



SAN ANTONIO ECONOMIC DEVELOPMENT FOUNDATION

Category: Major Projects/Deals

- **Overall impact on the community**

Locating 18 on-site suppliers at the Toyota truck manufacturing plant under construction in San Antonio brings more than 1,500 additional local jobs and an estimated initial investment of \$150 million. Estimated payroll is \$23 million to \$31 million annually. Beyond financial impact, the supplier park is the largest automotive component-manufacturing park in North America – boosting the city’s status as a leading manufacturing center.

- **What was the role of the ED organization in securing the deal?**

Because Toyota had not selected a final list of suppliers, the San Antonio Economic Development Foundation (EDF) embarked on extensive research to identify all potential manufacturers of Tundra parts. EDF then designed and implemented a strategic marketing program geared toward potential suppliers, including direct mail, phone calls, and trips to supplier’s U.S. headquarters for one-on-one meetings. EDF also worked closely with State, County and City officials, utility company representatives, local school districts and the community college district. The Foundation provided guidance to potential suppliers as these government and utility groups created a comprehensive incentive package that included tax abatements for real and personal property, along with special arrangements for utility metering and fees.

- **Retention vs. expansions**

The 18 on-site suppliers represent newly established operations that previously were not part of the San Antonio-area economy.