



2025

ANNUAL
REPORT

SAGE est. 1998
SAN ANTONIO FOR GROWTH ON THE EASTSIDE

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You may have noticed a new look for us. The “quilt of the community” concept is unique in that it recognizes the diversity and individuality of different perspectives of the Eastside, but the unity of its four patterns spell a concept that is larger than the sum of its parts.



LETTER FROM OUR BOARD CHAIR

Dear Friends of SAGE,

2025 marked a pivotal year for San Antonio for Growth on the Eastside (SAGE). Most notably, it was our first full year under CEO, James Nortey, whose vision, energy, and commitment to SAGE's mission have strengthened our strategic direction and positioned the organization for the road ahead.

Under his leadership, the SAGE team secured \$2.15 million in federal grants, funding two innovative projects aimed at investing in the Eastside, strengthening local infrastructure, and expanding economic opportunity across the Eastside.

We continued to build upon our Eastside vibrancy through events such as HalloEast—our annual fall celebration and block party that brings together families, small businesses, and neighbors for an unforgettable day of fun and connection. That's not all—we also celebrated the return of State of the Eastside after a three-year hiatus.

Our Board of Directors welcomed seven new board members (Aanand Mehta, Dr. Yasan Gooding, Latifah Jackson, Teri Britts, Jacon Flores, Jessica Harris, and Gerardo Ituarte) and their collective expertise further strengthens our leadership capacity. We are deeply grateful to KJ Feder and Jane Macon for their dedication and service as their terms draw to a close.

Serving as Board Chair continually reminds me of what's possible when a community unites. The momentum of 2025 is building something lasting, a future rooted in opportunity, belonging, and shared prosperity for the Eastside.

With gratitude,



Dr. Tomeka C. Wilson Board Chair



**DR. TOMEKA C. WILSON
BOARD CHAIR**



LETTER FROM OUR CEO

Dear Friends, Partners, and Neighbors,

In 2025, SAGE renewed our commitment to the Eastside and to the generations of residents whose stories and hard work have shaped our community. We deepened our efforts by listening closely to our neighbors and investing in the people, partnerships, and projects that will help our community thrive for years to come.

SAGE was founded not to “save” the community, but to serve as a trusted resource for our neighbors. We believe in balancing centralized resource acquisition - such as capital, data, technical expertise, and partnerships - with decentralized local leadership that is grounded in community knowledge and lived experience. Our approach recognizes that both are equally important, and that neither works effectively without the other. When residents and small businesses have access to information, capital, and meaningful decision-making power, positive change becomes not only possible, but scalable and sustainable.

This year, we advanced plans for a future Public Market Complex, shaped by the voices and input of the community. We showed up for key moments across the Eastside, from business openings to community gatherings. Signature events like HalloEast and the State of the Eastside briefing brought together families, residents, leaders, and partners to strengthen connections, reflect on progress, and align around shared priorities for the future.

At the same time, we recognize the challenges ahead. Growth can place pressure on long-time residents, and changes in funding and policy require continued flexibility. Through affordable capital, technical assistance, and strong partnerships, we remain committed to ensuring Eastside residents and businesses are not only included in growth - but are leading it.

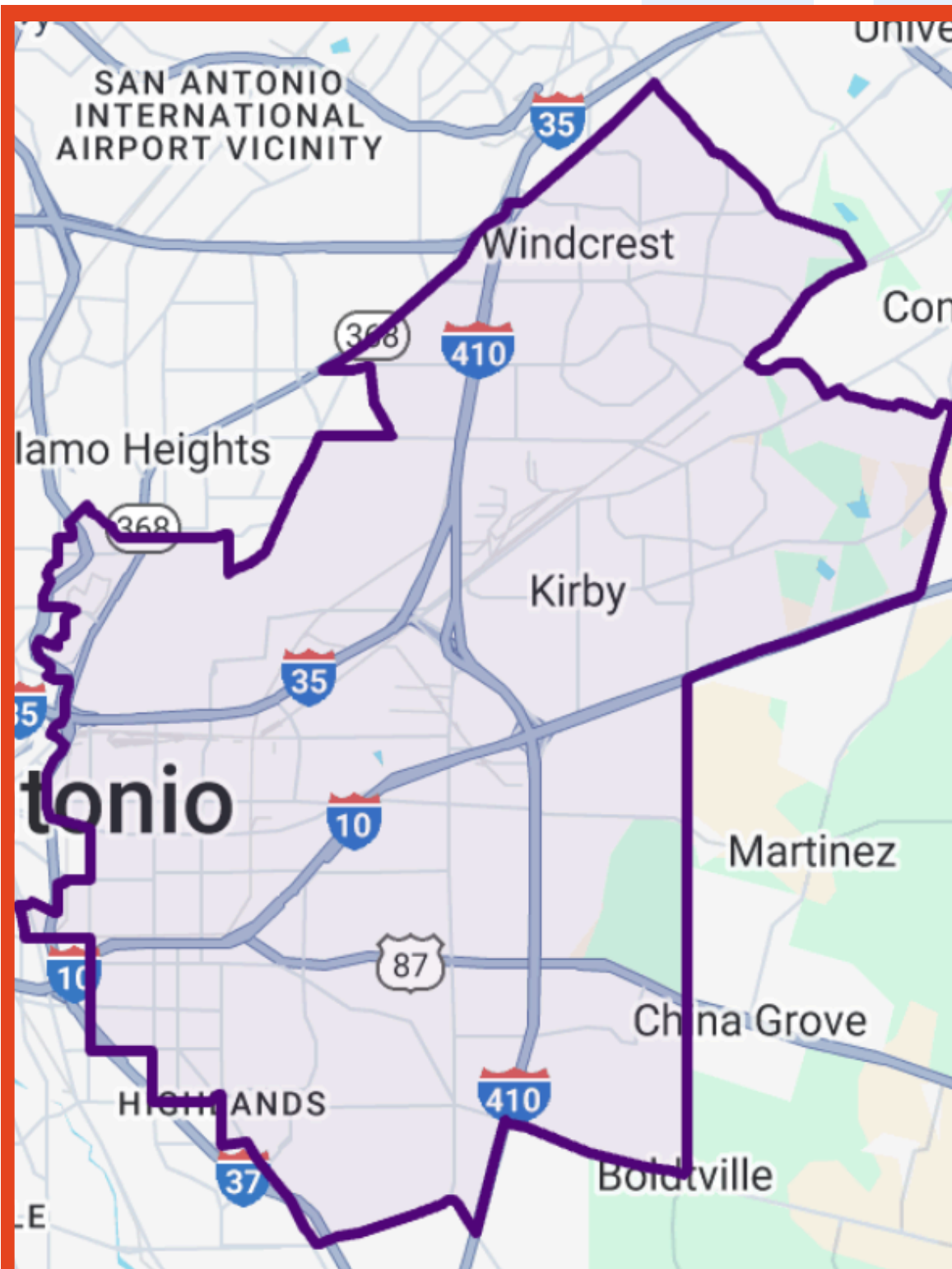
Gratefully,



James A. Nortey II
Chief Executive Officer
San Antonio for Growth on the Eastside (SAGE)



WHO WE ARE



SAGE SERVICE AREA

OUR MISSION

SAGE promotes the economic development and cultural vitality of San Antonio's Eastside.

OUR VISION

We envision the Eastside as both home and destination, an economically vibrant, inclusive community of opportunity where all can live, work, worship, and play.

OUR VALUES

1. Integrity
2. Community
3. Inclusion

OUR SERVICE AREA

The SAGE Service Area spans 75.2 square miles and is home to more than 234,000 residents, or more than 16% of San Antonio's population, and approximately 5,880 businesses.

Eastside Business Directory:

Scan the QR code to explore the Eastside Business Directory—an interactive map featuring local businesses and community resources across San Antonio's Eastside.

(Currently in beta testing)



SMALL BUSINESS SUPPORT

SAGE supports Eastside entrepreneurs by providing the tools, resources, and connections needed to ensure local businesses succeed and grow sustainably.

2025 SAGE IMPACT

89 Unique Businesses Supported

90+ Hours Technical Assistance Provided
(*not including cohorts)

29 Cohort Graduates

2025 SMALL BUSINESS SUPPORT COHORTS



The Small Business Support Cohort Program is made possible by our partners at the City of San Antonio Economic Development Department, Broadway Bank, and H-E-B.



STOREFRONT GRANTS

The Storefront Grant Program supports small businesses through matching grants for exterior improvements. With funding from Truist, SAGE awarded \$37,500 to 15 Eastside small businesses for façade and exterior improvements.



ADDITIONAL PROGRAMS & INITIATIVES

SAGE strengthens the Eastside through community-focused programs and initiatives that support growth without displacement.

PROGRAMS & INITIATIVES



Connecting East and West for a Better Future



Historical Markers



Home Ready Workshops



Community Partnership Initiatives



Financial Literacy & Education Workshops





PUBLIC MARKET COMPLEX

In 2025, SAGE initiated a competitive procurement process to identify a qualified consultant firm for an Eastside Public Market Complex feasibility study. The project, which will be completed in June 2026, will serve as a catalyst for jobs, food access, and small business growth while honoring Eastside identity and preventing displacement.

RECONNECTING COMMUNITIES PROJECT

The Reconnecting Communities Project remained in the planning phase in 2025, with efforts centered on partner engagement and committee development. We are focused on creating a community-driven plan that helps the community identify the best ways to reconnect the Eastside and downtown before any future construction.



US 281 separating downtown San Antonio from the Near East Side



Rendering of a similar urban park near a highway

EASTSIDE CULTURAL DISTRICT

In 2025, we advanced the Eastside Cultural District initiative through collaborative planning with Carver Community Cultural Center, VelocityTX, St. Paul Square, and St. Philip's College, focusing on aligning arts, culture, and community anchor institutions to strengthen coordination, increase visibility, and position the Eastside corridor for long-term investment in arts and cultural development.



ALAMO
COLLEGES
DISTRICT

St. Philip's College



CARVER
COMMUNITY CULTURAL CENTER



VELOCITY TX

SINCE 1778
ST. PAUL
SQUARE
SAN ANTONIO, TEXAS



STATE OF THE EASTSIDE

This sold-out event, held at the Witte Museum and supported by 21 sponsors, convened residents, business owners, and civic and corporate leaders to assess neighborhood progress and identify shared priorities. Dignitaries in attendance

The program featured a moderated panel which included Mayor Ron Nirenberg, Councilman Jalen McKee-Rodriguez, Commissioner Tommy Calvert, and SAISD Trustee Alicia Sebastian.





HALLOEAST

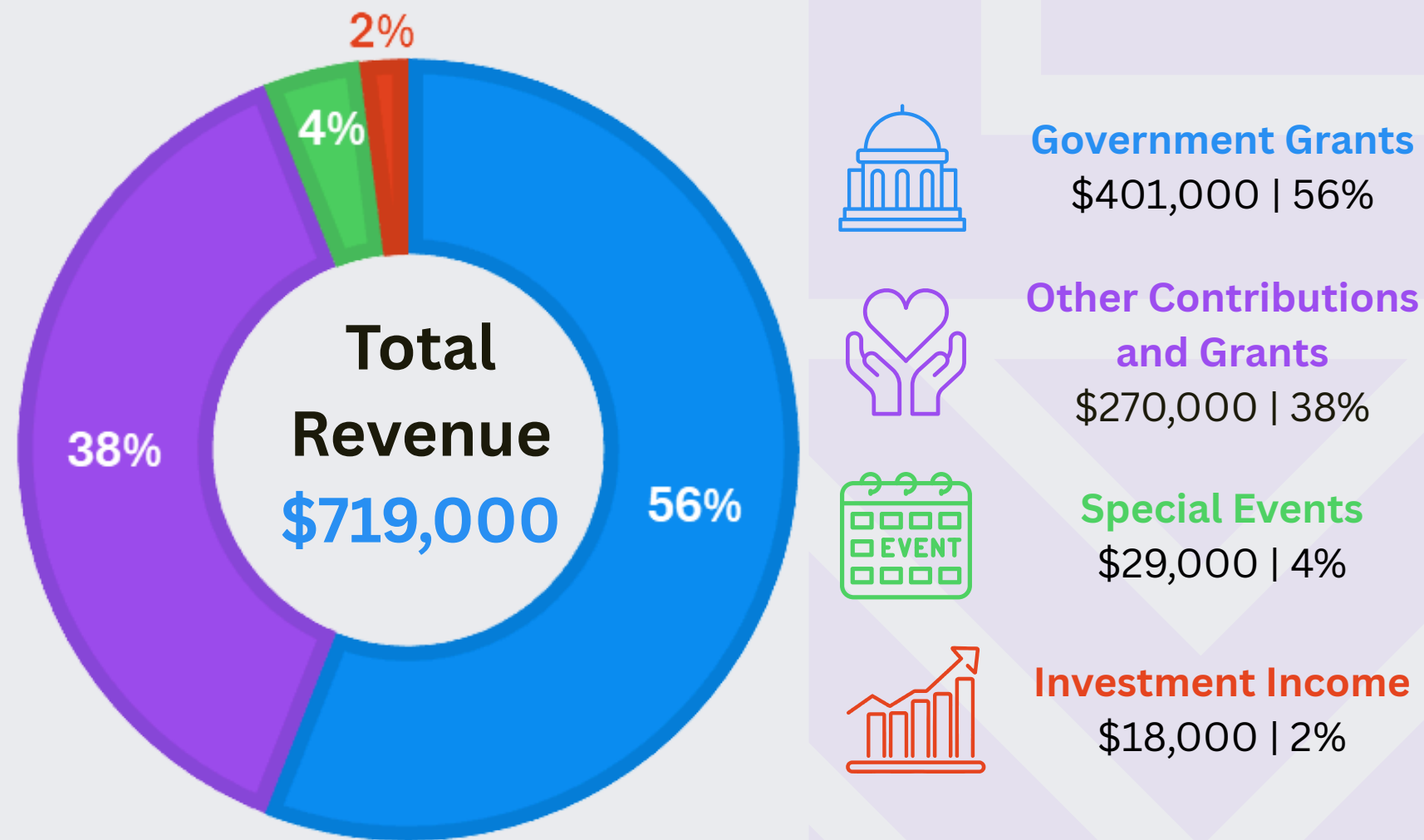
Our annual HalloEast welcomed more than 530 attendees at the Wheatley Heights Sports Complex.

Rooted in Eastside culture and powered by local businesses and volunteers, this event provides a safe, community-centered space that connects families to resources and strengthens neighborhood trust and belonging.

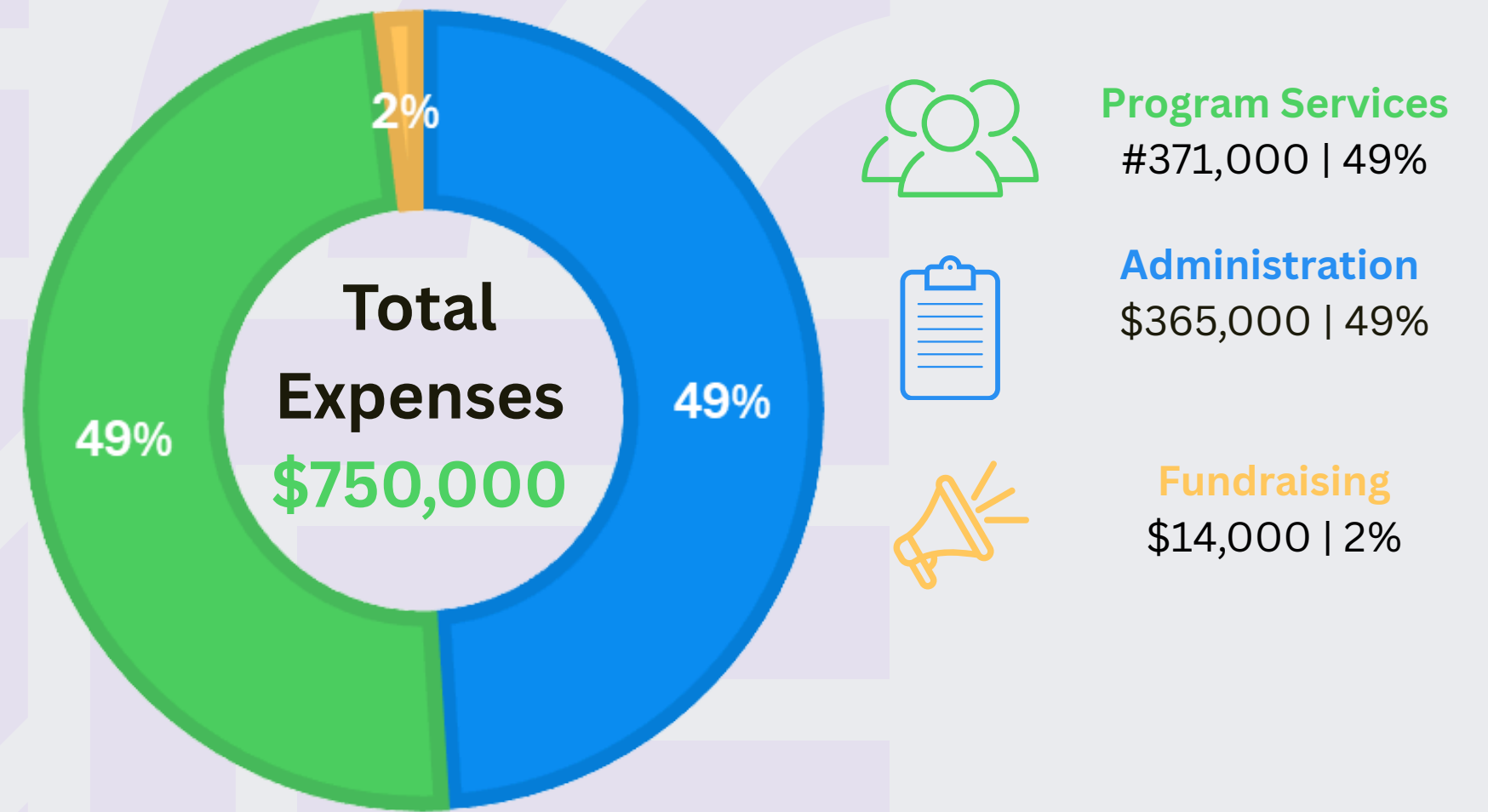


FINANCIAL OVERVIEW

Revenue by Source



Expenses by Function



MEDIA MENTIONS



A community benefits agreement could bolster trust in downtown Spurs arena



SAGE, Prosper West join forces to grow San Antonio's urban core



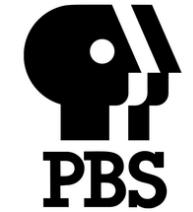
On The Record with Randy Beamer



San Antonio for Growth on the Eastside (SAGE) Announces Receipt of Federal Grant to Support Small Businesses



Promoting economic and cultural growth on the East Side



East Side growth, health and mobility



To see more of our media mentions, please visit our website:



BOARD OF DIRECTORS



Dr. Tomeka Cross Wilson
Board Chair
St. Philip's College



Dr. Rhonda BeLue
Secretary
UT San Antonio



Christopher Ray
Vice Chair & Treasurer
Broadway Bank



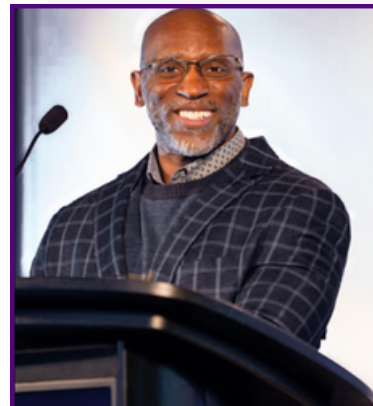
Teri Britts
Britts & Associates, LLP



KJ Feder
CPS Energy



Jacob Flores
H-E-B



Dr. Yasan Gooding
Valero Energy



Jessica Harris
VelocityTX



Gerardo Ituarte Hesles
Artz Development



Latifah Jackson
University Health



Jane H. Macon
Bracewell LLP



Breylann McCollum
Frost Bank



Aanand Mehta
Spurs Sports & Entertainment



Bonnie Prosser Elder
VIA Metropolitan Transit



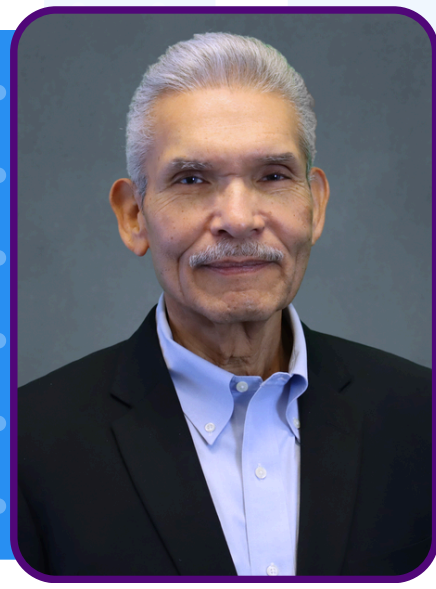
Mario Vazquez
YMCA

MEET OUR TEAM



JAMES NORTEY

CHIEF EXECUTIVE OFFICER



FERNANDO GARCIA

CHIEF FINANCIAL OFFICER



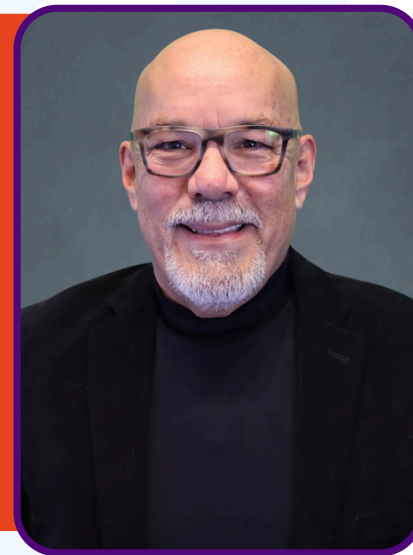
LINDSEY LOGAN

DIRECTOR OF PROGRAMS & PARTNERSHIPS



SHAMARI LEUNG

DIGITAL MEDIA SPECIALIST



ED RAMIREZ

BUSINESS ENGAGEMENT SPECIALIST



EMILY HOOPINGARNER

SPECIAL PROJECTS



THANK YOU TO OUR SPONSORS, DONORS, SUPPORTERS, & PARTNERS



SAGE gratefully thanks our Fiscal Year 2025 sponsors, donors, supporters, and partners. Your generosity strengthens our impact and creates opportunity across San Antonio's Eastside.



There's no Love,
Like EASTSIDE Love.



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Support our work

