

# greater: MOMENTUM

## greater wins

We proudly celebrate the rising momentum powered by strong partnerships and driven by a shared mission to enhance economic mobility for the people of SATX.

This progress would not be possible without the support of our Investors, whose commitment fuels our efforts to grow and diversify the regional economy.

## JOBS

- 16,700+ Jobs (2021 – 2024)
- \$6.6 billion in CapEx (2021 – 2024)
- 60 greater:SATX generated corporate leads converted to active project opportunities in 2024
- Notable Project Wins
  - Guidehouse – 1,000 management consulting jobs
  - Toyota – expansion creating 411 jobs
  - Mesa Natural Gas Solutions – 150 jobs
  - Genesis Marine Technologies – 275 manufacturing jobs
  - NukuDo – 315 cybersecurity jobs
  - DDC – 75 cybersecurity jobs
  - Clearwater Benefits – 110 insurance jobs
  - Eiken Chemical Co – 100 manufacturing and sales jobs
- BRG expansion projects created 588 jobs and our Talent Pipeline Management process supported the creation of over 700 jobs
- greater:SATX won the Texas Economic Development Council's 2024 Community Economic Development Award

## PEOPLE

- Achieved educational attainment growth rate of 6.4%
- Convened university and college presidents to develop strategies for increasing the regional education attainment rate
- Surpassed 2021-2025 Work-based Learning goal to serve 25,000 students by 123%, reaching 32,265 youth
- greater:SATX led the region's first Business Wellness survey in partnership with four chambers, three trade associations, and regional partners
- U.S. Chamber of Commerce Foundation published a TPM Case Study on greater:SATX Manufacturing Collaborative as a "best practice"

## PLACE

- Air Service
  - In partnership with SAT and VSA, greater:SATX has secured 4 of 5 target markets toward our 5-year goal
    - First nonstop flight to Europe
    - Increased daily nonstops to the Bay Area
    - First nonstop flight to Reagan National (DCA)
    - Supported increased nonstop flights to Mexican business markets
- Life Works Greater® Campaign
  - 10 million impressions
  - Campaign successfully increased awareness of SATX region, leading to more consideration for RFIs
- National PR
  - 2.2 billion impressions
  - \$7+ million in earned media value
  - Hits in Forbes, Yahoo! Finance, Newsweek
- Global PR
  - Media features in United Kingdom and Japan

