PRESIDENT, GREATER SAN MARCOS PARTNERSHIP

OPPORTUNITY PROFILE

GREATER SAN MARCOS PARTNERSHIP
OPPORTUNITY PROFILE: PRESIDENT

JOB TITLE: PRESIDENT

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 set the tone of the organization’s work and be an important voice for the region.

REPORTS TO: GSMP Board of Directors

DIRECT REPORTS:
Vice President, Economic Development
Vice President, Marketing & Communications
Director, Investor Relations
Economic Development Coordinator

The President reports to the Board of Directors and supervises the GSMP’s staff of seven. 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 provides the 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 his or her management on efforts necessary to position the region for continued economic prosperity.

GOALS AND EXPECTATIONS:

During the first year, the new President will need to establish credibility as an astute team builder who can continue to develop a high performing team that will drive prospect inquiries to secure successful relocations and expansions. Specific goals that have been identified as measures of success for the first 12 to 24 months include:

• Finalizing the Strategic Planning process (which starts December 2019 and concludes May 2020) for Vision 2025.
• Completing the Vision 2020 strategic plan and implementation work groups.
• Working with the Treasurer and Finance Committee to set the FY2021 Budget.
• Leading the fundraising campaign to implement the Vision 2025 strategic plan.

KEY RESPONSIBILITIES:

• Provide strategic leadership, vision and management of the organization.
• Develop, implement and oversee activities needed to implement the Vision 2020 and 2025 strategic plan to bring positive economic impact to the region and fulfill the organization’s mission.
• Build 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 seven economic development professionals in support of the organization’s economic development strategic plan. Provide the 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 in order to maintain and enhance value to public and private sector investors.
• Responsible for fundraising efforts to maintain levels of capital in order 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, the Austin Chamber and other regional organizations.
• Represent the organization in public and with the media.
OPPORTUNITY PROFILE: PRESIDENT

ESSENTIAL KNOWLEDGE, SKILLS AND ABILITIES

• Extensive experience and knowledge of economic development processes and issues with in-depth knowledge of economic development best-practices and trends.
• 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 and 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 the GSMP.

PREFERRED EDUCATION & EXPERIENCE

• Bachelor’s degree in Business, Public Administration, or related field. Master’s is preferred. CEcD or other professional designation or certification is a bonus.
• Ten or more years of experience in an economic development organization (Chamber of Commerce, Economic Development Corporation, State or City department), including at least five years of progressive leadership in an economic development organization.

PREFERRED COMPETENCIES: PERSONAL ATTRIBUTES

• High level of personal integrity and professional ethics 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.
• A record of creative and innovative thinking that produces results.
• 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 use of a company vehicle; expense allowance; medical/dental benefits and 401K. Relocation assistance will be considered. Send a letter of interest and confidential resume to:

LisaLloyd@txstate.edu
OPPORTUNITY PROFILE: GREATER SAN MARCOS

THE GREATER SAN MARCOS REGION

The Greater San Marcos region is home to seven diverse communities where there is something for everyone. You can choose to live in a urban area, the peaceful Hill Country, or a barbeque mecca. The region provides families 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).

The San Marcos area offers a beautiful natural setting, featuring spring-fed, crystal clear rivers and lakes with things to do for all ages. From world-class shopping at the largest outlet malls in the U.S., to live music and cultural arts, to outdoor activities like tubing, glass-bottom boat rides, kayaking, and stand up paddle boat tours.

The region offers the cachet of Austin without the cost. In fact, San Marcos is the 3rd most affordable city in Texas and housing costs are 38 percent less than Austin. There is also no personal or corporate income tax in Texas.

K-12 schools are top notch with STEM focused options and increasingly compete with graduation rates of highly ranked schools from major metros.

Located in San Marcos, Texas State University is the fifth largest university in Texas with over 38,500 students. It offers 98 bachelors, 91 masters, and 13 doctoral degree programs.

Since 2012, Texas State has been designated as an Emerging Tier 2 Research University. It is quickly becoming recognized for its materials science program. And it most recently added the College of Science and Engineering. 60 percent of Texas State graduates remain in the region after completing their degree.

Doing business in the heart of the Texas Innovation Corridor comes with a tremendous quality of life that rivals other cities at an affordable cost.

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

Mid-way between two major metropolitan cities and along the corridor of Interstate 35 and SH130, the Greater San Marcos region has unexpectedly developed its own innovation ecosystem in the heart of what is quickly being known as the Texas Innovation Corridor. Forbes has called the region “The Next Great Metropolis.”

The innovation taking place in the region is greatly influenced by Texas State University - this Emerging Research Institution is currently doing cutting-edge research in materials science, nano-technology, life sciences, and computer science. According to U.S. Patent & 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, Greater San Marcos has 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, Best Buy, H-E-B, as well as innovative industry disruptors like Urban Mining, VFT Technologies, Katerra, and SmileDirectClub.
OPPORTUNITY PROFILE: GSMP

GREATER SAN MARCOS PARTNERSHIP

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 through 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 $1.6 million, the GSMP is the official economic development contractor for the City of San Marcos, Hays County and Caldwell County, and works with six other communities in 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 Vision2020 which directs the organization’s program of work.

Five strategic catalyst drive the plan:
1. Define and Promote the Greater San Marcos Value Proposition
2. Support Quality Growth in Export-Oriented Target Sectors
3. Optimize the Local Talent Base
4. Accommodate and Manage Quality Growth
5. Create Destination 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 GSMP also administers Economic Development San Marcos (EDSM), a thirteen-member board appointed by the City of San Marcos charged with the review and approval of business incentive requests.

The end result is a regional economic development organization promoting Hays and Caldwell Counties as the 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 2019, the GSMP assisted 39 companies to successfully locate or expand to the Greater San Marcos region successfully resulting in 5,441 direct new jobs and $544 million in capital investment. According to an economic impact analysis conducted by Impact DataSource, the 39 companies created a ripple effect that generated an additional 4,111 indirect and induced jobs. Impact DataSource estimates $2.9 billion in annual economic output for the Greater San Marcos Region as a result of these successful projects.
“The region continues to earn its reputation as The Texas Innovation Corridor.”
- Texas Governor Greg Abbott

“San Marcos, Texas, a cool small town that has embraced economic development and technology investment to bring quality jobs to the region.”
- Forbes, 2019

“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
“Greater San Marcos Region Transforms into the Texas Innovation Corridor.”
- Industry Week, 2018