

# The University of Texas at San Antonio SBDC

SBDC business advisors provide training and consulting to entrepreneurs at the Institute for Economic Development located at the University of Texas at San Antonio Downtown Campus.



The eleven counties served by the San Antonio SBDC are uniquely situated. At the center of these counties lies San Antonio at the convergence of three vegetation regions, two climatic zones, and two languages and cultures.

The convergence of these factors explain the rich history of San Antonio and the surrounding counties and why Will Rogers, one of America’s great commentators, reputedly called San Antonio “one of America’s four unique cities.”

San Antonio is a great place of culture, history and fun family activities, which makes it a great tourism destination. But San Antonio has become much more than that over the last quarter century. It is now the 8th

*At the center of 11 counties lies San Antonio at the convergence of three vegetation regions, two climatic zones, and two languages and cultures. Will Rogers called San Antonio “one of America’s four unique cities.”*



largest city in the United States and is located at the southern end of the Austin-San Antonio Corridor that runs along U.S. Interstate 35. San Antonio proper has almost doubled in size during the last 25 years, from 786 thousand inhabitants in 1980 to over 1.2 million in 2004.



The health care, biosciences, hospitality and financial services sectors of San Antonio are heavy contributors to the economic impact and employment for the city. Small businesses are very important to San Antonio’s economy with approximately 90 percent of firms employing less than 20 employees.

**11 counties** make up the San Antonio Field Center Area

# The University of Texas at San Antonio

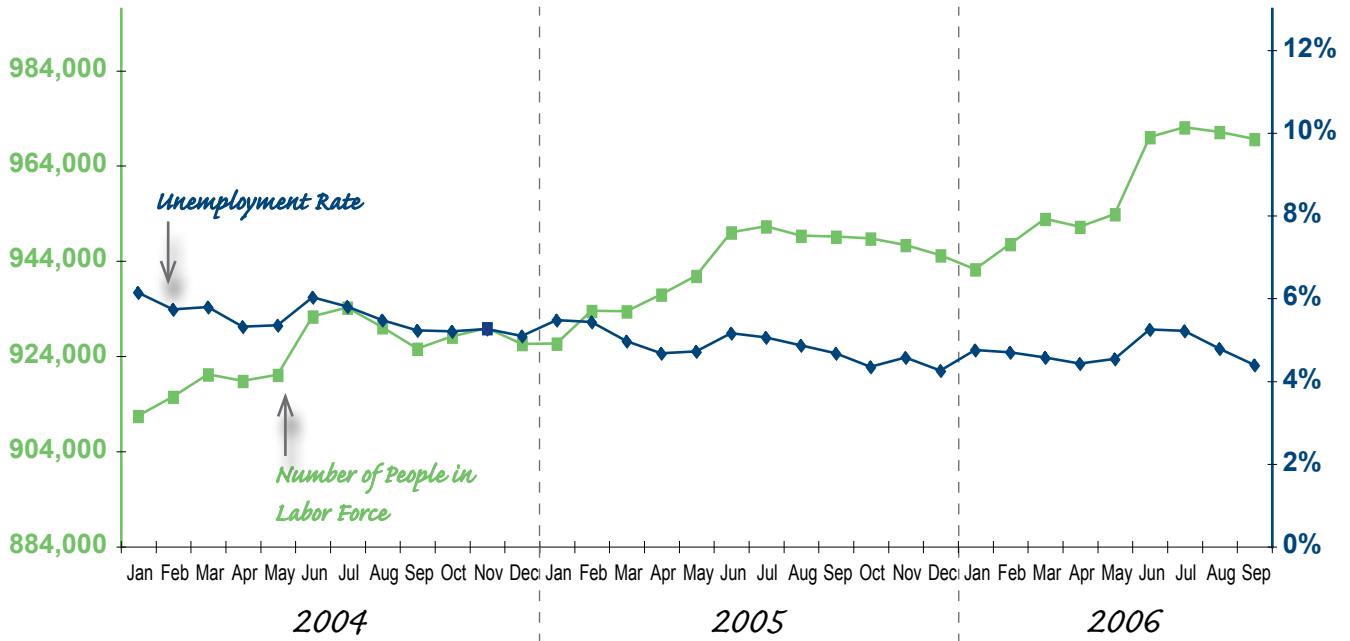
SBDC

The communities surrounding San Antonio in the Hill Country, Brush Country and Blackland Prairies add to the richness of the San Antonio experience because of their unique cultures, even though San Antonio's Bexar County accounts for almost 85 percent of the employment in the 11 county area served by the SBDC. It is no wonder that the UTSA Institute for Texan Cultures is located in San Antonio, as San Antonio includes and is surrounded by communities of Mexicans, Germans, Alsatians, Poles, Czechs, African-Americans, and Italians, just to mention a few.

## Labor Market Highlights

The San Antonio field center area experienced steady growth in jobs from the beginning of 2004 to the beginning of 2006, from approximately 911,000 to 947,000 jobs. Even as the labor force grew, members looking for work declined over the same period, from nearly 56,000 claims to little more than 40,000 at the end of 2005. Correspondingly, the unemployment rate fell from 6.1 percent to 4.2 percent during that time.

### Size of Labor Force and Unemployment Rate Since 2004



San Antonio Field Center Area: 11 counties  
 Data Source: Texas Workforce Commission

# The University of Texas at San Antonio

SBDC

The Field Center Area Jobs chart shows both the number of jobs in field center counties and the concentration of the industry relative to the rest of the state at the end of the first quarter of 2005. Keep in mind that Bexar County dominates the San Antonio field center area, with over 84 percent of the jobs. As goes the City of San Antonio, so goes the San Antonio field center area.

The “field center ratio” shows the proportion of industry jobs compared to all jobs in the area. As in most other southwest Texas field center areas, nearly half of the jobs in the San Antonio field center area are in two industries: education and health services (0.245); and trade, transportation, and utilities (0.202).

The question of whether these industry ratios are high or low can be determined by comparing them with the proportions that the industry represents in the rest of the state. For example, the field center area reports 96,098 professional and business service jobs, which is over 12 percent of all jobs in the area. To reflect the state average, the proportion needs to be nearly 12 percent of jobs in this industry. Dividing 0.124 (the field center ratio) by 0.119 (the state ratio) yields a quotient of 1.04. This number is referred to as a “location quotient.” When the location quotient is less than 1.0, the area industry is under-represented relative to the state. When the location quotient is greater than 1.0, the area industry is over-represented relative to the state.

## Field Center Jobs Per County by Industry

	Atascosa	Bandera	Bexar	Comal	Frio	Gillespie	Guadalupe	Kendall
Natural Resources & Mining	926	90	2,997	354	568	100	265	68
Construction	511	332	39,204	3,979	137	863	2,708	903
Manufacturing	221	56	36,607	3,142	26	669	5,224	793
Trade, Transportation & Utilities	2,221	476	132,288	9,077	704	2,024	5,438	2,153
Information	72	33	20,163	436	17	129	205	87
Financial Activities	306	134	58,974	1,100	104	403	908	610
Professional & Business Services	376	122	96,265	2,065	383	454	1,859	797
Education & Health Services	2,876	821	165,427	7,017	1,421	2,172	6,100	1,937
Leisure & Hospitality	768	558	80,366	4,281	215	1,241	2,690	1,405
Other Services	276	87	20,659	927	59	237	650	341
Public Administration	477	169	32,599	841	502	227	986	380
Unclassified	27	11	444	19	0	15	13	8
<b>Total Jobs</b>	<b>9,057</b>	<b>2,889</b>	<b>685,993</b>	<b>33,238</b>	<b>4,136</b>	<b>8,534</b>	<b>27,046</b>	<b>9,482</b>

# The University of Texas at San Antonio

SBDC

So, a quotient of 1.04 indicates that the professional and business service industry is represented in the San Antonio field center area at roughly the same level as the state average.

Which industries have a particular foothold in the San Antonio Field Center? Although an array of industries hover above a location quotient of 1.0, two top out at 1.23: financial activities (60,000-plus jobs) and leisure and hospitality (90,000-plus jobs). Whereas these two industries account for about 16 percent of jobs in the state, they represent nearly 20 percent of jobs in the San Antonio field center area.

The San Antonio field center area displays the industry balance that one might expect in a major metropolitan area. Not surprising, natural resources and mining jobs are strongly under-represented in the San Antonio field center. On the other hand, somewhat surprising, the manufacturing industry lags substantially here. If the San Antonio field center area added 30,000 manufacturing jobs to its current base of nearly 47,000, it would still fall behind the state average.

## Field Center Jobs

### Per County by Industry Continued

	Kerr	Medina	Wilson	Region	Region Ratio	State	State Ratio	Region-State Location Quotient
Natural Resources & Mining	105	229	93	5,795	0.007	236,676	0.024	0.29
Construction	1,177	490	538	50,842	0.063	623,516	0.064	0.98
Manufacturing	1,145	544	337	48,764	0.060	913,295	0.094	0.64
Trade, Transportation & Utilities	3,348	1,527	1,285	160,541	0.198	2,109,207	0.217	0.91
Information	304	81	118	21,645	0.027	229,125	0.024	1.13
Financial Activities	811	425	188	63,963	0.079	614,050	0.063	1.25
Professional & Business Services	1,143	391	205	104,060	0.128	1,205,726	0.124	1.03
Education & Health Services	5,570	2,562	2,625	198,528	0.245	2,180,498	0.224	1.09
Leisure & Hospitality	2,057	856	473	94,910	0.117	926,487	0.095	1.23
Other Services	733	185	110	24,264	0.030	275,574	0.028	1.06
Public Administration	652	848	280	37,961	0.047	408,555	0.042	1.11
Unclassified	9	0	0	546	0.001	10,958	0.001	0.60
<b>Total Jobs</b>	<b>17,054</b>	<b>8,138</b>	<b>6,252</b>	<b>811,819</b>		<b>9,733,667</b>		

Data Source: Texas Workforce Commission

## County Business Patterns 2004

	'1-4'	'5-9'	'10-19'	'20-49'	'50-99'
Forestry, fishing, hunting, & agricultural support	34	9	4	0	0
Mining	154	39	15	18	3
Utilities	34	12	9	5	4
Construction	2,217	688	406	260	104
Manufacturing	600	257	195	186	85
Wholesale trade	995	444	310	194	64
Retail trade	2,683	1,637	922	520	134
Transportation & warehousing	491	163	124	89	42
Information	338	121	94	79	38
Finance & insurance	1,725	505	342	181	57
Real Estate & rental & leasing	1,291	350	190	68	15
Professional, scientific & technical services	2,872	647	386	221	78
Management of companies & enterprises	87	38	42	44	23
Admin, support, waste mgt, remediation services	1,026	297	185	186	96
Educational services	182	78	51	52	37
Health care and social assistance	2,158	1,079	699	363	161
Arts, entertainment & recreation	274	75	63	74	19
Accommodation & food services	1,128	611	740	858	290
Other services (except public administration)	2,506	916	505	270	77
Unclassified establishments	161	8	4	1	0
<b>Total</b>	<b>20,956</b>	<b>7,974</b>	<b>5,286</b>	<b>3,669</b>	<b>1,327</b>

## County Business Patterns 2004 Continued

	'100-249'	'250-499'	Over 500	Total	1-4%
Forestry, fishing, hunting, & agricultural support	0	0	0	47	72%
Mining	5	0	1	235	66%
Utilities	1	0	0	65	52%
Construction	45	7	1	3,728	59%
Manufacturing	59	18	10	1,410	43%
Wholesale trade	24	12	1	2,044	49%
Retail trade	123	42	3	6,064	44%
Transportation & warehousing	26	6	6	947	52%
Information	17	10	8	705	48%
Finance & insurance	27	18	18	2,873	60%
Real Estate & rental & leasing	9	1	1	1,925	67%
Professional, scientific & technical services	34	6	4	4,248	68%
Management of companies & enterprises	15	7	6	262	33%
Admin, support, waste mgt, remediation services	72	12	20	1,894	54%
Educational services	11	1	5	417	44%
Health care and social assistance	114	18	32	4,624	47%
Arts, entertainment & recreation	12	3	2	522	52%
Accommodation & food services	69	7	6	3,709	30%
Other services (except public administration)	15	1	0	4,290	58%
Unclassified establishments	0	0	0	174	93%
<b>Total</b>	<b>678</b>	<b>169</b>	<b>124</b>	<b>40,183</b>	<b>52%</b>