
ANNUAL REPORT

Fiscal Year 2024

A white hard hat with the Schieritz logo is mounted on a wooden post. The background shows a construction site with yellow excavators, one of which has 'KOMATSU' written on its arm. The scene is overcast.

SCHIERITZ



MISSION

To strategically strengthen the City's economy by attracting and retaining businesses, investing in infrastructure, and promoting and enhancing the quality of life for residents and businesses through innovative measures, creating a sustainable and vibrant community.

GOALS AND STRATEGIES

1. OPTIMIZE THE TALENT PIPELINE
2. EXPAND INDUSTRY BASE VIA TARGETED INDUSTRIES
3. IMPROVE QUALITY OF LIFE
4. PRIORITIZE REAL ESTATE ASSETS & DEVELOPMENT STRATEGIES

DIRECTOR'S WELCOME

The year 2024 has been a landmark year for the Schertz Economic Development Corporation (Schertz EDC). We set new goals, welcomed new board members, and successfully completed impactful projects.

Much of my role involves educating groups on what a Type B Economic Development Corporation can and cannot do. Our funding comes from a half-cent sales tax, which, with board and City Council approval, supports projects that create primary jobs, improve public infrastructure, and enhance quality of life.

In 2024, the Schertz EDC launched initiatives covering all three areas. To support primary jobs, we assisted Caterpillar Corporation in expanding production and partnered with a Colorado-based food distributor to establish operations in Schertz.

For public infrastructure, we approved funding for roads, water, sewer, signage, and signalization at Schertz Station—our first major retail development in years. Schertz Station will bring new dining, shopping, and entertainment options, enriching our community.

In park improvements, the Schertz EDC committed to funding several Capital Improvement Projects. The first, nearing completion, adds lighting to all soccer fields at the Schertz Soccer Complex, allowing for extended play and greater youth participation.

Looking ahead, our 2025 goals focus on real estate assets and infrastructure expansion. Two key projects could add 15,000 linear feet of sewer service to the underserved Town Creek area, unlocking development potential.

2024 has been a year of growth, and we're excited for what's ahead in 2025. Thank you for supporting the Schertz EDC and our community!



Scott Wayman
Executive Director
Schertz EDC



HUB OF OPPORTUNITY

Schertz continues to evolve as a thriving hub for business and opportunity.

This past year, the Schertz Economic Development Corporation continued its tireless efforts to work as the economic driver of our community. In 2024, the EDC recruited businesses to Schertz and retained, grew and partnered with those already established within the city.

Our collective efforts have not only reinforced our commitment to fostering a strong local economy but have also paved the way for exciting new projects and partnerships. Through a shared vision with the city, we have seen significant progress in attracting new investments, supporting local enterprises, and enhancing the quality of life for our residents.

This year's report captures the achievements and challenges of the past year, reflecting on our relentless drive to create a sustainable and prosperous future. I am proud of the dedication shown by our team, the unwavering support from our community, and the innovative spirit that propels Schertz forward. Together, we are building a legacy of economic resilience and community enrichment that will serve as a foundation for generations to come.

Thank you for your continued support and commitment to the success of the Schertz EDC. I invite you to join me in celebrating our accomplishments and embracing the exciting opportunities ahead.



Sammi Morrill

Board President
Schertz EDC



FAST FACTS & ACCOMPLISHMENTS

We invested

10.8



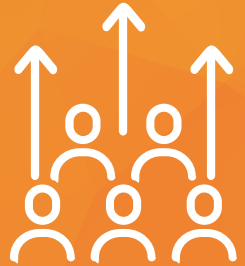
million dollars

in infrastructure projects to support current and future development

Our population grew to

44K

which represents an 8.3% increase compared to 2020



\$307K



median home price

We welcomed

4



Primary Employers:
The Reynolds
Company, MAC
Discount, LLC, Rexel,
& All Day Shirts

We recorded

39

years as the median age of our population



\$100K



median household income

53

of residents have a college degree

percent



1.3M

laborforce in the San Antonio Metropolitan Statistical Area



Source: Census.gov; ESRI | Data as of December 31, 2024

We reached

19,000

in our daytime worker population, which speaks to the city's strong employment



We added

2.6M

square feet of industrial space added to our community



5

Fortune 100 companies with major operations in Schertz:

Amazon - UPS - FedEx - Caterpillar - Sysco



We celebrated

3



business expansions, including MEI Rigging, Boss Products, & Hollingsworth Logistics

781 K

population within a 30 minute drive



250K

square feet of retail space under development

New Investment

\$107M



REGIONAL, STATE, NATIONAL & INTERNATIONAL **PARTNERSHIPS**

greater:SATX

This working regional marketing partnership helps Schertz EDC broaden its reach, facilitate access to shared resources, and helps coordinate joint marketing trips to high-density markets across the country. One partnership event of note was a regional familiarization tour (Fam Tour), which brought together site selectors from around the country to better understand our region's assets.

Team Texas

Team Texas, the marketing arm of the Texas Economic Development Council, has a proven track record of generating leads, developing lead pipelines, and winning projects. Membership in this organization allows Schertz EDC to leverage the Texas brand during tradeshow exhibitions, hospitality events and road shows. These events generate hundreds of leads from companies of all sizes.

Industrial Asset Management Council

Schertz EDC acquired membership this year in this the leading professional association for Fortune 500 corporate real estate executives focused on industrial portfolios. This partnership helps the Schertz EDC connect with executives seeking expansion and relocation opportunities. Deputy Director, Amy Madison, was recognized for serving on the Council's Board of Directors for three years.

International Economic Development Council

Schertz EDC staff maintains memberships in this organization for professional development training services and to maintain and complete economic development certifications. In 2024, Deputy Director Amy Madison, celebrated her second term as a Council Board member.

PROJECT SPOTLIGHT: PUBLIC PARK ASSISTANCE

In addition to supporting commercial, retail, and infrastructure developments, state law allows local economic development corporations to fund quality-of-life projects, including park amenities and improvements.

In 2024, Schertz EDC committed up to \$12 million dollars over the next several years to fund the City of Schertz' Parks Capital Improvements Projects.

The first project undertaken via this agreement, is the construction of ball field lights at the Schertz Soccer Complex on Maske Road. This \$1.9 million investment will provide updated lights to the existing field as well as place new lighting structures on the other 12 fields. This project promises to enhance soccer field usage by the many teams and leagues that currently practice and host tournaments at the park.



A crane installs some of the new field lighting at the Schertz Soccer Complex

"This partnership is just the beginning of our long-term vision to bring more visitors to our city by creating a sustainable and vibrant community."

SCOTT WAYMAN, Schertz EDC Executive Director

PROJECT SPOTLIGHT: SCHERTZ STATION

This exciting retail development will elevate Schertz' presence in the regional shopping ecosystem and build on the success of EVO Entertainment's investment in the community.



This project will provide operations for restaurants, service-related business and additional shopping. Schertz EDC is assisting with public infrastructure improvements - including the extension of Ripps-Kreusler Drive and intersection improvements to Interstate 35 and Cibolo Valley Drive - that will support this large shopping complex. Schertz Station recently signed anchor tenant Home Depot, which will occupy 100,000 square feet, and is fielding inquiries from other interested parties to occupy the site's additional pad sites.



35 ACRES

Total Project Size

250K

Square Feet of Retail



Images: Mile Hi Distribution

MILE HI DISTRIBUTION

Headquartered in Denver, Colorado, and with a reach extending across the southern United States, Mile Hi is one of the primary distributors of paper and food products to McDonalds. Mile Hi is one of the first major tenants of the Schertz 35 project and will occupy 300,000 square feet within the industrial park.

Schertz EDC facilitated a performance grant that will expediate the company's operations and add to the city's expanding workforce, with Mile Hi committing to 186 well-paid employees.



PROJECT UPDATES

Schertz 35 - Located off Lookout Road and Tejas Way, this 312-acre industrial park is headed by Titan Development. The project provides options for existing tenant leasing, build-to-suit or land purchase for an estimated total 3.5 million square feet of industrial flex. Titan recently completed a 196,000 square foot speculation building now available for lease. Schertz 35 is one of the only shovel-ready lots in the San Antonio MSA that can accommodate a million-square-foot facility.

Las Palapas Schertz - With its focus on assisting small business, Schertz EDC provided an infrastructure grant for the Las Palapas Restaurant currently under construction at the corner of Schertz Parkway and Interstate 35. This project will extend water access from the convenience store project next door to the bank on the opposite side of the construction site, allowing for enhanced fire safety and water delivery. The restaurant is at an ideal location for morning commuters and will increase the excitement of retail developments in that corridor.

STX Frio - Schertz EDC's agreement with Boomerang Interests and Lovett Commercial provides assistance to build and connect a new sewer line to their speculative development. The intention is to assist these two companies with their projects and open up greater development in the area via sewer access. This year, the companies completed acquisition of all easements and expect to break ground on the extension in Q2 2025. Boomerang will build a 300,000 square foot cold storage facility with a capital investment of \$40 million and Lovett will build two buildings totaling 500,440 square feet on the adjacent property with a \$35 million capital investment.



The first building of the Schertz 35 project offers 196,000 square feet of industrial flex space



3.5M

Square feet of space
offered within Schertz 35



H2O

Focus of the Infrastructure
Grant supporting Las Palapas



\$75M

Combined Capital
Investment of STX Frio



Image: CORE5 Industrial Partners

CORE 5

LOGISTICS CENTER

A Core5 Industrial Partner project, this development is located off Interstate 10 and Loop 1604, and will include 1.7 million square feet of space spread across four buildings.

Phase 1 - completed in January 2025 - includes Building A (a 536,824 square foot, cross-dock facility) and Building B (a 466,280 square foot, single-load facility). Together, these facilities bring the current leasable space to over 1 million square feet. The Center features 30-36' clear heights and ample trailer parking. Phase 2 will add two more buildings, and is expected to conclude in 2026. Schertz EDC invested in drainage improvements to help the project handle nuisance water.



INDUSTRIAL PROJECT UPDATE

PARK 35

Located on southbound Interstate 35 between Wiederstein and Schwab Roads, this exciting project consists of a six-building industrial park developed by Investment and Development Ventures. Featuring 1.4 million square feet of warehouse space, the park is open to tenant inquiries. The project offers various configurations - including cross-dock and rear-load - and can accommodate a wide variety of users. Buildings include 32'-36' clear height, ESFR sprinklers, abundant dock doors, and ample trailer parking.

Square feet of warehouse
space featured in project

1.4M

A large construction crane is lifting a heavy load at a building site. The crane is a lattice boom crawler crane, and the load appears to be a large concrete slab or panel. The building under construction is a long, low-profile structure with a flat roof. The site is surrounded by dirt and construction materials. In the background, there are other buildings and a clear blue sky.

Size of smallest planned
building in square feet

86K

Size of largest planned
building in square feet

558K

BIZ DEVELOPMENT

The Schertz Economic Development Corporation continued to diversify the city's business portfolio by working to identify and attract industries that provide quality jobs and increase investment in the community. Below are some of this year's recruitment activity highlights.

In the spring, staff attended the **Site Selector's Guild Annual Conference** (April 2-5). This event brought together a large number of global site selection consultants who provide expert guidance to corporations on choosing locations for business expansion and investment. Schertz was then represented in Las Vegas as part of the **International Council of Shopping Centers** (May 19-21) which allows professionals to make deals, explore trends, and network.

From June 22-26, staff worked the **Select USA Investment Summit**, which connects thousands of investors, international companies, economic development organizations, and industry experts.

In September, Schertz EDC focused on two major recruitment events. The first, the **International Manufacturing Technology Show** (Sep 9-14), showcased the latest manufacturing technology, equipment and the people behind them. The second was the **Industrial Asset Management Council** (Sep 12-18), which highlighted emerging trends, strategies, and opportunities within industrial real estate.

The greater:SATX Marketing Mission closed out the year's recruitment trips. From December 9-11, greater:SATX hosted several regional cities, including Schertz, on a trip to New York and arranged multiple meetings with companies looking to relocate or expand their operations to south Texas.



CONNECT

With companies, site selectors, and investors



INFORM

Decision makers about Schertz' value propositions



GENERATE

Leads that may evolve into viable Schertz projects



BUSINESS RETENTION & EXPANSION (BRE)

Supporting Our Community

Personal interactions and communication are the basis for business development and growth. Schertz EDC works diligently to continue its support of our existing business community through its Business Retention and Expansion (BRE) program. Existing businesses and industries play a vital role in overall economic health and quality of life in Schertz. The vitality and growth of the existing business base is a fundamental component of our overall efforts to sustain and grow our community.

On-Site Employer Visits

Business site visits play a vital role in fostering long-term relationships between Schertz EDC and established city businesses. During these meetings, which are conducted with key company leaders such as CEOs, plant managers or general managers, our staff gains valuable insight into the operations and challenges faced by local industries. These visits provide staff with a deeper understanding of the company’s products and target markets while also allowing them to hear firsthand about operational concerns. Additionally, they serve as an opportunity to connect businesses with resources, share updates on City and Schertz EDC initiatives, and help address issues affecting our business community.

Top Technical Assistance Challenges

1. Roads/Infrastructure
2. Workforce
3. Reliable Electricity
4. City Development Process
5. Drainage

Largest Employers of Primary Jobs

1. Sysco
2. Fed Ex Ground
3. Amazon
4. Republic National Distribution
5. Brandt Engineering
6. Vision Works
7. Hollingsworth
8. Fed Ex Freight
9. Caterpillar
10. Amazon Schwab Site

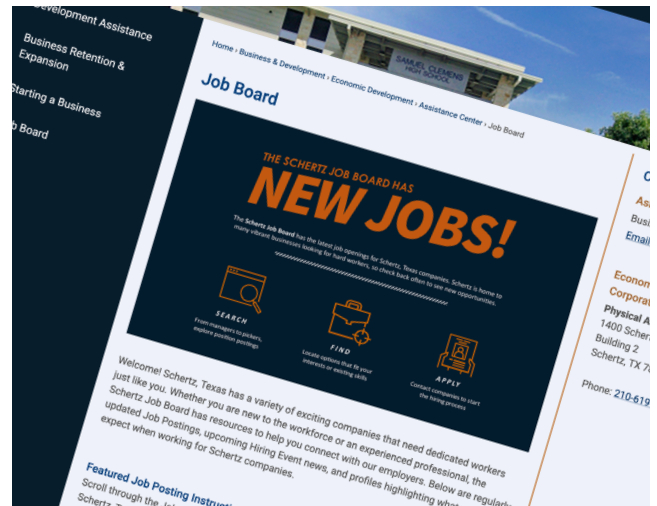
WORKFORCE DEVELOPMENT UPDATES



QUARTERLY REGIONAL JOB FAIRS

Every quarter, the Schertz, Cibolo and Seguin Economic Development Corporations, as well as the New Braunfels Chamber of Commerce, host a regional job fair in one of the four cities. This event holds close to 70 companies and continues to see an influx of job seekers.

250 Job Seekers Attended a Record Breaking Winter Regional Job Fair



SCHERTZ JOB BOARD

Our Primary Job Employers, like others across the country, face a thriving job market and low unemployment. After hearing a desire for a creative solution at our industry roundtables, we developed this resource to help this group advertise job opportunities.

25+ Schertz Primary Job Employers Have Used This Resource

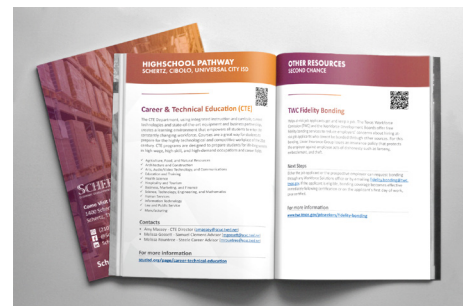


Schertz EDC co-hosted its first **National Night Out** event alongside Neighborhood Services, the Public Library, and the Police Department. This collaborative effort intended to strengthen community connections, foster relationships between local businesses, residents, and city departments, and provide a forum to empower attendees with essential resources and information. Neighborhood Services and the Library provided valuable literature and information on city events, programs, and homeowner resources, including tips on yard maintenance, utility guidance, and other helpful homeowner insights. The Police Department connected with residents and business owners, reinforcing community trust and collaboration.



WORKFORCE RESOURCE MANUAL

Recognizing the need for clear, accessible guidance on workforce development, Schertz EDC staff created this comprehensive tool filled with information on hiring, training, and retaining employees. It provides businesses with crucial insights into local and state-level workforce assistance programs, grants, and incentives, helping them leverage available resources to grow and sustain their operations.



MARKETING

TRACKED METRICS

Staff leveraged many channels to engage with local business, citizens, site selectors and potential business prospects. Below are some of our tracked metrics for our most used channels.

Figures are as of December 31, 2024.

881

Twitter Followers

580

LinkedIn Followers

133

Facebook Followers

913

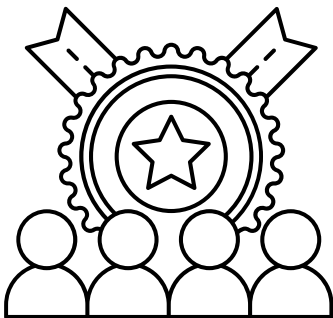
Newsletter
Subscribers

30%

Newsletter
Click Rate

37%

Newsletter
Open Rate



AWARDS & HONORS

TEXAS ECONOMIC DEVELOPMENT COUNCIL

Economic Excellence Recognition Award

Recognizes our commitment to professional development exhibited through training for our board and staff.

INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL

Special Event (Snow Cone Celebration) - Bronze

Recognizes our two-day event, featuring free snow cones for our business community, which took place after the conclusion of our Tri County Parkway construction project.

INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL

Regional or Cross-Border Partnership (Job Fairs) - Bronze

Acknowledging collaborative economic development efforts that span regions or borders, this award honors Schertz' regional job fairs, hosted jointly with the Cibolo and Seguin Economic Development Corporations, as well as the New Braunfels Chamber of Commerce.



TESTIMONIAL

BOSS PRODUCTS

Boss Products is one of the world's leading supplier of fire and explosion protection solutions serving industrial dust collection and related process industries.

“Within our first five years in Schertz we expanded our facility to 63,000 square feet. The newly expanded facility will employ more than 60 team members and produce more than 50,000 explosion vent panels in the first year. With added new projected sales in excess of \$15 million this expansion allowed us to broaden our product offerings and engage more deeply with local industries.”



Safety products ready for distribution at Boss Products' Schertz headquarters

“The growth our company has experienced in Schertz has been nothing short of remarkable.”

VALERIE CALVO, Director of Product and Brand

BOARDMEMBERS

Representing the citizens of Schertz, Boardmembers help drive positive change and ensure transparency, ethical behavior and compliance with legal requirements.



Dr. Sammi Morrill
President



Bill Dixon
Vice President



Donna Steward
Treasurer



Henry Hayes
Secretary



Eryn McElroy
Boardmember



Rey Chavez
Boardmember



Mark Moody
Boardmember

STAFF

Our staff provides professional management and administration in service to the Schertz community, focusing on retention and recruitment efforts.



Scott Wayman
Executive Director



Amy Madison
Deputy Director



Ashley Ritchey
BRE Manager

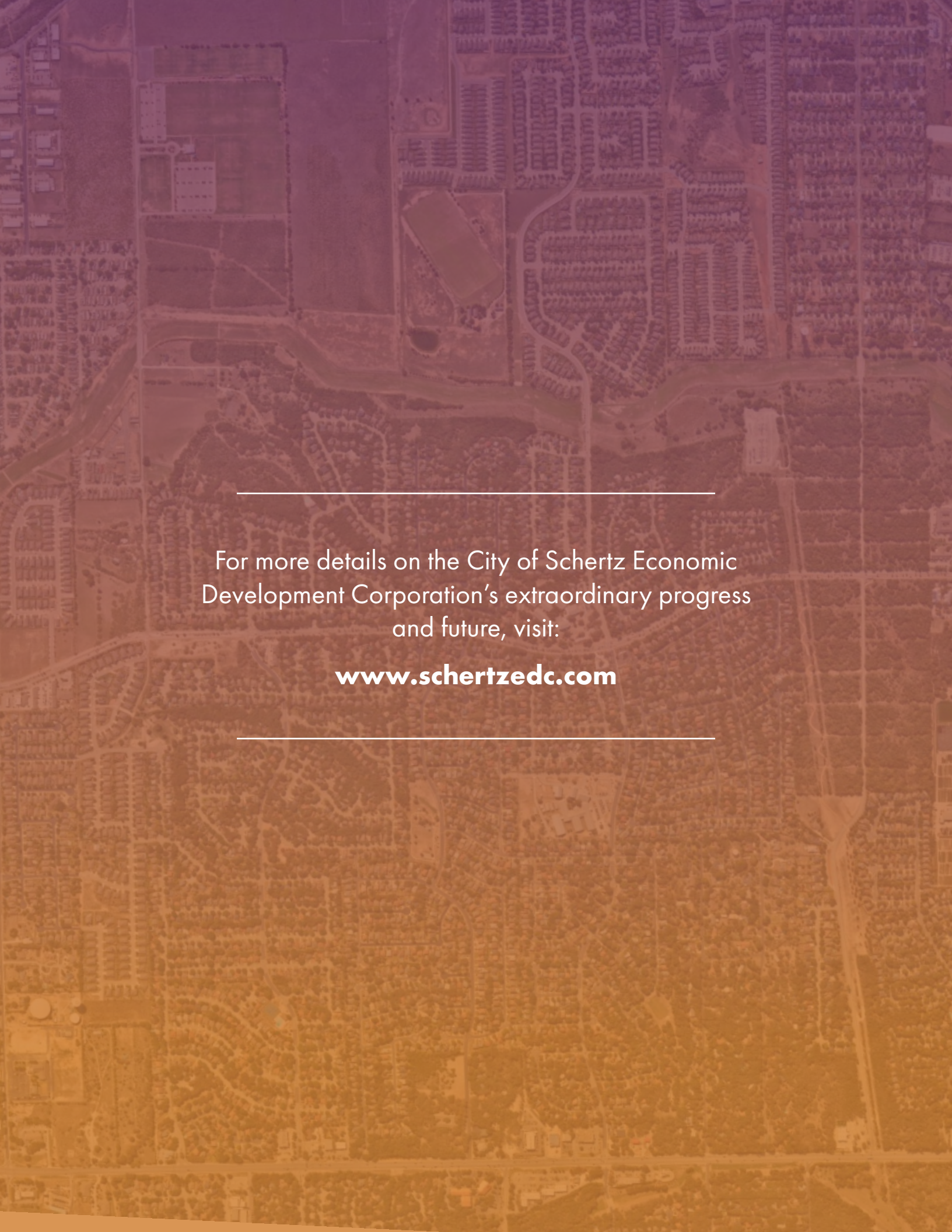


Tracy Miller
Administrative Assistant

FINANCIALS

FISCAL YEAR	2024
HQ CITY	SCHERTZ
EDC TYPE CODE	TYPE B
CORPORATION NAME	SCHERTZ ECONOMIC DEVELOPMENT CORPORATION

EDC CITY	SCHERTZ
REVENUE OTHER	\$1,103,550
REVENUE Sales Tax	\$6,517,380
REVENUE Total	\$7,620,930
EXPENSE Total	\$15,993,047
ASSETS Land	YES
ASSETS Other	YES
OBJECTIVES Infrastructure	YES
OBJECTIVES Job Creation & Job Retention	YES
OBJECTIVES Sports Facilities & Recreation	YES
OBJECTIVES Tourism	YES



For more details on the City of Schertz Economic
Development Corporation's extraordinary progress
and future, visit:

www.schertzedc.com
