

Opportunity Austin & City of Austin Partnership Update



**Austin
Chamber**

JANUARY 17, 2013

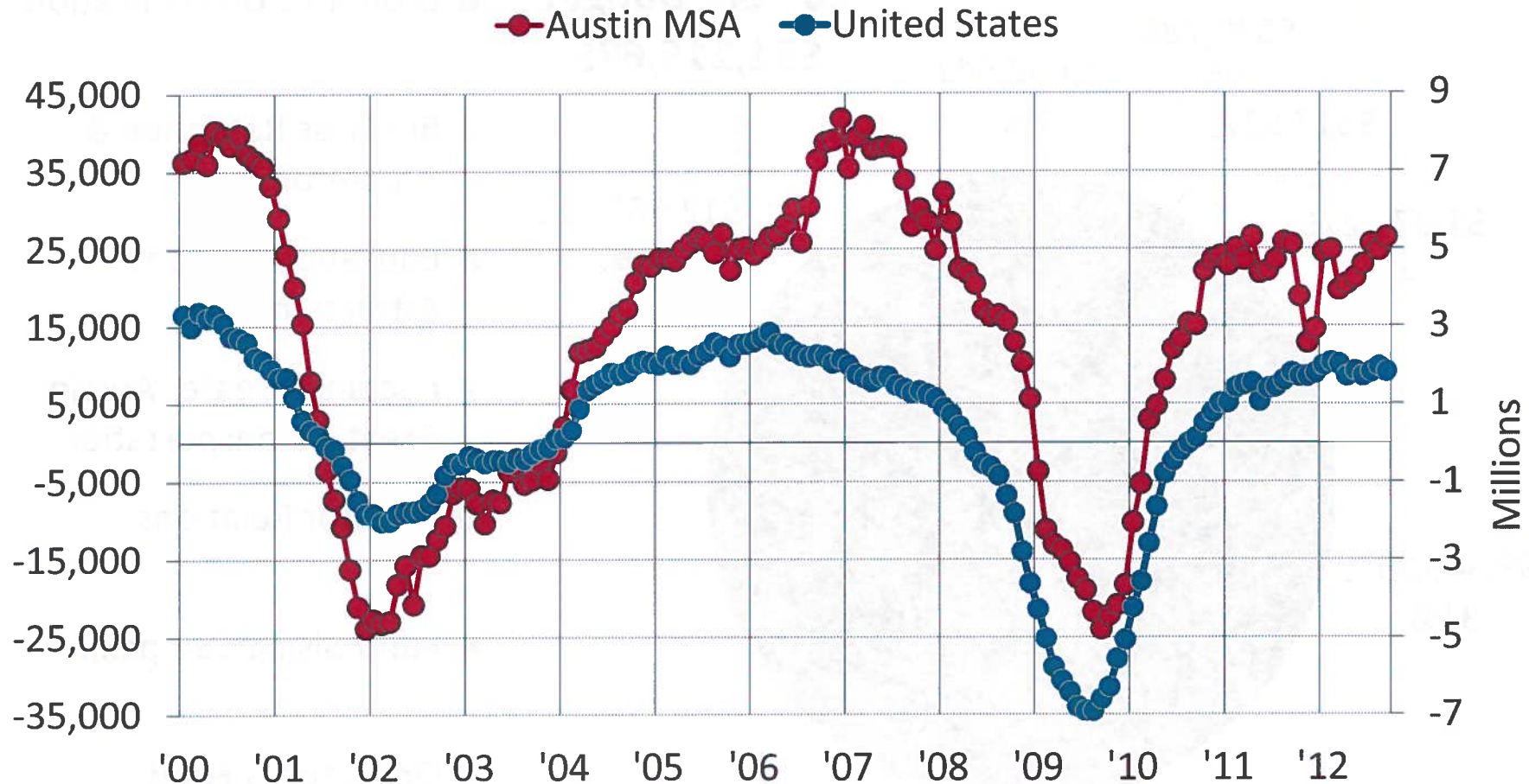


Presentation



- Background
- Target industry sectors
- Incentives by target industry
- Business retention summary
- ED/Talent summary
- OA 3.0 2014-2018

Nonfarm Payroll Jobs Year-Over-Year Change

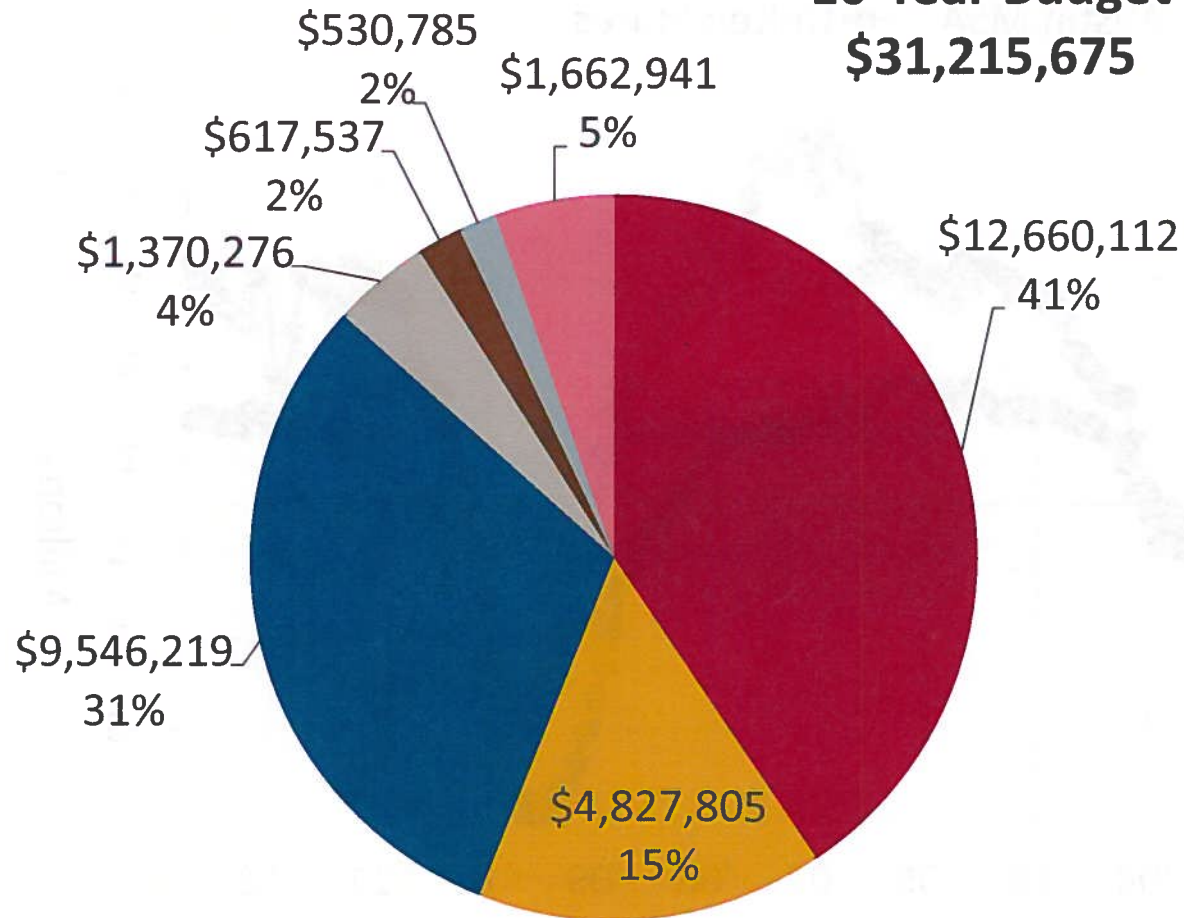


Source: Texas Workforce Commission & U.S. Bureau of Labor Statistics, CES.

Opportunity Austin Budget 2004-2013



**10-Year Budget
\$31,215,675**



- Economic Diversification
- Business Retention & Expansion
- Education / Talent Attraction
- Keeping Greater Austin Great / Transportation
- Investor Relations
- Fundraising Campaign
- Opportunity Fund

Fastest Growing Job Markets

Among Top 50 Metro Areas

2004-2012—Opportunity Austin Era



	Nonfarm payroll jobs Sept. 2012	Dec. 2003-Sept. 2012		Rank
		Difference	Percent Change	
Austin MSA	794,900	162,200	24.6%	1
Houston MSA	2,602,800	411,900	18.0	2
San Antonio MSA	849,400	115,700	15.3	3
Salt Lake City MSA	627,800	78,000	13.7	4
Fort Worth MDiv	865,900	92,300	11.7	5
Dallas Mdiv	2,075,800	212,800	11.2	6
Orlando MSA	1,008,700	84,300	8.9	7
Charlotte MSA	834,000	68,300	8.8	8
Seattle MDiv	1,402,700	113,700	8.5	9
Washington Mdiv	2,431,900	190,900	8.4	10

Source: Bureau of Labor Statistics.

Fastest Growing Among the top 50 Metro Areas



	Nonfarm payroll jobs	Nov. 2011-Nov. 2012		Rank
	Nov. 2012	Difference	Percent Ch.	
Austin MSA	834,200	35,300	4.4%	1
San Jose MSA	925,400	32,600	3.7	2
San Francisco MDiv	996,300	32,400	3.4	3
Houston MSA	2,728,200	85,300	3.2	4
Louisville MSA	627,200	19,100	3.1	5
Fort Worth MDiv	901,700	27,200	3.1	6
Boston NECTADiv	1,753,700	51,100	3.0	7
Phoenix MSA	1,796,900	50,700	2.9	8
Salt Lake City MSA	652,800	17,700	2.8	9
Denver MSA	1,261,500	33,900	2.8	10

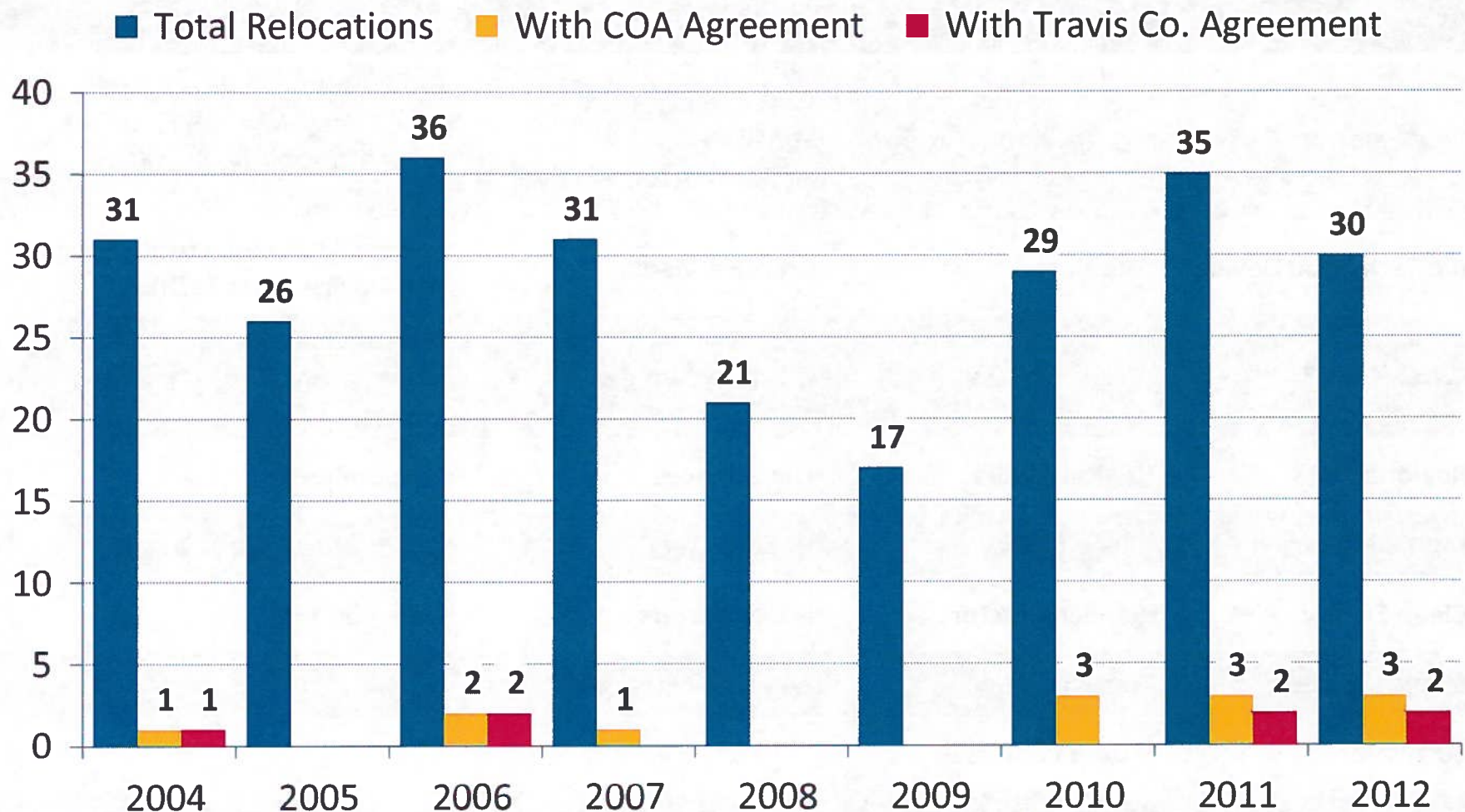
Source: U.S. Bureau of Labor Statistics, CES.

Target Industries



2004	2006	2008	2010
•*Automotive	•Bio Tech/Med Device	•Convergence Tech (Software, Semiconductor, Wireless)	•Multi Media Tech (Software, Mobile App, Music & Film Tech, Ed Tech, Social Media, Digital Content)
•Bio Tech/Med Device	•Wireless	•Creative Media	•Advanced Manufacturing (Semi, Med Device, Auto Tech)
•Wireless	•Regional HQ's	•Clean Technology	•Power Clean Energy, Power Tech (wind turbines, solar, energy storage)
•Regional HQ's	•Digital Media	•Life Sciences	•Corporate HQ
•Digital Media	•Clean Energy	•Data Centers	•Life Sciences/Bio Tech
•Clean Energy	•Semiconductor	•Headquarters	•Data Centers
•Semiconductor	•Software	•*Auto Technology	
•Software	•*Data Centers		
•Distribution/Logistics	<i>(eliminated Auto and Distribution/Logistics)</i>		

Opportunity Austin Relocations 2004-2012: 256

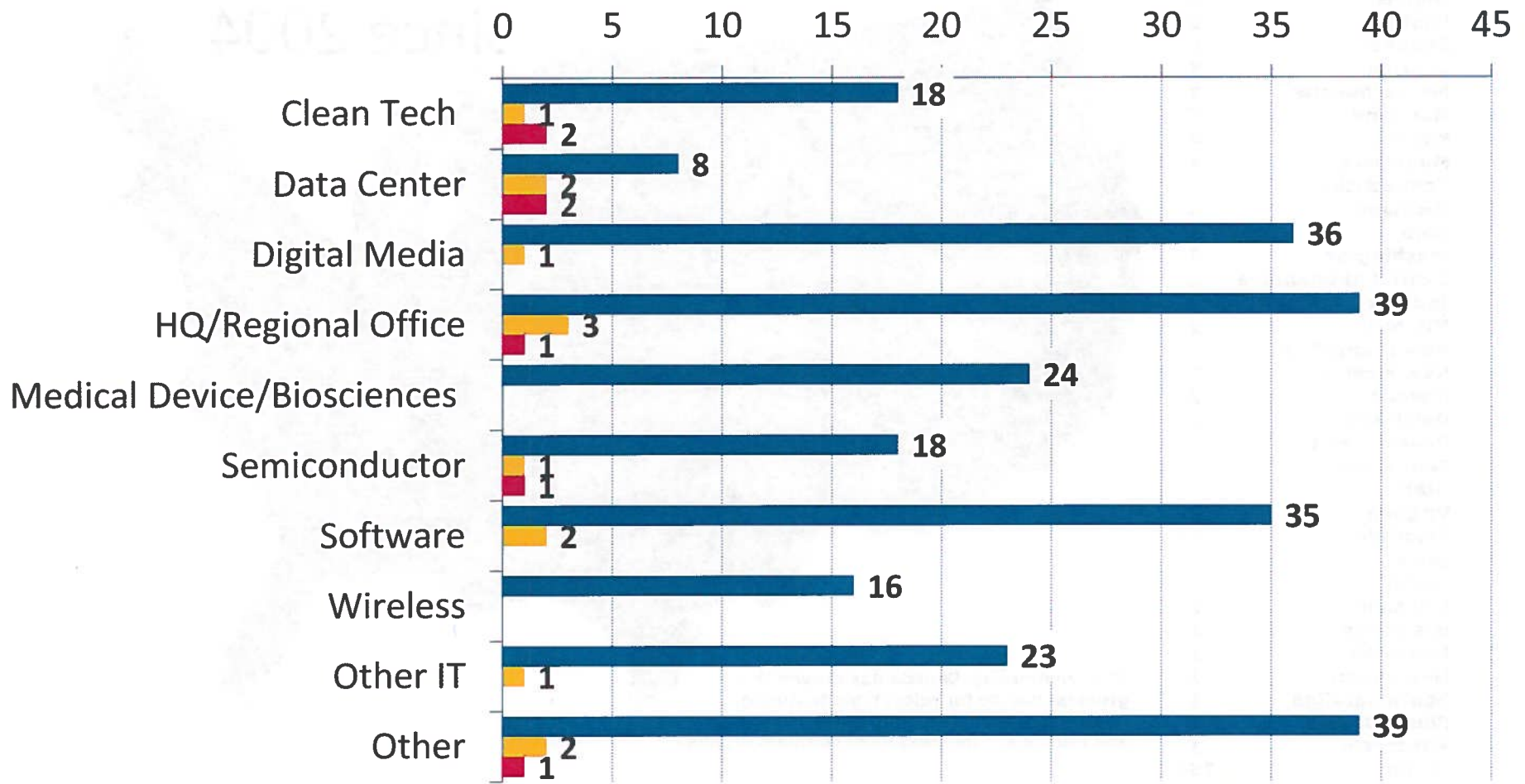


NOTE: of the two 2012 agreements, one is completed and one is pending (for both COA and the county).

Opportunity Austin Relocations 2004-2012: 256



■ Total Relocations ■ With COA Agreement ■ With Travis Co. Agreement

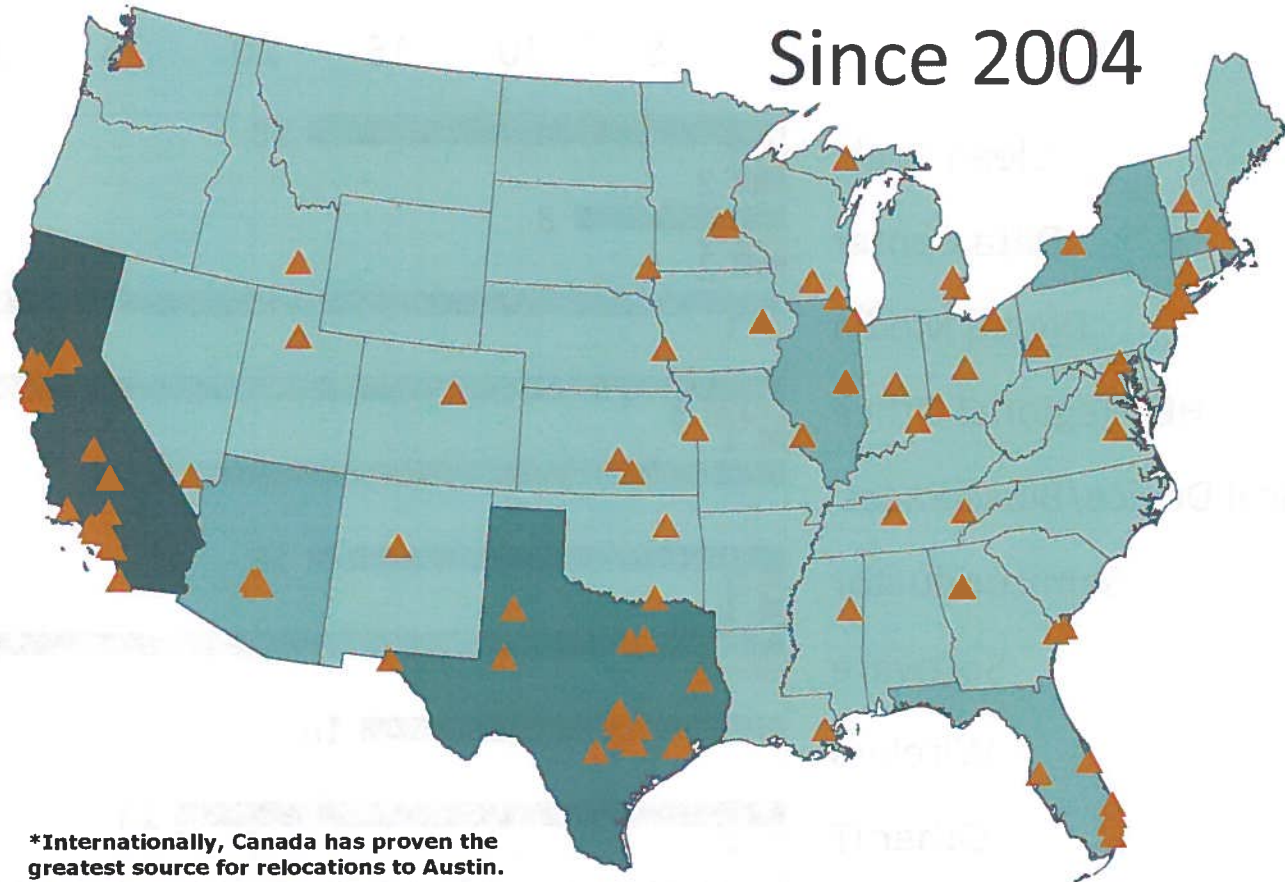


Relocation Origins through 2012



256 Relocations
Since 2004

California	72
Texas	53
International*	28
New York	12
Illinois	10
Florida	8
Arizona	6
Georgia	5
Massachusetts	5
Maryland	5
Kansas	4
Minnesota	4
Connecticut	3
Michigan	3
Ohio	3
Washington	3
District of Columbia	2
Indiana	2
Missouri	2
New Hampshire	2
New Mexico	2
Nevada	2
Oklahoma	2
Pennsylvania	2
Tennessee	2
Utah	2
Virginia	2
Colorado	1
Iowa	1
Idaho	1
Louisiana	1
Mississippi	1
Nebraska	1
New Jersey	1
South Carolina	1
South Dakota	1
Wisconsin	1
-Total-	256



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

Lost Projects 2009-present



Company	Location	Estimated Jobs
American Way	Waco	250
Assurant Health	Atlanta	750
Chevron (data center)	San Antonio	75
First Solar	Phoenix	1,000
Medtronics	San Antonio	1,500
Microsoft (data center)	San Antonio	100
PR News Wire	Albuquerque	500
Red Hat	Raleigh	1,000
Schott Solar	Albuquerque	500
Sematech	Albany	250
Sony Games	Baton Rouge	300
Suntech	Phoenix	1,000

Summary of Results 2004-2012



	9-Year Result
New jobs	175,100
Payroll increase	\$8.8 billion
Corporate relocation announcements	256
Out-of-region visits	1,959
Prospect visits	1,144
Regional retention visits	4,866

Target Industry Sectors OA 3.0 2014-2018



- Advanced Manufacturing – Semi, Tech Manufacturing
- General Manufacturing
- Multimedia Technology – Mobile Apps, Software, Music & Film, Education Tech
- Clean Energy and Power Tech
- Life Science and Bio Tech
- Data Management (Data Centers and Analytics)
- Corporate HQ and Regional Offices

OA 3.0 Goals 2014-2018



OA 3.0 Goals	Prospected for 2013	Projected Trend	With OA 3.0	Improvement Over Status Quo Due to OA 3.0
Total Private Employment	644, 658	725,422	747,321	21,899
Average Annual Wages	\$57,898	\$65,354	\$68,922	\$3,568
Per Capita Income	\$41,086	\$45,914	\$48,325	\$2,412
Poverty Rate	18.5%	22%	15.8%	- 6.2%
Child Poverty Rate	24.4%	29.4%	22.4%	- 7.0%
Educational Attainment (BA or higher)	40.9%	43.4%	44.6%	1.3%
Commuters Who Drive Alone	74.1%	71.6%	68.7%	- 2.9%
Congestion Index	1.28%	1.32%	1.20%	- 0.12%