

The Year of Winning

2023 ANNUAL REPORT

**greater:
SATX**
REGIONAL ECONOMIC PARTNERSHIP



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

What a year, SATX. We committed to making 2023, “The Year of Winning,” and there were some significant firsts and big wins we were able to realize. I’m proud of the work that the team at greater:SATX and our collective region were able to accomplish, together.

From landing the San Antonio region’s first trans-Atlantic nonstop flight to announcing the largest single jobs investment of the past two decades, our greater:SATX team was focused on making sure that 2023 lived up to the hype. And we’re just getting started. Through our mid-strategy calibration, we evaluated our progress toward our 5-year goals and made some adjustments to ensure we not only meet those goals, but continue to push toward exceeding them.

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

We look forward to sharing our progress throughout 2024 as we continue elevating San Antonio globally as the premier destination for business and talent to thrive.



Randy Smith
CEO, Weston Urban
Chair, greater:SATX



Economy Year in Review

2023 YEAR IN REVIEW

GDP: \$144.4B (2021)

GDP: \$163.1B (2022)



Workforce: 1,205,842 (2022)



Workforce: 1,236,702 (2023)

Amidst geopolitical tensions and some of the highest interest rates in 20 years, the San Antonio MSA continued positive momentum in population, job, and GDP growth in 2023.

The Texas residential market reflected a tightening monetary policy, with 2023 median closing prices consistently down two to seven percent, year-over-year. At the end of 2023, the average median closing price in San Antonio was \$315,700 versus \$323,635 in 2022. Austin's residential closing average was down almost \$50,000 over the same period, Dallas was down approximately \$13,000, and Houston experienced a roughly \$8,000 decline.

Population growth remained strong in 2023, with San Antonio's population growing 2.1% since the year prior, reaching 2,655,000 residents, according to American Community Survey (ACS) data. The Texas Demographic Center projects that the San Antonio-New Braunfels MSA population will grow by another 443,656 residents between 2023 and 2033. As this growth continues, San Antonio and Austin are on a path to become one of the nation's fastest growing and most dynamic mega regions, with a projected joint population estimated to number 6,246,283 people by 2033.

Critical to supporting future business and population growth in San Antonio is the

San Antonio International Airport (SAT), which had a record year in 2023. Monthly passenger totals consistently were almost ten percent higher than 2022, with July setting a record as the first million-plus passenger month, at 1,000,172. This is in conjunction with SAT's announcement of the airport's first trans-Atlantic flight to Frankfurt (FRA) beginning in May 2024 and \$1.5 billion terminal construction kicking off.

2023 proved to be a year of continued growth for the San Antonio region, supported by the collective efforts of businesses, regional economic development entities, and the public sector to align toward common goals of creating shared prosperity for San Antonians.



“All In” Strategy

Our strategy is simple. We believe that by investing in our **PEOPLE** and our **PLACE**, we’ll continue to drive greater **JOB** growth for San Antonians.

Thank you to our investors for their tremendous support. Together, we are growing the San Antonio way: with passion and a smart mission.

PRESIDENT - \$100,000 AND ABOVE

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

EXECUTIVE - \$50,000

Alterman	Las Aguilas
Bank of America	Legacy Mutual Mortgage
Beldon Enterprises	Pape-Dawson
Broadway Bank	Consulting Engineers
Embrey Partners	SA Area Foundation
GrayStreet Partners	Southwest Business Corporation (SWBC)
Heritage Title Company of Austin, Inc.	Turner Construction Company
JLL - San Antonio	UP Partnership
Joeris General Contractors, LTD.	Wells Fargo Bank
Kairoi	Weston Urban

“ALL IN” STRATEGY *LIST AS OF DECEMBER 12, 2023.**STRATEGIC - \$25,000**

Alamo Title Company	Golden, Steves, & Gordon, LLP	Milam Real Estate Capital, LLC	Rogers O'Brien Construction	Union Pacific Railroad Company
Amegy Bank	Guido Brothers Contruccion Co.	Mission Restaurant Supply	Ruth and John Agather Security Service Federal Credit Union	University of Texas at San Antonio
Bank of Texas	Gunn Automotive Group	Norton Rose Fulbright	Silver Eagle Beverages	UT Health
BNSF Railway	HDR Inc	Phyllis Browning Co.	Skanska	Valero Energy Corporation
Caterpillar Inc.	Hixon Properties, Inc.	PNC Bank	Stream Realty Partners	VIA Metropolitan Transit Authority
Catto & Catto (HUB)	Hornberger, Fuller & Garza, Incorporated	Preston Hollow Community Capital	Terracon Consultants, Inc.	Whataburger
CBRE	Howard Energy Partners	PricewaterhouseCoopers LLP (PWC)	Texas Capital Bank	Worth & Associates, LTD.
Chicago Title Company	IBC Bank	Raba Kistner, Inc.	Texas Research & Technology	Zachry Corporation
Clermont LLC	JE Dunn Construction	Republic National Distributing Company (RNDC)	Foundation/Velocity TX	Zachry Group
Coldwell Banker, D'Ann Harper	Jefferson Bank		The Bank of San Antonio (Texas Partners Bank)	
Corridor Title	Lee Investments			
DPR Construction	McCombs Family Partners			
Dykema				
Ernst & Young				

ADVISORY - \$10,000

ABC Supply	Cacheaux, Cavazos & Newton, L.L.P.	First American Commercial Property Group	Kimley-Horn and Associates, Inc.	Sabot Development LTD
Alamo College District	Cavender & Hill Properties Inc.	Firstmark Credit Union	Kopplow Construction Company Inc.	San Antonio for Growth on the Eastside, Inc. (SAGE)
Amazon Web Services	Cavender Auto Family (Toyota Cavender)	Gayle-Grillo Trust	Linebarger Goggen Blair & Sampson LLP	Spawglass Contractors, Inc.
AREA Real Estate LLC	Cavender Auto Group	Gibson Plumbing	Metro Contracting	Spire Risk Management
ARI (Arnold Refrigeration INC)	Clearwater Benefits	Goodwill San Antonio	O'Neill's Inflight Catering/ITR	Spurs Sports & Entertainment
Avanzar Interior Technologies	Cleary Zimmerman Colliers Engineering & Design (KFW Engineers)	Gordon Hartman Foundation	Ground Services LLC	Structure Tone Southwest Sundt
Bartlett Cocke General Contractors, LLP.	CVS Health	Grupo Chufani	Overland Partners	Texas State University
BDO USA LLP	Documation, Inc.	Hancock Whitney Bank	Presidian Hotels & Resorts	Texas Wilson
Biglari Holdings	Employee Homeownership Progarm (EHOP)	Harvey-Cleary Builders	Prytime Medical	Trinity Real Estate Finance
Bill Miller's BBQ Enterprises, LTD.	Endura Advisory Group	Hurd Urban Development. Ltd.	Regions Bank	Vantage Bank
BTY Creative		Jackson Walker L.L.P.	RK Group	VIP Staffing
C.H. Guenther		Kahlig Auto Group	RSM US LLP	Yantis Company
		KGB Texas Communications	RVK Architecture	Yates Construction

VISIONARY - \$5,000

4M Realty Company	Comerica Bank	Leonard Holding Company	San Antonio River Authority	San Antonio
A.M.A. Productions	COPT Defense Properties, L.P.	Luther King Capital Management	Santa Clara Land Company / Weston Properties	Texas Biomedical Research Institute
Active Capital	CORT	LYND	Santana Group - Integrated	The CE Group Inc
Aequilibria	DeMott, McChesney, Curtright & Armendariz	Medtronic Diabetes	Human Capital	Toyota Lift of South Texas
Premium Rentals	Encore Bank	MMG Media LLC	Simmons Bank	Transwestern Commercial Services
Airport Space Technologies INC	Entrada Partners	Nugget International	South Texas	Tribu Creative
Barshop & Oles Company, Inc.	Frontier Enterprises, Inc.	OCI Power, LLC	Blood & Tissue	University of the Incarnate Word
BD	FullStop Staffing	Office Source Ltd	Southwest Reasearch Institute (SwRI)	Vaco
Blue Sky Bank	Helmy Plastics	Papa Johns Pizza	St. Mary's University	WestEast Design Group
BTC Advisors	Instant Data Technologies INC	Partners PCR Brokerage	Stantec Architecture, Inc.	
CBI Group	Irys	People Whisperer Solutions	Strata Investments	
Century 21- Scott Myers	Koontz Corporation	Sammis & Ochoa, LLC	TDIndustries	
Realtors	KPMG	San Antonio Medical Foundation	Texas A&M University	
Cityview				

REGIONAL PARTNERS

Bexar County	City of Converse Economic Development Corporation	City of Shavano Park Converse	Development Corporation	The Whiting Turner Contracting Company
Boerne Kendall County	City of Floresville EDC	GoMedina	Schertz Economic Development Corporation	Universal City Economic Development Corporation
Economic Development Corporation	City of Leon Valley	Hondo EDC	Seguin Economic Development Corporation	Windcrest EDC
City of Castroville	City of San Antonio	Live Oak EDC	Selma EDC	
City of Cibolo	City of Selma EDC	New Braunfels Economic		



Operational Highlights*

Since launching the regional economic development strategy in 2021, greater:SATX has focused on expanded business development efforts to build the corporate attraction pipeline, announcing the San Antonio region, and supporting air service development, all while scaling regional programs to support local business engagement and workforce development.

We're proud of our progress to date and know that the work continues to reach our 5-year goals.

GROW, ATTRACT & RETAIN QUALITY JOBS



JOBS

\$4.4B
CAPITAL INVESTMENT

11,500+
NEW JOBS

67%
JOBS ABOVE MEDIAN FOR ZIP CODE

DEVELOP, RECRUIT & RETAIN TALENT

PEOPLE

28,800+
STUDENTS ENGAGED IN WORK-BASED LEARNING OPPORTUNITIES



566
EMPLOYERS PARTICIPATED IN WORK-BASED LEARNING PROGRAMS

41.9%
EDUCATIONAL ATTAINMENT

ELEVATE THE VALUE AND PERCEPTION OF SATX



PLACE

50.4
REGIONAL BRAND EQUITY

22.6
NET PROMOTER SCORE

2
NEW TARGET AIR SERVICE ROUTES



Organizational Performance

We are focused on investing in our PEOPLE and PLACE to drive even greater JOB growth for San Antonians. In 2023, we reached the mid-point of our regional economic development strategy, representing a critical time to evaluate and assess progress toward the region's 2025 goals.

To meet our 5-year goals, we reviewed and recalibrated our 10 strategic initiatives, clarifying and solidifying several ongoing activities as strategic initiatives. The following 10 key initiatives will be the focus of our greater:SATX team through 2025.

MID-STRATEGY DEEPER DIVE

JOBS

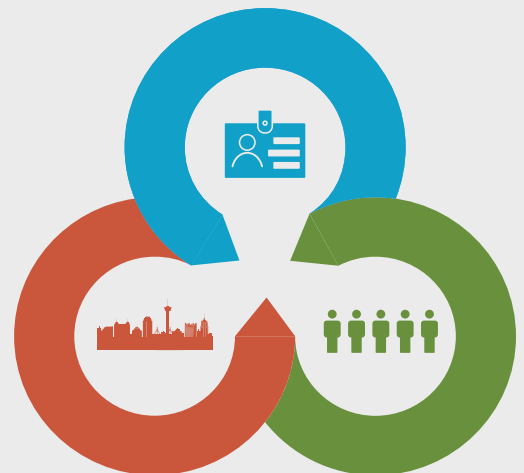
Regional Partnership
Targeted Corporate Recruitment
Business Advancement

PLACE

Regional Sites
San Antonio International Airport
Marketing & Brand Recognition
Advocacy & Influence

PEOPLE

Workforce Readiness
Talent Retention
Talent Pipeline Management (TPM)







ORGANIZATIONAL PERFORMANCE



Jobs



Our purpose as an organization is jobs. We exist to recruit jobs, retain jobs and grow jobs in our Greater San Antonio region. 2023 brought with it some massive goals to build the corporate recruitment pipeline while growing our regional economic partnership and advocating at the State Legislature.

<p>19 REGIONAL PARTNERS</p>		<p>JOINED A GROWING, STRENGTHENING SATX ECONOMIC PARTNERSHIP</p>
	<p>CH.403 MAJOR LEGISLATIVE BILL PASSED</p>	<p>PARTNERSHIP WITH OPPORTUNITY AUSTIN SOLIDIFIED TO JOINTLY ADVOCATE FOR THE PASSAGE OF HOUSE BILL 5 IN THE TEXAS 88TH LEGISLATURE</p>
<p>61 SITE SELECTORS GUILD MEMBERS</p>		<p>HOSTED IN SAN ANTONIO ALONG WITH 500 ECONOMIC DEVELOPERS MAKING 2023 THE LARGEST GUILD CONFERENCE EVER</p>
	<p>1,214 NEW LEADS GENERATED</p>	<p>FILLING THE GREATER: SATX CORPORATE ATTRACTION PIPELINE</p>



People

Our people are our region’s greatest asset. In 2023, our focus was on scaling our existing K-12 and post-secondary programs and the Talent Pipeline Management framework across 3 additional industries. The key to unlocking San Antonio’s workforce readiness continues to be the aligned industry-driven approach and collective investments that the San Antonio region has prioritized to move the needle on educational attainment.




<p>36 ALAMO FELLOWS</p>		<p>JOINED THE SECOND COHORT OF FIRST-GENERATION COLLEGE STUDENTS</p>
<p>TALENT PIPELINE MANAGEMENT FRAMEWORK DEPLOYED ACROSS 6 INDUSTRIES</p> <p>GREATER:SATX TEAM BECAME NATIONAL TPM FELLOWS</p>	<p>SAN ANTONIO ATTENDED THE 4TH HARVARD YOUNG AMERICAN LEADERS PROGRAM, FACILITATED BY GREATER:SATX</p>	
	<p>6,800+ WORK BASED LEARNING OPPORTUNITIES</p>	<p>FOR STUDENTS, SUPPORTED BY 155 REGIONAL EMPLOYERS</p>
<p>HARVARD BUSINESS SCHOOL “UNLOCKING HIDDEN TALENT” EMPLOYER ROUNDTABLE</p>	<p>CONTINUED SUPPORT OF SAN ANTONIO READY TO WORK PROGRAM</p>	

ORGANIZATIONAL PERFORMANCE



Place

Following the successful fundraise of the private Air Service Development Fund, greater:SATX, in partnership with Visit San Antonio, continued supporting the success of San Antonio International Airport’s air service development team. And following the launch of the Life Works GreaterSM national brand campaign in 2022, greater:SATX invested further in elevating the brand and awareness through its national PR efforts.

<p>2 TARGET MARKET NONSTOP FLIGHTS</p>		<p>AIR SERVICE TO FRANKFURT, GERMANY & QUERÉTARO, MEXICO</p>	
	<p>1st TRANS- ATLANTIC FLIGHT</p>	<p>FROM SAN ANTONIO TO FRANKFURT</p>	
<p>13M IMPRESSIONS 24K DIRECT WEBSITE VISITS</p>	<p>1.34M EARNED MEDIA 150M IMPRESSIONS NATIONAL PR</p>	<p>AS A RESULT OF OUR LIFE WORKS GREATERSM EXPANSION</p>	
	<p>49.9 BRAND EQUITY</p>	<p>MANUFACTURING CAMPAIGN</p>	<p>IPW: BRINGING THE WORLD TO SAN ANTONIO</p>

What a year!



Letter from the CEO

As I reflect back on 2023, I am grateful for the continued privilege to lead an organization that makes such a diversified impact on our Greater San Antonio region.



Though corporate recruitment is what we are known for, this annual report speaks volumes of the collective, hard work of our greater:SATX team and our partners across the region to not only attract and grow business here, but to better the lives of San Antonians today and to tell our region's story on a global stage.

Thank you to our investors for your continued commitment to driving even greater growth for our San Antonio region. With your support, we are collectively changing the growth trajectory of our Greater San Antonio region, making this the place where we can firmly state that Life Works GreaterSM.

In 2024, we are continuing to deliver on our strategy while elevating San Antonio's global significance. While Our efforts have long been global, and it's time to continue scaling our global presence in target markets like Japan, Mexico, South Korea, Germany, Canada, and the United Kingdom. Our Greater San Antonio region and partners like the San Antonio International Airport and Visit San Antonio are all aligned, going global and complementing the San Antonio story we all share.

There is significant shared momentum for our Greater San Antonio region right now as we head into 2024. There's only one place to go – onward and upward.

A handwritten signature in black ink, reading "Jenna Saucedo-Herrera". The signature is fluid and cursive.

Jenna Saucedo-Herrera
CEO

Thank you to our 2023 Executive Committee for being a driving force for a greater San Antonio.

CHAIR:

Randy Smith, CEO,
Weston Urban

VICE-CHAIR:

Brandon Gayle, Former COO
Spurs Sports & Entertainment

SECRETARY / TREASURER:

Bryant Ambelang, CEO,
Silver Ventures

PAST-CHAIR:

Craig Boyan, President,
H-E-B

Bob Johnson, General Counsel, USAA

Michael Lynd, Jr., CEO, Kairoi Residential

Rosa Santana, CEO & Founder, Santana Group

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

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

Trey Dawson, Executive Vice President,
Pape Dawson

Hope Andrade, CEO, Andrade & Associates

Dr. Bill Henrich, President, UT Health San Antonio

Nathanael Tarwasokono, President & CEO,
Firstmark Credit Union

Debbie Marino, SVP Corporate Relations, SWBC

Dr. Mike Flores, Chancellor, Alamo Colleges

Rudy Garza, President & CEO, CPS Energy

Robert Puente, President & CEO, SAWS

Leo Gomez, CEO, Brooks Development Authority

Chris Alderete, Port San Antonio Past Chair

Erik Walsh, City Manager, City of San Antonio

David E. Marquez, Executive Director of
Economic Development, Bexar County

Phil Green, CEO, Frost Bank

Melodye Tomsu, Director, Client and
Community Engagement, Joeris

Denise Hernandez, VP of Development,
True Flavors



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