	Firm-Based Incentive Matrix				
Firm-Based Ince	ntive Matrix				
Timi Bassa mos	THE THREE TABLES				
	AthenaHealth,Inc.				
SECTION 1. MIN	MUM PROJECT REQUIREMENTS				
	The Firm is located in the Desired Development Zone.				
	The Firm conducts its business in compliance with environmental regulations.				
SECTION 2 EVA	LUATION CRITERIA		AVAILABLE POINTS		TOTAL
Overall Economic and		Small	Medium	Large	IOTAL
Overall Economic and	isoa impaci	10	20	30	20
	Relative to its industry, what is the absolute size of the net benefit as measured by: jobs and income, level of desirable public benefits, and net fiscal impact to the City?	.,,			
	The net benefit based on the WebLOCI analysis, not including any incentive, is \$2.35 million over a ten year period.				
Linkages to the Local E		Poor	Acceptable	Excellent	
		0	15	25	25
	Is the firm a recognized targeted industry identified by City of Austin?				
	Yes, the firm is a health information IT services company; both health care/life sciences and software/IT are targeted industries for the City of Austin.				
	Is the firm a headquarters operation? Does it represent the "headquarters" of a new product line or service for the firm?				
	No, the expansion will not be a headquarters operation. The office will focus primarily on R&D for the firm's cloud-based IT services platform.				
	Is the firm growing? Is the firm in a growing industry? How stable is the firm?				-
	Yes, the company is a publicly-traded company that has been in operation for 16 years. The company has had annual revenue growth of more than 30% since its founding.				
	Does the project make use of an especially underutilized asset such as certain segments of the labor force or current office space?				
	Yes, the project will be located Downtown at Seaholm Power Plant. The central location will enable employees to utilize existing transit infrastructure, such as MetroRail, which is concentrated in the Downtown area. Seaholm is a former				
	power plant that is being redeveloped by the City of Austin and that is in need of an anchor tenant for its office space.  Will the project create significant contracting opportunities for local firms including small and disadvantaged businesses?				
	The firm is proposing to invest \$5.25 million in leasehold improvments which will provide contracting opportunities for local firms including small and disadvantaged businesses.				
	Does the project fill a hole in the Austin economic base?				
	The firm's expansion will strengthen the local software and IT sectors.				
	Does the project have the potential to either seed a new cluster or bring additional firms to Austin?				
	Yes, the firm has the potential to bridge the existing health care and software/IT clusters and carve out a niche for Austin				
	within the software industry for cloud-based health information services. The firm's location at the Seaholm Power Plant will also catalyze that redevelopment project and provide an anchor for the project's retail and residential components. In				
	addition, location in Downtown Austin will help spur residential development in Downtown Austin and contribute to the				
	City's goal of supporting a vibrant daytime and nighttime environment downtown.				
	Will the firm directly compete for resources with existing firms?				
	The firm will be hiring employees for software development, and there is a talent shortage both locally and globally of				
	software developers. The firm plans to work with local higher education institutions to hire the software development				
	talent needed for this project by visiting campuses for job fairs, hosting informational meetings, and to conduct interviews.				

Infrastructure Impact			Disproportionate	Proportionate	Low Impact		
minuotraotaro impaot			0	5	10	10	
	Will the firm make a disproportionate demand on the community's infrastructure?						
	The firm will not make a disproportionate demand on the community's infrastructure as the	e company plans to locate at in					
	an existing downtown office building served by current infrastructure or Seaholm Power F	Plant, which is already under					
	construction to become a mixed-use redevelopment which will include office space.						
Character of Jobs/Labo	or Force Practices		Unacceptable	Acceptable	Excellent		
			0	15	25	25	
	Will the bulk of new hires be local or imported?						
	The bulk of new hires, 90%, will be hired locally.						
	What is the average wage paid? How does it compare to the local or national indus						
	The average wage paid is \$132,085. This is above the local industry average for softwar	e developers of systems					
	software of \$102,004.						
	What is the median wage paid? How are job categories and wages distributed with						
	The median wage paid is \$124,432. This includes 233 entry level positions at \$109,500;						
	\$131,400; 47 supervisor positions at \$141,000 and 70 manager positions at \$165,600.						
	What training is provided? Opportunities for advancement? Are there funds for ad						
	All employees receive 1-2 weeks of training upon hire. The company has a learning and						
	provides ongoing, on-demand training to all employees. 15-25% of employees are promo	ted each year. 5-10% of					
	employees transfer jobs within the company each year. Tuition reimbursement is provide	d for employees pursuing their					
	MBA at select schools.						
	Does the firm actively promote diversity in hiring and promotion?						
	Yes, the firm actively promotes diversity in hiring and promotion and currently has an em	oloyee base whose					
	demographics closely match the demographics of each office location. 25% of the company's employees identify as part						
	of a minority population. The company also has internal women's and LGBT groups.						
Quality of Life/Cultural	Vitality		Unacceptable	Acceptable	Excellent		
			0	5	10	10	
	Does the firm have a proactive cultural outreach program?						
	Yes, the firm has a Corporate Citizenship program which provides its software to underse	erved communities, including					
	Yes, the firm has a Corporate Citizenship program which provides its software to underse volunteer-run clinics in Texas.	erved communities, including					
	Yes, the firm has a Corporate Citizenship program which provides its software to underse volunteer-run clinics in Texas.  Does the firm actively encourage employee volunteer/charitable efforts?						
	Yes, the firm has a Corporate Citizenship program which provides its software to underse volunteer-run clinics in Texas.  Does the firm actively encourage employee volunteer/charitable efforts?  Yes, the firm makes quarterly donations to charitable organizations in employee-directed						
	Yes, the firm has a Corporate Citizenship program which provides its software to underse volunteer-run clinics in Texas.  Does the firm actively encourage employee volunteer/charitable efforts?  Yes, the firm makes quarterly donations to charitable organizations in employee-directed service offering donation opportunities for its employees.						
SECTION 3. THR	Yes, the firm has a Corporate Citizenship program which provides its software to underse volunteer-run clinics in Texas.  Does the firm actively encourage employee volunteer/charitable efforts?  Yes, the firm makes quarterly donations to charitable organizations in employee-directed						
	Yes, the firm has a Corporate Citizenship program which provides its software to underse volunteer-run clinics in Texas.  Does the firm actively encourage employee volunteer/charitable efforts?  Yes, the firm makes quarterly donations to charitable organizations in employee-directed service offering donation opportunities for its employees.  ESHOLD FOR EXTRAORDINARY ECONOMIC IMPACT		Yes		No		
	Yes, the firm has a Corporate Citizenship program which provides its software to underse volunteer-run clinics in Texas.  Does the firm actively encourage employee volunteer/charitable efforts?  Yes, the firm makes quarterly donations to charitable organizations in employee-directed service offering donation opportunities for its employees.  ESHOLD FOR EXTRAORDINARY ECONOMIC IMPACT inary Economic Impact (only one required)		Yes X		No		
	Yes, the firm has a Corporate Citizenship program which provides its software to underse volunteer-run clinics in Texas.  Does the firm actively encourage employee volunteer/charitable efforts?  Yes, the firm makes quarterly donations to charitable organizations in employee-directed service offering donation opportunities for its employees.  ESHOLD FOR EXTRAORDINARY ECONOMIC IMPACT inary Economic Impact (only one required)  * The firm is in a targeted industry.				No		
	Yes, the firm has a Corporate Citizenship program which provides its software to underse volunteer-run clinics in Texas.  Does the firm actively encourage employee volunteer/charitable efforts?  Yes, the firm makes quarterly donations to charitable organizations in employee-directed service offering donation opportunities for its employees.  ESHOLD FOR EXTRAORDINARY ECONOMIC IMPACT inary Economic Impact (only one required)		X		No		
	Yes, the firm has a Corporate Citizenship program which provides its software to underse volunteer-run clinics in Texas.  Does the firm actively encourage employee volunteer/charitable efforts?  Yes, the firm makes quarterly donations to charitable organizations in employee-directed service offering donation opportunities for its employees.  ESHOLD FOR EXTRAORDINARY ECONOMIC IMPACT inary Economic Impact (only one required)  * The firm is in a targeted industry.  * The firm is involved in leading edge technology.		X X		No		
	Yes, the firm has a Corporate Citizenship program which provides its software to underse volunteer-run clinics in Texas.  Does the firm actively encourage employee volunteer/charitable efforts?  Yes, the firm makes quarterly donations to charitable organizations in employee-directed service offering donation opportunities for its employees.  ESHOLD FOR EXTRAORDINARY ECONOMIC IMPACT imary Economic Impact (only one required)  * The firm is in a targeted industry.  * The firm is involved in leading edge technology.  * State economic development funds are available for the firm.		X X X		No		
	Yes, the firm has a Corporate Citizenship program which provides its software to underse volunteer-run clinics in Texas.  Does the firm actively encourage employee volunteer/charitable efforts?  Yes, the firm makes quarterly donations to charitable organizations in employee-directed service offering donation opportunities for its employees.  ESHOLD FOR EXTRAORDINARY ECONOMIC IMPACT inary Economic Impact (only one required)  * The firm is in a targeted industry.  * The firm is involved in leading edge technology.  * State economic development funds are available for the firm.  * The firm will generate 500 jobs or more.		X X X		No	100	
Threshold for Extraord	Yes, the firm has a Corporate Citizenship program which provides its software to underse volunteer-run clinics in Texas.  Does the firm actively encourage employee volunteer/charitable efforts?  Yes, the firm makes quarterly donations to charitable organizations in employee-directed service offering donation opportunities for its employees.  ESHOLD FOR EXTRAORDINARY ECONOMIC IMPACT inary Economic Impact (only one required)  * The firm is in a targeted industry.  * The firm is involved in leading edge technology.  * State economic development funds are available for the firm.  * The firm will generate 500 jobs or more.		X X X		No	100	
Threshold for Extraord  TOTAL POSSIBLE POII TOTAL SCORE	Yes, the firm has a Corporate Citizenship program which provides its software to underse volunteer-run clinics in Texas.  Does the firm actively encourage employee volunteer/charitable efforts?  Yes, the firm makes quarterly donations to charitable organizations in employee-directed service offering donation opportunities for its employees.  ESHOLD FOR EXTRAORDINARY ECONOMIC IMPACT inary Economic Impact (only one required)  * The firm is in a targeted industry.  * The firm is involved in leading edge technology.  * State economic development funds are available for the firm.  * The firm will generate 500 jobs or more.		X X X		No		
Threshold for Extraord  TOTAL POSSIBLE POII TOTAL SCORE	Yes, the firm has a Corporate Citizenship program which provides its software to underse volunteer-run clinics in Texas.  Does the firm actively encourage employee volunteer/charitable efforts?  Yes, the firm makes quarterly donations to charitable organizations in employee-directed service offering donation opportunities for its employees.  ESHOLD FOR EXTRAORDINARY ECONOMIC IMPACT inary Economic Impact (only one required)  * The firm is in a targeted industry.  * The firm is involved in leading edge technology.  * State economic development funds are available for the firm.  * The firm will generate 500 jobs or more.		X X X		No		
Threshold for Extraord  TOTAL POSSIBLE POII TOTAL SCORE	Yes, the firm has a Corporate Citizenship program which provides its software to underse volunteer-run clinics in Texas.  Does the firm actively encourage employee volunteer/charitable efforts?  Yes, the firm makes quarterly donations to charitable organizations in employee-directed service offering donation opportunities for its employees.  ESHOLD FOR EXTRAORDINARY ECONOMIC IMPACT inary Economic Impact (only one required)  * The firm is in a targeted industry.  * The firm is involved in leading edge technology.  * State economic development funds are available for the firm.  * The firm will generate 500 jobs or more.		X X X		No		
TOTAL POSSIBLE POII TOTAL SCORE SECTION 4. SAL	Yes, the firm has a Corporate Citizenship program which provides its software to underse volunteer-run clinics in Texas.  Does the firm actively encourage employee volunteer/charitable efforts?  Yes, the firm makes quarterly donations to charitable organizations in employee-directed service offering donation opportunities for its employees.  ESHOLD FOR EXTRAORDINARY ECONOMIC IMPACT inary Economic Impact (only one required)  * The firm is in a targeted industry.  * The firm is involved in leading edge technology.  * State economic development funds are available for the firm.  * The firm will generate 500 jobs or more.		X X X		No		
TOTAL POSSIBLE POIL TOTAL SCORE  SECTION 4. SAL	Yes, the firm has a Corporate Citizenship program which provides its software to underse volunteer-run clinics in Texas.  Does the firm actively encourage employee volunteer/charitable efforts?  Yes, the firm makes quarterly donations to charitable organizations in employee-directed service offering donation opportunities for its employees.  ESHOLD FOR EXTRAORDINARY ECONOMIC IMPACT interaction in a targeted industry.  * The firm is in a targeted industry.  * The firm is involved in leading edge technology.  * State economic development funds are available for the firm.  * The firm will generate 500 jobs or more.  **ITS**  ES TAX AND PROPERTY TAX REBATES**  Levels		X X X		No		
TOTAL POSSIBLE POII TOTAL SCORE  SECTION 4. SAL	Yes, the firm has a Corporate Citizenship program which provides its software to underse volunteer-run clinics in Texas.  Does the firm actively encourage employee volunteer/charitable efforts?  Yes, the firm makes quarterly donations to charitable organizations in employee-directed service offering donation opportunities for its employees.  ESHOLD FOR EXTRAORDINARY ECONOMIC IMPACT inary Economic Impact (only one required)  * The firm is in a targeted industry.  * The firm is involved in leading edge technology.  * State economic development funds are available for the firm.  * The firm will generate 500 jobs or more.		X X X		No		
TOTAL POSSIBLE POIL TOTAL SCORE  SECTION 4. SAL Investment Threshold Total combined investm years and investments	Yes, the firm has a Corporate Citizenship program which provides its software to underse volunteer-run clinics in Texas.  Does the firm actively encourage employee volunteer/charitable efforts?  Yes, the firm makes quarterly donations to charitable organizations in employee-directed service offering donation opportunities for its employees.  ESHOLD FOR EXTRAORDINARY ECONOMIC IMPACT inary Economic Impact (only one required)  * The firm is in a targeted industry.  * The firm is involved in leading edge technology.  * State economic development funds are available for the firm.  * The firm will generate 500 jobs or more.  **TS  ES TAX AND PROPERTY TAX REBATES  Levels  lents shall not exceed 50% of the present value of the total estimated tax liability over 10 shall not exceed 80% of the total estimated tax liability in any single year.		X X X		No		
TOTAL POSSIBLE POIL TOTAL SCORE  SECTION 4. SAL  Investment Threshold Total combined investments years and investments  Less than 60 points =	Yes, the firm has a Coporate Citizenship program which provides its software to underse volunteer-run clinics in Texas.  Does the firm actively encourage employee volunteer/charitable efforts?  Yes, the firm makes quarterly donations to charitable organizations in employee-directed service offering donation opportunities for its employees.  ESHOLD FOR EXTRAORDINARY ECONOMIC IMPACT inary Economic Impact (only one required)  * The firm is in a targeted industry.  * The firm is involved in leading edge technology.  * State economic development funds are available for the firm.  * The firm will generate 500 jobs or more.  STS  ES TAX AND PROPERTY TAX REBATES  Levels Levels Levels Levels to the firm of the total estimated tax liability over 10 shall not exceed 80% of the total estimated tax liability in any single year.  No additional consideration.		X X X		No		
TOTAL POSSIBLE POIL TOTAL SCORE  SECTION 4. SAL  Investment Threshold Total combined investments years and investments  Less than 60 points =	Yes, the firm has a Coporate Citizenship program which provides its software to underse volunteer-run clinics in Texas.  Does the firm actively encourage employee volunteer/charitable efforts?  Yes, the firm makes quarterly donations to charitable organizations in employee-directed service offering donation opportunities for its employees.  ESHOLD FOR EXTRAORDINARY ECONOMIC IMPACT inary Economic Impact (only one required)  * The firm is in a targeted industry.  * The firm is involved in leading edge technology.  * State economic development funds are available for the firm.  * The firm will generate 500 jobs or more.  STS  ES TAX AND PROPERTY TAX REBATES  Levels Levels Levels Levels to the firm of the total estimated tax liability over 10 shall not exceed 80% of the total estimated tax liability in any single year.  No additional consideration.		X X X		No		
TOTAL POSSIBLE POIL TOTAL SCORE  SECTION 4. SAL  Investment Threshold Total combined investm years and investments  Less than 60 points = 60 to 79 points = 80 points or more =	Yes, the firm has a Coporate Citizenship program which provides its software to underse volunteer-run clinics in Texas.  Does the firm actively encourage employee volunteer/charitable efforts?  Yes, the firm makes quarterly donations to charitable organizations in employee-directed service offering donation opportunities for its employees.  ESHOLD FOR EXTRAORDINARY ECONOMIC IMPACT inary Economic Impact (only one required)  * The firm is in a targeted industry.  * The firm is involved in leading edge technology.  * State economic development funds are available for the firm.  * The firm will generate 500 jobs or more.  ILEVELS  LEVELS  LEVELS  No additional consideration.  Eligible for up to 30% of the present value of sales and property tax for 10 years.  Eligible for up to 50% of the present value of sales and property tax for 10 years.  Eligible for up to 50% of the present value of sales and property tax for 10 years.		X X X		No		
TOTAL POSSIBLE POINT TOTAL SCORE  SECTION 4. SAL  Investment Threshold Total combined investm years and investments  Less than 60 points = 60 to 79 points = 80 points or more = A firm that meets the th	Yes, the firm has a Corporate Citizenship program which provides its software to underse volunteer-run clinics in Texas.  Does the firm actively encourage employee volunteer/charitable efforts?  Yes, the firm makes quarterly donations to charitable organizations in employee-directed service offering donation opportunities for its employees.  ESHOLD FOR EXTRAORDINARY ECONOMIC IMPACT inary Economic Impact (only one required)  * The firm is in a targeted industry.  * The firm is involved in leading edge technology.  * State economic development funds are available for the firm.  * The firm will generate 500 jobs or more.  ILEVELS  THE STAX AND PROPERTY TAX REBATES  Levels  THE STAX AND PROPERTY TAX REBATES  Levels  THE ORD THE STAX HEBATES  THE STAX HEBATES  THE STAX HEBATES  THE STAX AND PROPERTY TAX REBATES  THE STAX HEBATES  THE STAX		X X X		No		
TOTAL POSSIBLE POINT TOTAL SCORE  SECTION 4. SAL  Investment Threshold Total combined investm years and investments  Less than 60 points = 60 to 79 points = 80 points or more = A firm that meets the th	Yes, the firm has a Coporate Citizenship program which provides its software to underse volunteer-run clinics in Texas.  Does the firm actively encourage employee volunteer/charitable efforts?  Yes, the firm makes quarterly donations to charitable organizations in employee-directed service offering donation opportunities for its employees.  ESHOLD FOR EXTRAORDINARY ECONOMIC IMPACT inary Economic Impact (only one required)  * The firm is in a targeted industry.  * The firm is involved in leading edge technology.  * State economic development funds are available for the firm.  * The firm will generate 500 jobs or more.  ILEVELS  LEVELS  LEVELS  No additional consideration.  Eligible for up to 30% of the present value of sales and property tax for 10 years.  Eligible for up to 50% of the present value of sales and property tax for 10 years.  Eligible for up to 50% of the present value of sales and property tax for 10 years.		X X X		No		
TOTAL POSSIBLE POINT TOTAL SCORE  SECTION 4. SAL  Investment Threshold Total combined investm years and investments  Less than 60 points = 60 to 79 points = 80 points or more = A firm that meets the th	Yes, the firm has a Corporate Citizenship program which provides its software to underse volunteer-run clinics in Texas.  Does the firm actively encourage employee volunteer/charitable efforts?  Yes, the firm makes quarterly donations to charitable organizations in employee-directed service offering donation opportunities for its employees.  ESHOLD FOR EXTRAORDINARY ECONOMIC IMPACT inary Economic Impact (only one required)  * The firm is in a targeted industry.  * The firm is involved in leading edge technology.  * State economic development funds are available for the firm.  * The firm will generate 500 jobs or more.  ILEVELS  THE STAX AND PROPERTY TAX REBATES  Levels  THE STAX AND PROPERTY TAX REBATES  Levels  THE ORD THE STAX HEBATES  THE STAX HEBATES  THE STAX HEBATES  THE STAX AND PROPERTY TAX REBATES  THE STAX HEBATES  THE STAX		X X X		No		
TOTAL POSSIBLE POINT TOTAL SCORE  SECTION 4. SAL  Investment Threshold Total combined investm years and investments  Less than 60 points = 60 to 79 points = 80 points or more = A firm that meets the th	Yes, the firm has a Corporate Citizenship program which provides its software to underse volunteer-run clinics in Texas.  Does the firm actively encourage employee volunteer/charitable efforts?  Yes, the firm makes quarterly donations to charitable organizations in employee-directed service offering donation opportunities for its employees.  ESHOLD FOR EXTRAORDINARY ECONOMIC IMPACT inary Economic Impact (only one required)  * The firm is in a targeted industry.  * The firm is involved in leading edge technology.  * State economic development funds are available for the firm.  * The firm will generate 500 jobs or more.  ILEVELS  THE STAX AND PROPERTY TAX REBATES  Levels  THE STAX AND PROPERTY TAX REBATES  Levels  THE ORD THE STAX HEBATES  THE STAX HEBATES  THE STAX HEBATES  THE STAX AND PROPERTY TAX REBATES  THE STAX HEBATES  THE STAX		X X X		No		
TOTAL POSSIBLE POINT TOTAL SCORE  SECTION 4. SAL  Investment Threshold Total combined investm years and investments  Less than 60 points = 60 to 79 points = 80 points or more = A firm that meets the th	Yes, the firm has a Corporate Citizenship program which provides its software to underse volunteer-run clinics in Texas.  Does the firm actively encourage employee volunteer/charitable efforts?  Yes, the firm makes quarterly donations to charitable organizations in employee-directed service offering donation opportunities for its employees.  ESHOLD FOR EXTRAORDINARY ECONOMIC IMPACT inary Economic Impact (only one required)  * The firm is in a targeted industry.  * The firm is involved in leading edge technology.  * State economic development funds are available for the firm.  * The firm will generate 500 jobs or more.  ILEVELS  THE STAX AND PROPERTY TAX REBATES  Levels  THE STAX AND PROPERTY TAX REBATES  Levels  THE ORD THE STAX HEBATES  THE STAX HEBATES  THE STAX HEBATES  THE STAX AND PROPERTY TAX REBATES  THE STAX HEBATES  THE STAX		X X X		No		