

GSMP FY 22 Results for the City of Wimberley



Role in Texas Innovation Corridor Familiarization Tour

During the **Texas Innovation Corridor Familiarization Tour**, six nationally leading site selectors toured Hays and Caldwell Counties to learn of the business opportunities in the region and quality of life found in the region, particularly in the beauty of Wimberley.

As part of this event, the City of Wimberley played an active role to **promote Wimberley's culture, its locally owned businesses in the downtown district, and the tourism opportunities in the city**. The City Manager of Wimberley, Michael Boese, also played an active role in leading discussions during the City Manager roundtable and representing Wimberley at the opening community presentations.

Key Achievements in Wimberley in FY 2022

- ★ In GSMP's internationally award-winning Economic Development Week campaign, Wimberley served as the cornerstone of the *Quality of Life* video, highlighting **Wimberley's downtown district** and businesses such as **Bent Tree Art Gallery, The Wildflower, Old Mill Store** and **Candy Cottage**.
- ★ GSMP, in collaboration with Watershed Partners and Siglo Group, developed a Decision Support Tool survey to **promote conservation of water and greenbelts in economic development efforts**.
- ★ GSMP partnered with PeopleFund to **provide financial planning services** to seven local businesses in Wimberley, all of which received COVID relief funds through the Hays County ECAP program, which GSMP administered.
- ★ GSMP collaborated with the Wimberley Valley Chamber of Commerce during the Business Booster Series, a series of business development workshops strengthening more than 25 local businesses in Hays County on topics such as brand marketing, LinkedIn advertising, customer service and operations security.
- ★ GSMP played an active role as a member of the Wimberley Valley Chamber of Commerce, sponsoring Chamber networking lunches & local business events.

For a full analysis of GSMP's fiscal impact on the Texas Innovation Corridor, visit greatersanmarcostx.com/2022impact





GSMP Annual Impact for Hays County

\$6.68M

in added annual property tax revenues from GSMP projects

\$16.92M

in added annual sales tax revenues from GSMP projects

\$23.6M

in total added annual tax revenues from GSMP projects



GSMP's Economic Impact in Hays County FY 2022



90

Total Sites Submitted for Primary Job Creating Economic Development Projects

14

In-Person, On-Location Site Visits with Site Selectors & Company Executives

9

Executive Sessions with Commissioners Court

91

Established Businesses Assisted through Business Retention or Expansion Visits

5

New Locations or Expansions Announced

36

National Stories Placed Through GSMP Marketing

\$485M+

New Capital Investment Announced

1,470+

New Jobs Created

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P A R T N E R S H I P

