



# UNMATCHED SUCCESS

*in the Texas Innovation Corridor*

**GREATER  SAN MARCOS**

PARTNERSHIP

2022 ANNUAL REPORT

# GREATER SAN MARCOS

PARTNERSHIP



2022 ANNUAL REPORT

*The opportunity for  
business growth in the  
Texas Innovation Corridor  
is simply **unmatched.***







A handwritten signature in black ink that reads "Jason J. Giulietti".

**Jason J. Giulietti**  
President  
GSMP



A handwritten signature in black ink that reads "John Schawe".

**John Schawe**  
Board Chair  
GSMP

In fiscal year 2022, the Greater San Marcos Partnership closed on **9 new company announcements**, including the first-ever \$1 billion announcement in our region, the first-ever one-million-square-foot industrial facility in Caldwell County and the first-ever one-million-square-foot speculative industrial facility in Hays County.

Additionally, GSMP's efforts secured more than 2,500 new jobs with \$2 billion in capital investment, more than \$284 million in new tax base revenue for the public sector, and mostly importantly, developed a record-setting **\$140 billion prospect pipeline**. This is more than double the entire pipeline of GSMP's history combined.

**More than 30 major companies** have selected the Texas Innovation Corridor since 2020, not including the many future employers who are

now considering our two-county region as their future home. Projects now consistently come in with multi-billion dollar capital expenditures and thousands of jobs per project, giving a preview of our region's future opportunities.

This compounding success is only possible because of the incredible business community we have in Hays and Caldwell Counties. No other place in the country has the same engaged effort as our footprint's public and private partners, workforce developers, business leaders, economic developers and volunteers who work together create the best place in the country to do business. We thank each and every one of them who make these results possible.

Quality growth is here to stay, and GSMP is excited to bring even more economic prosperity to the Texas Innovation Corridor.

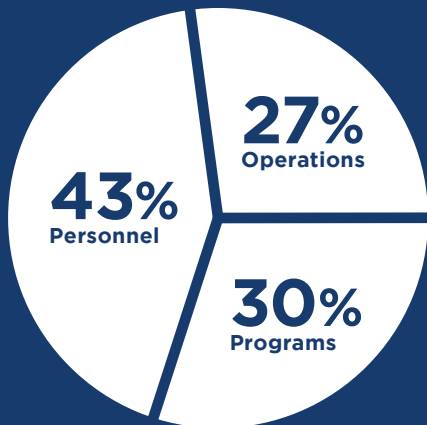
# GSMP Financial Statements

# \$5 BILLION

In annual economic output for  
Hays & Caldwell Counties

**9,461** direct jobs | **\$3.1 billion** in capital investment

View complete economic impact report at  
[greatersanmarcostx.com/2022impact](http://greatersanmarcostx.com/2022impact).



**TOTAL INCOME:**  
**\$1,800,000**

*Percentages may not equal to  
100% due to rounding.*

EXPENSES	
Personnel	\$777,000.00
Programs	\$538,000.00
Operations	\$485,000.00
<b>TOTAL EXPENSES</b>	<b>\$1,800,000.00</b>

## IMPACT OF GSMP ANNUAL ECONOMIC OUTPUT

# \$5B+

*GSMP's annual economic output  
is the equivalent of  
paying all tolls  
along the full length  
of SH 130 more than  
222 million times.*

# 9,461 DIRECT JOBS

*GSMP's efforts have  
brought enough jobs to the  
Texas Innovation Corridor for  
every adult in  
Dripping Springs and  
Luling combined.*



**IMPACT OF GSMP  
FISCAL YEAR 2022 BY THE NUMBERS**

**\$140B+** **PROSPECT  
PIPELINE**

*GSMP's FY 22 prospect pipeline is the financial equivalent of 2.8 million full-ride scholarships to Texas State University.*

**\$2B**

**CAPITAL INVESTMENT**

*GSMP's capital investment secured in FY 22*

**4M+**

**SQUARE FEET**

*The square footage of these projects is equal in size to more than 69 football fields.*

**\$284M+** **PROJECTED  
NEW TAX  
REVENUES**

*The new tax revenues brought in by these FY 22 projects can pay for the equivalent of three major road bonds.*

**2,500+** **JOBS**

*The number of jobs brought in by GSMP's FY 22 projects*

**GSMP secured  
nine wins for**

the Texas Innovation Corridor in fiscal year 2022, representing 2,500+ jobs, \$2 billion in capital investment, more than \$284 million in new tax revenue and more than 4 million new square feet of space coming online.

**Company wins include:**

- Chem-Energy
- CED Greentech
- Redbird Flight Simulations
- Iron Ox
- Buc-ee's
- Ziegenfelder Company
- Hill Country Studios
- Alliance Industrial Co.
- Majestic Realty



Scan for all Recent Locations & Expansions



# GREATER SAN MARCOS PARTNERSHIP

2022 TIMELINE

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*GSMP is named EDO of the Year  
by the **International Economic  
Development Council.***



**OCTOBER**



*GSMP is recognized by the  
**Texas Economic Development Council**  
for exemplary achievement in  
resilience and recovery.*



**Chem-Energy** announces the first-ever \$1B+ project in Texas Innovation Corridor.



**NOVEMBER**



**CED Greentech** announces a Buda location.



**GSMP** conducts the **Get Hired! Job Fair.**



**DECEMBER**

**Redbird Flight Simulations** announces a Kyle location.

**JANUARY**



**Iron Ox** announces an expansion in Lockhart. It is the first 1M+ sq ft project in Caldwell County history.



*Jason Giulietti is selected by **Consultant Connect** as one of the Top 50 economic developers in North America.*



**APRIL**

***Buc-ee's** announces an expansion in Luling, marking the largest travel center in the country.*



*GSMP helps cut the ribbon for the new **Workforce Solutions** building in Hays County.*

**MARCH**



***Kyle Crossing Phase II** breaks ground.*

**FEBRUARY**





2022  
Economic  
Development  
Week

May 9-13

GSMP hosts *Economic  
Development Week.*



Scan to see the video  
campaign from ED Week  
highlighting the Texas  
Innovation Corridor.

MAY



The **Ziegenfelder Company**  
announces a Lockhart location.

GREATER  
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PARTNERSHIP  
2022 TIMELINE



9

# GREATER SAN MARCOS

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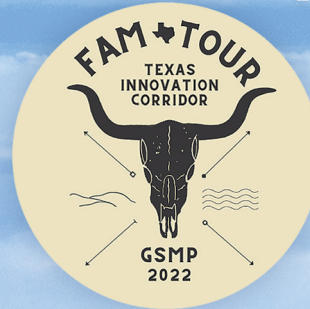


2022 TIMELINE

*Hill Country Studios announces a \$267M, 820,000 sq ft film studio in San Marcos, the largest film studio in the country.*



**JUNE**



*Scan for a video of the Texas Innovation Corridor Fam Tour.*



*GSMP hosts the 2022 Texas Innovation Corridor Fam Tour.*



**Alliance Industrial Co.** announces the first-ever 1M+ sq ft speculative facility in the Texas Innovation Corridor, breaking ground in Kyle in July 2022.



**JULY**

**AUGUST**

# MAJESTIC REALTY

**Majestic Realty** announces a large-scale speculative facility in San Marcos.



GSMP hosts the **Austin-San Antonio Growth Summit** in partnership with the Austin and San Antonio Business Journals.

**SEPTEMBER**



GSMP hosts the **Innovation Summit** in Austin.



GSMP hosts the **State of Workforce & Education Summit**.

# GSMP Business Retention and Expansion

COMMUNITIES	CONTACTS
<b>Austin</b>	<b>3</b>
<b>Buda</b> <ul style="list-style-type: none"><li>• BRE Visits</li><li>• Business Support</li></ul>	<b>11</b> <b>15</b>
<b>Kyle, Uhland</b> <ul style="list-style-type: none"><li>• BRE Visits</li><li>• Business Support</li></ul>	<b>8</b> <b>13</b>
<b>Luling, Lockhart, Seguin</b>	<b>8</b>
<b>Dripping Springs, Wimberley</b>	<b>4</b>
<b>San Marcos</b> <ul style="list-style-type: none"><li>• BRE Visits</li><li>• Business Support</li></ul>	<b>28</b> <b>12</b>
<b>TOTAL</b>	<b>102</b>

With our regional partners, GSMP helped 102 local, already-established businesses in this fiscal year.

By conducting both business support visits and business retention & expansion visits, GSMP collected data on trends such as workforce needs and business growth issues, proactively connected business leaders to needed resources, and helped cultivate the growth of the Texas Innovation Corridor.

Thanks to these visits, 10 companies in Hays and Caldwell Counties are now in the process of an expansion in the Texas Innovation Corridor.





# Small Business Initiatives

In FY 2022, GSMP conducted four small business trainings this year, covering topics such as cybersecurity, small business financial health and succession planning. *(pictured right)* Approximately 80 small business owners attended these trainings.

GSMP also developed a connection between Skillpoint Alliance and manufacturers in the Texas Innovation Corridor. Skillpoint Alliance, a leader in workforce development, was awarded the Texas Talent Connection Grant to offer their Certified Production Technician training program, which significantly increases the manufacturing workforce pipeline in Hays and Caldwell Counties. Classes for this certification will begin in October 2022.





# GSMP Marketing

## GSMP staff worked in-house and with an external PR firm

to record a record amount of media placement and reporter touchpoints throughout FY 2022.

IN-HOUSE MEDIA OUTREACH	YTD FY 2022
Reporter Touchpoints	125
Total National Placements	29 (unique)
Total Regional Placements	94 (unique)
Total Syndicated Placements	14 (syndications)

### FEATURED IN PROMINENT MEDIA COMPANIES SUCH AS:

**yahoo!**  
news

The CHRISTIAN SCIENCE  
MONITOR®

THE WALL STREET JOURNAL  
**WSJ**

**AXIOS**

**AREA DEVELOPMENT**  
SITE AND FACILITY PLANNING

## GSMP MARKETING TRIPS AND RECRUITMENT TRAVEL



**GSMP traveled across the globe in FY 2022**, speaking to expanding companies and leading site selectors to market the Texas Innovation Corridor. Included among the most successful trips were Chicago, Southern California, Phoenix, and New York.

**GREATER  
SAN MARCOS**  
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## LEAD INVESTORS (\$20,000+)

Brookfield Residential Properties Inc  
Buda Economic Development Corp  
Caldwell County  
CHRISTUS Santa Rosa Hospital — San Marcos  
City of Kyle  
City of San Marcos  
Corridor Title  
Doucet & Associates

Embassy Suites  
Endeavor Real Estate Group  
Frost Bank  
Hays County  
La Cima  
Lower Colorado River Authority  
McCoy's Building Supply  
McDonald Development Group

Plum Creek Development Partners  
Scarborough Lane Development  
SH 130 Concession Company  
Texas State University  
Walton Development & Management  
Winstead PC

## EXECUTIVE INVESTORS (\$5,000+)

Acres Advisory Group  
Alterman  
Astound Broadband Powered by Grande Communications  
Bank of America  
Big State Electric  
Bowman Consulting  
C.C. Carlton Industries  
CFAN  
City of Dripping Springs  
City of Umland  
City of Wimberley  
Clean Scapes LP  
DPFG, Inc.  
Five Star Concrete  
Four Rivers Association of Realtors

Gary Job Corps  
Garza EMC  
Guadalupe-Blanco River Authority Industrial  
Development Corporation  
HCS Technical Services, LLC  
Heldenfels Enterprises, Inc.  
Heritage Title of Austin  
Kimley-Horn  
Kyle Area Chamber of Commerce  
Lockhart Chamber of Commerce  
Luling Area Chamber of Commerce  
Luling EDC  
Mark Shields Enterprises  
Mark Smith Realty Consultants dba Centex Warehouses, LLC  
Maxwell Locke & Ritter  
Metcalfe Wolff Stuart & Williams, LLP

PGAL  
Premier ER and Urgent Care  
Rosendin Electric, Inc.  
RVI Planning + Landscape Architecture  
San Marcos Area Chamber of Commerce  
Structure Tone  
Studio8 Architects  
S. Watts Group  
Texas Disposal Systems  
Texas Regional Bank  
TKAR Enterprises, LP  
Umland EDC  
University Federal Credit Union  
Watterridge  
Wells Fargo



## PRINCIPAL INVESTORS (\$10,000+)

American Constructors  
Austin Business Journals  
Austin Community College  
Avison Young — Austin  
Buie & Co. LLC  
Carson Properties  
CBRE, Inc.  
Central Texas Refuse  
Chuck Nash Auto Group

First Lockhart National Bank  
Highpointe Communities  
Hill & Wilkinson General Contractors  
HNTB  
Ingram Readymix, Inc.  
JE Dunn Construction  
Levy Dykema  
Live Oak  
Lockhart Economic Development Corporation

Page  
Pape-Dawson Engineers, Inc.  
San Marcos Industrial Foundation  
Southwest Engineers Inc.  
SpawGlass  
Stantec  
Tex-Mix Concrete  
Trammell Crow

## ASSOCIATE INVESTORS (\$1,500+)

Ace Relocation Systems, Inc  
American Structurepoint  
Ascension Seton Hays  
Bartlett Cocke General Contractors  
Baylor Scott & White Health  
Benchmark Insurance Group  
BGE, Inc.  
Buda Chamber Of Commerce  
Centerpoint Plaza Shopping Center  
Cleary Zimmermann  
Cody's Restaurant Bar & Patio  
ColorMix Graphics  
Corgan  
Dripping Springs Chamber of Commerce

Fuse Architecture Studio  
Graves Dougherty Hearon & Moody  
Green Guy Recycling Services  
Halff Associates  
Hart Properties  
Independence Title Co — Buda  
K Friese + Associates  
Karnes County National Bank of Karnes City  
Land Consultants, Ltd. Co.  
Lockhart Motor Company  
Mochas & Javas  
MWM Design Group  
Oryx Development, LLC  
Riley-McLean Land  
RiverCity Screenprinting & Embroidery

Rodriguez Transportation Group, Inc.  
Ross Molina Oliveros, P.C.  
Sage Capital Bank  
Schertz Bank & Trust  
Structures PE, LLP  
Texas Aviation Partners, LLC.  
The Damron Group Realtors  
Tope Development, LP  
Turner Construction Company  
Two P's & Calli's Boutique  
United Properties  
WGI, Inc  
Wimberley Valley Chamber of Commerce  
Yates Construction

## FY 22 BOARD MEMBERS

**John Schawe**

Chair  
Frost Bank

**Scott Burton**

Chair-Elect  
Benchmark Insurance

**John David Carson**

Immediate Past Chair  
Carson Properties

**Lorraine Lane**

Secretary  
Gary Job Corps

**Jennifer Finch**

Treasurer  
JE Dunn Construction

**Jane Hughson**

Honorary Co-Chair  
City of San Marcos

**Debbie Ingalsbe**

Honorary Co-Chair  
Hays County

**Jon Barton**

S. Watts Group

**Michael Boese**

City of Wimberley

**Dr. Gene Bourgeois**

Texas State University

**Dr. Michael Cardona**

San Marcos CISD

**Kevin Carswell**

Mochas & Javas

**Bucky Couch**

Economic Development  
San Marcos

**Tommy Curtis**

San Marcos Area  
Chamber of Commerce

**Laura Dupont**

Corridor Title

**Pat Fernandez**

Four Rivers Board of  
Realtors

**Saul Gonzales**

City of San Marcos

**Beth Guillot**

Fuse Architecture Studio

**Mick Hawton**

Avison Young

**Sara Ibarra**

Page

**Mike Kamerlander**

City of Lockhart

**John Malik**

GSMMA

**Thomas McKinney**

CHRISTUS Santa Rosa

**Travis Mitchell**

City of Kyle

**Jeff Nydegger**

Winstead PC

**Sherrie Parks**

City of Dripping Springs

**Stephanie Reyes**

City of San Marcos

**Dr. Richard Rhodes**

Austin Community  
College

**Shane Scott**

City of San Marcos

**Megan Shannon**

Momark Development

**Mark Sheffield**

First Lockhart Bank

**Lon Shell**

Hays County

**Naomi Shrock**

City of Umland

**Alfonso Sifuentes**

Central Texas Refuse

**Jennifer Storm**

Buda EDC

**Ed Theriot**

Caldwell County

**Erin Warren**

Luling ISD

**CJ Watts**

Luling EDC

**Jim Wimberly**

San Marcos  
Regional Airport

San Marcos Historic Preservation Commission

San Marcos Comprehensive Plan Steering Committee

San Marcos Education Foundation

San Marcos Downtown Plan Steering Committee

Lions Club

Gary Job Corps Community Support Board

San Marcos Second City Center Stakeholder Committee

CAPCOG Board Members

Greater San Marcos Manufacturers Association

1 Million Cups – Greater SMTX

Texas State OWLS

COAD SMTX



**San Marcos**

Great River Clean-Up  
Sights & Sounds  
Coffee & Commerce  
(San Marcos Chamber)  
Business on the Green Golf  
Tournament Sponsor

Boys & Girls Club Skeet Shoot  
San Marcos Art League— Art  
Scared Halloween Sponsor  
Centro de Cultural  
Españó — Cinco De Mayo Sponsor

San Marcos Education Foundation  
Skeet Shoot Station Sponsor  
State of the City Address  
Bronze Sponsor  
LBJ Museum — Ted Beihen  
Open Sponsor

**Hays County**

City of Kyle— State of the City  
Address Sponsor  
Kyle Chamber — Kyle Clay Classic  
Skeet Shoot Sponsor

Dripping Springs Education  
Foundation — Denim & Diamonds  
Gala Sponsor  
Hays County Heart Walk

Centro de Cultural Annual Gift  
United Way Charity  
Classic Hole Sponsor

**Caldwell County**

Watermelon Thump Festival  
Cornhole Sponsor  
Hays Caldwell Women’s Center  
2022 Auction Sponsor  
Lockhart ISD Education  
Foundation Cook-Off Sponsor

Caldwell County  
Hispanic Chamber of Commerce  
Gala Sponsor  
Chip-In for Lockhart ISD  
Golf Tournament Sponsor  
Diez y Seis Festival Sponsor

**State & National**

Site Selectors Guild  
WiFi Sponsor  
Texas Economic Development  
Council Economic  
Summit Sponsor

## COMMUNITY ENGAGEMENTS

### San Marcos

Keynote speaking at Workforce Solutions facility ribbon-cutting

Various ribbon-cuttings for new businesses

Aim High for Education Skeet Shoot Fundraiser

Small business training at San Marcos Library

San Marcos Chamber Annual Gala Dinner

Inter-City Trip Planning & Execution

San Marcos Chamber Cookout

San Marcos Business Expo

Guardians of the River Dedication

San Marcos CVB Speaking Engagements

### Hays County

Kyle Chamber Annual Gala

Kyle Chamber State of the City

Groundbreakings for Plum Creek Industrial Park, Alliance Industrial Co. and Kyle Crossing Phase II

Lone Star PACE Luncheon

Kyle Economic Development & Tourism Board

Texas State Innovation Labs Collaboration at SXSW

Stakeholder in Dripping Springs Comprehensive Plan

Dripping Springs Chamber networking luncheons

Buda EDC & BRE luncheons & meetings

### Caldwell County

Lockhart Chamber luncheons & events

Luling Chamber & Main Street department events

Caldwell County Hispanic Chamber Annual Gala

Hays Caldwell Women's Center Annual Auction

### Texas Innovation Corridor

Economic Development Week & Fam Tour video campaigns

Business Booster webinar and training series

Community Action program reviews and implementation





**GREATER  SAN MARCOS**  
**P A R T N E R S H I P**  
**2022 ANNUAL REPORT**



# GREATER SAN MARCOS

PARTNERSHIP

[GreaterSanMarcosTX.com](http://GreaterSanMarcosTX.com)

## 2022 ANNUAL REPORT

For information regarding the benefits of becoming an investor, please contact:

**Jennifer Rogers**

Manager of Investor Relations

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