# Tim Taylor

*Opportunity Austin*

Austin Chamber

*AUGUST 27, 2012*

# Best Performing 1999-2003
## Among the Top 50 Metro Areas

Austin Chamber

| | Nonfarm payroll jobs Dec. 2003 | Dec. 1998-Dec. 2003 | | Rank |
|---|---|---|---|---|
| | | Difference | Percent Change | |
| Riverside MSA | 1,133,700 | 211,000 | 22.9% | 1 |
| Las Vegas MSA | 785,000 | 142,300 | 22.1 | 2 |
| Sacramento MSA | 856,700 | 100,500 | 13.3 | 3 |
| Washington MDiv | 2,271,600 | 254,900 | 12.6 | 4 |
| San Diego MSA | 1,260,500 | 119,900 | 10.5 | 5 |
| Phoenix MSA | 1,669,600 | 154,700 | 10.2 | 6 |
| Fort Lauderdale MDiv | 710,700 | 60,100 | 9.2 | 7 |
| Santa Ana MDiv | 1,455,200 | 121,400 | 9.1 | 8 |
| Orlando MSA | 943,200 | 76,500 | 8.8 | 9 |
| Edison MDiv | 1,015,300 | 74,100 | 7.9 | 10 |
| Charlotte MSA | 774,200 | 48,000 | 6.6 | 11 |
| Austin MSA | 659,100 | 39,400 | 6.4 | 12 |

*Source: Bureau of Labor Statistics.*

Austin Chamber

# OPPORTUNITY AUSTIN

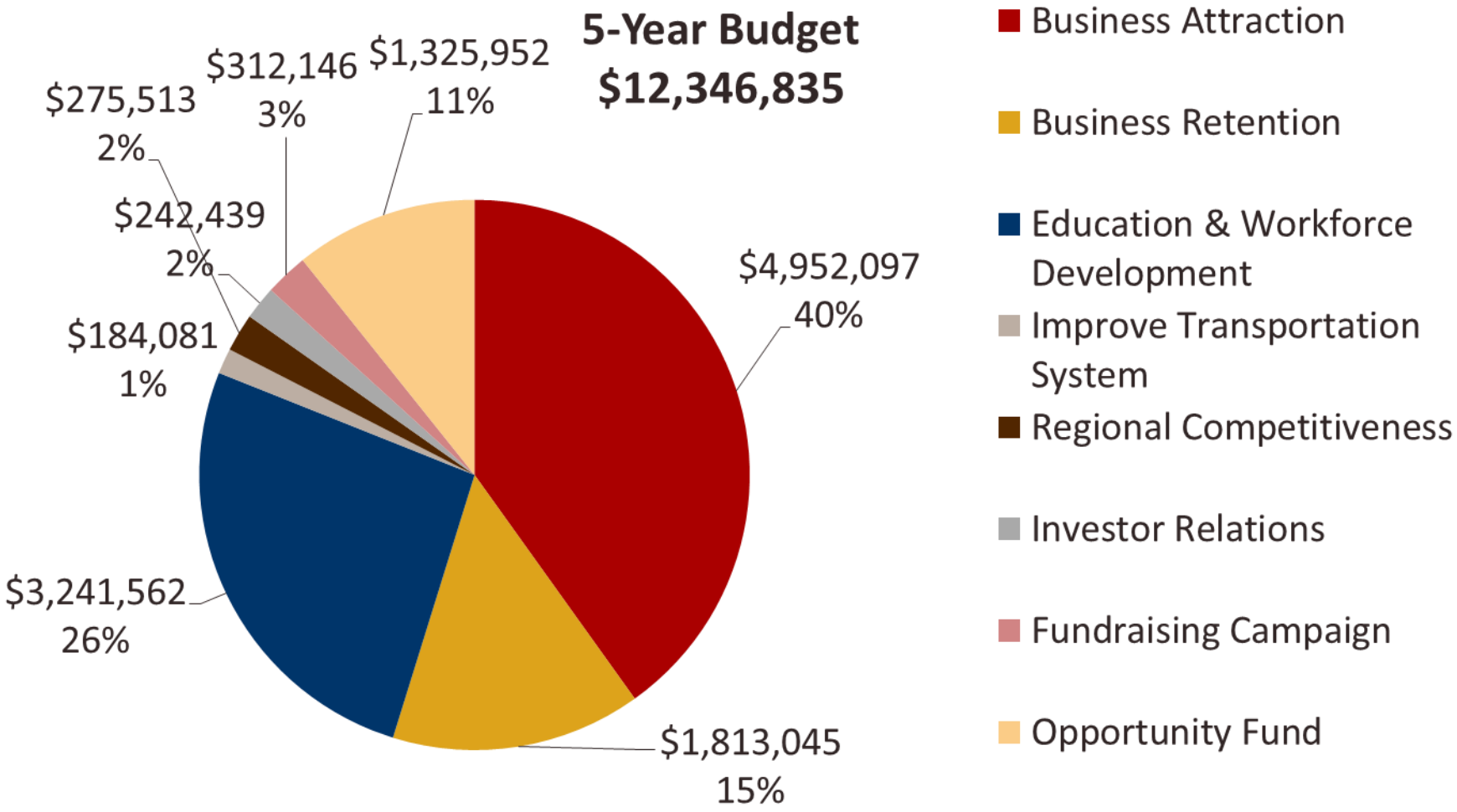
2004-2008

# Opportunity Austin 2004-2008

Austin Chamber

- Program goals:
  - 72,000 net new jobs
  - $2.9 billion net increase in payroll
  - $14 billion in GRP
- Raised $14 million in 2004

# Opportunity Austin Budget, 2004-2008



# Education & Workforce Development

The Austin Chamber, through investment from Opportunity Austin, funded:

- Multi-strategy regional effort which ensured Metro Austin higher education enrollment increased by 21,000 students over the 2005 baseline of 67,000.
- **College/Career Awareness**: Skillpoint Alliance to conduct its College & Career Expo for 3,000 area high school students annually to inform them of mixed skill-level occupational opportunities, including high demand technology jobs .
- **College Financial Aid**: Coordinated several dozen annual college financial aid completion events, increasing the FAFSA submissions by 108% to 11,000 since 2005 with net financial impact of $101 million.
- **College/Career Readiness**: Austin Partners in Education to increase the Austin ISD college readiness rate by 7.5% for the Class of 2011, compared to the previous year's graduating class;  Round Rock ISD to increase Round Rock High School college readiness numbers by 150 annually.
- **College Certificate/Degree Completion:** Secured commitment from Austin Community College to increase certification and degree completions to meet 90% of relevant local workforce demand in information technology and allied health.

# Opportunity Austin 2004-2008 Results

| | 5-Year Result | 5-Year Goal |
|---|---|---|
| New Jobs | 119,900 | 72,000 |
| Payroll Increase | $5.5 Billion | $2.9 Billion |
| Corporate announcements | 144 | 100 |
| Out-of-region visits | 835 | 500 |
| Prospect visits | 540 | 250 |
| Regional retention visits | 857 | 475 |

# Best Performing 2004-2008
## Among the Top 50 Metro Areas

Austin Chamber

| | Nonfarm payroll jobs Dec. 2008 | Dec. 2003-Dec. 2008 | | Rank |
|---|---|---|---|---|
| | | Difference | Percent Change | |
| Austin MSA | 779,000 | 119,900 | 18.2% | 1 |
| Houston MSA | 2,628,300 | 340,800 | 14.9 | 2 |
| San Antonio MSA | 855,100 | 97,700 | 12.9 | 3 |
| Salt Lake City MSA | 640,600 | 72,800 | 12.8 | 4 |
| Las Vegas MSA | 880,600 | 95,600 | 12.2 | 5 |
| Orlando MSA | 1,052,400 | 109,200 | 11.6 | 6 |
| Fort Worth MDiv | 877,000 | 86,600 | 11.0 | 7 |
| Charlotte MSA | 855,400 | 81,200 | 10.5 | 8 |
| Dallas MDiv | 2,090,700 | 195,400 | 10.3 | 9 |
| Phoenix MSA | 1,836,000 | 166,400 | 10.0 | 10 |

*Source: Bureau of Labor Statistics.*

Austin Chamber

# OPPORTUNITY AUSTIN 2.0

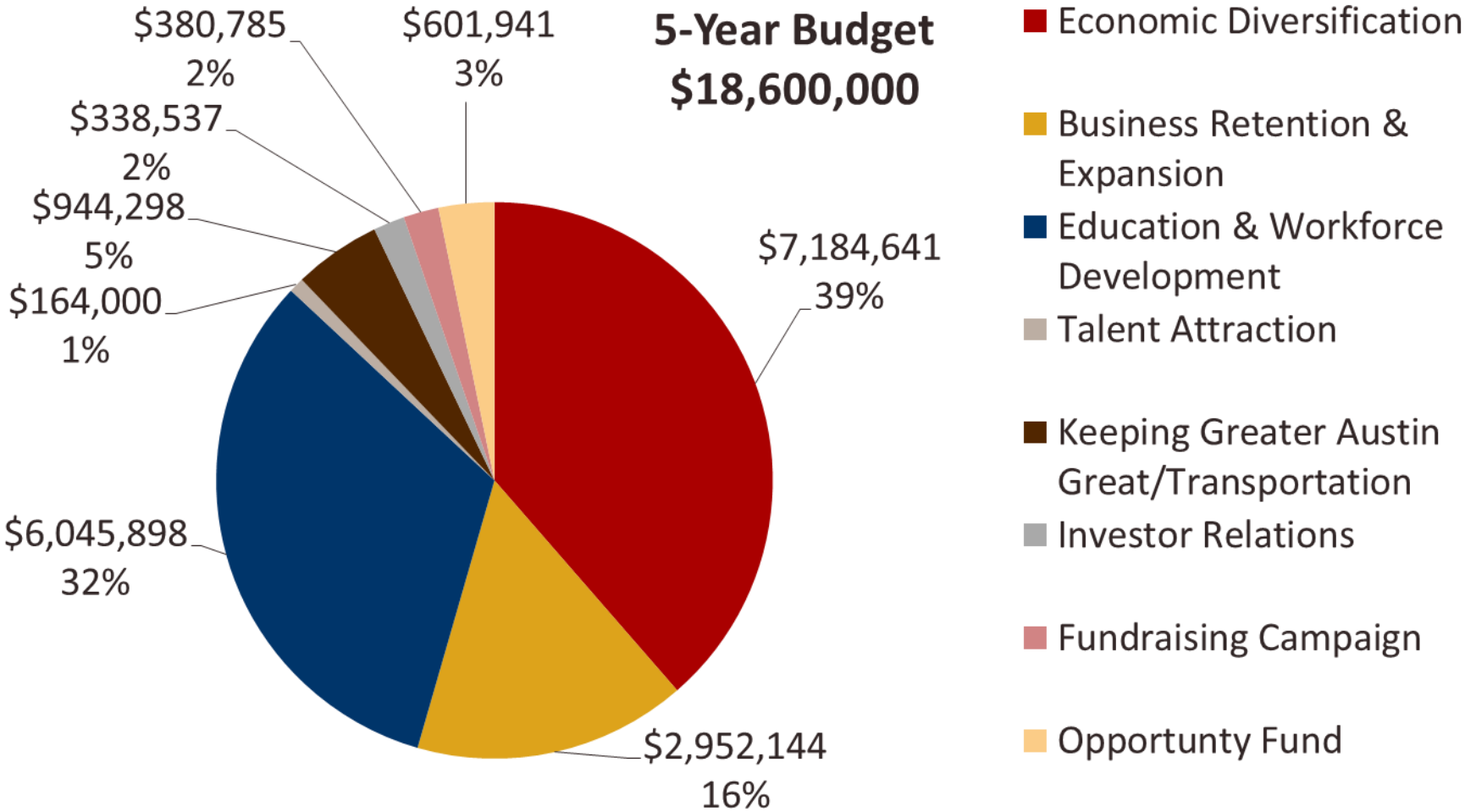
2009-2013

# Opportunity Austin 2.0
# 2009-2012

Austin Chamber

- Program goals:
  - 117,000 net new jobs
  - $10.8 billion net increase in payroll
  - Diversify regional economy
- Raised $18.6 million in 2008-2009

# Opportunity Austin 2.0 Budget, 2009-2013



# Education & Workforce Development

- Due to OA funding, the Chamber & 15 area school districts set a 70% direct-to-college enrollment goal for the Class of 2015, up from 62% for the Class of 2010.
- The region's first college enrollment initiative exceeded its first 5-year goal to increase college enrollment from our region by 30% between 2006 & 2010.
- The region's Skillpoint College/Career Expo exposed 13,000 H.S. students to Austin careers & the post-secondary education they require.
- Financial Aid Saturday events in 2011 helped 2,000 families submit federal financial aid forms—FAFSA filings increased 102% since 2006 and Class of 2011 financial aid is up $50M over Class of 2006.
- Austin ISD's college/career readiness rate increased from 38% to 55% between 2008 & 2010.
- Sophisticated Central Texas Student Futures Project database tracks individual H.S., employment, military & post-secondary education data records.
- Chamber partnerships issued progress reports for 11 ISDs addressing direct college enrollment, college readiness, H.S. graduation & TAKS pass rates, as well as one for Austin Community College detailing accomplishments, identifying areas for growth, & addressing talent development needs specific to industries in Austin.

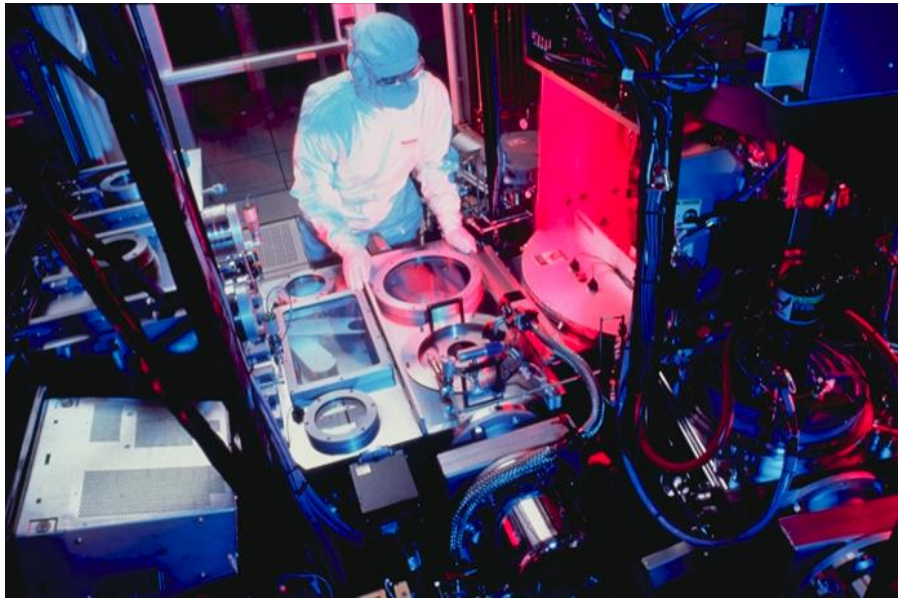
# Target Industries

- "Base" targets
  - Convergence technologies
  - Creative media
- "Diversification" targets
  - Green industries
  - Corporate/professional headquarters & offices
  - Health care & life sciences

Austin Chamber

# Convergence Technologies

- Wireless
- Software
- Nanotechnology
- Semiconductors
- Automotive tech



# Creative Media

- Research, Development, Production & Distribution for
  - Video games
  - Interactive software
  - Film/TV
  - Animation & VFX
  - Music
  - Digital Publishing (web)

Austin Chamber

# Green industries

- Solar panels
- Fuel cells
- Wind turbines
- Electric cars
- Clean energy
- Green products

Austin Chamber

# Health Care & Life Sciences

- Medical devices
- Bio-tech
- Bioinformatics
- Bioscience
- Nanoscience

# Corporate HQ & Professional Office

- Corporate HQ
- Regional HQ
- Data Centers
- Back Office Operations

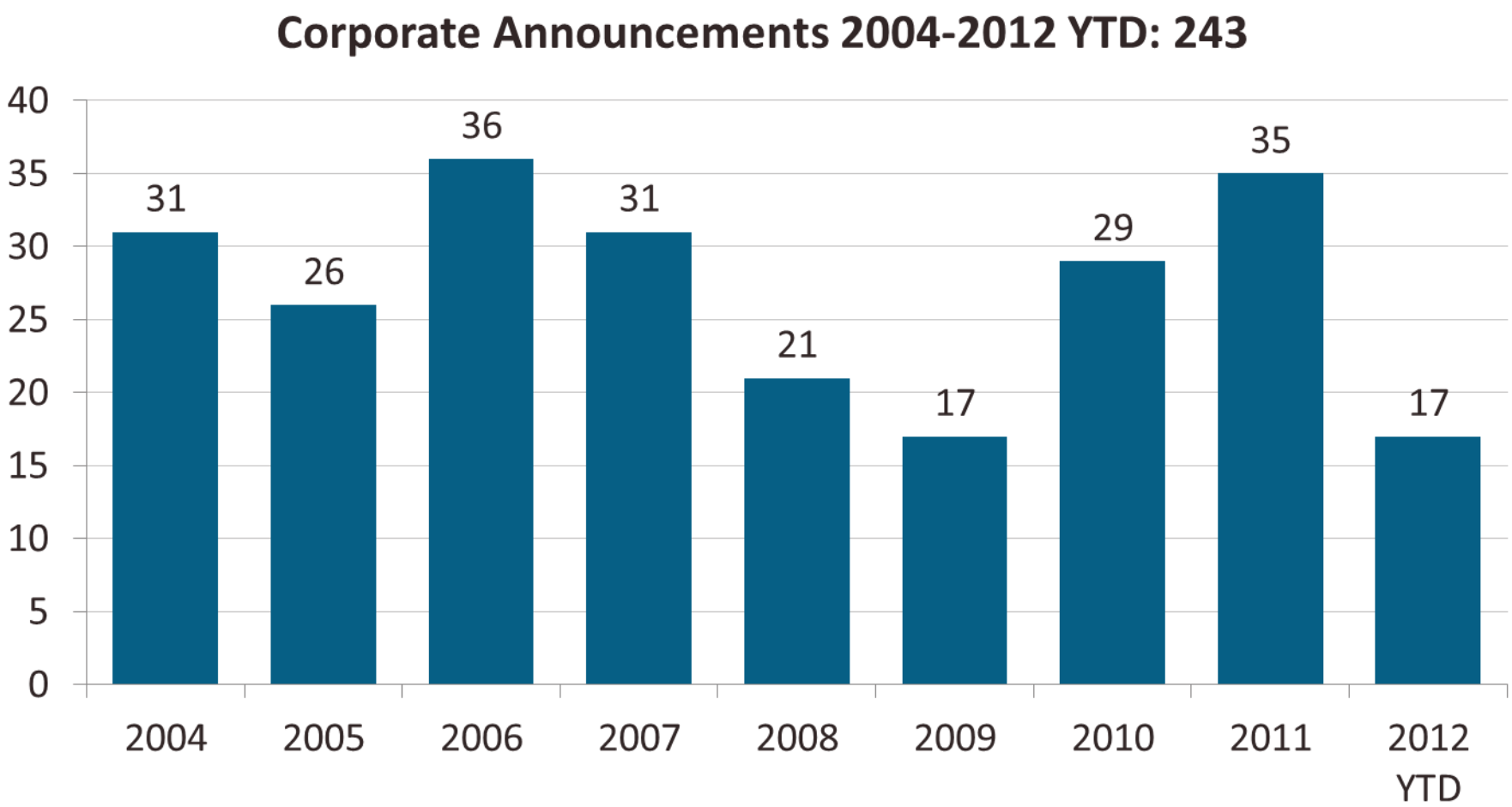
# Summary of Results
## 2004-2012 YTD

Austin Chamber

| | 8+ Years Result |
|---|---|
| New jobs | 160,600 |
| Payroll increase | $8.1 billion |
| Corporate announcements | 243 |
| Out-of-region visits | 1,923 |
| Prospect visits | 1,082 |
| Regional retention visits | 4,533 |

*July 31, 2012*

# Opportunity Austin Announcements

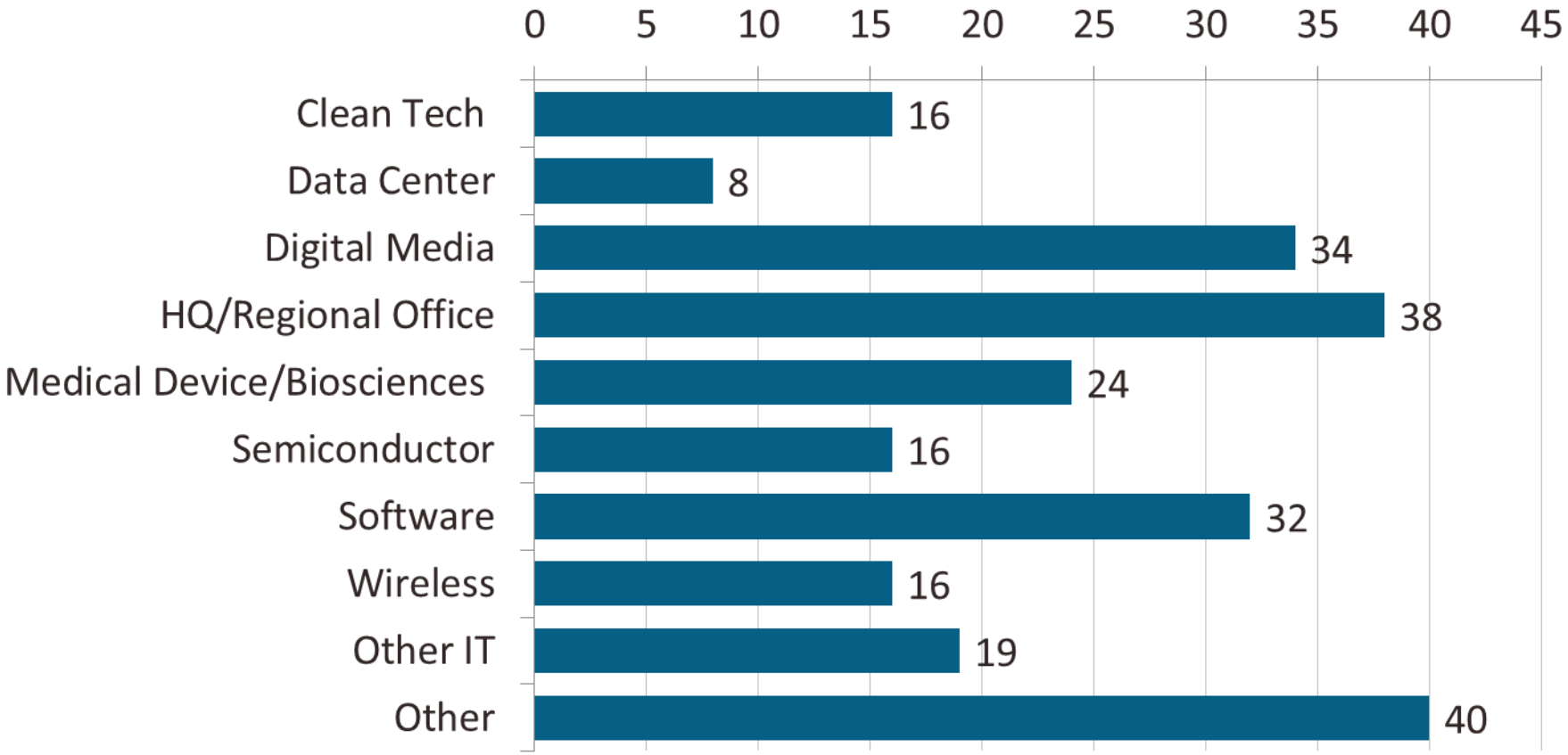



*July 25, 2012*

# Opportunity Austin Announcements

Austin Chamber

## Announcements by Target Industry 2004-2012 YTD: 243



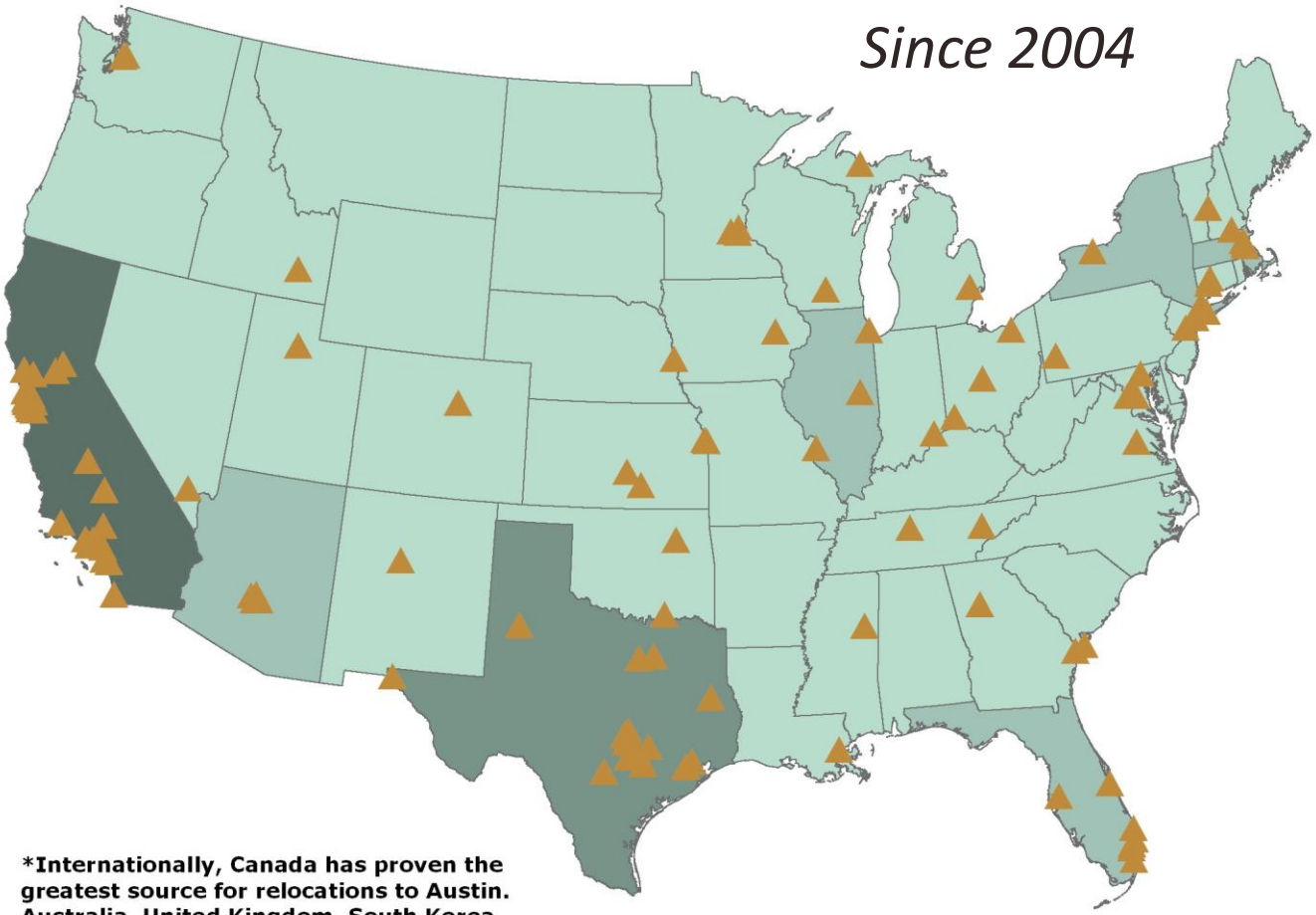

*July 25, 2012*

# Announcement Origins through July 2012

Austin Chamber

| | |
|---|---|
| California | 69 |
| Texas | 52 |
| International* | 27 |
| New York | 11 |
| Illinois | 9 |
| Florida | 8 |
| Arizona | 6 |
| Georgia | 5 |
| Massachusetts | 5 |
| Kansas | 4 |
| Minnesota | 4 |
| Connecticut | 3 |
| Maryland | 3 |
| Ohio | 3 |
| District of Columbia | 2 |
| Michigan | 2 |
| Missouri | 2 |
| New Hampshire | 2 |
| New Mexico | 2 |
| Nevada | 2 |
| Oklahoma | 2 |
| Pennsylvania | 2 |
| Tennessee | 2 |
| Utah | 2 |
| Virginia | 2 |
| Washington | 2 |
| Colorado | 1 |
| Idaho | 1 |
| Indiana | 1 |
| Iowa | 1 |
| Louisiana | 1 |
| Mississippi | 1 |
| Nebraska | 1 |
| New Jersey | 1 |
| South Carolina | 1 |
| Wisconsin | 1 |
| -Total- | 243 |

*243 Announcements Since 2004*



*Internationally, Canada has proven the greatest source for relocations to Austin. Australia, United Kingdom, South Korea and France are the next most common origins.

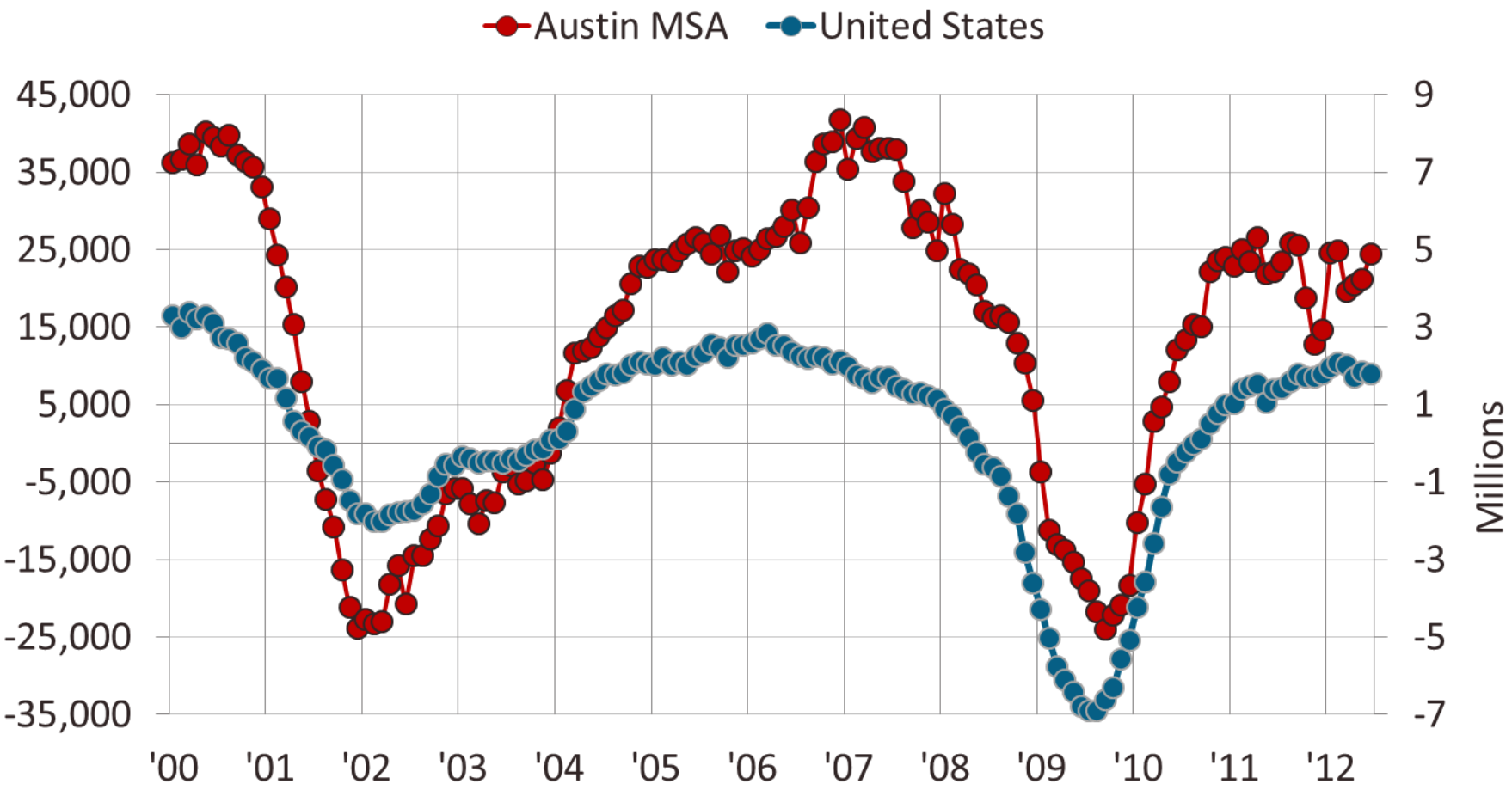
# Best Performing 2009-2012
## Among the Top 50 Metro Areas

Austin Chamber

| | Nonfarm payroll jobs June 2012 | Dec. 2008-June 2012 | | Rank |
|---|---|---|---|---|
| | | Difference | Percent Change | |
| Austin MSA | 819,700 | 40,700 | 5.2% | 1 |
| Pittsburgh MSA | 1,176,000 | 26,400 | 2.3 | 2 |
| Houston MSA | 2,686,000 | 57,700 | 2.2 | 3 |
| San Antonio MSA | 872,500 | 17,400 | 2.0 | 4 |
| Washington MDiv | 2,477,600 | 42,900 | 1.8 | 5 |
| San Jose MSA | 917,100 | 12,000 | 1.3 | 6 |
| Fort Worth MDiv | 886,900 | 9,900 | 1.1 | 7 |
| Boston NECTADiv | 1,737,600 | 19,100 | 1.1 | 8 |
| Louisville MSA | 621,700 | 6,200 | 1.0 | 9 |
| Dallas MDiv | 2,105,100 | 14,400 | 0.7 | 10 |

*Source: Bureau of Labor Statistics.*

# Nonfarm Payroll Jobs
## Year-Over-Year Change




*Source: Texas Workforce Commission & U.S. Bureau of Labor Statistics, CES.*

Austin Chamber

# CITY OF AUSTIN ECONOMIC DEVELOPMENT AGREEMENTS

# City of Austin Economic Development Agreements

Austin Chamber

| Year | Company | Jobs | Investment (millions) | Other Participating Jurisdictions | Texas Enterprise Fund (millions) |
|---|---|---|---|---|---|
| 2010 | **Hanger Orthopedic** | 250 | $6.70 | | $1.50 |
| 2010 | **Facebook** | 200 | 3.15 | | 1.40 |
| 2010 | **LegalZoom** | 600 | 1.75 | | 1.00 |
| 2011 | **eBay/PayPal** | 1,000 | 4.90 | | 2.80 |
| 2011 | **Advisory Board Company** | 239 | 8.10 | | 0.50 |
| 2011 | **US Farathane** | 228 | 26.90 | | 0.55 |
| 2012 | **Apple** | 3,635 | 304.00 | Travis County | 21.00 |