



Economic Impact Report 2022

BASILICA OF THE NATIONAL SHRINE OF THE LITTLE FLOWER

National Shrine of St. Thérèse | St. Vincent DePaul | Little Flower School

INTRODUCTION

The Little Flower Basilica is an independent, nonprofit Catholic institution located in the heart of West San Antonio. Since the Basilica's founding nearly 100 years ago, Little Flower has valued its partnerships with the surrounding community, which has played an important role in the Basilica's development – and even in its mutual survival.

Established in 1926, Our Lady of Mount Carmel and St. Thérèse Parish was founded by a delegation of Discalced Carmelite Friars who sought refuge in the U.S. from the persecution of the Mexican Revolution. The first Eucharistic celebration of the new parish took place in a makeshift chapel at the intersection of

Kentucky and Zarzamora on April 4, 1926. From there the shrine and community flourished together, even throughout the Great Depression. The Basilica, as we know it today, was completed in 1931.

Today Little Flower Basilica in San Antonio serves as a traditional parish for San Antonio residents and as a historical and spiritual landmark for people across the nation and all walks of life. The community of Discalced Carmelite Fathers has long since become their province and continues to serve parishioners and anyone called to explore the beauty of Carmel.

This is the first time the Little Flower Basilica has measured its impact within and the surrounding local economy. As a major regional organization and through its mission of faith, education, and service to the community, the Basilica is an integral contributor to the economic vitality of West San Antonio and the entire city. With the Basilica's growing partnerships through the area, this Economic Impact Report expands its reach and measures – and where possible, quantifies – the Basilica's effect on the area.

This study, which draws from the most recent and appropriate available data set (often not always from the current fiscal year), was prepared by Rise360, a consulting firm that provides services to nonprofits focused on private-public partnerships, development, community and neighborhood development, and capital campaigns.



\$4.8 million

annual economic impact within the region on an annual basis.

Nonprofits are the **3rd largest providers of workforce and payroll in the U.S.**

Texas Impact:

1 in 8 Texas jobs

are tied to the nonprofit sector. Nonprofit employment in Texas grew 29% between 2007 and 2017.

Bexar County nonprofit organizations offer a double bottom line by providing both a positive social impact with services, goods, and resources that meet our community's most critical needs and a financial impact serving as a powerful force in the San Antonio-area economy.

Annual economic impact within the region:

Bexar County **nonprofit revenues and expenditures of \$6 billion** make them, as a group, one of the region's largest industries. Little Flower is a large part of that impact.

Nonprofits employ nearly 68,000 San Antonians (approximately 7% of the San Antonio metropolitan area labor force) and pay them **\$2.5 billion per year.**

Most Bexar County nonprofits are small organizations with nearly 80% having fewer than 10 employees. Little Flower employs 38. Little Flower's capital campaign will have a gross impact of nearly **600 direct, indirect, and induced jobs to be supported throughout the campaign.**

The range of nonprofits' annual revenues is correspondingly large. More than half of Bexar County nonprofits have revenues less than \$250,000. Little Flower makes up 16.2% of all nonprofits' revenues in the county, making them one of the top 150 nonprofits in the area.

"The Basilica is the arms that extend into the community to embrace and support the surrounding neighbors as we work towards a brighter westside of San Antonio for us all."

- Father Gregory



Operations

The Basilica of the National Shrine of Little Flower, also called Our Lady of Mount Carmel and St. Thérèse Church is a historic icon of San Antonio serving for nearly 100 years. Its famous architecture is represented in logos throughout the city, and its roots can be traced back to the development of what is now San Antonio. The church is only one of four in the

state of Texas, is a National Registered Historic Property, and its namesake, Saint Thérèse, was recently recognized as a World Heritage Person.

The historical Basilica is a remarkable edifice and features religious works of art that

are uniquely uncharacteristic of its relatively recent construction. It is a treasury of art, master craftsmanship, and relics. The Discalced Carmelite Friars began serving the surrounding parish community in San Antonio in 1926. The Basilica was thus constructed during the Great Depression (1929-1931) and today stands as a monument to the great faith of devotees of St. Thérèse from throughout the United States and the world.

The Little Flower Basilica's most direct and consistent economic contribution is through its large and growing annual operations. These daily operations support

this Catholic, values-centered parish, education, and community services. In carrying out these activities, the Basilica is an economic driver for the city. Its annual budget of nearly \$1.83 million directly employs 38 people and indirectly supports nearly 60 jobs annually, not including the expansive impact from the capital campaign underway that will induce nearly 600 jobs. In addition, it is a significant procurer of goods and services, particularly local goods thanks to its commitment to local purchasing.

This direct economic footprint has spillover effects throughout the economy, supporting jobs and increasing various tax bases throughout the city and state. In aggregate, the economic impact of the Little Flower Basilica's operations within the area is \$4.8 million in total output.

\$526k

In spending with diversity and small business vendors

\$1.83 million

Annual budget spending

SIGNIFICANT HIGHLIGHTS OF THE BASILICA



PAPAL THRONE

The church's ecclesiastical throne has symbolically become, a papal throne. The throne is original to the Basilica and has been used by various visiting prelates for more than 70 years. Most recently, it has been used by the Archbishop and auxiliary bishops of the Archdiocese of San Antonio during special liturgies, such as feast day Masses and ordinations at the Basilica.



RELICS

The Basilica is home to three first-class relics of the Little Flower. Two are contained within the tomb chapel of St. Thérèse.



BEAUX-ARTS

The church boasts a classical decorative style maintained by the École des Beaux-Arts in Paris in the 19th century.

Community Engagement



As a large-scale, faith-driven organization, community engagement takes on many forms including:

Commitment to localized economic impact through employment and procurement opportunities.

Provision of community services and activities to engage the community.

Investment in the Basilica grounds that serve as an amenity to the local community.

Community-serving initiatives and resource center.

Dedication to activating the parish, students, and staff through a wide range of volunteer community service opportunities.

An important aspect of Little Flower Basilica's annual operations and a critical facet of its organizational mission is community engagement that produces local impact. This has long been a priority of the Basilica, with new emphasis under the leadership of the Fathers.

Little Flower Basilica's investment in and engagement with its local community is born of its faith-infused mission—which upholds the centrality of "loving your neighbor." It is also mutually beneficial to the Basilica and the area to be vibrant and successful.

ST. VINCENT DE PAUL SOCIETY

The St. Vincent de Paul Society is a worldwide Catholic-lay organization that leads women and men to join together to grow spiritually by offering person-to-person service to those who are needy and suffering.

The Little Flower Parish Conference of the St. Vincent de Paul Society has been active since 1950—as a nonprofit organization partnering with the parish to directly serve the needs of the local community.

The Little Flower Parish Conference of the St. Vincent de Paul Society serves an average of 70 families in need in the community per month, providing assistance with utilities payments and food.

Little Flower Parish has provided support for operations and by providing space owned by the Discalced Carmelite Fathers of San Antonio rent-free. The parish also provides support by committing to the second offering taken in all masses every second Sunday of the month.

Campus as a local amenity

An important manifestation of Little Flower Basilica's service to its immediate community is the campus it maintains. The Basilica invests significant resources to maintain its property for its parish, students and employees while that same space also offers access to green space, gardens, and resources to the local community. Each year the Basilica makes a concerted effort to have its campus bring cultural programs and services to the residents in the community.

SOME AMENITIES ACCESSIBLE TO THE LOCAL COMMUNITY INCLUDE:

La Gran Posada

Our Lady of Guadalupe Serenata

Basilica Heritage Tours

Basilica Private Tours

Carmelite Spirituality Talks

Dia De Los Reyes

Annual Concerts



Community engagement and investment

As an anchor organization, Little Flower Basilica is committed to mutually beneficial engagement with the local community partners to enhance the area's quality of life. The Basilica invests heavily within the community through volunteer activities, cultural events and activities that reflect its values and stated commitment to measurable impact.

Catholic values in action

As a reflection of its Catholic character and mission, the Basilica has created many venues to contribute and connect with the local community, including a number of volunteer service and activities.

1,093

St. Vincent
DePaul families
served

9,199

People
served

15,099

Volunteer hours
served

96,266

Faculty, staff, and
student hours
served



Capital Investments



In addition to its annual operations, the Little Flower Basilica expends significant resources on a wide range of capital investments. These investments refresh, expand, and enhance the physical space in which the Basilica's operations take place and, as such, are an integral part of the Basilica's present and future success. These investments also allow the Basilica to improve the sustainability of its built environment and provide additional opportunities to connect its mission and work with the community.

These capital outlays also produce economic impact by providing work for the construction industry and related sectors. We project, based on our newly

announced \$55 million capital campaign, that the temporary economic impacts resulting from sales from businesses related to construction would be nearly **\$86.6 million** with nearly **387 jobs** directly supported throughout the construction. Additionally, this would generate nearly \$6.5 million in construction-related taxable spending.

This capital campaign is the largest capital investment in the history of the Basilica and will dramatically transform and stabilize the Basilica to continue making impact in the region. In past campaigns over the last decade, the Basilica has made \$3.6 million in capital improvements.



The Basilica's capital expenditure plans will activate nearly a total output of **\$86.6 million** within the region supporting 600 jobs directly, indirectly, and induced.

Economic impact from capital investments

As previously noted, the Basilica will generate nearly \$86.6 million within the region from capital expenditures. This campaign will focus on hard construction costs for the stabilization, expansion, and renovation of existing facilities as well as state-of-good-repair expenses, equipment purchases, and the purchase and procurement of materials and services. These expenditures will support a wide base of wholesalers, manufacturers, and professional service providers in addition to construction companies within the city and state.

Tax revenue impact from capital investments

The Basilica's capital investments are also a significant contributor of tax revenues to the city and state of Texas. Direct capital investments create construction jobs and support local construction companies and their suppliers, all of which generate sales taxes to the city of San Antonio and sales and business taxes to Texas. In addition, the Basilica also contributes to city revenues in the form of permits and fees whenever it undertakes a major construction project.

\$6.5 million
Estimated tax revenue impact from the Basilica's capital investments through construction-related spending



ECONOMIC IMPACT OF CAPITAL INVESTMENT

JOBS

DIRECT
387
INDIRECT & INDUCED
212

Total Jobs Supported
600

Number of temporary direct, indirect, and induced during the construction period.

SALARIES

DIRECT
\$27.5M
INDIRECT & INDUCED
\$10M

Total Salaries Paid
\$37.5M

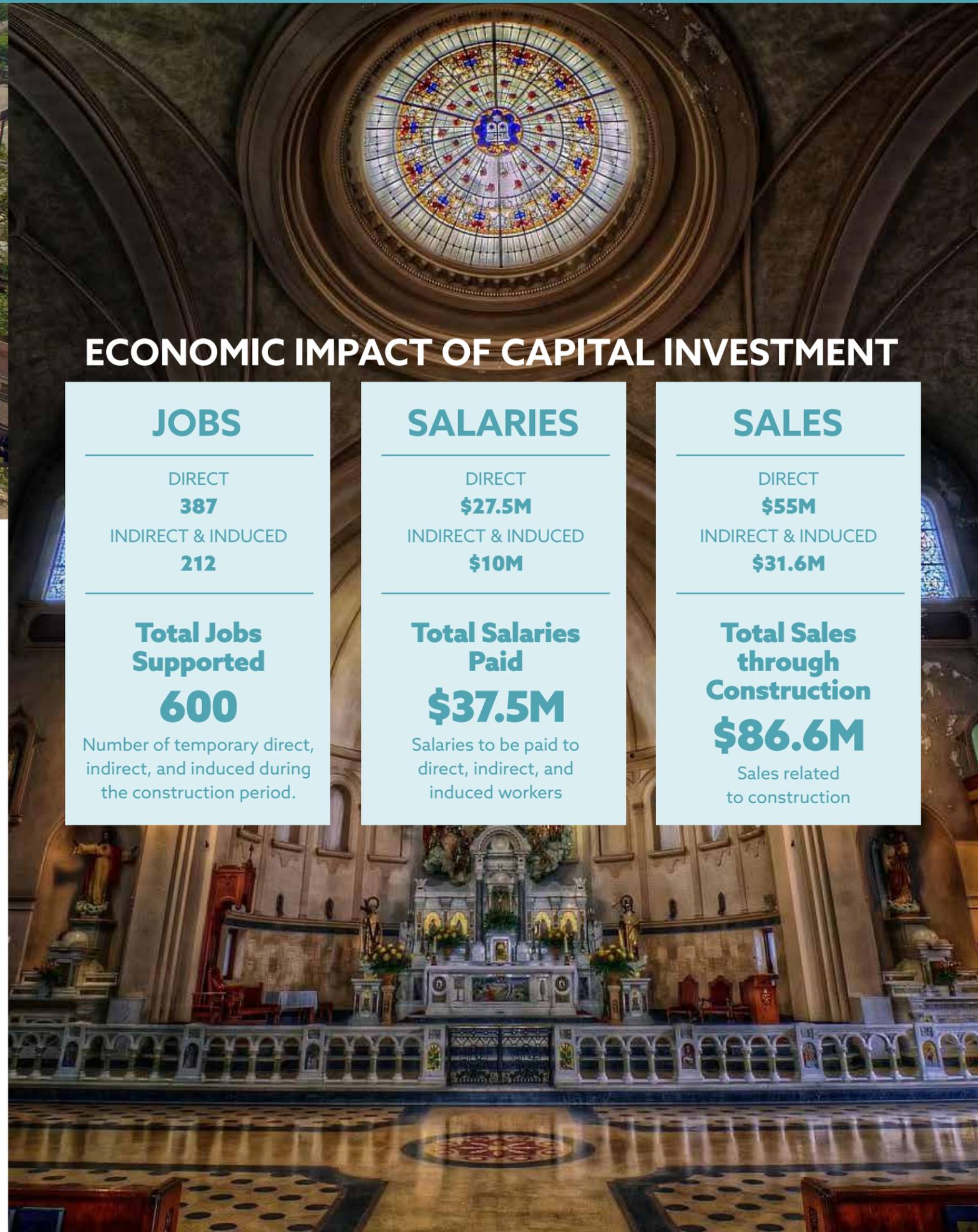
Salaries to be paid to direct, indirect, and induced workers

SALES

DIRECT
\$55M
INDIRECT & INDUCED
\$31.6M

Total Sales through Construction
\$86.6M

Sales related to construction



Visitor and Event Participant Spending

The Basilica attracts visitors from around the world into the region. This section on spending considers visitor spending, weddings, and annual events. Visitors attending large-scale cultural events, pilgrimages, and weddings make up a large part of the Basilica's external spending. From the perspective of the local economy, these visitors make a notable impact due to the spending power they bring into the area. A significant portion of spending by visitors takes place off the Basilica's campus in nearby neighborhoods and throughout San Antonio. This portion through the local economy is referred to as ancillary spending which represents economic opportunities for the local merchants in categories like food and beverage, retail, and lodging.

Tax revenue impact from visitor spending

Visitor spending also boosts various local tax bases, creating tax revenues for various government jurisdictions each year. Visitors who stay in local hotels also contribute to the hotel and motel tax.

In regard to both ancillary spending and overnight visitors we have started tracking more efficiently and effectively to truly quantify the economic impact from all segments of visitor spending that occur because of the Basilica's operations.



In aggregate, the economic impact of ancillary spending by visitors to the region is significant.

\$300k

Impact from visitor spending on campus

\$116k

Impact from event spending on campus

\$320k

Estimated ancillary spending from just weddings hosted at the Basilica

Campaign Launch

The Little Flower Basilica is located in the historic West Side of San Antonio which makes up a 15 square mile target area and is primarily Hispanic. This population of approximately 103,000 has historically suffered from neglect, disinvestment, high poverty, and low educational attainment.

Although challenged, this is an area of high opportunity with three universities, two lakes, a developing creek trailway system, and proximity to two major economic centers - Downtown San Antonio and Port San Antonio. Most importantly, it is the cultural heart of San Antonio with the Basilica at the cross section and the glue of the community for many city residents and businesses whose roots trace back for year.

Maximizing the impact of the Basilica and its role in the growth of the historical West Side will aid in the transformation awaiting the surrounding neighborhoods.

"We are excited to announce our campaign for continued capital investment in the westside with the launch of the Century Campaign to restore and revitalize the Little Flower Basilica."

- Susana Cantu, Executive Director Little Flower Basilica



\$86 million
Generated by construction-related businesses

\$6.5 million
Generated by construction-related taxable spending

Taxes

Tax revenue impact from capital investments

Although the Basilica is a nonprofit entity, the fiscal impacts generated by capital investments that directly enhance the organization and its surrounding property in West San Antonio are substantial.

It is estimated that the Basilica's newly announced \$55 million dollar capital investment campaign will generate nearly \$86 million from businesses related to construction and would generate in construction-related taxable spending nearly \$6.5 million.

"Nonprofits are the heart of the community through their work to enhance the quality of life in our area, but they are often overlooked for the central role they play in our economy," said Marjie French, CEO of the San Antonio Area Foundation. "They stand shoulder to shoulder with other industries and contribute to the economic strength of their communities at the local, state, and national levels."

- Marjie French, CEO of the San Antonio Area Foundation.



"The capital improvements at Little Flower will serve as the catalyst for the renewal and revitalization of the West Side of San Antonio."

- Ramiro Gonzales
Executive Director of
Prosper West

