



## TEDC 2024 CEDA APPLICATION

All Applications Must Be Received by August 16, 2024

The 2024 CEDA nominations will be judged in each of the five categories that have made the most significant contribution to economic development in their community and the State of Texas.

### AWARD CATEGORIES

The CEDA will be awarded to one community from each of the following five population categories: (as currently marketed). Mark the population category for which you are applying. In addition to CEDA by population, applicants will be considered for five criteria awards such as: Innovativeness, Transferability, Community Commitment & Leverage, Measured Objectives and Secondary Benefits.

- Population less than 10,000
- Population 10,001 to 20,000
- Population 20,001 to 50,000
- Population 50,001 to 100,000
- Population 100,001 to 250,000
- Population 250,001 and above

### NOMINATION:

Name of Community: Greater San Antonio, TX Region

TEDC Member Name: Ashley Gossen (individual member, not organization)

Telephone #: 210-440-1431

Email Address: ashley@greatersatx.com

Community Population (as currently marketed): 2.7 million

Community/Organization Linked-In Profile: linkedin.com/company/greater-satx/

Application Submitted By: Brenda Cervantes Sanchez

Email Address: brenda@greatersatx.com

Media Contacts: [optional]

Organization: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

Organization: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

## greater:SATX Brings JCB to San Antonio, TX

### Overview

In 2023, greater:SATX Regional Economic Partnership—formerly known as San Antonio Economic Development Foundation—formally launched its new corporate recruitment strategy. This led to a more proactive and methodical approach to lead generation, which resulted in more than 1,200 leads from global companies and secured major corporate expansion wins that year.

One such win was JCB's selection of San Antonio for its second North American manufacturing facility. The 720,000-square-foot facility is expected to create 1,500 new jobs and \$500 million capital investment in the region and have an estimated \$30 billion economic impact over the next ten years. The land purchase of the 400-acre site in Antonio, Texas was completed in April 2024, and site development began on April 22, 2024. Based in the United Kingdom, JCB is the world's largest privately owned construction and agricultural equipment manufacturer. The company announced its intentions in October 2023 along with the Office of Governor Greg Abbott, greater:SATX, Bexar County, and City of San Antonio.

The win was ultimately the result of a highly collaborative effort between the Office of Governor Greg Abbott and elected State leaders, State of Texas Economic Development and Tourism Office, Texas Department of Transportation, Bexar County, City of San Antonio, CPS Energy, San Antonio Water System, and greater:SATX with support from several private sector partners as well.

### Innovativeness

greater:SATX received the lead for the JCB project directly from the company, and simultaneously from both the Office of the Governor's Texas Economic Development & Tourism Office (EDT) and the U.S. Embassy in London following a prospecting visit to the U.K. with Texas Economic Development Corporation in 2022. Governor Abbott and the State of Texas EDT team went above and beyond to be available to meet with company



leadership early in the site selection process, a tremendous measure that ensured the company felt confident that Texas was serious about supporting their growth here in our state.

In the spring of 2023, upon learning from the company that this project was at risk of expanding its existing facility in another state on land it already owned, greater:SATX went to work. The team worked quickly to model a long-term view of costs for selecting the Greater San Antonio, Texas region, versus their existing site, including comparing incentives offered by both communities and states against the two corresponding tax liabilities. Because the company was handling the site selection process internally, this step was significant for San Antonio and the company's decision. This cost comparison model was reviewed and validated in-kind by a greater:SATX investor focused on tax services. Reframing the incentives values and long-term view of the costs plus greater:SATX's above-and-beyond service secured JCB's interest for a little longer.

In site visits following, greater:SATX team members also coordinated strategic tours for JCB's Executive team around the community, including visits to K-12 schools and daycare tours for their team coming from London, who would be moving to the selected market, and provided introductions and school ratings data for the schools visited.

greater:SATX worked diligently with the company to complete all incentive applications, including covering application costs. It consistently brought together local and state stakeholders to demonstrate commitment to the project. The community worked together to identify creative ways to close gaps in the start-up costs of the project in San Antonio versus the existing out-of-state facility.

This project was a true example of the Greater San Antonio region coming together. Other OEMs and their suppliers in our community were extremely supportive of this project and helped seal the deal. JCB was very impressed with how everyone collaborated to bring a new skilled workforce and significantly improve their entire industry.

Additionally, greater:SATX was given an opportunity to host a crunch-time visit for JCB Chairman Lord Bamford. The greater:SATX team was able to pull together a Texas-sized site visit in ten days, including Cowboy boots and leather padfolios made by Texas-based companies. The team later traveled to the JCB Headquarters in the U.K. with Adriana Cruz, the Executive Director of the EDT, to close the deal.



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greater:SATX also helped identify new supply chain optimization strategies by introducing companies in neighboring communities and Mexican suppliers to the JCB team.

greater:SATX is now actively helping with their JCB's just-in-time suppliers as they look to expand into San Antonio.

For long-term connectivity, JCB was assured by greater:SATX's efforts in Air Service Development to grow connectivity through more nonstop service, including the first trans-Atlantic flight to Frankfurt, Germany on Condor Airlines. The organization's commitment to growing air service via its Air Service Development Fund showed our commitment to creating greater access to the U.K. and Europe. This effort added a vital advantage in helping secure the JCB project and to support long-term corporate recruitment in general.

### **Transferability**

Any community, including any of our nineteen regional partners, with a supportive and in-sync team of state and local partners, proper incentive tools, and an understanding of qualified, shovel-ready sites could replicate a similar project by leveraging the strong relations and support of other public- and private- partners.

### **Community Commitment and Leverage**

The Greater San Antonio community worked together to identify creative ways to close gaps for the start-up costs of the project in San Antonio versus the existing out-of-state facility. Local stakeholder partnerships also made a significant contribution to the success of the project. Workforce partners, such as TX FAME and Alamo Colleges District, private sector investors, and other community partners, were available and met with the company to establish a relationship and demonstrate that our entire community was ready to support JCB. The fact that the entire community was invested with monetary and nonmonetary support made a great difference in winning the project.

Incentives awarded to JCB in return for 1,500 new jobs and significant investment in San Antonio included a Texas Enterprise Fund award, Texas In-State Tuition Award, expected triple Texas Enterprise Zone designation and Skills Development Fund Grant, and tax abatements, fee waivers, and infrastructure and workforce grants from Bexar County and City of San Antonio, as well as infrastructure support from Texas Department of Transportation. greater:SATX covered all incentive application costs. Total incentives are estimated north of \$30 million and are mostly awarded after verification of performance.



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## Measurable Objectives

JCB North America is expected to create 1,500+ jobs and \$500M in capital investment in San Antonio, TX over the next 10 years. The total estimated economic impact of the project over the next 10 years is more than \$30 billion.

On June 4, 2024, JCB hosted a ceremonial groundbreaking on its new 720,000 sq. ft. facility on a 400-acre site in the southside of San Antonio, Texas. The company's \$500 million capital investment represents the largest investment in the company's history and one of the largest manufacturing projects for the San Antonio region in the last 20 years. The San Antonio, Texas, facility will be the company's second-largest plant, rivaled only by JCB's world headquarters in Rocester, Staffordshire, England.

Total incentives are estimated north of \$30 million and are mostly awarded after verification of performance. In addition to the new jobs and capital investment requirements, JCB will also be held to wage and target hiring requirements set by the State of Texas, Bexar County, and the City of San Antonio. JCB is also obligated to reinvest 10% of its City of San Antonio abatement savings back into the community via a menu of potential programs and has a local Small, Minority and Women-Owned Business commitment as well.

As JCB continues to grow its presence in the San Antonio region while building the facility, they are heavily leaning into ways they can engage in the community, supporting philanthropic and nonprofit initiatives. We know that their commitment to our San Antonio region will continue to grow, cementing JCB as one of San Antonio's largest and most committed corporate citizens in the coming years.

## Second Benefits to the Community

JCB will bring in thousands of corporate guests and team members each year, further adding to San Antonio's tax revenue through hotel nights and dining expenses, boosting global exposure for the San Antonio brand, and increasing demand for expanded air service through San Antonio International Airport. Additionally, JCB supplier activity is already robust and has become a steady stream of leads for greater: SATX's recruitment efforts.



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