

David Marquez
Executive Director Of Economic & Community
Development, Bexar County

Dr. Erika Gonzalez
Past Chair, San Antonio Hispanic Chamber
of Commerce

Hope Andrade
Past Chair, San Antonio Chamber of Commerce

Trey Dawson
Past Chair, North San Antonio Chamber of Commerce



greater:
SATX
REGIONAL ECONOMIC PARTNERSHIP

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