

A U S T I N

PRESIDENT and CEO
GREATER SAN MARCOS PARTNERSHIP
OPPORTUNITY PROFILE



GREATER SAN MARCOS
PARTNERSHIP

S A N A N T O N I O

THE ORGANIZATION: The GSMP

The Greater San Marcos Partnership (GSMP) is a nationally recognized and award-winning regional economic development 501(c)6 organization whose mission is to improve the quality of life for the residents in Hays and Caldwell Counties. The GSMP pursues focused, strategic and sustainable economic growth by facilitating the creation of high-quality jobs in growth-oriented target sectors; attracting new capital investment to the region; optimizing and preparing the regional workforce; and uniting the region's diverse stakeholders in the collaborative pursuit of economic prosperity for everyone in the region.

GSMP strictly adheres to the following Core Values:

- Accountability, Transparency & Integrity
- Commitment to Excellence
- Continuous Improvement to our Processes & Operations
- Exceptional Customer Service

With an annual budget of roughly \$2 million, the GSMP is the official economic development contractor for the City of San Marcos, as well as Hays and Caldwell Counties, and works with eight other communities within the two-county footprint.

The GSMP is a close-knit team of eight economic development professionals who work to implement a five-year economic development strategic plan called Vision 2025 that directs the organization's program of work.

Four primary goals provide organizing structure for the Vision 2025 Economic Development Strategy:

1. Support Quality Employment Growth
2. Optimize the Local Talent Base
3. Accommodate and Manage Quality Growth
4. Enhance Community Appeal

The GSMP works and collaborates with diverse stakeholders and partners including the GSMP Board Members, Regional Community Partners and public and private-sector investors to promote the region for relocation and expansion to prospective businesses, site consultants, and other interested parties.

The end result is a regional economic development organization promoting Hays and Caldwell Counties as a focal point for growth between Austin and San Antonio.

Specific to the primary goal of Economic Diversification, the GSMP offers a vast array of services for businesses looking to relocate to Hays and Caldwell Counties, and for businesses already here that are looking to expand, relocate, or are in need of economic development-related information to help their business operations.

Specific services include:

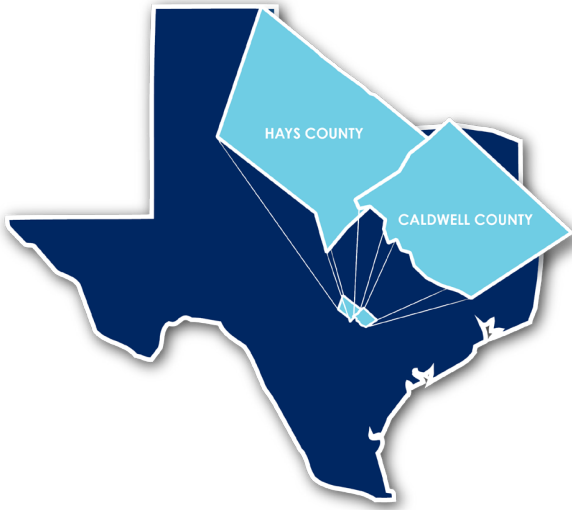
- Business Retention & Expansion
- Business Attraction & Recruitment
- Site Location & Tours
- Incentive Review
- Economic Impact Studies
- Research & Information Services
- Marketing & Communications
- Entrepreneur & Small Business Development
- Coordination of Angel & VC Funding
- Workforce Development
- Regional Collaboration
- Coordination with local government entities in furtherance of the GSMP mission

From 2010 to 2022, the GSMP assisted 68 companies to successfully locate or expand to the Greater San Marcos region, resulting in 9,461 direct new jobs and \$3.1 billion in capital investment. According to an economic impact analysis conducted by Impact DataSource, the 68 companies created a ripple effect that generated an additional 15,641 indirect and induced jobs. Impact DataSource estimates \$5 billion in annual direct, indirect, and induced revenues for businesses in the Greater San Marcos Region as a result of these successful projects.



THE REGION: The Texas Hill Country

HAYS AND CALDWELL COUNTIES



The Greater San Marcos region is home to eight diverse member communities, where there is something for everyone. You can choose to live in an urban area, the peaceful Hill Country, or a barbeque mecca. The region provides families with a host of fun events while still being home to one of the “best places to retire” (Forbes) and one of the “best cities for singles” (Livability.com).

Hays and Caldwell Counties offer a beautiful natural setting, featuring spring-fed, crystal clear rivers and lakes with activities for all ages. Examples include world-class shopping at the country’s largest outlet mall, live music and cultural arts, outdoor activities like tubing, glass-bottom boats, kayaking, and stand-up paddle boat tours.

The region offers the cachet of Austin without the cost. In fact, San Marcos is the 2nd most affordable place to live in the southern United States and median home prices are 39 percent less than Austin. There is also no personal or corporate income tax in Texas.

K-12 schools across Hays and Caldwell Counties are excellent, with STEM-focused options and increasingly competitive graduation and college placement rates relative to highly ranked schools from major metros.

Located in San Marcos, Texas State University is the 7th largest university in Texas and 33rd largest in the U.S., with over 38,500 students. It offers 99 bachelor’s, 91 master’s, and 14 doctoral degree programs.

Through Texas State’s emphasis on applied research, the university has been at the forefront of tech-enhanced infrastructure, environmental sustainability, community health, public safety, data science and analytics, and STEM workforce development. The university has proven itself to be a source of innovation and a catalyst for entrepreneurs, researchers, and trailblazers. And importantly, 60 percent of Texas State graduates remain in the region after completing their degree.

GREATER OPPORTUNITY, DEEP IN THE HEART OF THE TEXAS INNOVATION CORRIDOR

Mid-way between two major metropolitan cities and along the corridor of both Interstate 35 and SH130, Hays and Caldwell Counties have intentionally developed their own innovation ecosystem in the heart of what is quickly being known as the Texas Innovation Corridor.

The innovation taking place in the region is greatly influenced by Texas State University with faculty research contributing breakthroughs in public health and public safety, materials and the environment, data science and analytics, and STEM education. Over the last decade, TXST has tripled its research expenditures, placing the school among the top 20% of research universities in the nation. According to U.S. Patent and Trade Office and U.S. Census data, the Greater San Marcos region has filed over eleven times the number of utility patents per capita than the entire state of Texas and nine times that of the U.S..

The City of San Marcos has long been an employment center for the region. Data from the Center for Economic Study and the U.S. Census indicate that nearly 36,000 are commuting into the area on a regular basis for work. While jobs in Texas have grown to an impressive 15.7% in the last ten years, Hays and Caldwell County have more than doubled that figure (38.9%) in the same time period.

The region’s innovative spirit and diverse and educated talent pool have been noticed by brand-name companies like Amazon and H-E-B, as well as innovative industry disruptors like Tesla, Noveon Magnetics, Visionary Fiber Technologies, Hill Country Studios and X-Bow Launch Systems.

THE OPPORTUNITY: President and CEO

JOB TITLE: PRESIDENT AND CEO

The Greater San Marcos Partnership (GSMP) is seeking an experienced, energetic, and highly motivated economic development professional to lead efforts in positioning the region for job creation and new capital investment. Located on the historic square in the heart of downtown San Marcos, this leadership position will require a dynamic and visionary professional; one who can collaborate with economic development organizations and leaders promoting the Austin-San Antonio Region at-large, while serving as an important voice for both Hays and Caldwell Counties.

REPORTS TO: GSMP Board of Directors

DIRECT REPORTS:

- Senior Director of Business Attraction
- Marketing & Communications Director
- Office Manager

The President and CEO reports to the Board of Directors and supervises the GSMP's staff of eight. Other key relationships include elected officials, local business executives, site selection consultants, corporate prospect executives, regional partner organizations, higher education institutions, workforce training partners, public and private sector investors, and the media.

The President and CEO provides overall leadership of the organization, personifying the organization's core principles and overseeing all activities needed for the organization to be a catalyst for economic growth, and focuses management attention on efforts necessary to position Hays and Caldwell Counties for continued economic prosperity.

GOALS AND EXPECTATIONS:

During the first year, the new President and CEO will need to establish credibility as an astute team builder who can continue to develop a high performing team that will drive prospect inquiries and secure successful relocations and expansions. Specific goals that have been identified as measures of success for the first 12 months include:

- Continue the important work executed by Interim President Will Conley, prioritizing relationships within Hays and Caldwell County and the larger Region.
- Build relationships with the tremendous, existing GSMP Staff, and position them for continued success.

- Accelerate the all-important work of project and prospect recruitment, as much opportunity exists in the current pipeline.
- Evaluate the Vision 2025 Strategic Plan and continue its execution, where appropriate.
- Coordinate with all existing GSMP Committees and continue progress toward previously identified Strategic Goals.

KEY RESPONSIBILITIES:

- Provide strategic leadership, vision and management of the organization.
- Develop, implement, and oversee activities needed to implement the Vision 2025 Strategic Plan to bring positive economic impact to the region and fulfill the organization's mission.
- Strengthen existing and build new key relationships and partnerships (internal and external to the region) with the public sector, elected officials and staff, partners, stakeholders, site consultants, real estate brokers, and investors.
- Lead a team of eight economic development professionals in support of the organization's economic development strategic plan. Provide vision and oversight in programmatic efforts.
- Work closely with the Board to execute the current strategic plan with appropriate growth strategies that effectively meet, support, and enhance the GSMP's objectives.
- Work with Board Members and volunteer investor leadership and staff to maintain and enhance value to public and private sector investors.
- Maintain and deepen Investor relations, maintaining the level of capital necessary to meet organizational objectives.
- Develop strategic plans to guide the organization's efforts to fulfill its mission of economic prosperity for all residents in the two-county region.
- Cultivate and maintain strong relationships with national and regional real estate brokers, site selection consultants, the Office of the Governor, and regional economic development organizations.
- Represent the organization in public and with the media.

CANDIDACY

ESSENTIAL KNOWLEDGE, SKILLS AND ABILITIES

- Extensive experience with economic development processes and issues, as well as in-depth knowledge of economic development best-practices and trends.
- Responsiveness, work ethic and a sense of urgency are critical attributes for the position.
- Leadership, and the ability to cultivate trust-centered relationships are also critically important.
- Demonstrated ability to manage a complex organization, prioritize multiple projects, meet quality and timeliness standards, and complete projects efficiently.
- Experience with and knowledge of financial planning and budgeting.
- Excellent oral and written communication skills, including the ability to present complex ideas in an easy-to-understand and engaging manner.
- Evidence of strong analytical skills and problem solving abilities, as well as success in highly data-driven environments.
- Demonstrated success in supervising a team of economic development professionals and assessing their performance for organizational success.
- Current knowledge of legal environment and legislative issues relevant to the GSMP.
- Demonstrated ability in strategic planning, including the ability to identify opportunities and challenges on the horizon which could impact the regional economy.
- Demonstrated ability to work with confidential information, while providing relevant summary information to Board members and investors and encouraging an atmosphere of open dialogue and communication within GSMP.

PREFERRED EDUCATION & EXPERIENCE

- Bachelor's degree is required, and a Master's degree is preferred. CEcD or other professional designation or certification would be valued.
- Ten or more years of experience in an economic development organization is preferred, including at least five years of progressive leadership.
- Experience within the Central Texas Region and the State of Texas is strongly desired.

PREFERRED COMPETENCIES: PERSONAL ATTRIBUTES:

- High level of personal integrity, professional ethics, and sound judgment complemented by evidence of a strong personal work ethic demonstrating initiative and self-motivation. A proven professional who is passionate about growing communities for future prosperity.
- Demonstrated ability to facilitate communication and cooperation between private and public sector stakeholders, including major public universities.
- Ability to work with regional economic development partners to position the region for the growth and development of jobs and additional tax base.
- Proven experience in successfully developing economic incentive packages and a track record of successful projects.
- Strong knowledge of nonprofit policies, practices, and legal compliance, including the Texas Public Information Act.
- Proven work with higher education institutions, workforce training providers including research and development.
- Transparent, visible, approachable and a good listener.
- Demonstrates a good balance between strategic and operational skills.
- A leader who can skillfully lead and manage change with high levels of self-confidence; a keen ability to "sell" new ideas and initiatives; willing to take calculated risks.
- A strong communicator and presenter who listens and is comfortable and effective at all levels of the organization.
- A creative, pragmatic problem solver who is energized by challenges and change and identifies untapped opportunities on which to capitalize.
- Must be optimistic and hopeful and is one who creates a joyful work environment.

Salary will be commensurate with experience. Compensation also includes automobile allowance, expense allowance, medical/dental benefits and 401K. Relocation assistance will be considered. By September 1, 2023 please send a confidential letter of interest and resume to:

Ms. Stacey Rodriguez
sr27@txstate.edu

“Greater San Marcos: Whoa Nellie! If you were to look for the next great American metropolis, there’s probably no better bet than the emerging San Antonio-Austin corridor.”

- Forbes

“At Texas State University, we are educating the state's workforce and inspiring changemakers, while leading groundbreaking research into some of society’s toughest challenges. With campuses in San Marcos and Round Rock, Central Texas is our home. We are committed to continue working and collaborating with our area partners to take the region to the next level.”

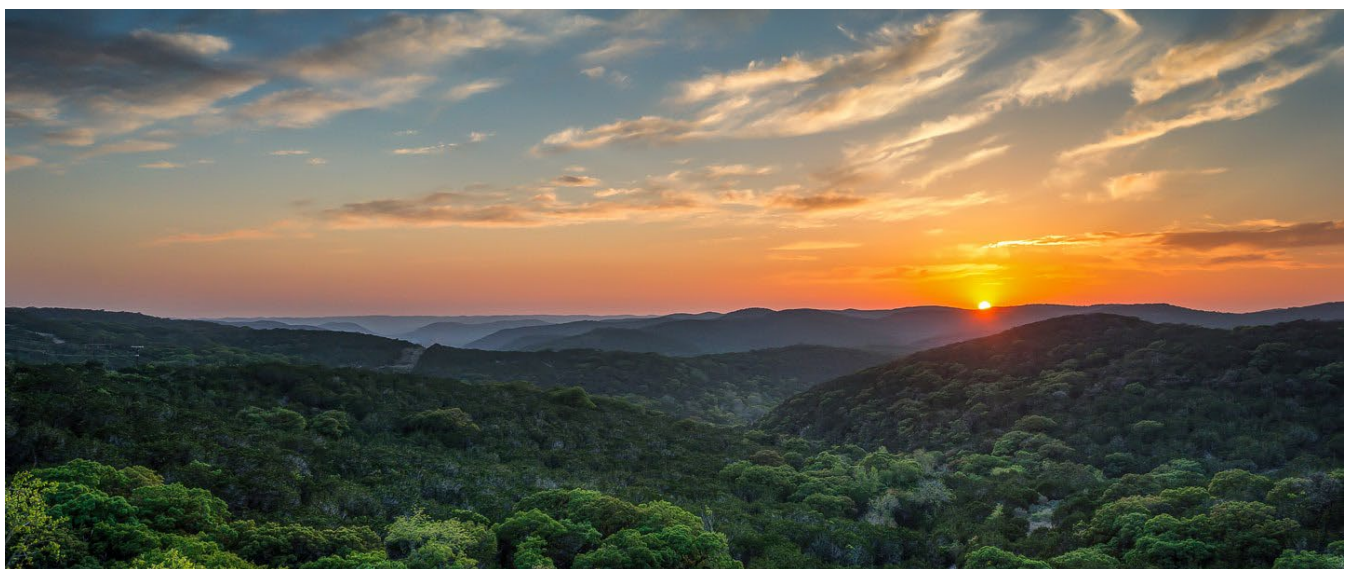
- Dr. Kelly Damphousse, Texas State University President

“The region is fertile with talent from nearby universities, including Texas State, that is essential to build VFT into a global enterprise.”

- John Kinzer, President and CEO, Visionary Fiber Technologies

“We selected Kyle for our first U.S. headquarters and manufacturing facility because it offers a business-friendly environment and a great workforce.”

- WJ Yang, General Manager, ENF Technologies



A U S T I N

“The region continues to
earn its reputation as The
Texas Innovation Corridor.”

- Texas Governor Greg Abbott

GREATER + SAN MARCOS

P A R T N E R S H I P



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113 N GUADALUPE ST | SAN MARCOS, TX | 78666 | 512.393.3400

www.greatersanmarcostx.com