

ECONOMIC DEVELOPMENT

VISION STATEMENT

We envision San Marcos with economic, educational and cultural opportunities that develop a stronger middle class and grow our local economy. We foresee a vibrant community that strategically leverages the University and all available community assets to support environmentally sustainable industry, technological excellence, local business development and the arts.



GOALS & OBJECTIVES

GOAL 1

ABUNDANT OPPORTUNITIES CREATED BY THE
INGENUITY AND INTELLECTUAL CAPITAL OF
UNIVERSITY, BUSINESS, CIVIC, AND
CULTURAL LEADERS

Objectives:

Create a communications plan to share economic development progress with residents, the development community and target industries

Collaborate with social service providers to provide input on barriers for the unemployed and underemployed

Partner with all community assets to develop programming that engages new audiences in economic development efforts in San Marcos

GOAL 2

WORKFORCE AND EDUCATION EXCELLENCE

Objectives:

Develop a strategy with appropriate partners to promote the San Marcos CISD as an educational system of choice

Promote all community education options to local and prospective residents

Pursue partnerships to support Core 4's programming and capital funding needs

Collaborate with all educational institutions to support workforce development for specific industry needs

Improve communication between workforce training providers, public school systems, higher education institutions, job seekers and local business leaders

GOAL 3

EMERGING MARKETS AND INDUSTRY RELATIONSHIPS THAT GENERATE QUALITY ENTREPRENEURIAL AND EMPLOYMENT OPPORTUNITIES

Objectives:

Conduct target industry marketing plans regularly

Increase the amount of Class A office and industrial space that is attractive to target industries

Develop industrial settings that provide shovel ready opportunities for prospective companies and employers

Identify gaps in utilities for employment and activity nodes, re-prioritize Capital Improvement Projects to support the preferred scenario

GOAL 4

AN ENHANCED AND DIVERSE LOCAL ECONOMIC ENVIRONMENT THAT IS PROSPEROUS, EFFICIENT AND PROVIDES IMPROVED OPPORTUNITIES TO RESIDENTS

Objectives:

Establish a process to analyze the market impacts of Capital Improvements Plan projects from an economic development perspective

Develop programs to support local businesses to encourage job creation and capital investment

Create a pro-active, comprehensive strategy to attract development consistent with the plan

Create a plan to relocate City Hall prioritizing the Downtown in site selection

Create a regulatory framework that will encourage residential development Downtown

Integrate economic development into the 2013 Transportation Plan Update



Create opportunities for local companies to procure contracts with governmental agencies and educational institutions

GOAL 5

FISCALLY RESPONSIBLE INCENTIVES FOR ECONOMIC DEVELOPMENT

Objectives:

Reflect the Comprehensive Plan, Economic Development Strategic Plan and Downtown Master Plan in the city's incentive policy

Review incentive policies with consideration of current economic development strategy, as well as labor, infrastructure, capital and business cost requirements of target industries

Develop a standard process for reviewing and scoring prospects for incentives, with weight only going to projects that create permanent diverse, high paying jobs in the areas that are environmentally sustainable

Expedite the entitlement process for high performance local or preferred-industry employers locating in the activity nodes or Employment centers of the preferred scenario

Evaluation of city-owned property that might be sold for economic development in order to raise revenue and/or reduce debt

Create incentive packages to support entrepreneurs, target industries and growing industry sectors

GOAL 6

PROMOTE AND SUPPORT THE MAXIMUM POTENTIAL OF THE SAN MARCOS MUNICIPAL AIRPORT

Objectives:

Enact appropriate regulations and plans to protect airport operations and enhance future development

Maximize development opportunities within the airport boundary

Develop connections between the community and airport including enhanced road, transit and utility infrastructure

Build internal airport community

GOAL 7

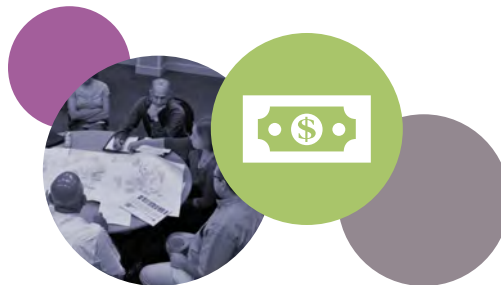
SPORTS TOURISM, ECO-TOURISM, RETAIL TOURISM AND THE COMMUNITY'S 13,000 YEAR HERITAGE AS AN ECONOMIC GENERATOR

Objectives:

Engage appropriate partners to create a citywide strategy to better protect the area's natural resources and ecosystem's history

Create an arts and cultural center/district

Develop and maintain a high-quality system of parks, natural areas, greenways and trails to draw visitors and encourage new business opportunities



Develop a transit plan that matches preferred scenario map to encourage connectivity between centers

Create a strategy to prioritize and complete infrastructure upgrades in Downtown in order to enhance accessibility and the physical appearance

Develop a strategic plan for Downtown Business Development as recommended in the Downtown Master Plan to ensure Downtown San Marcos retains a diverse mix of businesses to accommodate the entire community and attract tourists

Establish gateway corridors as identified in the Downtown Master Plan and the preferred scenario

Coordinate with private efforts to update and expand recreation fields

