

A vibrant city street scene, likely in Denver, Colorado. In the background, the Colorado State Capitol dome is visible under a clear blue sky. The street is filled with a large crowd of pedestrians, including men, women, and children. A blue bus with "100 METRO AIRPORT" written on its front is visible. There are trees with bare branches on the left and some with yellow leaves on the right. Tall city buildings line the street. The overall atmosphere is busy and urban.

# Economic Opportunity Committee

**Kevin Johns**  
**Director**  
**of**  
**Economic Development Department**



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Department » Economic Development » Austin's Mueller Redevelopment Honored With National Planning Award



CITY OF AUSTIN

FOR IMMEDIATE RELEASE

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Contact: Kevin Johns 512-974-7802 [Email](#)

## AUSTIN'S MUELLER REDEVELOPMENT HONORED WITH NATIONAL PLANNING AWARD

# APA 2015 NATIONAL PLANNING AWARD RECIPIENT

*City recognized with HUD Secretary's Opportunity and Empowerment Award*

WASHINGTON, D.C. – The U.S. Department of Housing and Urban Development (HUD) and the American Planning Association (APA) have recognized the City of Austin with the 2015 HUD Secretary's Opportunity and Empowerment Award for its Mueller Redevelopment and Reuse Plan. The plan called for the conversion of the former Mueller Municipal Airport into a mixed-use, mixed-income community to help revitalize East Austin. Read more at: [www.planning.org/awards/2015/HUD](http://www.planning.org/awards/2015/HUD).

The HUD Secretary's Award, presented jointly by HUD and APA, recognizes a plan, program, or project that has been in effect for at least three years and improves the quality of life for low- and moderate-income community residents. Emphasis is placed on how creative housing, economic development and private investments have been used in or with a comprehensive community development plan to empower a community.

"The City of Austin has developed a plan for progress," said HUD Secretary Julián Castro. "It transforms an unused municipal space into an asset that will provide local residents with employment, entrepreneurial and housing opportunities for generations to come. I congratulate and commend all those who came together for this common vision, and applaud their commitment to shaping a future full of new and inclusive growth."

Neighborhood demand and voter approval set the foundation for moving the Mueller Municipal Airport and starting redevelopment efforts on the 700-acre site. The Mueller Redevelopment and Reuse Plan was adopted in 2000 and included six redevelopment goals including fiscal responsibility; economic development; and East Austin revitalization. The city engaged in a public-private partnership with master-developer Catellus in 2004 to help implement and finance the plan.

The void that once was the Mueller Airport is now being transformed with a mix of housing, jobs, services and mobility improvements that reconnect adjoining neighborhoods. Since 2006, 2,300 residential units of the projected 5,900 homes have been completed or are under construction. Twenty-five percent of the homes are affordable, and offered to income-qualified households. And more than 4,850 jobs are available of 13,000 anticipated, reflecting a range of income levels.

The Mueller Redevelopment and Reuse Plan is an example of a community-led vision over coming challenges to become a compact, mixed-use, livable community. First, the plan is an example of an enduring successful public-private partnership. Second, it addressed regulations that hindered or prevented compact development. Third, it included a diversity of housing types.

"The Mueller Redevelopment plan is a model of a public-private partnership working for the public good," said W. Shedrick Coleman, 2015 APA Awards Jury chair. "The community came together, envisioned a future and is working towards the plan's realization."

"The Mueller Community reflects the initial vision first stated 30 years ago: a sustainable, diverse, affordable community that could spur economic development, be compatible with the surrounding neighborhoods, be fiscally responsible, and help revitalize East Austin," said Mayor Steve Adler of the City of Austin. "We believe our efforts, and this award, confirm that neighborhoods dream big when they are empowered and those dreams can come true with effective planning, partnership, and execution."

"Mueller is a wonderful example of the imagination and creativity of the citizens of Austin. It's a prototype of how cities of the future might grow," said Kevin Johns, [Economic Development](#) Director of the City of Austin. "And we believe it's a fusion of the best of city planning and economic resiliency and could be replicated internationally."

The Mueller Redevelopment Plan and additional APA award winners will be honored at the 2015 National Planning Awards luncheon April 20, 2015, at the Washington State Convention Center in Seattle, Washington. The plan will also be featured in the April 2015 issue of *Planning* magazine. Read more at: [www.planning.org/awards/2015/HUD](http://www.planning.org/awards/2015/HUD).

For a list of all of the APA 2015 National Planning Excellence and Achievement Award recipients, visit [www.planning.org/awards/2015](http://www.planning.org/awards/2015). APA's national awards program, the profession's highest honor, is a proud tradition established more than 50 years ago to recognize outstanding community plans, planning programs and initiatives, public education efforts, and individuals for their leadership on planning issues.



## MEMORANDUM

**TO:** Council Member Troxclair

**FROM:** Mona Sanchez  
Economic Opportunity Committee Staff Support

**DATE:** April 10, 2015

**SUBJECT:** Status Update Economic Opportunity Committee (EOC) Q&A

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The purpose of this memo is to provide updates on the request for information from the March 23, 2015 special called Economic Opportunity Committee meeting. As a follow up from the March 23, 2015 meeting, staff from the Economic Development Department met with Viveca Martinez to better understand the questions raised regarding land use and economic development possibilities in East Austin and have prepared the following responses.

### Requests:

- **Q1a (tab 1):** Maps of Zoning designations in East Austin  
**Response:** Prepared by the Planning Development and Review Department
- **Q1b (tab 1):** Commercial Properties listed (itemize by name, use, time in business and type), Residential Totals, Educational Infrastructure, and Government Service establishments  
**Response:** Prepared by the Planning Development and Review Department
- **Q1c (tab 1):** Distinguish between operating and vacant properties  
**Response:** Prepared by the Planning Development and Review Department
- **Q1d(tab 1):** Identify any city owned property and its current or proposed use  
**Response:** Prepared by the Office of Real Estate Services
- **Q2: (tab 2)** List of City-lead or City partnered projects spanning the last 5 years (and looking into the coming years as adopted or proposed)  
**Response:** Prepared by the Economic Development Department
- **Q3: (tab 2)** One sheet summary of those projects to include brief description or origination, implementation, stakeholder response, intended effect and actual outcomes  
**Response:** Prepared by the Economic Development Department

- **Q4: (tab 2)** One sheet summary of those projects to include brief description or origination, implementation, stakeholder response, intended effect and actual outcomes  
**Response:** Prepared by the Economic Development Department
- **Q5: (tab 3)** List of all incentives, either solely provided by City or partnerships with the City, as well as incentives from the private industry known to the City of Austin  
**Response:** Prepared by the Economic Development Department
- **Q6: (tab 3)** Short list of the top programs/projects that have been or will be proposed with intent on spurring economic growth to residents of this area  
**Response:** Prepared by the Economic Development Department
- **Q7: (tab 4)** Provide a brief summary of Census track characteristics and support service delivery  
**Response:** Prepared by City Demographer and map provided by the Economic Development Department





# City of Austin Economic Development Department April 2015

Our vision is to increase economic prosperity for all Austin residents, entrepreneurs, and communities & neighborhoods. We are focused on creating a roadmap that leads to continuous ongoing economic improvements throughout the community. Building on the high performing Austin entrepreneurship, trade, creative industries, technology innovation and small business growth we plan to successfully leverage our national and global profile as a science city to enhance the vitality and equity of the community in a manner that preserves Austin's character and environment.

## Economic Opportunity Committee Update



City of Austin  
Economic Development Department  
April 2015

## Questions Q1a – Q1c

The following responses are provided by the Planning Department.

The following items requested by the Economic Opportunity Committee are not available. See below for details.

- **Item Requested:**

Commercial Properties listed (itemize by name, use, time in business and type)

- **Reasoning:**

Staff does not maintain or have direct, unlimited access to this information, especially the time in business.

- **Potential Solution:**

*The City has a software tool called Community Analyst (CA)*

*<http://www.esri.com/software/arcgis/community-analyst/features> that is available by contacting each department's GIS SPOC and having CTM authorize access. The City is charged credits, so coordination with CTM would be required if the tool were used extensively. CA is designed for macro-level business analysis such as reporting on the retail and commercial environment. Its limitation is that it does not allow downloading more than 250 business names at a time. The State may have business lists, but staff would need time to research its existence, then obtain, purchase, and sign confidentiality agreements. Economic Development and PDR Staff have also discussed purchasing raw Dun and Bradstreet business data either directly, or from ESRI. The price for this was last quoted roughly between 1500 and \$2500, but Staff has determined they would wait until next fiscal year at the earliest to purchase.*

- **Resources Needed:**

*A staff member could work with Community Analyst and determine which specific businesses are of interest, and download exactly what they need under 250 records. Other alternatives: money for purchasing the raw data, or simply using field research, which would require significant staff resources, or finding other sources.*





City of Austin  
Economic Development Department

April 2015

The following responses are provided by the Planning Department.

- **Item Requested:**

Distinguish between operating and vacant properties

- **Reasoning:**

Staff does not maintain or have direct access to this information

- **Potential Solution:**

In the past, staff had access to City utility data through CTM GIS databases that had information on when the property had utility connections. However, as of 2011, the City utilities are not providing this information to CTM. Even if we had the data, it may require significant clean-up. There may be other sources from the State.

- **Resources Needed:**

Staff would need to gain access to the utility information, and determine whether it could be cleaned up for this purpose. Time and some expertise on working with large datasets from other sources would be needed.

- **Contact Person/Department:**

*Paul Frank, GIS Principle Planner, Planning Department*

*512-974-2378*



City of Austin  
Economic Development Department  
April 2015

**Question Q1d**

This information is provided by the Office of Real Estate Services (ORES).

- **Item Requested**

Identify any City Owned property and its current or proposed use

**Response**

Please see attached a set of maps and data for City-owned properties in Council Districts 1, 3, 4, and 9. The inventory provided reflects information taken from the City's current GIS layer, as continually maintained by ORES and GIS staff, though it is not a real-time snapshot. Other City departments do not always provide ORES with updated or complete information from their records regarding the property they steward, and the property list you have received only reflects properties acquired through ORES.

- **Contact Person/Department:**

Lauraine Rizer, Officer, Office of Real Estate Services

512-974-7078



# City-Owned Properties within City Council Districts 1,3,4, & 9

Property index limited to information in ORES inventory.

This product is for informational purposes and may not have been prepared for or be suitable for legal, engineering, or surveying purposes. It does not represent an on-the-ground survey and represents only the approximate relative location of property boundaries.

This product has been produced by the Office of Real Estate Services for the sole purpose of geographic reference. No warranty is made by the City of Austin regarding specific accuracy or completeness.

Produced by CBoas, 4/3/2015

• City-Owned Properties

City Council Districts

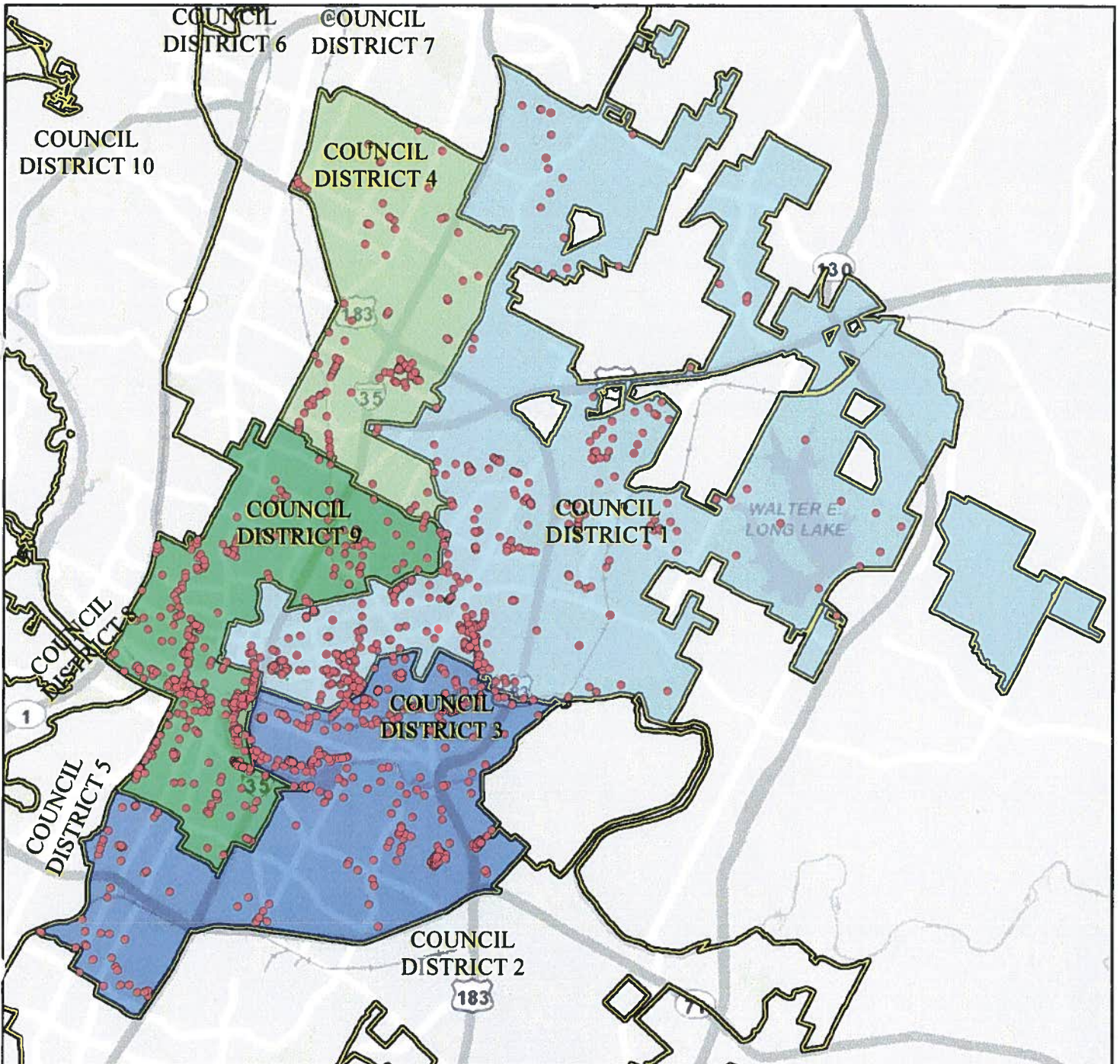
Basemap Imagery, City of Austin

*City of Austin*



*Real Estate Services*

0 2 4 Miles





# City-Owned Properties within City Council District 1

 City-Owned Properties

 City Council Districts

Basemap Imagery, City of Austin



*City of Austin*  
*Real Estate Services*



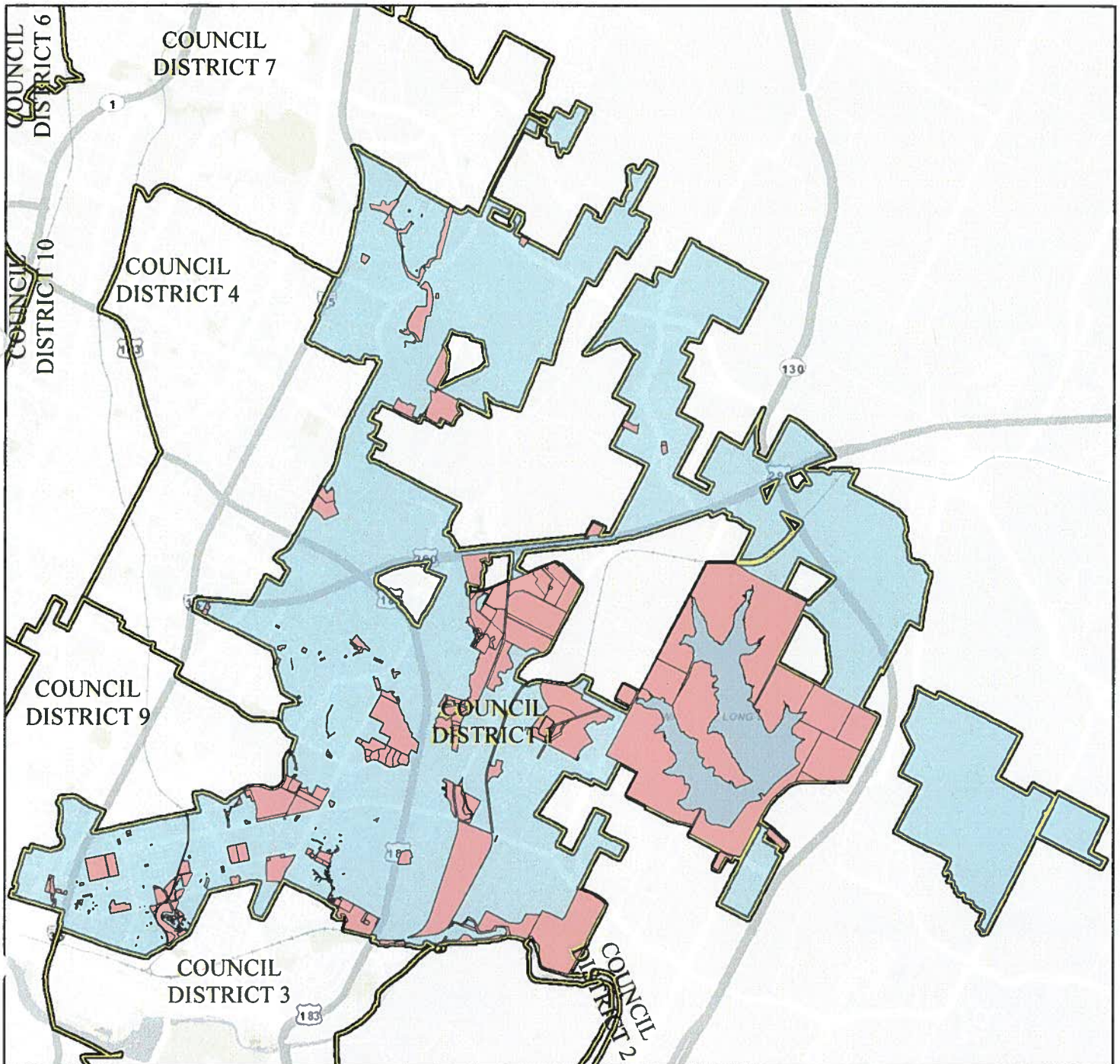
0 2 4 Miles

Property index limited to information in ORES inventory.

This product is for informational purposes and may not have been prepared for or be suitable for legal, engineering, or surveying purposes. It does not represent an on-the-ground survey and represents only the approximate relative location of property boundaries.

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Produced by CBoas, 4/3/2015





ORES Properties - District 1

Department	District	TCAD_10 ID	ADDRESS(ES)
PARD	1	0208050617	1128 RED RIVER ST
	1	0208061236	905 OLIVE ST
	1	0208061220	911 OLIVE ST
PARD	1	0207081302	1500 ROSEWOOD AVE
	1	0207081211	1400 E 12TH ST
	1	0205081506	2011 E 9TH ST
	1	0206100244	1143 POQUITO ST
PARD	1	0207111401	1119 NORTHWESTERN AVE
PARD	1	0208111801	2300 1/2 ROSEWOOD AVE
PARD	1	0208111803	
PARD	1	0208111801	
PARD	1	0208111701	
	1	0206122014	921 WALTER ST
PARD	1	0208120701	2370 ROSEWOOD AVE
PARD	1	0206121408	
	1	0206121802	2905 KUHLMAN AVE
	1	0209150204	3107 E 12TH ST
	1	0212150509	3308 DENVER AVE
PARD	1	0212151201	
PARD	1	0210150402	
PARD	1	0213190101	4400 E MARTIN LUTHER KING JR BLVD
	1	0217180805	4807 MANOR RD
	1	0211200519	1200 1/2 WEBBERVILLE RD
	1	0212200126	
	1	0223200203	2100 1/2 WHELESS LN
	1	0209190820	
	1	0222210276	2412 DEVONSHIRE DR
	1	0207220101	
	1	0207240102	5700 LEDESMA RD
	1	0208210117	1202 FORT BRANCH BLVD
ORES	1	0210210303	1414 FORT BRANCH BLVD
ORES	1	0212210946	1700 WEBBERVILLE RD
PARD	1	0223230123	2801 LOYOLA LN
AWU	1	0207240102	6103 HAROLD CT
PARD	1	0215240104	5100 1/2 E 51ST ST
PARD	1	0217230203	
PARD	1	0218240101	6201 SPRINGDALE RD
ORES	1	0221250932	3202 LAKESIDE DR
	1	0252261229	
	1	0207240102	
PARD	1	0219260203	6211 1/2 SPRINGDALE RD
PARD	1	0247260337	1425 E YAGER LN
PARD	1	0219301106	
PARD	1	0217300102	
PARD	1	0213300102	5516 JOHNNY MORRIS RD
PARD	1	0219301104	6013 LOYOLA LN
PARD	1	0218310601	5900 SENDERO HILLS PKWY
	1	0105000103	
PARD	1	0226311005	
PARD	1	0218410101	7311 DECKER LN
PARD	1	0234410107	11200 FARMHAVEN RD
PARD	1	0218500301	
	1	0208061236	907 OLIVE ST
PARD	1	0208060807	912 OLIVE ST
PARD	1	0208060804	906 OLIVE ST
	1	0208061809	1103 JUNIPER ST

ORES Properties - District 1

Department	District	TCAD_10 ID	ADDRESS(ES)
	1	0207080201	
PARD	1	0211090902	2100 ALAMO ST
	1	0206100229	2400 BRYAN ST
	1	0206121412	
	1	0208120820	
	1	0210111208	2403 E MARTIN LUTHER KING JR BLVD
	1	0206121503	1006 WALTER ST
PARD	1	0208120824	2324 1/2 ROSEWOOD AVE
PARD	1	0208120701	2340 ROSEWOOD AVE
PARD	1	0208120821	1171 HOLMES CT
PARD	1	0210150403	1401 TILLERY ST
	1	0209150201	1170 AIRPORT BLVD
	1	0213160201	
AFD	1	0224190220	6311 BERKMAN DR
PARD	1	0213190101	
ORES	1	0212211103	1704 MEANDER DR
	1	0208210615	
ORES	1	0208210631	1103 ELEANOR ST
ORES	1	0210210322	1224 FORT BRANCH BLVD
	1	0215210114	3301 1/2 E 51ST ST
	1	0220210918	
ORES	1	0223230123	6608 AUBURNHILL
ORES	1	0223230123	6612 AUBURNHILL
	1	0247280141	
PARD	1	0234210203	
PARD	1	0202310106	
PARD	1	0219301106	
	1	0218310601	
PARD	1	0226311005	
PARD	1	0202310103	9501 FM 969 RD
	1	0218310513	7900 LOYOLA LN
PARD	1	0226310602	
PARD	1	0218410101	8519 1/2 DECKER LN
PARD	1	0208030110	1006 CONGRESS AVE
PARD	1	0208051702	1401 TRINITY ST
PARD	1	0208060804	908 OLIVE ST
ORES	1	0208060622	1015 E 12TH ST
PARD	1	0209060413	907 E 14TH ST
ORES	1	0208061801	1159 WALLER ST
	1	0208110712	2100 NEW YORK AVE
PARD	1	0210110203	2205 E 16TH ST
PARD	1	0208111804	
AWU	1	0206121412	
PARD	1	0206121407	
PARD	1	0207111301	
	1	0210120813	
	1	0210121102	
	1	0225150335	1026 CLAYTON LN
PARD	1	0212150601	2000 PERSHING DR
	1	0212150816	
	1	0213190101	
ORES	1	0217200401	4812 CREEKWOOD RD
	1	0212200129	1702 ASTOR PL
	1	0220200319	2409 TRAFALGAR DR
	1	0208210902	5109 DELORES AVE
	1	0208210523	5106 DELORES AVE



ORES Properties - District 1

Department	District	TCAD_10 ID	ADDRESS(ES)
ORES	1	0208210117	
	1	0222210271	2508 DEVONSHIRE DR
	1	0207220107	
ORES	1	0208210630	1101 ELEANOR ST
ORES	1	0208210617	1124 ELEANOR ST
ORES	1	0208210615	1126 ELEANOR ST
ORES	1	0208210106	1210 FORT BRANCH BLVD
ORES	1	0208210117	1144 FORT BRANCH BLVD
ORES	1	0215210110	
	1	0217220503	
ORES	1	0221250926	3308 LAKESIDE DR
PARD	1	0234210203	
	1	0252280925	1116 PEGGOTTY PL
PARD	1	0226311004	8213 OLD MANOR RD
AWU	1	0234310106	
PARD	1	0226310606	
PARD	1	0218310508	
	1	0235430101	
	1	0210500962	
	1	0209050111	403 E 15TH ST
PARD	1	0208051302	603 E 11TH ST
	1	0208061103	1108 OLIVE ST
PARD	1	0209071001	1601 COMAL ST
	1	0211091206	2009 SALINA ST
	1	0211091205	2005 SALINA ST
PARD	1	0211090902	2006 E 21ST ST
	1	0208092408	
	1	0205101402	2503 E 9TH ST
	1	0206121509	908 WALTER ST
PARD	1	0206121404	808 NILE ST
	1	0214120311	
	1	0225150335	6115 1/2 E US 290 HWY EB
	1	0209150204	3101 E 12TH ST
	1	0212150816	
PARD	1	0215190131	
	1	0212200128	
	1	0220200318	2407 TRAFALGAR DR
PARD	1	0211200409	1175 NICKOLS AVE
ORES	1	0210210322	1226 FORT BRANCH BLVD
ORES	1	0211200409	1412 FORT BRANCH BLVD
ORES	1	0210210235	
	1	0215210110	
ORES	1	0210210601	1219 DELANO ST
PARD	1	0217230205	
	1	0219260210	6417 BRIDGEWATER DR
	1	0221251308	4721 LOYOLA LN
	1	0247281101	1410 DEUPREE DR
PARD	1	0242210108	
PARD	1	0245281101	1705 E BRAKER LN
PARD	1	0215280618	6406 GARDEN VIEW DR
ORES	1	0215300201	
PARD	1	0226311103	9221 1/2 E US 290 HWY EB
PARD	1	0202310110	
PARD	1	0223301336	
PARD	1	0223301348	
	1	0207280302	

ORES Properties - District 1

Department	District	TCAD_10 ID	ADDRESS(ES)
PARD	1	0226310605	7724 JOHNNY MORRIS RD
PARD	1	0226310602	8709 OLD MANOR RD
PARD	1	0226310606	
PARD	1	0218410101	8001 DECKER LN
PARD	1	0218410101	
	1	0237430702	
PARD	1	0218500303	
ORES	1	0208061611	905 JUNIPER ST
ORES	1	0208060707	1196 NAVASOTA ST
PARD	1	0207081302	1161 ANGELINA ST
PARD	1	0210110203	2207 E 16TH ST
PARD	1	0206121401	1000 NILE ST
	1	0207111207	1007 WALTER ST
PARD	1	0206121406	
	1	0206121705	2901 GLEN OAKS DR
	1	0206121908	3005 GLEN RAE ST
	1	0209150205	3111 E 12TH ST
PARD	1	0212151201	
	1	0213160201	2220 E M FRANKLIN AVE
PARD	1	0213190101	
ORES	1	0215190131	2906 LOVELL DR
AFD	1	0211200426	1201 WEBBERVILLE RD
	1	0212200129	1708 ASTOR PL
	1	0212200128	1712 ASTOR PL
PARD	1	0213190101	
PARD	1	0211200427	
PARD	1	0211200409	
	1	0211200424	
	1	0211200424	
	1	0212210306	4701 KITTY AVE
	1	0233200203	8309 CAMERON RD
	1	0233200203	8401 CAMERON RD
ORES	1	0208210117	1143 LOTT AVE
	1	0211200409	1406 1/2 FORT BRANCH BLVD
ORES	1	0210210235	1407 MEANDER DR
	1	0217220205	
	1	0221220229	
ORES	1	0223230123	6606 AUBURNHILL
ORES	1	0219260203	6403 BRIDGEWATER DR
AWU	1	0207280302	6907 FM 969 RD
	1	0252281119	1005 PYEGRAVE PL
PARD	1	0219301106	
PARD	1	0220280401	5700 1/2 LOYOLA LN
PARD	1	0223301348	7709 CRYSTALBROOK WEST
PARD	1	0226310605	7112 1/2 ZACHARY DR
PARD	1	0226310606	
PARD	1	0218310507	
PARD	1	0218310508	
	1	0218310508	7215 1/2 COLONY LOOP DR
AFD	1	0217380127	6702 WENTWORTH DR
	1	0218410101	8301 1/2 DECKER LN
AFD	1	0235430101	11205 HARRIS BRANCH PKWY
PARD	1	0209050111	500 E 12TH ST
PARD	1	0208051013	1105 RED RIVER ST
	1	0208061233	900 JUNIPER ST
	1	0208061233	902 JUNIPER ST

ORES Properties - District 1

Department	District	TCAD_10 ID	ADDRESS(ES)
ORES	1	0208061611	908 E 11TH ST
PARD	1	0208060808	1180 CURVE ST
	1	0209060206	
	1	0208060632	1107 E 12TH ST
PARD	1	0209070501	1605 NAVASOTA ST
	1	0208092509	
	1	0206100257	2412 BRYAN ST
AWU	1	0206121412	2600 WEBBERVILLE RD
PARD	1	0206121402	
	1	0206122001	801 NILE ST
PARD	1	0206121407	
	1	0206121612	1005 GLEN OAKS CT
	1	0210121103	2901 E 16TH ST
	1	0209140424	731 1/2 MC CLAIN ST
	1	0209140312	903 MC CLAIN ST
PARD	1	0210180403	
ORES	1	0211180817	1805 VICTORIA DR
	1	0212200126	
	1	0218191322	5339 1/2 WESTMINSTER DR
	1	0218191322	
	1	0208210518	5206 DELORES AVE
	1	0209190201	1168 NICKOLS AVE
	1	0222210290	2410 1/2 TOWBRIDGE CIR
	1	0222210290	2410 TOWBRIDGE CIR
AWU	1	0207220107	
ORES	1	0208210625	1108 ELEANOR ST
ORES	1	0207220107	5605 HAROLD CT
ORES	1	0208210117	1200 FORT BRANCH BLVD
ORES	1	0208210117	1148 FORT BRANCH BLVD
ORES	1	0208210102	1218 FORT BRANCH BLVD
	1	0220210918	
PARD	1	0215240105	5100 E 51ST ST
PARD	1	0247230604	830 1/2 PLAZA DR
	1	0212230201	
ORES	1	0221250929	3302 LAKESIDE DR
ORES	1	0221250928	3304 LAKESIDE DR
PARD	1	0218240101	
	1	0252281120	1007 PYEGRIVE PL
AWU	1	0202310106	8001 DELWAU LN
PARD	1	0213300102	
PARD	1	0215280618	
PARD	1	0226311004	
PARD	1	0226310612	
PARD	1	0226310604	8711 OLD MANOR RD
AFD	1	0217380127	
AWU	1	0226310305	9526 E US 290 HWY WB
PARD	1	0218500301	
PARD	1	0218500302	
	1	0208051701	1300 1/2 N IH 35 SVRD SB
PARD	1	0208060807	910 OLIVE ST
	1	0208061220	1164 CURVE ST
	1	0208061516	1113 MYRTLE ST
PARD	1	0211090905	2000 E 21ST ST
PARD	1	0211090903	2004 E 21ST ST
PARD	1	0210110203	2203 E 16TH ST
PARD	1	0208111804	1183 CHESTNUT AVE

ORES Properties - District 1



Department	District	TCAD_10 ID	ADDRESS(ES)
	1	0206121408	2802 WEBBERVILLE RD
	1	0206122003	805 NILE ST
	1	0208111701	
	1	0208120820	
	1	0206121807	3005 KUHLMAN AVE
	1	0210121101	
	1	0209140123	2606 SOL WILSON AVE
	1	0213160236	3522 E MARTIN LUTHER KING JR BLVD
PARD	1	0213190101	4100 1/2 E MARTIN LUTHER KING JR BLVD
	1	0212200127	1716 ASTOR PL
	1	0209190820	
PARD	1	0213190101	4500 1/2 SPRINGDALE RD
ORES	1	0208210117	1212 FORT BRANCH BLVD
ORES	1	0210210236	1409 MEANDER DR
ORES	1	0211220520	
ORES	1	0213220419	4708 E MARTIN LUTHER KING JR BLVD
ORES	1	0223230123	6610 AUBURNHILL
ORES	1	0223230123	6614 AUBURNHILL
AWU	1	0207240102	6209 HAROLD CT
	1	0212230201	1963 WEBBERVILLE RD
PARD	1	0215240104	
ORES	1	0221250930	3206 LAKESIDE DR
PARD	1	0214260501	5520 E 51ST ST
ORES	1	0219260208	6413 BRIDGEWATER DR
	1	0219260211	6419 BRIDGEWATER DR
PARD	1	0243260407	1509 MISTY CV
PARD	1	0219301101	
PARD	1	0219301105	
PARD	1	0202310106	
PARD	1	0223301336	
PARD	1	0226311004	
PARD	1	0218310508	7400 LOYOLA LN
	1	0226310604	
	1	0218310603	
PARD	1	0218500302	10501 BLOOR RD
PARD	1	0208060804	904 OLIVE ST
	1	0208061809	1106 E 11TH ST
	1	0211091206	
PARD	1	0211090901	2001 E 22ND ST
	1	0205080510	2008 E 10TH ST
	1	0207111401	2209 ROSEWOOD AVE
	1	0206121507	1000 WALTER ST
PARD	1	0208120820	
PARD	1	0210120813	2730 E 12TH ST
	1	0206121901	2901 GLEN RAE ST
	1	0208120824	2801 E 12TH ST
	1	0210121103	
PARD	1	0213190101	3901 MANOR RD
PARD	1	0210180403	3810 OAK SPRINGS DR
PARD	1	0209180202	3709 E 12TH ST
APL	1	0222171328	5833 WESTMINSTER DR
PARD	1	0215190130	
	1	0221190902	
	1	0222171506	1920 GASTON PLACE DR
	1	0212200126	
	1	0208210907	5207 DELORES AVE



ORES Properties - District 1

Department	District	TCAD_10 ID	ADDRESS(ES)
	1	0208210523	1142 LOTT AVE
PARD	1	0210210322	
	1	0222210274	2502 DEVONSHIRE DR
	1	0208210629	1100 ELEANOR ST
	1	0217220205	
ORES	1	0223230123	6611 AUBURNDALE
PARD	1	0215240104	
PARD	1	0221240611	
PARD	1	0215240103	
PARD	1	0221240611	3404 HYCREEK DR
AFD	1	0211260202	4201 ED BLUESTEIN BLVD NB
	1	0219260210	6415 BRIDGEWATER DR
PARD	1	0243260407	10621 PIONEER FARMS DR
PARD	1	0234310106	
PARD	1	0219301106	
PARD	1	0220280401	6600 1/2 MILLRACE DR
PARD	1	0219300901	7407 CRYSTALBROOK DR
PARD	1	0226311004	
PARD	1	0223301348	
PARD	1	0226311004	
	1	0251310702	2405 E YAGER LN
PARD	1	0218310501	
PARD	1	0218310506	
AFD	1	0217380127	
PARD	1	0218410101	
PARD	1	0218500301	7308 N FM 973 RD

# City-Owned Properties within City Council District 3

-  City-Owned Properties
-  City Council Districts

Basemap Imagery, City of Austin

*City of Austin*  
*Real Estate Services*



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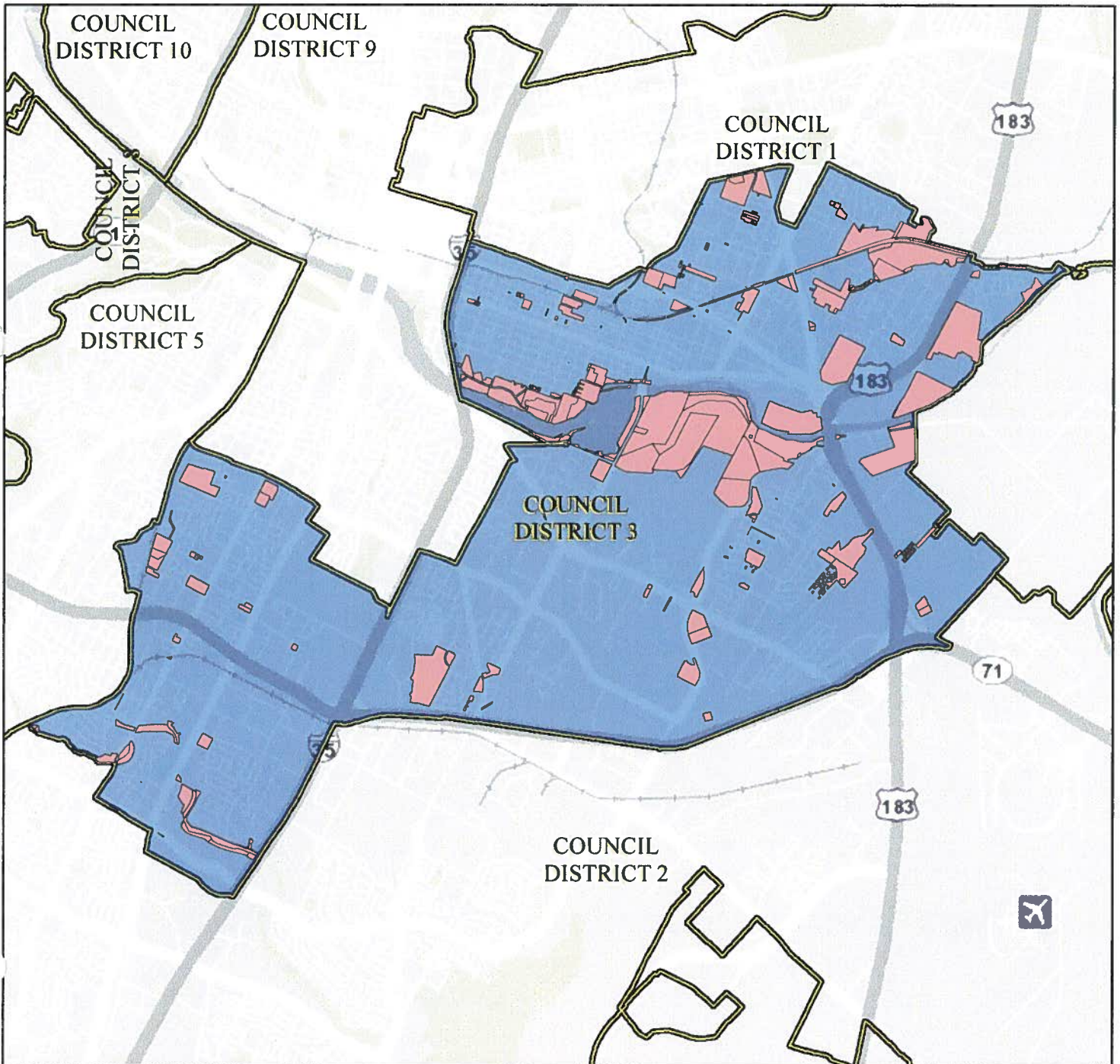


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ORES Properties - District 3

Department	District	TCAD_10 ID	ADDRESS(ES)
	3	0413070112	
PARD	3	0418030116	5422 1/2 S IH 35 SVRD SB
	3	0201040701	
PARD	3	0310050306	3113 1/2 S PLEASANT VALLEY RD
PARD	3	0200080710	
	3	0204080101	211 COMAL ST
PARD	3	0204061608	1500 E 3RD ST
PARD	3	0204061607	1502 E 3RD ST
	3	0304080201	
	3	0203090111	
	3	0204081011	1823 E 7TH ST
PARD	3	0301100204	
PARD	3	0201090803	
PARD - AFD	3	0301100301	
	3	0200100401	71 SAN SABA ST
AE	3	0315110314	2500 MONTOPOLIS DR
	3	0315111003	
	3	0204120202	
	3	0204120205	
	3	0202120321	
	3	0206130246	1010 LINDEN ST
ORES	3	0306150335	6200 PALM CIR
	3	0306150321	
	3	0206150142	1129 1/2 TILLERY ST
	3	0207160102	1144 AIRPORT BLVD
	3	0307171120	6907 FRONTERA TRL
	3	0307171113	6906 FRONTERA TRL
AWU	3	0303170109	6100 GROVE DR
	3	0307170448	7105 VILLITA AVENIDA
	3	0307170437	6908 VILLITA CV
	3	0307171323	6906 VILLITA AVENIDA
AWU	3	0302200109	6630 HERGOTZ LN
PARD	3	0204190440	
PARD	3	0204190432	5519 STUART CIR
PARD	3	0204190432	5521 STUART CIR
PARD	3	0204190436	5527 STUART CIR
	3	0310230301	1213 BASTROP HWY SVRD
AWU	3	0307200315	821 PATTON AVE
AWU	3	0307200505	814 PATTON AVE
AWU	3	0307200503	810 PATTON AVE
AWU	3	0307200502	808 PATTON AVE
AWU	3	0307200321	809 PATTON AVE
PARD	3	0205280106	
	3	0418050302	
	3	0407070501	
PARD	3	0418030116	
PARD	3	0418050115	
PARD	3	0416070405	5101 WASSON RD
PARD	3	0416070414	
PARD	3	0412050405	121 SHERATON AVE
	3	0404020108	2508 DURWOOD ST
	3	0311040614	
PARD	3	0200050101	13 1/2 N IH 35 SVRD NB
	3	0203041009	
	3	0203041010	1105 E CESAR CHAVEZ ST
PARD	3	0300070101	13 CHICON ST



ORES Properties - District 3

Department	District	TCAD_10 ID	ADDRESS(ES)
	3	0302070304	
PARD	3	0203090202	2014 E 3RD ST
	3	0301080101	
	3	0201090121	2216 RIVERVIEW ST
PARD	3	0201090119	2220 RIVERVIEW ST
	3	0201090109	2219 HASKELL ST
PARD	3	0201090110	2221 HASKELL ST
	3	0301080101	2300 RIVERVIEW ST
	3	0203090509	2006 E 2ND ST
PARD	3	0303090105	1108 1/2 S PLEASANT VALLEY RD
PARD	3	0301100204	
PARD	3	0200100901	206 1/2 S PLEASANT VALLEY RD
PARD	3	0307110130	
	3	0204130125	836 TILLERY ST
PARD	3	0305140606	6015 FELIX AVE
	3	0307170444	6903 VILLITA CV
	3	0307170435	6915 VILLITA AVENIDA
PARD	3	0306180317	901 VASQUEZ ST
	3	0302200102	
ORES	3	0200180102	7201 LEVANDER LOOP
PARD	3	0204190427	
PARD	3	0205210801	
PARD	3	0205210801	
AWU	3	0307200319	813 PATTON AVE
ORES	3	0412120918	5305 MEADOW CREEK CIR
	3	0415080108	
	3	0405060303	
	3	0405060303	
PARD	3	0417050805	
PARD	3	0311040508	2406 VENTURA DR
PARD	3	0200050101	
PARD	3	0300060101	15 CHALMERS AVE
PARD	3	0200080832	2000 JESSE E SEGOVIA ST
PARD	3	0200080832	2002 JESSE E SEGOVIA ST
PARD	3	0301130102	207 S PLEASANT VALLEY RD
AFD	3	0308110106	5309 1/2 E RIVERSIDE DR
PARD	3	0204120428	
PARD	3	0301130102	
	3	0203110902	
	3	0315111003	2201 GROVE BLVD
	3	0206130242	1018 LINDEN ST
PARD	3	0307150831	1200 MONTOPOLIS DR
PARD	3	0302140101	
	3	0206150141	1129 TILLERY ST
	3	0307171115	6902 FRONTERA TRL
	3	0307171113	
	3	0307171104	6901 MONTANA ST
	3	0202170213	
	3	0307170449	7107 VILLITA AVENIDA
	3	0307170435	6902 VILLITA CV
ORES	3	0306200307	654 1/2 BASTROP HWY SB
	3	0302200103	
	3	0203180111	5404 BOLM RD
	3	0204190102	
	3	0205210106	5017 1/2 ALF AVE
PARD	3	0204190427	5511 STUART CIR



ORES Properties - District 3

Department	District	TCAD_10 ID	ADDRESS(ES)
	3	0205200406	5109 PROCK LN
	3	0207240102	
AWU	3	0307200321	811 PATTON AVE
AWU	3	0307200323	805 PATTON AVE
	3	0205210902	
PARD	3	0205210801	
	3	0405060307	
	3	0405060303	
	3	0414051201	
AE	3	0405050220	3310 S 2ND ST
PARD	3	0403050201	1106 CUMBERLAND RD
PARD	3	0418030116	
	3	0201040604	1007 LAMBIE ST
	3	0311041016	2404 MISSION HILL DR
	3	0311041013	2407 VENTURA DR
	3	0200050101	15 WALLER ST
PARD	3	0200080717	
	3	0204061314	1400 E 3RD ST
AFD	3	0203090111	201 CHICON ST
PARD	3	0201091101	
PARD	3	0200100101	2323 CANTERBURY ST
PARD	3	0201091101	51 PEDERNALES ST
PARD	3	0307110130	1005 1/2 S PLEASANT VALLEY RD
	3	0105000103	
	3	0204120205	
	3	0204130125	2807 LYONS RD
AWU	3	0314130216	
	3	0105000103	3424 1/2 SELLERS ST
	3	0206130246	1012 LINDEN ST
ORES	3	0305140819	1308 LILY TER
	3	0206150149	3305 GOODWIN AVE
	3	0206150112	1202 HENNINGER ST
	3	0206150150	3307 GOODWIN AVE
	3	0307171115	6904 FRONTERA TRL
	3	0307171108	1200 FRONTERA LN
	3	0307171318	6916 VILLITA AVENIDA
PARD	3	0204190431	5517 STUART CIR
PARD	3	0204190438	5605 STUART CIR
PARD	3	0204190439	5607 STUART CIR
PARD	3	0205210801	
AWU	3	0300220101	
AWU	3	0300220101	911 LINGER LN
AWU	3	0307200318	817 PATTON AVE
AWU	3	0306230402	804 PATTON AVE
PARD	3	0204200602	
AWU	3	0306230719	
PARD	3	0202210219	
	3	0412120917	
PARD	3	0414101614	5120 S 1ST ST
	3	0415080108	
PARD	3	0412090614	
PARD	3	0413070112	
AWU	3	0407060215	3609 S 2ND ST
	3	0405050217	3303 S 2ND ST
WPD	3	0410010201	
PARD	3	0311040508	

ORES Properties - District 3

Department	District	TCAD_10 ID	ADDRESS(ES)
PARD	3	0200050101	35 WALLER ST
PARD	3	0200080711	
PARD	3	0200080710	
PARD	3	0200080705	
AWU	3	0201090804	
	3	0202101033	2308 1/2 E 6TH ST
PARD	3	0200100901	
	3	0105000103	
ORES	3	0204130201	2801 CASTRO ST
PARD	3	0304150104	700 GROVE BLVD
	3	0105000103	700 1/2 TILLERY ST
ORES	3	0307150831	6211 CARNATION TER
	3	0306150120	
	3	0206150142	1204 HENNINGER ST
	3	0205210902	1148 1/2 SHADY LN
	3	0307171410	1207 FRONTERA LN
	3	0307171409	1204 FRONTIER VALLEY DR
	3	0307170449	7109 VILLITA AVENIDA
	3	0307171304	7000 MONTANA ST
	3	0307171309	7100 VILLITA AVENIDA
	3	0307171313	7000 VILLITA AVENIDA
	3	0307171325	6902 VILLITA AVENIDA
PARD	3	0305180202	403 VARGAS RD
	3	0303170563	
PARD	3	0204190438	5603 STUART CIR
AWU	3	0307200514	831 BASTROP HWY NB
AWU	3	0307200319	815 PATTON AVE
AWU	3	0307200323	807 PATTON AVE
AWU	3	0306230118	734 PATTON AVE
AWU	3	0306230719	
PARD	3	0412091501	5111 S 1ST ST
AFD	3	0409070219	4116 S 1ST ST
	3	0403050401	
PARD	3	0309030112	2101 WICKSHIRE LN
PARD	3	0311040522	3202 1/2 BURLESON RD
ORES	3	0203041001	1003 E CESAR CHAVEZ ST
APL	3	0203041007	1013 E CESAR CHAVEZ ST
PARD	3	0200050101	1621 NASH HERNANDEZ SR RD
PARD	3	0300070101	2101 1/2 JESSE E SEGOVIA ST
PARD	3	0301100204	
PARD	3	0200100412	2703 CANTERBURY ST
	3	0204120427	
PARD	3	0301130102	400 1/2 GROVE BLVD
PARD	3	0200120104	89 N PLEASANT VALLEY RD
PARD	3	0204120427	2618 1/2 GONZALES ST
	3	0202120501	635 N PLEASANT VALLEY RD
	3	0204120428	
	3	0204120205	
AWU	3	0202140401	
	3	0206130244	1016 LINDEN ST
	3	0307150640	1416 1/2 MONTOPOLIS DR
PARD	3	0302170109	5827 LEVANDER LOOP
	3	0204160401	
	3	0306150103	920 MONTOPOLIS DR
AFD	3	0202170206	829 AIRPORT BLVD
	3	0307171127	7007 FRONTERA TRL

ORES Properties - District 3

Department	District	TCAD_10 ID	ADDRESS(ES)
	3	0307171406	1201 FRONTERA LN
	3	0307170429	6901 VILLITA AVENIDA
	3	0307171318	6914 VILLITA AVENIDA
	3	0307171317	6918 VILLITA AVENIDA
	3	0307171316	6920 VILLITA AVENIDA
PARD	3	0204190429	5515 STUART CIR
PARD	3	0204190434	5523 STUART CIR
PARD	3	0204190434	5525 STUART CIR
AWU	3	0302200109	
	3	0201210310	1006 SMITH RD
AWU	3	0307200514	
AWU	3	0306230401	800 PATTON AVE
PARD	3	0412091501	
	3	0410081414	
AE	3	0405050219	3308 S 2ND ST
PARD	3	0417050715	
	3	0408040160	200 PICKLE RD
	3	0408040160	
ORES	3	0204051612	1100 E CESAR CHAVEZ ST
	3	0300070101	
PARD	3	0200080710	
PARD	3	0200080707	
PARD	3	0204061605	1508 E 3RD ST
PARD	3	0300070101	18 ROBERT T MARTINEZ JR ST
ORES	3	0203090815	411 CHICON ST
AWU	3	0201091201	2400 GARDEN ST
PARD	3	0200100101	67 PEDERNALES ST
PARD	3	0200100412	2701 CANTERBURY ST
	3	0202101033	
	3	0204120427	
	3	0206121412	
	3	0200120104	83 N PLEASANT VALLEY RD
	3	0307130105	2101 1/2 RIVERS EDGE WAY
PARD	3	0301130102	
	3	0207140202	3501 WEBBERVILLE RD
	3	0204140338	807 GUNTER ST
	3	0209150401	1148 TILLERY ST
	3	0306150124	
PARD	3	0303170109	6100 1/2 GROVE DR
PARD	3	0302140101	
	3	0206150141	1127 TILLERY ST
	3	0206150143	1131 TILLERY ST
	3	0305160104	
	3	0204160401	1100 1/2 AIRPORT BLVD
PARD	3	0203180111	5200 BOLM RD
	3	0307171108	1202 FRONTERA LN
	3	0307210412	
	3	0307171325	6900 VILLITA AVENIDA
	3	0307170437	6919 VILLITA AVENIDA
	3	0307210412	
	3	0206180104	4804 PROCK LN
PARD	3	0204190427	5509 STUART CIR
PARD	3	0204190429	5513 STUART CIR
PARD	3	0204190436	5601 STUART CIR
PARD	3	0204190415	5609 STUART CIR
PARD	3	0204200602	5702 1/2 JAIN LN



ORES Properties - District 3

Department	District	TCAD_10 ID	ADDRESS(ES)
AWU	3	0307200317	819 PATTON AVE
AWU	3	0306230501	801 PATTON AVE
	3	0205260126	6611 SHELTON RD
ORES	3	0412120917	5307 MEADOW CREEK CIR
PARD	3	0409070501	
AE	3	0405050214	818 CARDINAL LN
AE	3	0405050219	3306 S 2ND ST
	3	0404040406	
PARD	3	0404020108	2410 DURWOOD ST
PARD	3	0311030301	3427 PARKER LN
	3	0203041009	1025 E CESAR CHAVEZ ST
PARD	3	0200050101	1516 NASH HERNANDEZ SR RD
PARD	3	0204061607	1504 E 3RD ST
PARD	3	0200080832	
PARD	3	0200080917	34 ROBERT T MARTINEZ JR ST
PARD	3	0301080204	
	3	0203090301	2121 1/2 E 6TH ST
ORES	3	0202100312	2305 SANTA RITA ST
PARD	3	0200100413	2705 CANTERBURY ST
	3	0308110107	5311 1/2 E RIVERSIDE DR
	3	0204120202	807 MAUDE ST
	3	0307130105	1600 1/2 GROVE BLVD
	3	0206130245	1014 LINDEN ST
ORES	3	0305140811	1206 LILY TER
PARD	3	0304150104	400 GROVE BLVD
	3	0202141003	
	3	0204140338	814 SPRINGDALE RD
AWU	3	0206130203	1108 TILLERY ST
	3	0209150401	3001 OAK SPRINGS DR
PARD	3	0305140606	
	3	0105000103	910 1/2 SPRINGDALE RD
	3	0206150140	
	3	0206150148	3303 GOODWIN AVE
	3	0204160401	4712 BOLM RD
PARD	3	0203180111	
	3	0307171401	1211 FRONTERA LN
	3	0307171408	1203 FRONTERA LN
	3	0307171410	1206 FRONTIER VALLEY DR
	3	0307171408	1202 FRONTIER VALLEY DR
	3	0307171301	7006 MONTANA ST
	3	0307171306	7106 VILLITA AVENIDA
	3	0307170446	7101 VILLITA AVENIDA
	3	0206180434	
	3	0206180434	1137 SAUCEDO ST
	3	0205200401	5118 SARA DR
	3	0310230302	1201 BASTROP HWY SVRD
AWU	3	0307200505	812 PATTON AVE
AWU	3	0307200502	806 PATTON AVE
AWU	3	0306230401	802 PATTON AVE
AWU	3	0306230501	803 PATTON AVE
PARD	3	0205210801	

# City-Owned Properties within City Council District 4

 City\_Owned Properties  
 City Council Districts  
 Basemap Imagery, City of Austin



*City of Austin*  
  
*Real Estate Services*



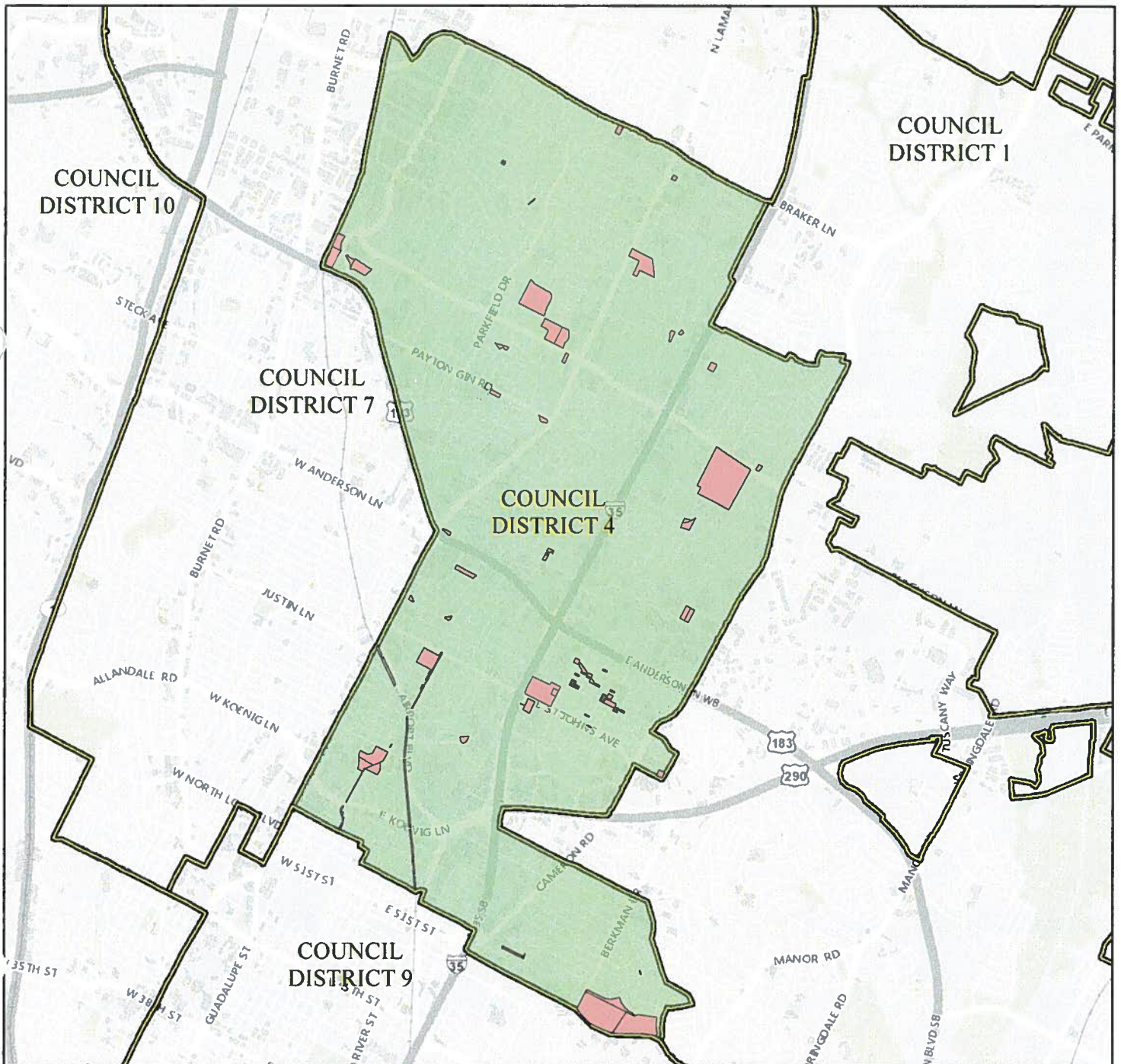
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 Miles

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ORES Properties - District 4

Department	District	TCAD_10 ID	ADDRESS(ES)
	4	0225090716	301 W 55TH ST
	4	0229110124	
	4	0231110334	
	4	0247140113	1612 PINE KNOLL DR
	4	0246150137	
PARD	4	0239160301	801 PAYTON GIN RD
	4	0230160405	7402 CARVER AVE
PARD	4	0230160310	7502 BETHUNE AVE
	4	0230160410	7407 BENNETT AVE
	4	0230160212	7501 BENNETT AVE
PARD	4	0235210423	1112 1/2 HERMITAGE DR
PARD	4	0238220501	1201 E RUNDBERG LN
	4	0225090716	
	4	0225090526	302 W 55TH ST
	4	0231110410	6818 1/2 AIRPORT BLVD
PARD	4	0243160301	1101 MEARNS MEADOW BLVD
	4	0229150209	922 E ST JOHNS AVE
	4	0235160118	
	4	0228170210	7201 PROVIDENCE AVE
PARD	4	0230160207	7506 CARVER AVE
PARD	4	0229180609	7405 PROVIDENCE AVE
PARD	4	0229180706	7400 BLESSING AVE
	4	0245181207	10401 N LAMAR BLVD
AWU	4	0246181002	11100 MOTHERAL DR
	4	0227091021	
	4	0245080216	
	4	0245080110	9230 1/2 METRIC BLVD
	4	0223092001	
	4	0228100218	
	4	0228100219	6620 1/2 AIRPORT BLVD
	4	0231110429	
	4	0231110112	
	4	0235150130	
	4	0241160111	900 W RUNDBERG LN
	4	0230160406	928 BLACKSON AVE
PARD	4	0235210423	
	4	0225090526	309 W 55TH HALF ST
	4	0228100711	5901 DILLARD CIR
	4	0231110113	6927 1/2 N LAMAR BLVD
	4	0223092001	511 1/2 E KOENIG LN
PARD	4	PARK	715 1/2 W CRESTLAND DR
	4	0231110410	
	4	0231110334	
	4	0228130119	418 E HIGHLAND MALL BLVD
PARD	4	0241141401	1031 PAYTON GIN RD
PARD	4	0242150122	1110 LITTLE ELM PARK
PARD	4	0242150122	
	4	0229150145	7101 N IH 35 SVRD NB
	4	0235150425	
	4	0229150310	1000 E ST JOHNS AVE
PARD	4	0230160218	7508 CARVER AVE
PARD	4	0230160313	7505 CARVER AVE
PARD	4	0229180606	7401 PROVIDENCE AVE
	4	0233200302	1312 RUTHERFORD LN
	4	0228100713	6001 GUADALUPE ST
PARD	4	0228100713	301 DENSON DR



ORES Properties - District 4

Department	District	TCAD_10 ID	ADDRESS(ES)
	4	0223092001	
	4	0231110113	
	4	0222140523	
	4	0241160603	831 W RUNDBERG LN
PARD	4	0230160314	7509 CARVER AVE
PARD	4	0229180610	7407 PROVIDENCE AVE
PARD	4	0229180601	7410 MEADOR AVE
AFD	4	0248181304	1021 W BRAKER LN
	4	0233200302	1310 1/2 RUTHERFORD LN
AE - AFD	4	0245080110	8989 RESEARCH BLVD NB
	4	0228100713	
	4	0228100208	
	4	0247140113	1614 PINE KNOLL DR
	4	0246150111	
PARD	4	0220171301	1901 SHADY BROOK LN
	4	0230160408	7405 BENNETT AVE
	4	0230160406	7400 CARVER AVE
PARD	4	0229180111	7501 BETHUNE AVE
PARD	4	0230160104	7514 BENNETT AVE
PARD	4	0229180610	7409 PROVIDENCE AVE
PARD	4	0229180606	7406 MEADOR AVE
PARD	4	0229180606	7401 1/2 MEADOR AVE
PARD	4	0229181101	7314 BLESSING AVE
ORES	4	0231180110	7601 BETHUNE AVE
PARD	4	0241200128	10000 BROWNIE DR
	4	0228100219	
	4	0229110124	
	4	0231110112	
PARD	4	PARK	414 1/2 W CRESTLAND DR
	4	0236120207	
ORES	4	0230160813	7211 N IH 35 SVRD NB
PARD	4	0230160813	889 WILKS AVE
	4	0230160408	7403 BENNETT AVE
PARD	4	0218170108	2014 E 51ST ST
PARD	4	0229180606	7403 PROVIDENCE AVE
PARD	4	0229180601	7502 MEADOR AVE
	4	0220170723	
	4	0227190917	7200 BERKMAN DR
PARD	4	0241200128	
AFD	4	0238220227	1330 E RUNDBERG LN
	4	0225090207	400 W 55TH HALF ST
	4	0245080217	9111 METRIC BLVD
	4	0245080110	
	4	0223092001	
PARD	4	0233130401	520 NORTHWAY DR
PARD	4	0241160114	903 1/2 RUTLAND DR
	4	0228170103	7212 PROVIDENCE AVE
PARD	4	0229180801	7401 BLESSING AVE
	4	0240210123	9821 1/2 MIDDLE FISKVILLE RD

# City-Owned Properties within City Council District 9

 City-Owned Properties

 City Council Districts

Basemap Imagery, City of Austin



*City of Austin*  
*Real Estate Services*



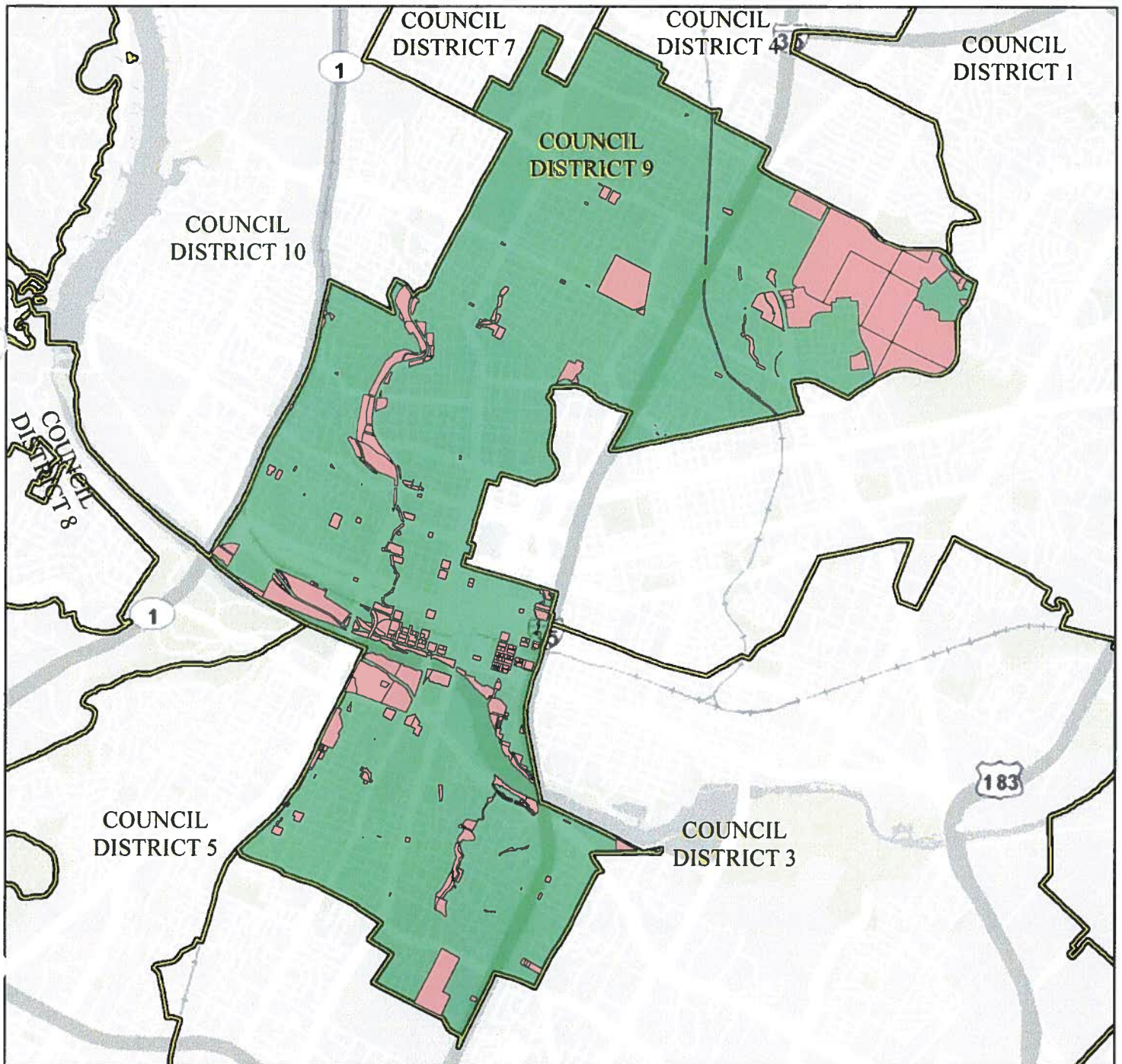
Property index limited to information in ORES inventory.

This product is for informational purposes and may not have been prepared for or be suitable for legal, engineering, or surveying purposes. It does not represent an on-the-ground survey and represents only the approximate relative location of property boundaries.

This product has been produced by the Office of Real Estate Services for the sole purpose of geographic reference. No warranty is made by the City of Austin regarding specific accuracy or completeness.

Produced by CBoas, 4/3/2015

0 1 2  
Miles



ORES Properties - District 9

Department	District	TCAD_10 ID	ADDRESS(ES)
PARD	9	0107050106	
	9	0400040814	
	9	0400040601	
PARD	9	0107030301	1539 W CESAR CHAVEZ ST
	9	0100031223	
PARD	9	0100031104	
PARD	9	0107030203	
PARD	9	0117020421	2501 1/2 N MOPAC EXPY
PARD	9	0203000301	903 1/2 W RIVERSIDE DR
PARD	9	0105000903	900 W CESAR CHAVEZ ST
PARD	9	PARK	2409 1/2 WINDSOR RD
	9	0400000311	
PARD	9	0104010401	
PARD	9	0208000622	
	9	0208000701	1100 1/2 SHOAL CREEK BLVD
	9	0214001114	
PARD	9	0214000103	2402 1/2 N LAMAR BLVD
AFD	9	0302000403	1705 S CONGRESS AVE
	9	0202000119	507 BARTON SPRINGS RD
AWU	9	0105001001	501 W 2ND ST
AWU	9	0105000303	
	9	0210000901	
ORES	9	0205010509	411 W 2ND ST
ORES	9	0205010707	233 W 2ND ST
PARD	9	0216010601	
PARD	9	0302021201	711 1/2 FAIRMOUNT AVE
PARD	9	0301020611	
	9	0205020901	201 E 2ND ST
AFD	9	0212011610	506 W MARTIN LUTHER KING JR BLVD
PARD	9	0201030413	
PARD	9	0203030404	24 BIERCE ST
PARD	9	0203030413	38 RAINEY ST
PARD	9	0203030405	26 BIERCE ST
ACC	9	0204040308	100 NECHES ST
	9	0204040308	500 1/2 E CESAR CHAVEZ ST
ACC	9	0204040308	201 TRINITY ST
ACC	9	0204040308	
	9	0204040308	
AFD	9	0204040501	411 TRINITY ST
PARD - AFD	9	0216041701	201 1/2 W 30TH ST
	9	0218030501	
	9	0204040308	
ACC	9	0204041303	609 E 3RD ST
PARD	9	0204041304	
	9	0204040308	601 E 5TH ST
	9	0206041205	
PARD	9	0215060101	3013 HARRIS PARK AVE
	9	0220060811	4410 AVENUE F
	9	0215120111	
	9	0218110501	
	9	0220110961	
	9	0223092001	5100 1/2 AIRPORT BLVD
	9	0214110901	
ORES	9	0220110961	4614 N IH 35 SVRD SB
	9	0215162804	2913 ZACH SCOTT ST
	9	0218170201	2001 E 51ST ST



ORES Properties - District 9

Department	District	TCAD 10 ID	ADDRESS(ES)
PARD	9	0107050107	1717 W CESAR CHAVEZ ST
PARD	9	0400040706	2004 S 6TH ST
PARD	9	0107030301	1125 W CESAR CHAVEZ ST
PARD	9	0107030301	
PARD	9	0111040704	1820 W 10TH ST
	9	0400041009	
	9	0100032001	
	9	0111040708	1000 TOYATH ST
PARD	9	0100031028	
PARD	9	0102020301	1151 POST OAK ST
PARD	9	0107030204	
	9	0106020206	
	9	0400000311	
	9	0105000804	809 1/2 W 2ND ST
	9	0105000903	840 W CESAR CHAVEZ ST
PARD	9	0306010202	1200 ST EDWARDS DR
	9	0105000701	615 1/2 W 2ND ST
PARD	9	0107000322	617 WOOD ST
PARD	9	0208000507	841 W 9TH ST
	9	0210000323	
	9	0211010720	
PARD	9	0216010301	2800 N LAMAR BLVD
PARD	9	0303000401	
ORES	9	0205010509	405 W 2ND ST
PARD	9	0214000309	
	9	0301040101	
	9	0201030413	800 E RIVERSIDE DR
	9	0201030411	
PARD	9	0203030101	
PARD	9	0203030413	
PARD	9	0203030101	500 RIVER ST
ACC	9	0204040308	410 1/2 E CESAR CHAVEZ ST
PARD	9	0203030626	
	9	0204040308	221 1/2 TRINITY ST
PARD	9	0216041403	405 W 30TH ST
PARD	9	0301040305	904 1/2 E RIVERSIDE DR
PARD	9	0301040304	
PARD	9	0200050101	
	9	0203041101	55 1/2 EAST AVE
ACC	9	0204040308	500 E 3RD ST
	9	0204041909	410 SABINE ST
ORES	9	0204041903	406 N IH 35 SVRD SB
ORES	9	0204041903	418 N IH 35 SVRD SB
	9	0206041205	
	9	0206041502	703 E 6TH ST
	9	0206041315	714 E 8TH ST
PARD	9	0220061201	4400 AVENUE G
	9	0213100214	
	9	0213100102	
	9	0223092001	5117 1/2 EVANS AVE
PARD	9	0217130301	4200 BROOKVIEW RD
	9	0218110528	
AFD	9	0218170205	2011 E 51ST ST
	9	0100032102	
PARD	9	0107030301	1206 W CESAR CHAVEZ ST
	9	0111030307	1611 W 10TH ST

ORES Properties - District 9

Department	District	TCAD_10 ID	ADDRESS(ES)
PARD	9	0100031105	
PARD	9	0117021501	1605 1/2 ETHRIDGE AVE
	9	0107030301	
AFD	9	0109010316	1000 1/2 BLANCO ST
PARD	9	0101011106	604 W GIBSON ST
	9	0105000904	214 WEST AVE
	9	0105000501	
	9	0105000103	
	9	0105000103	812 1/2 W 2ND ST
PARD	9	0107001312	811 1/2 W 5TH ST
	9	0105000501	203 1/2 WEST AVE
	9	0208000506	
PARD	9	0113000201	2312 1/2 SHOAL CREEK BLVD
PARD	9	0214000406	
PARD	9	0105000501	
	9	0105000601	
	9	0107001601	301 WEST AVE
PARD	9	0216010401	915 W 28TH HALF ST
PARD	9	0303000501	700 E LIVE OAK ST
PARD	9	0303000501	
PARD	9	0216010634	
	9	0206030401	124 W 8TH ST
PARD	9	0201030411	806 E RIVERSIDE DR
ACC	9	0204040308	
ACC	9	0204040308	118 NECHES ST
PARD	9	0203020401	507 WILLOW ST
PARD	9	0218041701	
PARD	9	0305031126	2100 PARKER LN
PARD	9	0301040105	
	9	0301040407	
PARD	9	0301040403	1009 EDGECLIFF TER
PARD	9	0204041304	
	9	0204040308	505 E 4TH ST
	9	0206041503	707 E 6TH ST
PARD	9	0206041315	
AWU	9	0206041413	
	9	0222070410	
	9	0213100102	
	9	0214120311	2916 1/2 MANOR RD
PARD	9	0217130303	4201 BROOKVIEW RD
	9	0215121317	
	9	0215162301	3724 MANOR RD
ORES	9	0217180708	4900 MANOR RD
	9	0400040601	
	9	0400041011	
	9	0100032101	
PARD	9	0107030301	
	9	0113040301	1712 NEWFIELD LN
PARD	9	0100031028	
PARD	9	0107030202	
PARD	9	0117020413	2516 HARTFORD RD
PARD	9	0101011107	706 W JAMES ST
PARD	9	0104010501	1110 BARTON SPRINGS RD
PARD	9	0112000401	
PARD	9	0403010501	2205 S CONGRESS AVE
PARD	9	0101011129	606 W GIBSON ST

ORES Properties - District 9

Department	District	TCAD_10 ID	ADDRESS(ES)
	9	0105000501	710 W CESAR CHAVEZ ST
	9	0208000506	
AWU	9	0105000501	
AWU	9	0105000601	654 1/2 W CESAR CHAVEZ ST
AWU	9	0105001101	500 1/2 W CESAR CHAVEZ ST
ORES	9	0205010506	419 W 2ND ST
AWU	9	0105001001	508 W 2ND ST
	9	0211010711	
	9	0211010601	
PARD	9	0214000601	
PARD	9	0217000415	
PARD	9	0217000502	2865 1/2 N LAMAR BLVD
PARD	9	0302020901	1234 1/2 ALAMEDA DR
PARD	9	0300010512	151 1/2 ACADEMY DR
	9	0205010605	309 W 2ND ST
PARD	9	0302020901	1600 SUNSET LN
PARD	9	0201030412	802 E RIVERSIDE DR
PARD	9	0301040101	1012 EDGECLIFF TER
PARD	9	0203030402	
PARD	9	0203030626	
	9	0204040308	
ACC	9	0204040308	210 NECHES ST
	9	0204040308	501 E 3RD ST
PARD	9	0305031126	
	9	0301040304	
PARD	9	0301040408	
PARD	9	0301040405	
	9	0301040405	
PARD	9	0204041701	200 N IH 35 SVRD SB
ACC	9	0204040308	
ACC	9	0204041304	
	9	0218060701	3801 1/2 DUVAL ST
	9	0218110501	4301 1/2 PARKWOOD RD
	9	0217161713	5013 1/2 MUELLER BLVD
	9	0220140119	1424 1/2 BARBARA JORDAN BLVD
	9	0215162301	3952 1/2 BERKMAN DR
PARD	9	0101011107	708 W JAMES ST
PARD	9	0101011105	
PARD	9	0102020402	650 DAWSON RD
PARD	9	0108010802	507 BAYLOR ST
PARD	9	0101011129	
PARD	9	0101011107	704 W JAMES ST
PARD	9	0105000801	601 W CESAR CHAVEZ ST
	9	0105000109	801 1/2 W 3RD ST
	9	0107001305	820 W 3RD ST
PARD	9	0208000506	901 W 10TH ST
PARD	9	0113000101	2300 1/2 N LAMAR BLVD
AWU	9	0105001001	500 W 2ND ST
	9	0211010711	
	9	0211010719	
PARD	9	0205010901	215 W CESAR CHAVEZ ST
	9	0205010101	402 W 2ND ST
PARD	9	0105000801	315 W CESAR CHAVEZ ST
ORES	9	0205010707	200 W CESAR CHAVEZ ST
ORES	9	0205010707	217 W 2ND ST
PARD	9	0206010701	410 W 4TH ST



ORES Properties - District 9

Department	District	TCAD_10 ID	ADDRESS(ES)
	9	0208010601	800 GUADALUPE ST
	9	0307020106	2520 S IH 35 SVRD SB
PARD	9	0302020901	
	9	0303020822	
	9	0201030412	
PARD	9	0201030411	804 E RIVERSIDE DR
	9	0201030411	
PARD	9	0203030413	
PARD	9	0203030413	
PARD	9	0203030409	
PARD	9	0203030413	30 EAST AVE
	9	0203030624	60 RAINEY ST
	9	0204040308	
	9	0204040308	
	9	0204040308	401 1/2 E 4TH ST
PARD	9	0301040407	
PARD	9	0301040405	
	9	0204040308	120 1/2 RED RIVER ST
ORES	9	0204041701	
	9	0204040308	218 RED RIVER ST
	9	0204041909	
	9	0204040308	602 E 4TH ST
	9	0206041205	715 E 8TH ST
	9	0303050806	1625 S IH 35 SVRD NB
PARD	9	0206041601	619 SABINE ST
	9	0206041318	701 1/2 E 9TH ST
PARD	9	0215060401	716 E DEAN KEETON ST
	9	0220060810	
AFD	9	0218130117	4305 AIRPORT BLVD
	9	0217130104	4550 MUELLER BLVD
	9	0217130104	4209 AIRPORT BLVD
	9	0215162004	3900 1/2 BERKMAN DR
	9	0219180101	
	9	0400041012	
PARD	9	0107030205	
PARD	9	0101011105	
	9	0105000103	903 1/2 W 3RD ST
	9	0110010724	
	9	0105000501	
	9	0107001312	
PARD	9	0208000507	
PARD	9	0105000501	
ORES	9	0205010506	400 W CESAR CHAVEZ ST
PARD	9	0210000317	1213 SHOAL CREEK BLVD
	9	0203000211	208 1/2 BARTON SPRINGS RD
PARD	9	0216010602	2801 SAN GABRIEL ST
	9	0206030402	115 W 9TH ST
AFD	9	0217021013	3002 GUADALUPE ST
PARD	9	0301040305	
PARD	9	0203030409	517 1/2 RIVER ST
ACC	9	0204040308	502 E CESAR CHAVEZ ST
ACC	9	0204040308	
ACC	9	0204040308	408 E 2ND ST
PARD	9	0216041001	3013 HEMPHILL PARK
PARD	9	0216041001	
	9	0302030951	

ORES Properties - District 9

Department	District	TCAD_10 ID	ADDRESS(ES)
	9	0301040305	
	9	0301040408	
	9	0301040405	
ORES	9	0204041909	714 1/2 E 4TH ST
	9	0303050607	1512 1/2 SUMMIT ST
	9	0302060119	1404 E RIVERSIDE DR
	9	0206041502	705 E 6TH ST
PARD	9	0206041614	
PARD	9	0217060401	3705 GROOMS ST
AFD	9	0220060701	4301 SPEEDWAY
	9	0220110961	5012 1/2 AIRPORT BLVD
PARD	9	0214110901	1600 E 34TH ST
	9	0218110305	
	9	0215121012	
	9	0215121305	
	9	0215180118	2605 LOVELL DR
PARD	9	0107050108	
	9	0400040802	
PARD	9	0107030301	
PARD	9	0100031007	
PARD	9	0100031103	1104 S 6TH ST
	9	0107030301	
PARD	9	PARK	
PARD	9	0117020412	2601 1/2 N MOPAC EXPY NB
PARD	9	0112000101	1100 KINGSBURY ST
PARD	9	0113000901	2229 1/2 PARKWAY
	9	0102010710	723 1/2 BARTON SPRINGS RD
PARD	9	0208000506	
PARD	9	0113000901	
	9	0202000119	505 BARTON SPRINGS RD
PARD	9	0203000103	800 W RIVERSIDE DR
AWU	9	0105000201	
AWU	9	0105001001	500 1/2 W 2ND ST
AWU	9	0105000701	206 1/2 NUECES ST
PARD	9	0210000901	1214 1/2 SHOAL CREEK BLVD
PARD	9	0210000201	
	9	0211010707	
PARD	9	0214000201	2600 N LAMAR BLVD
	9	0217000502	
	9	0203000401	
ORES	9	0205010101	201 SAN ANTONIO ST
PARD	9	0208010701	900 GUADALUPE ST
ORES	9	0208001714	1111 RIO GRANDE ST
PARD	9	0216041501	
PARD	9	0216041701	2915 HEMPHILL PARK
PARD	9	0201030410	808 E RIVERSIDE DR
PARD	9	0203030403	22 BIERCE ST
ACC	9	0204040308	402 E CESAR CHAVEZ ST
ACC	9	0204040308	500 E CESAR CHAVEZ ST
	9	0204040308	188 1/2 RED RIVER ST
	9	0204040308	410 E 3RD ST
ACC	9	0204040308	
PARD	9	0216041403	
PARD	9	0305031125	1701 1/2 WINDOAK DR
PARD	9	0305031125	1701 WINDOAK DR
	9	0301040404	

ORES Properties - District 9

Department	District	TCAD_10 ID	ADDRESS(ES)
PARD	9	0301040404	1016 1/2 E RIVERSIDE DR
PARD	9	0204041305	
PARD	9	0217080201	3913 PECK AVE
	9	0215120111	
	9	0215121012	
	9		
	9	0400041410	1800 S 5TH ST
	9	0100032002	
PARD	9	0111030208	1705 WATERSTON AVE
PARD	9	0100031105	
PARD	9	0110020615	1317 W 10TH ST
PARD	9	0107030301	100 N LAMAR BLVD
PARD	9	0112000401	
PARD	9	0102010236	
PARD	9	0203000301	721 W RIVERSIDE DR
PARD	9	0104010101	1100 1/2 W RIVERSIDE DR
PARD	9	0105000804	
	9	0105000103	
PARD	9	0208000506	855 W 10TH ST
PARD	9	0112000101	1806 N LAMAR BLVD
PARD	9	0105000501	
AWU	9	0105000601	610 1/2 W CESAR CHAVEZ ST
	9	0208000901	
PARD	9	0210000202	
PARD	9	0217000415	
PARD	9	0302020601	1901 EAST SIDE DR
PARD	9	0203000401	
PARD	9	0301020701	1500 ALAMEDA DR
PARD	9	0203030601	
PARD	9	0302020901	1405 KENWOOD AVE
	9	0201030410	
	9	0301040305	
	9	0203030411	58 RAINEY ST
ACC	9	0204040308	400 E CESAR CHAVEZ ST
ACC	9	0204040308	401 E 2ND ST
ACC	9	0204040308	404 E CESAR CHAVEZ ST
ACC	9	0204040308	402 E 2ND ST
ACC	9	0204040308	200 RED RIVER ST
PARD	9	0216040201	
	9	0301040106	
PARD	9	0301040101	1018 1/2 EDGECLIFF TER
	9	0301040408	
PARD	9	0301040408	
ACC	9	0204041305	201 RED RIVER ST
	9	0204040308	521 E 4TH ST
ORES	9	0206040712	500 E 7TH ST
AWU	9	0206041413	625 E 10TH ST
PARD	9	0217060401	3605 1/2 GROOMS ST
PARD	9	0220061601	312 E 44TH ST
	9	0214120311	
	9	0215120701	3906 1/2 WILLOWBROOK DR
	9	0217130104	4111 AIRPORT BLVD
	9	0219180101	
	9	0217200101	





# City of Austin Economic Development Department April 2015

## Table of Contents

- Mueller Redevelopment
- Robertson Hill Redevelopment
- Locally Austin
- Family Business Loan Program
- Cultural Arts Contracts
- Arts in Public Places Program
- Music Venue Assistance Program



City of Austin  
Economic Development Department  
April 2015

## Question Q2

### MUELLER REDEVELOPMENT PROJECT

Mueller has been the recipient of multiple national and local awards for the vision, planning, design, and implementation of the project. The following is a partial award list:

2015	U. S. Department of Housing and Urban Development (HUD) and American Planning Association (APA)	HUD Secretary's Opportunity and Empowerment Award
2015	Council of Development Finance Agencies (CDFA)	CDFA Texas Financing Roundtable Excellence Award for a Project
2012	Urban Land Institute Austin	Public Impact Award for Lake Park
2009	International Economic Development Council	Sustainable and Green Development Award
2008	Urban Land Institute	J. Ronald Terwilliger Award Workforce Housing Models of Excellence Finalist
2008	Envision Central Texas	Community Stewardship Award
2008	Austin Business Journal	Greenest Neighborhood in Austin
2005	National League of Cities	James C. Howland Award for Municipal Enrichment
2001	Congress for the New Urbanism	Charter Award for the Redevelopment Plan

#### 1. Program Summary

Mueller is a public-private partnership led by the Economic Development Department's Redevelopment Services Division. Mueller is the redevelopment of the former 700-acre Robert Mueller Municipal Airport (RMMA) into a mixed-use, new urbanist community in accordance with the RMMA Redevelopment and Reuse Plan, adopted by Council in 2000. Council approved the Master Development Agreement (MDA) between the City of Austin and Catellus Development Corporation (the master developer) in 2004.

#### 2. Program Goals

The Mueller Master Plan provides for a diverse, sustainable, compatible, revitalizing, fiscally-responsible urban village that will include 13,000 residents and 13,000 jobs at build-out and 140 acres of new public parks and greenways that link Mueller with surrounding neighborhoods.

Objectives for the mixed-use Mueller redevelopment project include the following:

- Return the former airport property to the City's tax base.
- Provide a diversity of housing options (including a minimum 25% affordable for all for sale and rental units) and commercial, institutional, and retail development.

- Provide 140 acres of public parks and open space and 13 miles of trails.
- Provide a diversity of jobs; achieve the M/WBE goals as defined in the MDA and resolution.
- Achieve 30% local business in the Mueller Town Center as described in the MDA.
- Achieve sustainable development that promotes energy and water efficiency, in addition to other green building goals and watershed protection.

### **3. Program Origin**

Public involvement has been a hallmark of the Mueller planning process and implementation. The 1984 CARE (Citizen for Airport Relocation) Plan was a grassroots effort of the 17 adjacent neighborhoods. The CARE plan established the core of the redevelopment goals in place today. It proposed a mixed-use development, compatible with existing neighborhoods, providing services in a dense pedestrian-oriented village center.

Voters approved the airport move to the decommissioned Bergstrom Air Force Base, and in 1996, the City embarked on a formal planning process. Over 200 public meetings and focus groups were held with area neighborhoods, the business community, minority groups, design professionals, interest groups, and the general public. A vision emerged that included compact, walkable development that is mixed-use and mixed-income, targeting a range of jobs and varied residential housing types. The Mueller Redevelopment and Reuse Plan, adopted by Council in 2000, also established the six goals of the redevelopment:

1. Fiscal Responsibility
2. Economic Development
3. East Austin Revitalization
4. Compatibility with Surrounding Neighborhoods
5. Diversity
6. Sustainability

The plan also recommended an implementation strategy to enter into a public-private partnership with a master developer. In 2002, after a national search with public input on the candidates, Catellus was selected. The City and Catellus entered a two-year due diligence and negotiation where they regularly engaged with the public to discuss challenges. In 2004, the City approved the zoning case for Mueller that allowed for the compact development patterns called for in the plan, and the MDA was signed.

### **4. Eligibility Requirements**

N/A

### **5. Program Implementation**

The Mueller redevelopment is being implemented under the Master Development Agreement (MDA) that was executed in 2004. The Redevelopment Services Division in Economic Development provides oversight for the project, monitors City and Catellus obligations, coordinates and facilitates with City departments involved with the implementation of Mueller, and communicates with stakeholders.



Currently, Mueller is approximately 30% complete; the anticipated timeline for project completion is 7 to 10 years, based on market conditions.

## 6. Program Intended Effect

The intended effects of the redevelopment of Mueller are closely linked to the project goals.

- Return the former airport property to the City's tax base. At build out, Mueller is anticipated to be valued at over \$1.3 B, with an estimated \$5 M in property taxes annually.
- Demonstrate fiscal responsibility and minimize the City's risk.
- Provide for economic development and jobs in East Austin.
- Provide for services and a diverse range of housing options.
- Serve as a best practice model for sustainable, compact development and public private partnerships.

## 7. Program Actual Outcome

While Mueller is only approximately 30% complete currently, the following table provides an overview of the current and future development.

Development	Current	At Completion (estimated)
Residential Dwelling Units (Single-Family and Multi-Family)	2,579 dwelling units (679 Affordable units)	5,900 dwelling units (1,475 Affordable units)
Residents	4,700	13,000
Commercial and Institutional	1,300,000 SF (500,000 SF Retail)	3,500,000 SF (710,000 SF Retail)
Employees	4,800	13,000
Public Parks & Open Space	75 acres	140 acres
Trails	4.75 miles	13+ miles
Property value	\$683 M (taxable)	> \$1.3 B
Annual Property Taxes	\$2.6 M	> \$5 M

- Completed commercial development at Mueller includes the following:
  - Dell Children's Hospital, Dell Pediatric Research Institute, and Ronald McDonald House
  - HEB and Market District
  - The Thinkery (former Children's Museum), opened 2014
  - AISD Performing Arts Center, opened 2015
- Over \$109M public infrastructure constructed with 25% M/WBE participation.
- Sustainability: brownfield remediation; deconstruction/reuse of all buildings, hangars, and runways; historic preservation/reuse of three buildings; regional stormwater detention and water quality ponds; reclaimed water system; centralized gas-powered energy plant/chiller.
- Green Building: LEED Silver for Neighborhood Development pilot program, all construction is LEED rated or at least Austin Energy Green Building Program (AEGBP) 2-star, currently with 13

LEED commercial buildings, including 2 Platinum, 5 Gold, and 6 Silver, and all residential at least achieving a 3-star AEGBP rating, with over 100 homes achieving 4 and 5-star.



City of Austin  
Economic Development Department  
April 2015

Question Q2

**ROBERTSON HILL REDEVELOPMENT**

**This information is provided by the Economic Development Department.**

The Redevelopment Division repurposes underutilized City-owned land through public-private partnerships that support mixed-use and downtown redevelopment, and that emphasize commercial, residential, retail, cultural and multi-modal transportation projects. Some key accomplishments have been:

- **GREEN WATER PHASED 10-YEAR \$560,000,000 DEVELOPMENT** Completed the sale of Blocks 1 and 23 in the Green Water Treatment Plant for a combined value of more than \$27M. Made substantial progress on the Seaholm district plan by completing construction of the district-wide underground water detention facility, structured parking for Block 1, and infrastructure for the 2<sup>nd</sup> and S. Nueces Street extension including expansion of the City's chilled and reclaimed water facilities.
- **SEAHOLM PHASED 3-YEAR \$100,000,000 DEVELOPMENT** Made excellent progress towards substantial completion of the Seaholm underground parking deck, Seaholm Drive retaining wall, infrastructure and road improvements on Seaholm Drive and 3<sup>rd</sup> Street, Seaholm lowrise retail/office building and power plant renovations. The historic Power Plant building completed core and shell improvements and began tenant improvements for athenahealth to begin moving the first of 600 new employees to the site medical facility and several restaurants; with vertical construction underway for 580 apartment units and 281 single-family homes; Infrastructure under construction for an additional 274 homes.

The following is a summary of the Robertson Hill Project.

**1. Program Summary**

Robertson Hill redevelopment is a project of the City's Economic Development Department. It is supported by a Memorandum of Understanding (MOU) for East Austin Economic Development between the City of Austin and the developer, and the developer's successors and assigns (originally Riata Partners, LLC; currently Robertson Hill Land, Ltd.). The MOU includes fee waivers and a Chapter 380 economic development grant to promote mixed-use redevelopment of the greater East Austin area, and support the City's public policy objectives relating to the stimulation of economic development and the provision of affordable housing in East Austin.



## **2. Program Goals**

The project goals established in the MOU were to:

- Construct water and wastewater infrastructure improvements.
- Market the property to major employers and hoteliers in an effort to create job opportunities and a mixed-use development (both residential and non-residential uses).
- Encourage major employers and/or hoteliers to participate in a job training program.
- Improve sidewalk areas along both sides of San Marcos Street (from East 9<sup>th</sup> Street to East 11<sup>th</sup> Street) and East 9<sup>th</sup> Street (from San Marcos Street to IH-35) in a manner similar to the Great Streets Program.
- Design and build improvements that generally meet the guidelines for the 10-year incentive level under the City's Smart Growth Matrix.
- Include affordable housing units (10% of units available to individuals with incomes below 80% of median family income) for 15 years.
- Include open space on the property.
- Follow spirit and intent of City's Minority-owned and Women-owned Business Enterprise (M/WBE) Procurement Program.

## **3. Program Origin**

The project was an outgrowth of community planning that produced the East 11<sup>th</sup> Street Neighborhood Conservation Combining District (Ordinance No. 910620-C) and the City's Smart Growth Initiative.

## **4. Eligibility Requirements**

The MOU is an agreement between the City of Austin and the owner of seven tracts of property. It did not result from a competitive selection process. But, the property owner has to perform certain land development obligations to qualify for the economic development grant.

## **5. Program Implementation**

Robertson Hill Land, Ltd. is acting as the master developer for the Roberson Hill Project (all tracts and development phases). Construction of the first phase began in 2005 with the Robertson Hill Apartments (now AMLI Eastside). Phase 1 of the project qualified to receive 10-year Chapter 380 payments equaling

100% of the ad valorem taxes on the property improvements. Phases 2 and 3 of the project will not comply with the MOU, so neither of these phases will be eligible for any Chapter 380 payments.

#### **6. Program Intended Effect**

The project is intended to promote mixed-use redevelopment along East 11<sup>th</sup> Street, provide affordable housing units, improve the public realm surrounding the properties, and add employment opportunities for greater East Austin.

#### **7. Program Actual Outcome**

Two phases of the Robertson Hill Project have been completed. Both are rental residential product. Only one phase remains to be constructed on Tract 7, and the MOU requires it to be residential product. As a result, the overall project is not mixed-use and only Phase 1 is eligible for Chapter 380 payments. Regardless, the following outcomes have been noted:

- Water and wastewater improvements were installed by the developer through a cost reimbursement agreement with the City.
- No major employer or hotelier chose to locate on the Robertson Hill properties and, consequently, no job programs were established.
- The sidewalk areas adjoining the project along San Marcos Street and East 9<sup>th</sup> Street have been improved in a manner similar to the City's Great Streets Program.
- Phase 1 of the project met the guidelines for the 10-year incentive level under the City's Smart Growth Matrix. This included the provision of accessible public outdoor space, public art, structured parking, and building façade articulation.
- 29 affordable housing units are being provided in Phase 1 for 15 years.
- Construction of Phase 1 met the spirit and intent of the City's M/WBE Procurement Program.
- The developer has received fee waivers in connection with Phase 1.
- The developer has received Chapter 380 Payments in connection with Phase 1 totaling \$934,163.83 through 2014.

#### **8. Program Division**

Redevelopment Services Division of Economic Development Department



City of Austin  
Economic Development Department  
April 2015

## Question Q2

This information is provided by the Economic Development Department.

### Locally Austin

The Small Business Program fosters job creation and economic growth by providing education, one-on-one technical assistance, annual special-topic information events, and innovative technology resources to help Austin's small businesses grow and prosper. Some key accomplishments have been:

- Created **139** jobs for low-to-moderate income persons through eight (8) Family Business Loan Program (FBLP) loans with 1.5% low-interest rate loans totaling \$2.8M. FBLP regenerates blighted city retail areas. The \$11 M public-private loan pool focuses on disadvantaged areas and creating jobs for chronically unemployed or under-employed populations. Launched the FBLP Micro Loan Program to help small businesses grow with \$35,000, 1.5% interest loans.
- Increased business participation on IEDC Gold Medal Award Winner, LocallyAustin.org, and the City's free marketing website for locally-owned businesses, to about 1500 companies. Introduced a new mobile app, utilizing UT advertising students to create new business outreach strategies, and incorporated "shop zero waste" and "local farms and markets" as searchable categories into the website.
- Provided over 5,100 hours of small business skills training to 1,091 attendees thru a partnership with the University of Texas Professional Development Center. Hosted our 8<sup>th</sup> Business Success Skills Certification "graduation" at City Hall with the mayor officiating the recognition ceremony.

The following is a summary of the Small Business Program's Locally Austin program.

#### 1. Program Summary

LocallyAustin.org is a free, promotional website that was developed to help locally-owned, small businesses to market themselves to potentially hundreds of thousands of Austin residents and visitors. The LocallyAustin.org website and mobile app are free to both the local businesses and residents/visitors who utilize it to source local food, drink, entertainment, products and services.



## 2. Program Goals

Our goal is to be a complete guide to local businesses in Austin. We are constantly looking for ways to promote the website to gain local, small business listings. And we are always marketing to increase consumer awareness of the website and mobile app.

## 3. Program Origin

Locally Austin was born out of a City Council initiative aimed at using promotional mapping to draw more attention to small businesses. The original version of the online map was first launched at the end of 2008 as ExploreLocalAustin.org. The website has since progressed through several versions to meet expanded needs for functionality, vision and scope. Last year, we incorporated two important new categories of businesses: *Local Farmers Markets* and *Shop Zero Waste* (in partnership with Austin Resource Recovery) which identifies businesses that sell remade, repaired, or recycled products. Additionally, the site hosts listings for 108 small business resource organizations.

## 4. Eligibility Requirements

The criteria are:

- locally-owned and operated within the Austin city limits
- not part of a national or regional franchise that is headquartered outside of Austin
- registered with Travis County or the State of Texas
- have fewer than 50 employees in a single location
- not listings for short-term rentals or non-business entities

After going through a simple approval process to ensure the defined criteria are met, new listings receive a welcome letter, a Locally Austin window decal and a digital image of the decal to promote themselves as being a local Austin business. There is a separate window decal for Shop Zero Waste businesses.

## 5. Program Implementation

The Small Business Program first migrated business listings from the previous mapping database, Explore Local Austin, then began promoting the new website to small businesses. The aim was to reach a crucial mass of business listings before inviting consumers to utilize it as their source for local products and services. We currently promote the benefits of the website and app to both businesses and consumers.

We have utilized various channels to promote the website to both businesses and consumers, including the Small Business Program Facebook and Twitter accounts, word-of-mouth outreach through phone calls, emails, and educational classes, Austin Energy bill inserts, Austin Chronicle ads, the I-35 billboard, lawn signs at Fanfest, handing out Locally Austin business cards to F1 visitors and at farmers markets and art shows, signage at One Texas Center, downtown business walk-about, street banners and Capital Metro buses, radio and TV interviews, and online advertising with KVUE and Do 512. The Small

Business Program communicates with the business owners via email to encourage them to take advantage of various upcoming festivals and holidays by updating their websites and advertising specials.

#### **6. Program Intended Effect**

Locally Austin was designed to address the ongoing need of small, local Austin businesses that are competing with national franchises for customers. Our aim was to help local businesses gain a voice in the marketplace and benefit from the cache of being unique Austin businesses. Additionally, it provides a way for consumers who desire to “buy local” to discern where those products and services can be found.

#### **7. Program Actual Outcome**

Usage Data July 1, 2012 -March 31, 2015:

Listings: 1,682 local businesses

Sessions (logins): 23,998

Users: 15,796

Pageviews: 121,455

#### **8. Program Division**

Economic Development Department, Small Business Program



City of Austin  
Economic Development Department  
April 2015

## Question Q2

This information is provided by the Economic Development Department.

### FAMILY BUSINESS LOAN PROGRAM

#### 1. Program Summary

The Family Business Loan Program (FBLP) is a public-private partnership loan program that enables Austin small businesses to finance business expansions that create jobs for low- to moderate-income residents. FBLP is funded through the U.S. Department of Housing and Urban Development (HUD) Section 108 loan guarantee program. Under the program guidelines approved by HUD, FBLP makes low-interest fixed asset and working capital loans to qualified Austin small business owners who are ready to expand their business and create jobs. The FBLP funds a portion of the small business owner's expansion project, and partners with local U.S. Small Business Administration Section 504 certified community lenders and local private bank members of the Federal Home Loan Bank to fund the remainder of the project.

#### 2. Program Goals

The FBLP's goals are to:

- Create jobs for chronically unemployed or under-employed populations.
- Provide subordinated financing to eligible borrowers to fill a financing gap beyond the amount of private participation and equity investment that can be raised.
- Provide long-term, fixed or variable rate financing at interest rates lower than conventional financing.
- Provide a means for revitalizing disadvantaged areas.
- Assist family owned businesses in the City of Austin.
- Leverage 108 funds with funds from the U.S. Small Business Administration's 504 Program and funds of a Private Bank and/or Credit Union.

#### 3. Program Origin

FBLP was authorized by Council in 2012 using \$3.0 million repurposed from an unused Section 108 award to Neighborhood Housing and Community Development.

#### 4. Eligibility Requirements

Applicants must be private, for-profit businesses located within the municipal boundaries of the City of Austin that have been engaged in industrial, retail or distribution activities for at least two years and are



able to demonstrate sufficient profitability. An applicant must be a sole proprietorship or any other legally organized business registered with the State of Texas. The business must meet the size standards of the U.S. Small Business Administration and be a closely held entity. Applicants must also commit to creating at least one full-time job for every \$35,000 in loan funds borrowed, and per HUD regulations 51% of jobs created must be offered to Austin citizens deemed low to moderate income.

## **5. Program Implementation**

Because FBLP is targeted to a very specific type of customer, EDD relies primarily on in-person outreach to business and community groups, and to individual business owners, to recruit potential borrowers for the FBLP. A 3-person team visits potential borrowers to discuss their needs and inform them about the programs benefits and eligibility criteria. During the spring of 2014, 26 EDD employees participated in "Walkabouts," visiting 110 businesses in six different areas to inform them about FBLP and distribute marketing collaterals. Videos on FBLP are posted on City View and [youtube.com/smallbizaustin](http://youtube.com/smallbizaustin). EDD also creates media events for closed loans when borrower wants. An event was held for Rosa Santis at the Practice Yoga building at 1105 East Sixth Street in December 2013, and for Steven and Lauren Shallcross at Sawyer & Co. (former Arkie's Grill) at 4827 East Cesar Chavez in September 2014.

## **6. Program Intended Effect**

The intended effect of FBLP is to create jobs for low- and moderate-income persons, including chronically unemployed and under-employed populations, and to revitalize disadvantaged areas of Austin.

## **7. Program Actual Outcome**

The FBLP has to-date made eight loans totaling \$2.8 million that have created 105 new jobs.

## **8. Program Division**

Economic Development Department, Small Business Program



City of Austin  
Economic Development Department  
April 2015

## Question Q2

This information is provided by the Economic Development Department.

### CULTURAL CONTRACTS PROGRAM

The Cultural Arts Division (CAD) provides leadership and management for the City's arts programs and for the development of arts and cultural industries as an economic development strategy on behalf of the City. Some key accomplishments have been:

- Won a nationally competitive grant from ArtPlace America for \$400,000, along with community partners Fusebox and thinkEAST, to create a pop-up mixed-use creative community during Fusebox Festival 2015 on a 24-acre former industrial site.
- Won a nationally competitive grant from ArtPlace America for \$256,500, along with community partner GO Collaborative, to send artists into the ten new Council districts to work with residents to identify their communities' cultural assets.
- Awarded \$9 million to over 300 Cultural Contracts to anchor the \$4.3B creative industries of Austin. This directly impacted an estimated 7.25 million audience members, including over 1 million tourists.

The following is a summary of the City's Cultural Contracts program.

#### 1. Program Summary

The City of Austin invests in the arts by allocating a portion of Hotel Occupancy Tax (HOT) to eligible applicants who meet established program criteria and are recommended for funding as a result of an application and peer panel review process. The distribution

There are three specific programs which fall under the Core Funding umbrella: Organizational Support, Project Support, and Project Support II. Organizational Support provides funding to large nonprofit arts and cultural institutions for general operating expenses directly related to a year-long program of events. The Project Support category supports nonprofit arts and cultural organizations proposing seasonal programming or for specific projects. The Project Support II category provides funding to

smaller nonprofit arts and cultural organizations, as well as individual artists and unincorporated groups who apply under the sponsorship of a 501(c) nonprofit organization.

The Cultural Expansion Program is open to culturally-based nonprofit arts and cultural organizations which provide programming primarily for minority and traditionally-underserved segments of the community. The program provides funding for a broad range of marketing and audience development support.

Community Initiatives funding is available to individuals and arts-producing/presenting organizations not already receiving funding through the Cultural Arts Division's Core Funding Programs. The program provides support for smaller community arts projects and activities that may develop throughout the year. The purpose of the Community Initiatives Program is to support public arts and cultural programming that celebrates Austin's culture of creativity and to encourage collaboration, innovation, accessibility, and cultural tourism.

New for FY 2015 is the Cultural Heritage Festivals Program. This program is open to nonprofit organizations and projects must involve the marketing, production, and presentation of a culturally-specific festival. (Funding has not been allocated for this program as of April 1, 2015. Funded projects will take place between June 1 and Sept. 30, 2015.)

The Capacity Building Program is also new for FY 2015. Funding for the Capacity Building Program comes from a grant from the Texas Commission on the Arts, and does not utilize HOT revenues. Funds may be used to support organizational infrastructure. (Funding has not been allocated for this program as of April 1, 2015. Funded activities will take place between April 27 and August 1, 2015.)

## **2. Program Goals**

1. Support arts, culture, and creativity as an integral component of a vibrant community and a thriving economy:

- Contribute to cultural tourism development
- Foster sustainable growth and development of the creative community
- Build and diversify audiences through research and marketing strategies
- Attract the workforce and businesses that value a creative community

2. Preserve the unique character of Austin while encouraging artistic and cultural excellence and innovation:

- Provide opportunities for active participation in Austin's cultural life
- Increase and diversify the production of arts and cultural activities



- Enhance the presentation of emerging and established culturally-diverse arts organizations
- Promote the value of arts, culture, and creativity

### 3. Support artists and arts organizations of all disciplines as they engage in meaningful work:

- Encourage excellence, innovation, and collaboration in the creation and presentation of artistic and cultural work
- Support artists and organizations in developing new programs and activities
- Encourage partnerships and creative collaborations within the community

### 3. Program Origin

The City of Austin invests in arts and culture by allocating a portion of Hotel Occupancy Tax revenues to eligible applicants recommended for funding as a result of an equitable process in which they are found to meet established program criteria. As per Austin City Code Chapter 11 – 2 - 7(B)(3), the City allocates 15% of the municipal allocation of Hotel Occupancy Tax revenue to the Cultural Arts Fund to support arts and cultural organizations, as permitted by the Texas Tax Code.

As defined in the Texas Tax Code, Chapter 351.101 (a)(4), revenue from the municipal hotel occupancy tax may be used for: “(T)he encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms.” (Texas Tax Code, Chapter 351.101) (The complete details of the State of Texas Hotel Occupancy Tax Code may be found at [www.statutes.legis.state.tx.us](http://www.statutes.legis.state.tx.us))

### 4. Eligibility Requirements

Applicants to the cultural funding programs must be incorporated, tax-exempt organizations residing in Austin or its Extra Territorial Jurisdiction. Other organizations and individuals must apply under the umbrella of a 501c3 organization. Each program has specific criteria as indicated in the above summary.

### 5. Program Implementation

*See Program Eligibility*

### 6. Program Intended Effect

The City of Austin, as a matter of policy, is committed to providing financial support to organizations and individuals who represent, strengthen, and contribute to the arts, cultural, and creative industries in Austin. Arts, culture and creativity are recognized as a vital contributor to the City’s economic infrastructure and a crucial component in the development of Austin’s unique identity. Our rich and

diverse cultural resources create not only enhanced quality of life for our citizens, but are also key factors in promoting Austin as a destination city to tourists and visitors worldwide. To that end, direct support of events and activities related to the improvement, application and broad accessibility and marketing of the arts are the guiding principles for the investment of these funds.

#### **7. Program Actual Outcome**

NA

#### **8. Program Division**

The Cultural Funding Programs are managed by the Cultural Arts Division of the Economic Development Department.



City of Austin  
Economic Development Department  
April 2015

## Question Q2

This information is provided by the Economic Development Department.

### ARTS IN PUBLIC PLACES PROGRAM

As of January 2015, AIPP completed 201 permanent public art projects at various city sites, as well as 11 temporary public art projects, through the Art in Public Places Program. (with no value amount since they have not been appraised)

The following is a summary of the Arts in Public Places Program.

#### 1. Program Summary

Established by the City in 1985, the Art in Public Places (AIPP) program collaborates with local & nationally-known artists to create public artworks in association with eligible Capital Improvement Projects (CIP). By ordinance, 2% of an eligible project's budget is allocated to commission or purchase art for that site. The locations of the artworks are dictated by which CIP projects are approved, first through citizen vote, then by City Council. As of January 2015, over 200 permanent and temporary artworks have been commissioned through AIPP.

#### 2. Program Goals

The goal of the AIPP program is to commission works of art and art projects of redeeming quality that advance the public's understanding of visual art and enhance the aesthetic quality of public places.

#### 3. Program Origin

The Art in Public Places (AIPP) Ordinance passed in 1985 from a citizen initiative to integrate artistic expression into our built environment. Austin was the first municipality in Texas to recognize the value of public art in this way. The percentage for artwork increased from 1% to 2% in 2002, due to community support. This 2%, derived from eligible capital improvement projects, including new building construction, building remodeling, decorative or commemorative structures, parkland acquisition and park development, parking facilities, street and streetscape improvements, bridges, water or wastewater treatment facilities, and other appropriate projects as approved by City Council, is allocated to commission or purchase art for public sites all over the city..

#### **4. Eligibility Requirements**

The eligibility of CIP Projects extends to the construction or remodeling of all buildings, as defined by the City's Comprehensive Zoning Ordinance and irrespective of its function; decorative commemorative structures; new streetscapes or street improvement project; bridges, including but not limited to the incorporation of an artistic feature into the structural design; water or wastewater treatment facilities and other appropriate project as recommended by the Art in Public Places Panel and Arts Commission and approved by the City Council on a case-by-case basis; parks (including but not limited to swimming pools, land development, playscapes, picnic structures, jogging trails, restroom facilities, and athletic courts); or parking facilities (public lots, garages, parking terminals or other structures or accommodations for the parking of motor vehicles off the street or highway, and includes equipment, entrances, exits, fencing, and other accessories necessary for the safety and convenience in the parking of vehicles), or any portion thereof.

In order to be considered eligible for the Art in Public Places Program, a remodeling project must provide a new use for or an addition to an existing space by making structural changes. Because of the administrative costs associated with the transfer of funds and the selection of an artist, a project must have an original estimated construction cost of \$100,000 or more in order to be considered eligible.

Every artwork opportunity through AIPP is shaped on a case-by-case basis, depending on a variety of factors (budget, timeframe, site, goals, user group, etc.), and set by the Art in Public Places Panel and Austin Arts Commission prior to any Call to Artist being released. AIPP, like many other public art programs around the country, does open the eligibility to artists beyond Austin and Texas when a larger artist pool is deemed appropriate to consider.

#### **5. Program Implementation**

The AIPP Program staff includes the program Administrator, who coordinates and facilitates the implementation of the AIPP Ordinance, as well as Project Coordinators, who manage the individual projects through each development stage, and a Collections Manager.

The AIPP Panel is a seven-member standing committee of volunteer visual arts professionals, appointed by the Arts Commission, for the purpose of advising the Commission on matters relating to the implementation of the Art in Public Places Ordinance.

As CIP project budgets are approved, the City department in charge of each project notifies AIPP of any eligible projects. AIPP Projects are developed through research and discussion with City staff, project advisors, stakeholders, and the AIPP Panel. Once a project is developed, the AIPP Panel with the Administrator recommend to the Arts Commission, in the form of a written prospectus, the overall approach and selection process for each artwork project.

For most AIPP projects, a Selection Panel of visual art professionals is established for the purpose of making an artist/artwork recommendation. A selection panel is comprised of 3-5 jurors, depending upon



the size and complexity of the individual project. The recommendations of the selection panel are reviewed and approved by the AIPP Panel and Arts Commission. If the project budget is over \$56,000, staff must seek permission from Council to negotiate a contract with the selected artist.

Throughout the design process, the commissioned artist reviews designs with staff, stakeholders, project advisors, and the AIPP Panel. All final designs must be approved by vote of the AIPP Panel and Arts Commission.

## **6. Program Intended Effect**

Public art has intrinsic value and instrumental value. It enhances the aesthetic quality of public space, contributes a unique identity for the city, invites tourists and citizens to interact with facilities and neighborhoods, employs the creative sector, serves as an economic stimulus, and fosters investment citywide.

It is the stated intent of the Art in Public Places Ordinance to direct the inclusion of works of art in City construction projects in order to expand the citizens' of Austin experience with visual art and enable them to better understand their communities and their individual lives. By encouraging artists capable of creating works of art in public places, the Art in Public Places Program strives to stimulate the vitality and economy of the City and enhance Austin's standing as a regional leader in the arts.

## **7. Program Actual Outcome**

Since 1985, the Art in Public Places (AIPP) program has collaborated with local and nationally known artists to create cultural landmarks for the city. These artworks incorporate our community's history and values and have become cornerstones of Austin's identity. Austin's Public Art Collection is found at sites such as the airport, convention center, libraries, parks, police stations, recreation centers, and streetscapes, enhancing public spaces for all residents and visitors to our City.

AIPP has sizably invested in our own creative community: to date, 128 of the program's 175 commissioned artists have been from the Austin area.

Art in Public Places encourages artists to make the leap from studio art to public art and to build their professional practice. AIPP started the TEMPO program in 2009, which commissions Austin artists for temporary, site-specific works and provide a "training ground" for artists interested in transitioning into the public realm. To date, 17 artists have been commissioned, and the program is set to launch its third TEMPO Call to Artists in spring 2015. Several past TEMPO artists have received successive permanent artwork commissions and awards as a result of the experience gained through this program.

Though there is no mandate for private development to contribute to public art, AIPP has worked successfully on several public-private partnerships with developers and community groups (Gables Residential, YMCA of Austin, ZACH Theater, Southwest Strategies Group, AMLI, and Stratus), with even more projects on the horizon.

Austin's AIPP program is recognized as one of the premier public art programs in the country, having received national awards (12 from the Public Art Network of Americans for the Arts since 1998, CODA Awards, Art in America) as well as local awards (Austin Chronicle, YMCA of Austin, American Institute of Architects-Austin chapter). Austin's own Austin-Bergstrom International Airport has been named by *USA Today* as one of the nation's best airports for art.

## **8. Program Division**

AIPP is a program of the Cultural Arts Division of the Economic Development Department.



City of Austin  
Economic Development Department  
April 2015

## Questions Q2

This information is provided by the Economic Development Department.

### MUSIC VENUE ASSISTANCE PROGRAM

- Launched the first ever Music Industry Census and market research study of Austin's music industry and its workers. The purpose of the project is to capture an in-depth look at Austin's music industry workers and its economic issues and opportunities.
- Expanded the unique music partnership with Austin Independent Radio (AIR) sending 6 Austin Music Ambassadors to perform in Toronto Canada (NXNE Festival) and Hamburg Germany (Reeperbahn Festival). AIR is currently broadcasting Austin music into 50 countries worldwide.
- Awarded 3 Music Venue Assistance Program loans at a low interest rate for the purpose of enhancing the sound quality of indoor and outdoor venues, while reducing sound impact to neighboring uses.

Following is a summary of the Music Venue Assistance Program.

#### 1. Program Summary

The Music Venue Assistance Program (MVAP) was created to support our valuable music industry, and to reduce sound complaints. This program offers low interest micro loans to qualifying establishments for the purpose of enhancing the sound quality of **indoor and outdoor venues**, while reducing sound impact to neighboring uses.

#### 2. Program Origin

The MVAP was created in 2013 based on several successful case studies conducted by the Music Division in 2012. In the case studies, technological and architectural solutions were implemented at music venues that had been the source of sound complaints. Sound quality inside the venues was enhanced and complaints from neighbors were drastically reduced after installation of the sound mitigation features.

#### 3. Program Implementation

- MVAP loan interest rates are well below market (around .75%)
- City of Austin will help market your business
- Potential extended hours of amplified sound permit
- Free professional consultations are included to improve sound quality for your patrons
- Turn complaining neighbors into supporting customer base
-

#### **4. Program Intended Effect**

Owners of commercial businesses located within the Austin City limits that are interested in improving sound quality inside and outside of their venues:

- . Business must have been operating at present location or have experience operating a similar type business for a minimum of two years
- . Receipts for requested eligible expenditures / personal signatory guarantee
- . Property lease term must extend the length of loan payback term
- . Maximum loan amount \$35, 000
- . Loans up to \$5,000 require payback term of one (1) year
- . Loans ranging from \$5,001 to \$15,000 require payback term of two (2) years
- . Loans ranging from \$15,001 to \$35,000 require payback term of three (3) years

#### **8. Program Division**

Economic Development Department, Music Office







City of Austin  
Economic Development Department  
April 2015

## Questions Q3

### CHAPTER 380 INCENTIVE PROGRAM

This information provided by the Economic Development Department.

Chapter 380 performance-based contracts are used as a means to secure quality jobs to Austin, seed and grow desired industry sectors, create contracting opportunities for local businesses, increase the City's revenue streams, and diversify Austin's economic base. Some key accomplishments have been the:

- Executed three economic development agreements that will create 1,247 new jobs with a cumulative average wage of \$93,274. These agreements also secure \$23,180,000 of private investment that is available to local, small and minority businesses, and forecasted to generate a \$4,023,444 net profit for the City of Austin.
- Executed the City's first Creative Content Film/TV agreement for the production of ABC's *American Crime* in Austin, TX, which aired March 2015.
- Obtained a \$1 million grant from the U.S. Economic Development Administration to develop the city landfill into the Austin [re]Manufacturing Hub in partnership with Austin Resource and Recovery Department.

The following is a summary of the Chapter 380 Incentive Program.

#### 1. Program Summary

*Austin's economic development policy is structured in such a way that we measure the merits of the project and determine whether they meet or exceed the goals to be achieved through using a Chapter 380 performance-based contract. Should the public benefit goals be met or exceeded, Austin will propose a competitive offer that provides a financial benefit to the company and to the City and obligates the company to achieve the desired public benefits.*

*Chapter 380 performance-based contracts are used as a means to secure quality jobs to Austin, seed and grow desired industry sectors, create contracting opportunities for local businesses, increase the City's revenue streams, and diversify Austin's economic base.*

## **2. Program Goals**

*Chapter 380 is used as the most powerful tool for anchoring competitive projects that can catalyze positive change in the Austin region. In the past, this meant using Chapter 380 as a means for diversifying our economy rather than relying on one or two industry sectors. The vision for utilizing this tool is shifting to focus on creating opportunities for those hard-to-employ individuals, as well as families that are in poverty and for those looking to advance into or up from the middle-class. And, there are areas of Austin where the unemployment rate remain unacceptably high not just for adults, but also for youth.*

## **3. Program Origin**

*The creation of the City's Economic Development Department dates back to 2001 with the creation of the Mayor's Taskforce on the Economy. In the wake of Austin's economic rise and subsequent on the heels of the dot.com bust, the Taskforce compiled in the report, *The Mayor's Taskforce on the Economy: Subcommittee Findings*." The report noted the City of Austin should be willing, under the right circumstances, to create a shared investment with firms that are either relocating or expanding to Austin. The Taskforce identified Texas Local Government Code Chapter 380 as the preferred vehicle, due to its simplicity and flexibility. This portion of Local Government Code became effective in 1987 when Texas voters approved a constitutional amendment that "provided grants of monies for economic development to serve a public purpose."*

*Chapter 380 provides legislative authority for Texas municipalities to establish and provide financial programs that promote state and local goals for economic development. Such measures for the use of this program include the creation of jobs and the expansion of the tax base. The City's use of Chapter 380 was authorized as part of the creation of the City's Economic Development Policy and Program via Council Resolution No. 030612-15.*

## **4. Eligibility Requirements**

*With regard to Chapter 380 performance-based contracts for business recruitment and expansion, Austin is very clear on its guiding principles for utilizing this tool. Specifically, the provision of Chapter 380 performance-based contracts must be done under the right circumstances and carefully designed to maximize benefits to Austin while minimizing costs. Local benefits such as the creation of higher paying and higher quality jobs, growing local industry sectors, increasing annual revenue to the City, diversifying the economy, and developing contracting opportunities for local businesses must be achieved when engaging in Chapter 380 performance-based contracts.*

## **5. Program Implementation**

*EDD works closely with the Chamber to analyze potential project relocation or expansions. Candidates fill out a Business Information Form to collect pertinent company and project information that enables staff to research the firm, input data into WebLOCI, and inform the Firm-Based Matrix scoring process.*

*In the WebLOCI component of analysis, staff utilizes a formal cost-benefit analysis as approved through Ordinance No. 20091001-011. Staff uses data captured from the BIF as inputs into WebLOCI in order to*

*estimate city revenues derived from and expenses to be incurred as a result of the project. Examples of revenues include property tax, sales tax, electric and water utility charges, and other general revenues of the city. Examples of expenses include parks and recreation, library, public safety, electric and water utility operations, and other general expenses of the city. The analysis assists staff with determining the financial proposal to be offered by the city.*

*As part of Resolution No. 030612-15, the City Council adopted a Firm-Based Project Scoring Matrix ("Matrix") to assess economic, financial, and qualitative factors stemming from the project and company. City Council recently amended the Matrix through Resolution No. 20131024-056. The recent amendments included adding additional minimum criteria and bonus scoring criteria. Projects must meet all minimum criteria and score at least 60 points in order to be considered for a Chapter 380 performance-based contract. Businesses requesting an exception from certain minimum criteria must complete an exception application. Exceptions to minimum criteria require approval by a two-third majority vote of the Council.*

*The City develops a Chapter 380 proposal from the net profit that is calculated from the project. The City currently has two options for financing the Chapter 380 proposal: (1) refunding a portion of property taxes paid by the company on a significant capital investment, or (2) developing a "per job" payment structure for projects that are not capital intensive. Per Council Resolution No. 20141211-221, the City will not offer a Chapter 380 proposal based on a property tax refund for projects locating in a tax increment finance district on City-owned property. The City Manager's letter includes the City's Chapter 380 performance based contract proposal and stipulates conditions upon which the company must agree in order for the Chapter 380 proposal to be presented to Council for consideration.*

*Staff will place a Chapter 380 proposal on the Council agenda and solicit public comment at the ensuing Council meeting. The proposal, Matrix, BIF, WebLOCI analysis and proposed contract are announced in a press release and made available to the public no later than the sixth day before the Council agenda item with the staff presentation. An online comment portal is setup to collect comments, and they are forwarded to City Council prior to the second Council meeting. The second City Council meeting includes a public hearing and City Council action.*

*As part of Resolution No. 030612-15, Council requires all Chapter 380 agreements to be performance-based, meaning the company must demonstrate its compliance annually in order to receive that year's contract payment. No upfront incentives are allowed. Every year, the Economic Development Department reviews the company's compliance with the contractual requirements, and an independent, third-party reviews the department's annual review. City Council added the requirement of an independent, third-party review through Ordinance No. 20090312-005. If both annual reviews confirm compliance, then the company is deemed to have fulfilled its annual obligations, and the contract payment is made for that year. All contract payment information can be found on the Economic Development Department website. Because the City utilizes a performance-based contract system and no upfront incentives are allowed, there is no need for clawbacks. Clawbacks are contained in agreements when a company is paid incentives upfront before meeting any obligations.*

***Dollars set aside in the Economic Development Fund are allocated for existing projects, and are not discretionary.***

## **6. Program Intended Effect**

*Chapter 380 agreements are used to attract, recruit, and retain businesses through property tax rebates or payments for high-quality job creation. Communities benefit from the promotion of economic development activity; job creation; increased tax revenues; increased opportunity for input into new developments; creation of new businesses; infrastructure commitments; and, streamlining implementation.*

## **7. Program Actual Outcome**

*The City has executed 21 Chapter 380 agreements. Of all agreements executed since 2010, the city has generated an ROI of 239%.*

*Of the 8 firm-based agreements that are that are still active:*

- The City has required the cumulative creation of 6,771 jobs over the life of the 8 agreements ; 3,286 have been created thus far*
- The City has required investment of \$4,378,337,753*
- The projects are estimated to benefit the City in the amount of \$37,449,187*
- \$4,720,608,130 of investment has been verified. The data set excludes athenahealth, Websense, HID Global, and Apple because their reporting period is forthcoming.*
- Excluding Samsung (because WebLOCI was not utilized at the time), the project return on investment for the active agreements as of July 2014 totaled 225.1%, resulting from \$13,083,391 in performance-based contract amounts to be paid out over the term of the contract(s) and \$29,452,052 in net profit to the City.*

## **8. Program Division**

*Global Business Recruitment and Expansion*

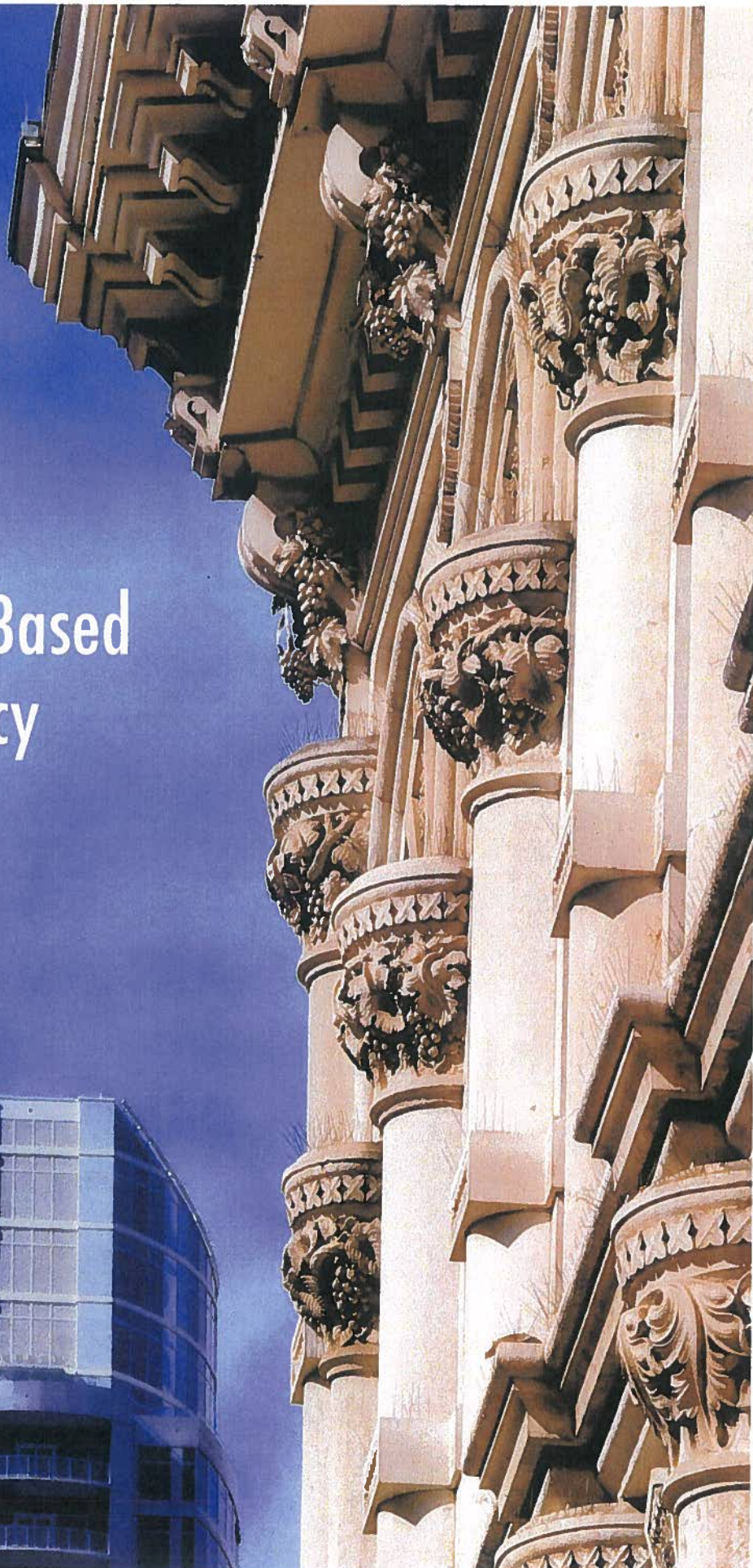
*David Colligan – Manager of Global Business Recruitment & Expansion (512-974-6381)*



# City of Austin Chapter 380 Performance-Based Contracts Policy

CITY OF AUSTIN, TEXAS

MARCH 2015





# Table of Contents



A Drive to Rebound: The Genesis of Austin's Economic Development Policy	3
Austin's Economic Development Approach: Investments in Local Assets	7
Local and National Recognition for a Distinctive Economic Development Program	13
Targeting Traditional Industry Sectors and Growing New Industry Sectors	15
Chapter 380: Investing in the Future of Austin	21
A Process Built on Safeguarding Austin's Resources	25
The Best Practices for Transparency Are in Austin, Texas	29
Leveraging Austin's Economic Success To Solve Long-Standing and Growing Economic Challenges	32
Value to the Austin Community	33



# A Drive to Rebound The Genesis of Austin's Economic Development

## THE 2001 TECHNOLOGY RECESSION, THE LOSS OF JOBS, AND THE FINANCIAL IMPACT TO THE CITY OF AUSTIN

The creation of the City's Economic Development Department dates back to 2001 with the creation of the Mayor's Taskforce on the Economy ("Taskforce") and the appointment of (then) Council Members Will Wynn and Betty Dunkerley as co-chairs of the Taskforce. Prior to the 2001 national recession and the dot.com bust, Austin witnessed significant increases in home prices, average wages, and new jobs created. And, Austin was riding high on the rankings bestowed by Forbes Magazine, the Milken Institute, and others. This wave of economic prosperity broke quickly following a high-tech industry downfall that resulted in 17,000 local technology jobs being eliminated and huge losses in the stock market that reduced the worth of local publicly-traded companies. By January 2003, the city's unemployment rate ballooned to 6.2 percent from a historic low in November 2000 of 1.8 percent.



The resulting impact pushed city of Austin sales tax collections deep into negative decline. The City's dire financial condition was summed up best in the July 29, 2004 proposed fiscal year 2004-2005 budget presentation that elaborated on the following:

- For fiscal year 2002-2003, Austin had to close a \$54 million budget gap resulting in reductions to the General Fund of over \$31 million.
- For fiscal year 2003-04, \$38.2 million in General Fund reductions were made.
- And, for fiscal year, 2004-2005, an additional \$19.4 million in reductions was needed to close the gap between revenues and expenses.<sup>1</sup>

<sup>1</sup> "City of Austin Proposed Budget for Fiscal Year 2004-05" presentation by City Staff, July 29, 2004.

Austin's economic growth prior to 2001 quickly turned into economic recession, with no clear plan for the future and significant cuts to General Fund programs implemented.

## A COMMUNITY FOCUSED ON ECONOMIC DEVELOPMENT TO SHORE UP AUSTIN'S ECONOMY

In November 2002, Council members Wynn and Dunkerely, together with Jon Hockenyos, a local economist and principal of Texas Perspectives, Inc. (TXP), and Bill Hudnot, former Mayor of Indianapolis, Indiana and Senior Fellow at the Urban Land Institute, presented recommendations for a comprehensive economic action plan. At the Council work session, Hockenyos presented his white paper, "Austin's Economic Future: The Intersection of Innovation, Creativity, and Quality of Life"<sup>2</sup>. The white paper provided insight into Austin's economic rise and subsequent fall. In the white paper, Hockenyos outlined Austin's assets that should be seized upon and how Austin could utilize those assets in a New Economy driven by innovation, continuous learning, and adaptation. He noted that Austin's embedded strengths of creativity, innovation and entrepreneurship should be put to use in this New Economy that drives long-term economic success to places that are rich in ideas, filled with talented and educated people, exude physical and cultural amenities, and embody the ability to learn and adapt.

However, as Hockenyos noted in the paper,<sup>3</sup> Austin lacked a singular organization that assumed the responsibility for all the factors that would contribute to the City's long-term development of the local economy. He pointed out that the city was in a position to directly influence the local economy by focusing on three specific areas: traditional recruitment and retention, small business and entrepreneurship, and cultural vitality.

At their November 2002 work session, Council Members Wynn and Dunkerley, presented four (4) recommendations of the Taskforce requesting the City Manager to do the following:

1. Participate in and support three task force subcommittees (Traditional Recruitment and Retention, Small Business and Entrepreneurship, and Cultural Vitality);
2. Review the adequacy of the organizational structure for supporting economic development activities;
3. Establish a program honoring businesses and companies that make important quality of life and job contributions to Austin; and
4. Present a quarterly economic report for the city. These recommendations were accepted in a subsequent Council meeting.

Between November 2002 and April 2003, the Taskforce created and convened the three subcommittees to develop recommendations for a comprehensive economic development initiative. The three subcommittees were comprised of city staff, consultants, and 62 individuals representing local businesses, arts organizations, university officials, bankers, city staff, economists, venture capitalists, the Texas Governor's economic development staff, local chambers of commerce, local workforce development agencies, Liveable City, and Capital IDEA.

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<sup>2</sup> "Austin's Economic Future: The Mayor's Taskforce on the Economy Subcommittee Findings", prepared for the City of Austin, April 9, 2003.

<sup>3</sup> Page 13, "Austin's Economic Future: The Intersection of Innovation, Creativity, and Quality of Life", Jon Hockenyos, Texas Perspectives, Inc., November 20, 2002.



Participants were divided into subcommittees focused on traditional industries, small business, and cultural vitality. The participants focused on how Austin could leverage its strengths of innovation, creativity, and entrepreneurship and direct and indirect roles the city of Austin should take in leveraging these strengths to ensure that the local economy thrives in a global marketplace. The subcommittee's recommendations were compiled into a report, "The Mayor's Taskforce on the Economy: Subcommittee Findings"<sup>4</sup>, which led to the comprehensive economic development initiative and economic development policy in use today, including the first divisions that would comprise the Economic Development Department (small business development, cultural arts, and business retention & recruitment).

On June 12, 2003, the Austin City Council approved a resolution<sup>5</sup> for a comprehensive Economic Development Program for the City of Austin. The resolution authorized the City Manager to take the necessary actions, including administrative changes, to implement the Economic Development Program. Then, on October 28, 2004, the Austin City Council adopted the Firm-Based Matrix<sup>6</sup>, which is the scoring mechanism used to determine whether a Chapter 380 performance-based contract should be provided or not for business recruitments. Austin now had a comprehensive economic development program focused on business recruitment and retention, cultural vitality, and small business and entrepreneurship. This three-pronged approach was fully supported by the Austin City Council. And, the focus on economic development and job creation was in alignment with newly elected Mayor Will Wynn's top priority of job creation.

Austin's Economic Development Policy and Program are much more than using performance based agreement for job creation - it is a comprehensive approach toward developing a sustainable local economy.

*"The biggest threat to the economy is for the city to do nothing at a time when some of our brightest and best-trained workers are unemployed. That would be a horrible signal. The budget shortfall has actually inspired us to get back to the table with regard to economic development. One of the reasons why we're having to reinvent the city's economic strategy is because the city didn't need one until recently."*

*- May 18, 2003, Mayor-Elect Will Wynn in an interview with the Austin Business Journal.*

<sup>4</sup> "Austin's Economic Future: The Mayor's Taskforce on the Economy Subcommittee Findings", prepared for the City of Austin, April 9, 2003.

<sup>5</sup> Austin, Texas City Council Resolution No. 030612-15.

<sup>6</sup> Austin, Texas City Council Resolution No. 041028-3.

## BUILDING THE ECONOMIC DEVELOPMENT DEPARTMENT

Austin's Economic Development Department is much more than using performance-based agreement for job creation. The Taskforce leaders utilized a cross-section of community interests to develop recommendations that leveraged Austin's key economic strengths. The diverse representation of workforce development, state agency, college and university, small business, civic organizations, cultural arts, banking, corporate, technology, parks, minorities, artists, and arts institutions ensured that the strengths of Austin's economy would receive increased investment as part of this new economic future. The foundation for a collaborative innovation platform was created. The next key step for Austin was to develop a centralized department that took primary responsibility for implementing the Economic Development Program.

The City's Economic Development Department started as the Redevelopment Services Office and was created through adoption of the City's fiscal year 2001-02 budget. Austin Energy, which is the city's wholly-owned electric utility, funded the Redevelopment Services Office with a \$4.2 million transfer into the city's Economic Development Fund. The benefit to Austin Energy was continued growth in its service area through the attraction of new business and encouragement of local businesses to expand.<sup>7</sup> The Redevelopment Services Office was to work with primary employers that want to relocate to Austin as well as plan for downtown development and the redevelopment of the former Robert Mueller Airport property.<sup>8</sup>

For fiscal year 2002-03, the department name changed to Economic Growth and Redevelopment Services Office to reflect not only a focus on redevelopment, but also a focus on business growth and sensitivity to maintaining Austin's cultural identity. One (1) position was transferred from the Parks and Recreation Department for the "Austin Sense of Place and Cultural Identity" activity. The purpose of the activity was to enrich and enliven public spaces in the downtown area in order to attract new residents, businesses, and visitors.<sup>9</sup> On March 6, 2003, the Austin City Council amended the fiscal year 2002-03 budget to create the Cultural Arts Program within the department for this purpose.<sup>10</sup>

With the June 12, 2003 approval by Austin City Council of a new three-pronged approach to economic development, the Small Business Development activity from the Department of Small and Minority Business Resources was moved into the Economic Development Department as part of the fiscal year 2003-04 budget. Additionally, the fiscal year 2003-04 budget included a formal "Cultural Arts Division" within the department.<sup>11</sup> The adoption of the fiscal year 2004-05 budget for the department marked the final action to fully assemble the full economic development program as envisioned by the Taskforce. A formal Music Division component was added as part of the fiscal year 2009-10 budget. The department now has a team focused on the economic diversity and well being of the city from the vantage points of traditional industries, redevelopment, small business development, and the creative industries sectors of cultural arts, music, film, and digital media.

From the beginning of the department through today, the City's focus for economic development has been to leverage Austin's strengths to support job creation and economic resilience. No other economic development agency in Austin invests more dollars into the local economy than does the Economic Development Department.

<sup>7</sup> City of Austin, Texas Fiscal Year 2000-01 Adopted Budget, Volume IV, Page 128.

<sup>8</sup> City of Austin, Texas Fiscal Year 2000-01 Adopted Budget, Volume IV, Page 135.

<sup>9</sup> Austin, Texas City Council Ordinance No. 030603-07.

<sup>10</sup> "2003-2004 Proposed Budget Presentation", a presentation by City Staff for the Austin, Texas City Council, August 28, 2003.

<sup>11</sup> "2003-2004 Proposed Budget Presentation", a presentation by City Staff for the Austin, Texas City Council, August 28, 2003.

# Austin's Economic Development Approach: Investments in Local Assets

Unlike most economic development organizations in cities across the country, Austin's Economic Development Department is focused on several pillars of the local economy. The multi-faceted strategy is focused on traditional business recruitment, international trade and exporting, small business development, creative industries such as arts, music, and film, and catalytic redevelopment of blighted or underutilized City properties. Defining economic development as supporting Austin's core strengths allows for a comprehensive approach toward developing a sustainable local economy.

## CULTURAL FUNDING & VISUAL ART PROGRAMMING

Utilizing the arts portion of the Hotel Occupancy Tax, the Economic Development Department contracts for services to over 200 local nonprofit arts organizations individual artists. In this current fiscal year (October 1, 2014-September 30, 2015), the Cultural Funding Program is managing 240 nonprofit contractors. Of these, 28, or 16.05%, self-identified as minority. The total allocation to all contractors was \$7,944,327. Of that amount, \$1,275,098 was allocated to the 28 self-identified minority contractors. Listed here are some of the minority contractors:

- **Mexic-Arte Museum** - The official Mexican-American Museum of the State of Texas. Amongst numerous exhibitions and activities, they also present the Viva la Vida Fest on the Dia de los Muertos holiday.
- **Cine las Americas** - Produce an annual international Latino film Festival.
- **Austin Latino Music Association** - Showcase Latino musicians from different genres and present the Idolos del Barrio awards.
- **Johnny Degollado** - Conjunto musician who also produces a conjunto festival.
- **Ballet East** - Showcase the work of Latino choreographers.
- **Puerto Rican Folkloric Dance Company** - The only such dance company in the Southwest, showcasing the dance and culture of Puerto Rico.
- **Teatro Vivo** - Present Latino plays and the Austin Latino New Play Festival.

## MUSIC PROGRAMMING

ATX Music Industry Census & Needs Assessment Survey is a comprehensive economic development study of Austin's music industry and its workers.

Dub Academy offers 500 deserving teens from the greater Austin area free music classes.

**HOPE FM Live! First Sundays** encompasses a broad range of live music programming at Plaza Saltillo.

**ListentoAIR** launched as an online music streaming service to benefit Austin independent artists and listeners worldwide. ListentoAir.com generates distribution channels for independent artists to sell their digital and recorded music. The mobile app spawned from the success of the ListentoAIR web site, which currently has launched over 750,000 streams in over 45 countries.

**Austin Music Memorial Annual Induction** - The Music Memorial builds a living legacy that threads the past to the present in Austin's musical heritage, and serves as an annual event that unites Austin's citizens in a celebration of our unique culture and the people who have created it. The Economic Development Department facilitates the musician selection and produces the annual induction ceremony that honors deceased local music legends that had a unique and significant impact on Austin's music community.

## WORKFORCE DEVELOPMENT

In the realm of workforce development, the Economic Development Department invests \$1,480,650 annually into Capital Idea and another \$437,833 annually into Skillpoint Alliance. Both organizations focus on providing the skills and education to move the Austin workforce from low-paying jobs to higher paying jobs. Investments in both organizations provide the local talent needed by existing and incoming companies so that external recruitment of talent becomes a second choice.

Other workforce development investments by the Economic Development Department include the following:

**Take it to the Next Level Program** - Ongoing initiative of workshops, speaker series, and webinars to provide capacity building and professional development to the creative sector.

**Urban Artist Development** - partnership with Capitol View Arts to offer vocational training, seminars, and networking opportunities specifically targeted to the needs of urban artists to help them monetize their careers and reduce underemployment.

**Artist Inc.** - Up to 25 local artists, chosen by a selection panel, participated in an eight-week training program that will enhance their business and entrepreneurial skills.

## ECONOMIC DEVELOPMENT'S INVESTMENT PORTFOLIO IS AS DIVERSE AS THE CITY WE SERVE:

Allocates **\$7,944,327 TO 240 NONPROFIT CONTRACTORS** through Cultural Funding Program

Launched **750,000 STREAMS** with Austin independent artists through Music Programming partnership with ListentoAIR to **LISTENERS IN 45 COUNTRIES WORLDWIDE.**

Invests **\$1,918,483 IN CAREER AND OCCUPATIONAL TRAINING** services annually, providing the skills and education to move the Austin workforce from low-paying jobs to higher paying jobs.



Invests **\$308,750 ANNUALLY FOR FUNDING BIO/HEALTH SCIENCES AND WIRELESS INCUBATORS** that are critical for developing industry clusters in each of these areas.

Invests **\$679,750 ANNUALLY INTO MINORITY CHAMBERS OF COMMERCE** that help to develop local businesses by providing them access to skills and business opportunities for growing and expanding.

Invests **\$350,000 ANNUALLY INTO OPPORTUNITY AUSTIN, THE REGIONAL ECONOMIC DEVELOPMENT PROGRAM** that is aimed at fostering job-creating investment in the Austin region.

## SMALL BUSINESS & COMMUNITY ECONOMIC OPPORTUNITY

The Economic Development Department invests \$617,500 annually into three of the four Austin Technology Incubators (ATI), a program of The University of Texas at Austin (UT) IC<sup>2</sup> Institute. Funding for the Clean Energy, Bio/Health Sciences, and IT/Wireless incubators is critical for developing industry clusters in each of these areas. ATI provides strategic counsel, operational guidance, and infrastructure support to its member companies to help them transition into successful, high growth technology businesses. A March 2014 report by UT's Bureau of Business Research concluded that between 2003 and 2012, ATI graduate companies created more than 6,520 direct and indirect jobs, and produced more than \$20 million in local revenue.<sup>12</sup>

The Economic Development Department invests \$679,750 annually into the Greater Austin Asian Chamber of Commerce, the Greater Austin Black Chamber of Commerce, the Greater Austin Hispanic Chamber of Commerce, and the Austin Gay and Lesbian Chamber of Commerce. The chambers of commerce help to develop local businesses by providing them access to skills and business opportunities for growing and expanding.

The Economic Development Department invests \$350,000 annually into the Opportunity Austin program. This regional economic development program is aimed at fostering job-creating investment in the Austin region. Opportunity Austin markets Austin as a desired business location and provides access to data, site information, and talent information for companies interested in locating or expanding in Austin.

Other small business investments and community investments include the following:

**Business Education** - Classroom training for local, small businesses on a variety of business topics through a partnership with UT. Classes are taught by UT Adjunct Professors.

**Business Solutions Center** - A technology center located on the 1st floor of One Texas Center that provides small business owners with access to online business research tools. The Business Solutions Center also provides "How To" and "Where To Go" information, and serves as a portal to City services for small businesses.

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<sup>12</sup> March 15, 2014 news release by The University of Texas at Austin, "Austin Technology Incubator Generates Thousands of Jobs and Millions in Economic Impact".

**BizOpen** - Helps small business owners navigate the City's complex development and permitting processes. BizOpen offers one-on-one assistance and an overview class on the City's development process.

**Commercial Regeneration Program -**

This new program is being rolled out to provide support and enhancement to Austin's commercial corridors in challenged areas to enhance the viability of commercial clusters, promote local job creation, and provide neighborhoods greater access to retail and services.

**Global Business Matching Program -**

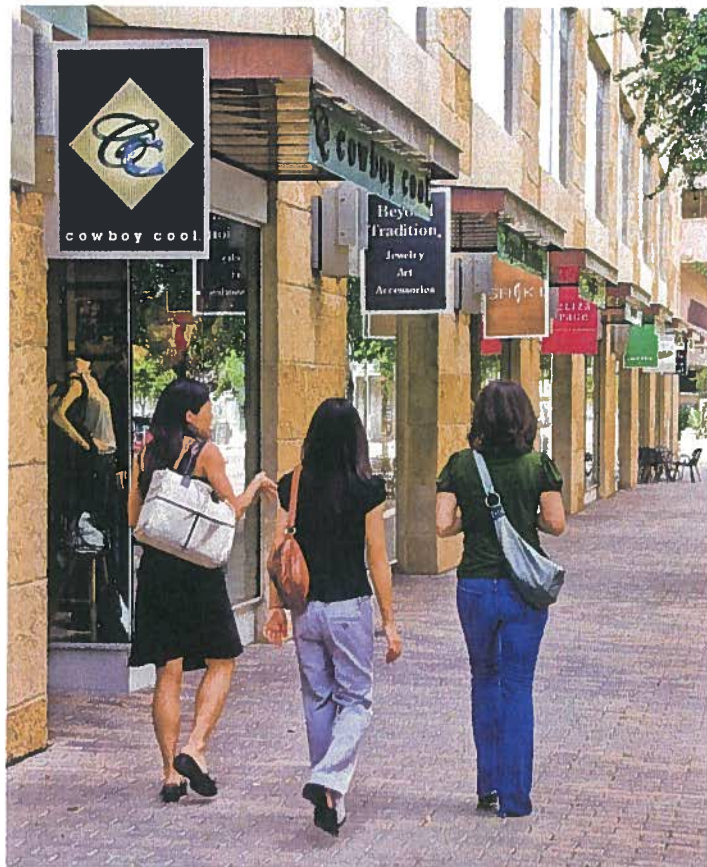
Leading over 184 visiting international delegations during fiscal year 2014-15. The majority of these delegations sought business introductions and collaborative opportunities with local companies or educational/cultural organizations. A short list of the business delegations include: young entrepreneurs from Argentina; photovoltaic delegation from Brazil; ICT from Chile; Power Market Management Systems Group from Colombia; oil and gas industry representatives from Mexico; and digital media industry representatives from Spain.

**International Events Calendar** - The growth of diversity in Austin's community drives the need for a comprehensive calendar, which provides a resource for individuals interested in exploring our numerous global, cultural, and educational and business offerings. As a result, a partnership with GlobalAustin was established to create Austin's International Events Calendar: [www.internationalaustin.org](http://www.internationalaustin.org).

**LocallyAustin.org** - This online map allows residents and visitors the tool to discover the many locally-owned, small businesses that give Austin its treasured and unique character. LocallyAustin.org gives locally-owned, small businesses a greater presence online, increasing their chances of attracting customers.

**Technical Assistance** - This service provides one-on-one coaching and technical assistance with starting a business, writing a business plan, developing a marketing plan, basic financial management and preparing to apply for a business loan.

**BONUS - Austin / Mexico Creative Sector Development** - The Economic Development Department is working with the organizers of BONUS Creative Week in Mexico, representatives of Mexico's regional and federal governments, and representatives of various educational and industry trade associations in Mexico to find ways to enhance creative sector business and cultural opportunities between Austin and Mexico.



## FINANCING

**Business Retention and Enhancement Program** - Supports the re-establishment of Congress Avenue and East 6th Street as retail and urban entertainment destinations by providing low-interest loans to existing businesses displaced by growth or businesses wanting to locate into this area.

**Creative Content Incentive Program** - Increases Austin's competitive advantage for bringing in film, television and digital media eligible projects through the use of an incentive equal to 0.5%-0.75% of the wages paid to local workers.

**Family Business Loan Program** - A public-private partnership between the Economic Development Department, the U.S. Department of Housing and Urban Development, and local banks, this program requires borrowers to create one job for every \$35,000 borrowed, and 51% of individuals hired must be deemed low to moderate income as defined by federal levels.

**Immigrant Investor Program** - Opens the door to foreign capital in areas of the City with particular need for investment dollars and new jobs. High unemployment census tracts have been designated as Targeted Employment Areas with the US Citizenship and Immigration Services (USCIS). Foreign investors may become eligible for an EB-5 Visa if they invest at least \$500,000 in a workplace creating 10 jobs within a TEA. In addition to Asia, many investors come from South and Latin America.

**Micro Loan Program** - An alternative financing option for qualified borrowers, characterized by smaller dollar amounts in order to meet the relatively modest needs of business in the early stages of growth.

**Music Venue Assistance Program** - This program offers low interest micro loans to qualifying establishments for the purpose of enhancing the sound quality of indoor and outdoor venues, while reducing sound impact to neighboring uses.

**Industrial Revenue Bonds** - Through the Austin Industrial Development Corporation, this program is used to issue bonds to finance all or part of the cost of commercial, industrial, or manufacturing projects to promote and develop commercial, industrial, and manufacturing enterprises in support of employment.

The department now has a team focused on the economic diversity and well-being of the city from the vantage points that include:

- Traditional industries recruitment
- Redevelopment
- Small business development
- The creative industries sectors of cultural arts, music, film, and digital media

## SPECIAL EVENTS & PROJECTS

**Formula One Fun Fest (2012) and various stages (2013)** - In 2012, the Economic Development Department worked with a group of minority music groups (some were education-based Cultural Funding Program recipients), and together produced a stage on Congress Avenue as part of the three-day Formula One Fan Fest. They were a culturally diverse group that featured musicians and entertainers showcasing Austin's cultural talent to an international audience. The goal was to highlight the cultural diversity of Austin through music & dance performances, visual art installations, and art-making activities.

**Selected Performers were:** Texas Folklife presents (Mariachi Corbetas, Conjunto Clemencia, Ponty Bone), The Cipher, Interfest Presents (Naga Valli, Omar Lopez with String Phoenix, Texas Bhangra), David Girabaldi, Roy Lozano's Ballet Folklórico, Austin Taiko, Capitol View Arts, Interfest presents (Eastside Blues Syndicate, Layalina, Tio Jacare and Austin Samba School), Puerto Rican Folklórico Dance, Inside Out Steelband, Lannaya West African Drum and Dance Ensemble, Austin Jazz Workshop, Academy of Tango and Estampas del Sur, Spunshine/Sangre del Sol, Interfest presents (John Arthur Martinez, Joel Guzman, Sarah Fox, Patricia Vonne, Pilar Andujar, St. Edward's University Ballet Folklórico), and various street performers and activities.

**International Welcome Program** - A program to welcome newcomers to help them to quickly feel at home in Austin. The program helps individuals navigate through Austin's systems and is designed to help immigrant families feel more comfortable with local schools, law enforcement, public transportation, finances, housing, etc. There are also sessions on how to start a small business and how to access City resources such as public libraries. This program matches newcomers to local volunteer ambassadors through community groups that have signed on as International Welcome Ambassador Organizations.

**Sister, Friendship, and Science Cities Programs** - These international partnerships foster friendly relations and economic development initiatives between citizens of Austin and our thirteen sister, four friendship, and ten science cities around the world.

**Special Project - Imagine Austin Creative Economy Priority Program** - This priority program is managed and led by the Economic Development Department. Cross department and division City teams work on implementation of Imagine Austin through strategies to "grow and invest in Austin's creative economy" for all of Austin.

**Special Project - Cross-Cultural Artistic Exchange between the U.S. and China** - A one-time cultural exchange celebrating friendship between communities and cultures between Austin, Texas and Yunnan Folk Song & Dance Ensemble of the People's Republic of China.



# Local and National Recognition for a Distinctive Economic Development Program

Locally, Austin's approach to defining economic development has earned the department numerous local awards. The accolades represent the community's embracement of using Austin's existing strengths to catapult economic development.

**2011:** *Liveable City Award for Economy* for the Economic Development Department's Small Business Program.

**2012:** *Envision Central Texas Heritage Society Award* for the Economic Development Department's efforts in Downtown Austin.

**2013:** *Austin Chapter of the Urban Land Institute "Development of Distinction" Public Impact Award* for Mueller Lake Park, which is part of the Mueller Redevelopment project being led by the Economic Development Department.

**2014:** *YMCA Community Partner of the Year Award* for the Economic Development Department's Art in Public Places Program.

And, Austin's distinctive approach toward economic development has garnered numerous awards from the *International Economic Development Council (IEDC)*, including:

**2011:** *Gold Award for Public-Private Partnerships* for the Economic Development Department's 2<sup>nd</sup> Street District project which catalyzed development in the southwest quadrant of Downtown Austin.

**2012:** *Gold Award for Entrepreneurship* for the Economic Development Department's Small Business Program, which is the largest division of the department and wholly focused on supporting local, small businesses.

**2013:** *Gold Award for Advertising Campaign* for the Economic Development Department's LocallyAustin.org program for supporting local, small businesses.

**2013:** *Gold Award for Excellence in Responding to Globalization* for the Economic Development Department's Global Commerce Strategy.

Additionally, Austin's local economic development efforts are supported at the national level through grants that support the continued focus on local assets.

**2014:** Awarded a \$1 million Economic Development Administration grant in partnership with Austin Resource Recovery for the creation of Austin's first eco-industrial park, which will be a manufacturing hub for processing Austin's recyclable waste.

**2014:** Awarded \$656,500 through two grants from ArtPlace America in partnership with Fusebox and thinkEAST to create a 24-acre art village on a former brownfield site and to map and identify Austin's cultural assets.



# Targeting Traditional Industry Sectors and Growing New Industry Sectors

Through Council Resolution No. 030612-15, the Economic Development Department is directed to work with chambers of commerce to identify diverse industries and to coordinate the recruitment of those industries for the purpose of job creation. A target industry or company is one that has been evaluated in the context of national performance over both the short term and the next ten years; has been reviewed in the scope of the regional economy and related clusters; has been evaluated against the region's competitors and comparative advantages; and, is consistent with Austin's values and vision for its economy as determined by community and stakeholder sentiment.

The Greater Austin Chamber of Commerce (GACC) has been commissioned by the City of Austin and other regional governments and economic development entities to promote the Austin area to these targeted industries and companies since 2004, through a campaign known as "Opportunity Austin." The Economic Development Department has been the largest financial contributor to Opportunity Austin since its inception. Opportunity Austin, now in its third iteration, has identified five key industries for future economic development - based off of the progression of industry and resources available for immediate growth and development in our region.

Focusing on multiple industry sectors promotes economic growth and sustainability and stability during fluxes in the national and international economies. Diversifying Austin's portfolio of traditional employment sectors is a strategy to safeguard against job layoffs. Whether large industry sectors begin to slow down and eliminate jobs or an individual large employer makes employment adjustments, Austin's economy is adaptable and resilient through a diversification strategy.

And, through a diversification of traditional industry sectors, new opportunities are created for hard-to-employ individuals as well as families that are in poverty and those looking to advance into or up from the middle-class. The Economic Development Department has identified seven other industries and niche areas that will bring these new opportunities and that compliment Opportunity Austin target markets. In an effort to strategically position Austin for growth in these sectors, the Economic Development Department will look to prioritize projects and means of securing investments for development in these targeted sectors.



## OPPORTUNITY AUSTIN TARGETED INDUSTRY SECTORS



### ADVANCED MANUFACTURING

Consists of research and development/engineering centers, high tech manufacturing (esp. semiconductor, computer & electronics), and general manufacturing facilities.

#### SAMPLE JOBS AND WAGES

##### *Electrical engineering technician*

Entry: \$64,463    Median: \$93,368

##### *Electromechanical equipment assembler:*

Entry: \$20,426    Median: \$25,351

##### *Electric and Electric equipment assembler:*

Entry: \$20,429    Median: \$25,351

##### *Semiconductor processor:*

Entry: \$23,035    Median: \$36,526

##### *Machinists*

Entry: \$29,111    Median: \$44,136



### CLEAN ENERGY & POWER TECHNOLOGY

Consists of clean/renewable energy technologies, storages/efficiency & management technologies, green industries, and traditional energy.

#### SAMPLE JOBS AND WAGES

##### *Hydrologist:*

Entry: \$52,823    Median: \$72,141

##### *Environmental Science and Protection Technician*

Entry: \$30,150    Median: \$47,523

##### *Civil Engineer*

Entry: \$64,465    Median: \$88,605

Experience: \$109,386

##### *Natural Science Manager*

Entry: \$91,440    Median: \$116,572

##### *Materials Scientist*

Entry: \$57,862    Median: \$79,707



### CREATIVE & DIGITAL MEDIA

Consists of eCommerce and (mobile) payment technology, education technology, game and mobile app development, hardware/enabling technology, music and film technology, social media and digital content, software/information technology, and visual effects/common gateway interface (CGI)/animation

#### SAMPLE JOBS AND WAGES

##### *Web Developers*

Entry: \$40,639    Median: \$62,265

##### *Software Developer, Systems Software*

Entry: \$64,803    Median: \$101,266

##### *Computer Programmer*

Entry: \$56,116    Median: \$79,210

##### *Sound Engineering Technician*

Entry: \$27,686    Median: \$51,255

##### *Software Developer, Applications*

Entry: \$65,220    Median: \$95,239



## OPPORTUNITY AUSTIN TARGETED INDUSTRY SECTORS



### CORPORATE HEADQUARTERS & REGIONAL OFFICES

Targets industry-wide corporate headquarters and regional offices.



### LIFE SCIENCES

Consists of pharmaceutical & biotech development, medical device, and healthcare information technology

#### SAMPLE JOBS AND WAGES

##### **Biomedical Engineers**

Entry: \$66,536    Median: \$97,914

##### **Biochemist and Biophysicist**

Entry: \$55,461    Median: \$72,009

##### **Life, Physical, And Social Science Occupations**

Entry: \$35,811    Median: \$57,520

##### **Medical and Clinical Laboratory Technologist**

Entry: \$26,348    Median: \$49,316

##### **Biological Technician**

Entry: \$31,255    Median: \$44,039



### SPACE TECHNOLOGY AND EXPLORATION

Consists of companies in the field of satellites, launch providers, spacecraft components, in-space services, software and robotics.

#### SAMPLE JOBS AND WAGES

##### **Mechanical Engineers**

Entry: \$59,748    Median: \$82,563

##### **Electrical Engineer**

Entry: \$65,471    Median: \$93,295

##### **Aerospace Engineer**

Entry: \$65,450    Median: \$103,720

##### **Aerospace Engineering and Operations Technician**

Entry: \$49,760    Median: \$62,680

## COA ECONOMIC DEVELOPMENT DEPARTMENT ADDITIONAL TARGETED INDUSTRY SECTORS



### ADVANCED MANUFACTURING, DISTRIBUTION & LOGISTICS

Consists of organizations that are engaged across all arrangements in the intermodal supply chain.

#### SAMPLE JOBS AND WAGES

##### *Transportation, Storage & Distribution Managers*

Entry: \$60,424 Median: \$88,413

##### *Wholesale and Retail Buyers*

Entry: \$31,992 Median: \$50,276

##### *Transportation and Material Moving Occupations*

Entry: \$18,240 Median: \$27,052

##### *Logistician*

Entry: \$55,833 Median: \$78,433

##### *Shipping, Receiving, Traffic Clerks*

Entry: \$19,360 Median: \$26,773



### CREATIVE SECTOR

The Creative Sector is defined by six broad categories of activity: music, film and visual media, gaming and digital media, not-for profit arts groups, visual arts, and culture-related tourism

#### SAMPLE JOBS AND WAGES

##### *Audio and Video Equipment Technician*

Entry: \$16,127 Median: \$34,352

##### *Camera Operators, Television, Video & Motion Picture*

Entry: \$20,709 Median: \$36,610

##### *Sound Engineering Technician*

Entry: \$27,686 Median: \$51,255

##### *Graphic Designer*

Entry: \$31,969 Median: \$43,595

##### *Computer Programmer*

Entry: \$56,116 Median: \$79,210



### FASHION

Engages all aspects of the fashion supply chain: design, manufacturing, and distribution.

#### SAMPLE JOBS AND WAGES

##### *Sewing Machine Operators*

Entry: \$17,361 Median: \$22,667

##### *Pressers, Textile, Garment, and Related Materials*

Entry: \$17,001 Median: \$19,536

##### *Tailors, Dressmakers, and Custom Sewers*

Entry: \$16,975 Median: \$23,801

##### *Textile, Apparel, & Furnishings Workers*

Entry: \$16,822 Median: \$18,769

##### *Wholesale and Retail Buyers*

Entry: \$31,992 Median: \$50,276

## COA ECONOMIC DEVELOPMENT DEPARTMENT ADDITIONAL TARGETED INDUSTRY SECTORS



### FOOD SECTOR

Includes agriculture, food-related manufacturing & distribution, food consumed at home, eating & drinking places, and food waste.

#### SAMPLE JOBS AND WAGES

##### **Bakers**

Entry: \$18,918    Median: \$23,622

##### **Food Batchmakers**

Entry: \$18,004    Median: \$22,808

##### **Food Preparation & Serving Related Workers**

Entry: \$16,732    Median: \$17,999

##### **Food-Line Supervisor/Managers of Food Preparation**

Entry: \$20,982    Median: \$29,191

##### **Food Service Managers**

Entry: \$35,363    Median: \$50,687



### LIFE SCIENCES AND TECHNOLOGY INTEGRATION

Life Sciences consist of pharmaceutical & biotech development, medical device, and healthcare information technology

#### SAMPLE JOBS AND WAGES

##### **Biomedical Engineers**

Entry: \$66,536    Median: \$97,914

##### **Biochemist and Biophysicist**

Entry: \$55,461    Median: \$72,009

##### **Life, Physical, And Social Science Occupations**

Entry: \$35,811    Median: \$57,520

##### **Medical and Clinical Laboratory Technologist**

Entry: \$26,348    Median: \$49,316

##### **Biological Technician**

Entry: \$31,255    Median: \$44,039



### MOBILITY INNOVATIONS: AUTOMOTIVE & AEROSPACE

Leverages existing assets and anchor firms in the automotive and aerospace sectors to increase Austin's presence in developing advanced technologies and manufacturing within the industry. Consists of companies in the field of satellites, launch providers, spacecraft components, in-space services, software, robotics, electrical power systems, renewable fuels, and engine control systems.

#### SAMPLE JOBS AND WAGES

##### **Mechanical Engineers**

Entry: \$59,748    Median: \$82,563

##### **Electrical Engineer**

Entry: \$65,471    Median: \$93,295

##### **Aerospace Engineer**

Entry: \$65,450    Median: \$103,720

##### **Aerospace Engineering and Operations Technician**

Entry: \$49,760    Median: \$62,680

##### **Engine and Other Machine Assembler**

Entry: \$24,947    Median: \$37,718

## COA ECONOMIC DEVELOPMENT DEPARTMENT ADDITIONAL TARGETED INDUSTRY SECTORS



### ZERO WASTE

Comprises all efforts around recycling, remanufacturing, and reducing dependence on raw materials. The Department intends to focus efforts on industry that utilize recyclables as raw materials in the production of new products.

#### SAMPLE JOBS AND WAGES

##### ***Hydrologist:***

Entry: \$52,823    Median: \$72,141

##### ***Environmental Science and Protection Technician***

Entry: \$30,150    Median: \$47,523

##### ***Conveyor Operators and Tenders***

Entry: \$26,313    Median: \$29,571

##### ***Extruding, Forming, Pressing & Compacting Machine Setters, Operators, & Tenders***

Entry: \$20,664    Median: \$28,032

##### ***Industrial Truck and Tractor Operators***

Entry: \$20,466    Median: \$27,631



# Chapter 380

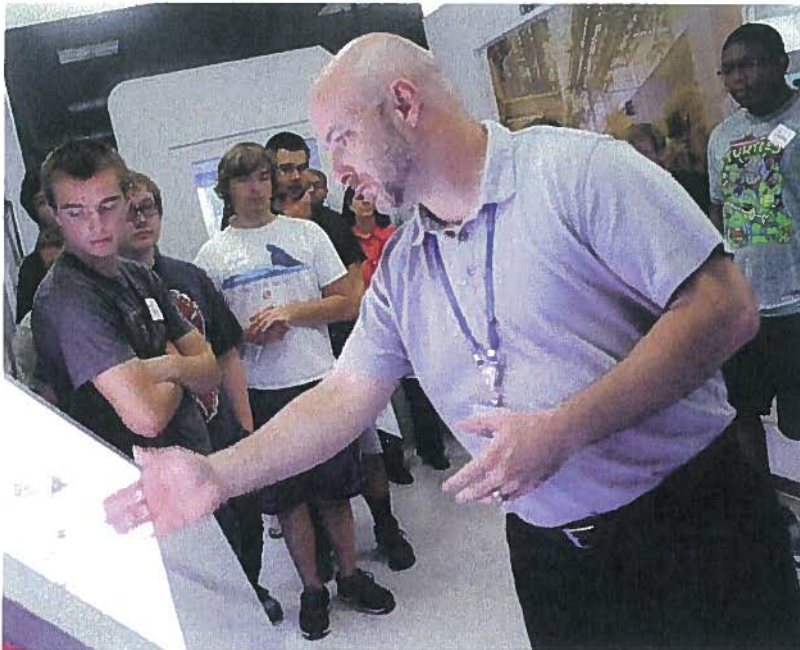
## Investing in the Future of Austin

In the realm of economic development, there are many tools and programs that can be used for creating jobs within communities. To say that monetary incentives for business recruitment is the only means for creating jobs is akin to using only one type of bait for catching fish. Austin's approach is to use a multitude of tools to support the local economy, including investment in small business programs, infrastructure, quality of life, arts, music, workforce development, catalyst regeneration projects, technology incubators, and minority chambers of commerce.

### AUSTIN'S COMPETITIVE ADVANTAGE

Austin has many advantages above other locations in the country and the globe. To begin with, Austin is recognized as having a talented workforce. Businesses are attracted to Austin because 44% of the population possesses an undergraduate degree, and there are 181,191 students in 29 colleges and universities within a 60-mile radius of Austin. These factories of talent produce a steady stream of future employees.

Austin is known as having a great quality of life and has a great geographic location within the state and the country. Our quality of life embodies amenities such as the hike-and-bike trails, the Highland Lakes, parks such as Arboretum and Zilker, year-round festivals and activities, local restaurants, and much more.



With regard to geographic location, our centralized location and central time zone offers businesses an opportunity to access both ends of the coast in short timeframes to conduct more business in a workday. Austin's proximity to Mexico and location along the NAFTA corridor offer a prime location for companies that trade regularly with Mexico.

And, Austin is in a state known for a low business cost environment. Companies look at Austin

and Texas because there is no statewide personal income tax and Texas is a right-to-work state. Businesses in high cost environments are looking for areas to expand their operations where costs are reasonable.

Many companies choose to locate in Austin because of inducements such as superior quality of life, access to talent, and low business cost environment.

## USING CHAPTER 380 UNDER THE RIGHT CIRCUMSTANCES

The 2003 Taskforce Report noted the City of Austin should be willing, under the right circumstances, to create a shared investment with firms that are either relocating or expanding to Austin. The Taskforce identified Texas Local Government Code Chapter 380 as the preferred vehicle, due to its simplicity and flexibility. This portion of Local Government Code became effective in 1987 when Texas voters approved a constitutional amendment that “provided grants of monies for economic development to serve a public purpose.”

Chapter 380 provides legislative authority for Texas municipalities to establish and provide financial programs that promote state and local goals for economic development. Such measures for the use of this program include the creation of jobs and the expansion of the tax base. The City’s use of Chapter 380 was authorized as part of the creation of the City’s Economic Development Policy and Program via Council Resolution No. 030612-15.

The utilization of incentives for business recruitment and expansion is a norm across the country and across the world. In order to compete in this global environment of incentives, Austin uses its Chapter 380 performance-based contracts program<sup>13</sup> to bring about targeted business expansions and recruitments that return benefits to the Austin community. In November 2014, Site Selection magazine published a chart of financial assistance programs offered by each state. Every state provides some form of financial assistance programs, some provide more than others. In January 2015, the IEDC released a report, “Seeding Growth: Maximizing the Return on Incentives,” which included an estimate of over 1,800 state incentive programs in 2013.

Chapter 380 is used as the most powerful tool for anchoring competitive projects that can catalyze positive change in the Austin region. In the past, this meant using Chapter 380 as a means for diversifying our economy rather than relying on one or two industry sectors. Today, as Austin is ranked first in overall economic performance and holds an official unemployment rate of 3.8%, the vision for utilizing this tool is shifting to focus on creating opportunities for those hard-to-employ individuals, as well as families that are in poverty and for those looking to advance into or up from the middle-class. And, there are areas of Austin where the unemployment rate remain unacceptably high not just for adults, but also for youth.

The Economic Development Department’s vision is to create opportunities for hard-to-employ individuals as well as families that are in poverty and those looking to advance into or up from the middle-class.

As we embrace this vision, the City of Austin looks to eight key target markets that will continue to diversify and strengthen our industry ecosystems, cultivate a new generation of entrepreneurs, and bring innovative employment opportunities for all Austinites. While Chapter 380 is a fluid tool that is intended for strategic and competitive use, it also ensures that Austin's community values are represented in each project. As this program continues into the future, leadership and residents alike can be assured that the investments made toward a sustainable economy are inclusive of public input, transparent, and only provided to promote a higher-value for the City of Austin.

## SECURING COMMUNITY VALUES THROUGH STRATEGIC INVESTMENTS

Austin's economic development policy is structured in such a way that we measure the merits of the project and determine whether they meet or exceed the goals to be achieved through using a Chapter 380 performance-based contract. Should the public benefit goals be met or exceeded, Austin will propose a competitive offer that provides a financial benefit to the company and to the City and obligates the company to achieve the desired public benefits. Chapter 380 performance-based contracts are used as a means to secure quality jobs to Austin, seed and grow desired industry sectors, create contracting opportunities for local businesses, increase the City's revenue streams, and diversify Austin's economic base.

Austin's competitive advantage is providing a business friendly location that also has an identity defined by our quality of life standards.

The impact of a well-run Chapter 380 performance-based contracts program, such as Austin's, provides current and long-lasting economic benefits. With regard to Chapter 380 performance-based contracts for business recruitment and expansion, Austin is very clear on its guiding principles for utilizing this tool. Specifically, the provision of Chapter 380 performance-based contracts must be done under the right circumstances and carefully designed to maximize benefits to Austin while minimizing costs. Local benefits such as the creation of higher paying and higher quality jobs, growing local industry sectors, increasing annual revenue to the City, diversifying the economy, and developing contracting opportunities for local businesses must be achieved when engaging in Chapter 380 performance-based contracts.

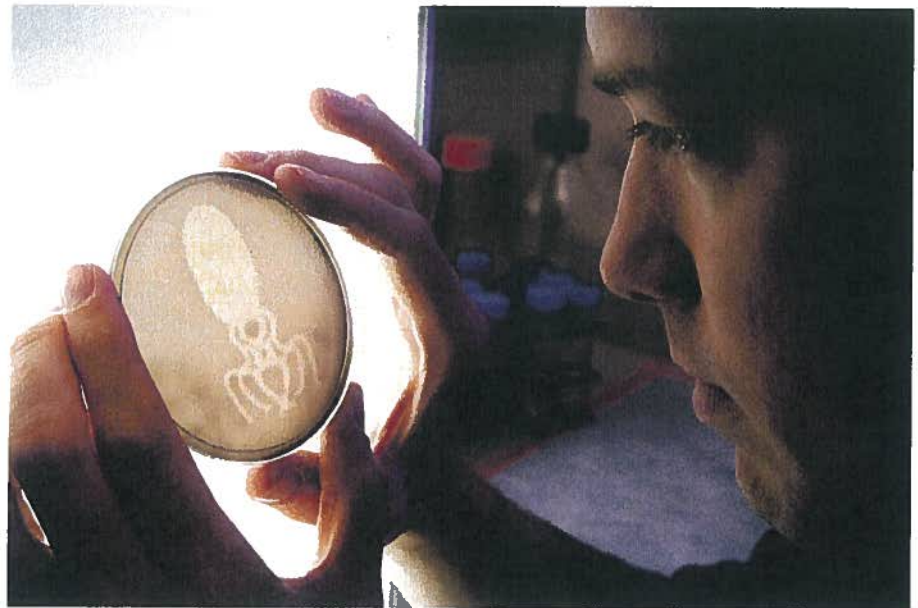
The City's Chapter 380 program seeks to maximize the opportunity for a local impact. This is done by creating relationships with our small and minority businesses and also creating relationships with our community groups. Recently, the Economic Development Department has utilized the Chapter 380 performance-based contracts program to secure additional local benefits. In the U.S. Farathane Chapter 380 performance-based contract, the company agreed to develop a hiring program with the Austin/Travis County Reentry Roundtable organization, whose work involves reintegrating formerly incarcerated persons into the workforce. Successful reentry lowers recidivism rates and decreases public costs for courts, incarceration facilities, and other publicly subsidized programs.

<sup>13</sup> State Incentive Programs, Chart 1: Financial Assistance for Industry, Site Selection Magazine, November 2014.

Within the National Instruments Chapter 380 performance-based contract, the company agreed to continue its local Science, Technology, Engineering, and Math (STEM) outreach program efforts, including connecting at least 1,000 students to its STEM programs each year. STEM programs, such as those supported by National Instruments, develop a local pipeline of talent by investing in the future workforce of Austin. The introduction of young minorities and girls to STEM programs is intended to increase their desire to pursue degreed programs in STEM fields and, ultimately, their entry into high-paying STEM careers.

Through Council Resolution No. 20131024-056, a company can be considered for additional bonus contact amounts for the following:

- Placing economically disadvantaged workers in at least 10% of the new, full-time jobs.
- Developing and implementing a program for recruiting ex-offenders and providing employed ex-offenders with continuing education services.
- Placing City of Austin residents in at least 75% of the new, full-time jobs.
- Developing a program to encourage employees to use alternative transportation modes through Transportation Demand Management strategies such as carpooling, flextime work schedules, and subsidizing transit costs for employees.
- Committing to obtaining LEED certification silver or above for the project.
- Ensuring that employees and/or construction workers are provided workforce development services through nonprofits that contract with the City of Austin or apprenticeship/training programs registered with the Department of Labor, or making a monetary donation to a workforce training program approved by the City of Austin.
- Providing an on-site day care facility for employees that may be open to the public, and/or providing subsidized daycare for employees.





# A Process Built on Safeguarding Austin's Resources

The consideration of a Chapter 380 performance-based contract is a process that does not take place “behind closed doors” at the City of Austin. The following tools and process depict the information, assessment, and time required for considering a Chapter 380 performance-based contract.

## THE BUSINESS INFORMATION FORM

The purpose of the Business Information Form (BIF) is to collect all the pertinent company and project information that enables staff to research a potential project; to inform the Firm-Based Matrix scoring process; and to use as inputs into the WebLOCI fiscal impact analysis. Examples of information collected through the BIF include whether other non-Austin locations for the project are being considered, a description of the project, jobs to be retained and created, local hiring levels, wages paid, capital investment to be made, utility usage, employee benefits and opportunities, hiring practices, procurement practices, and community outreach programs and charitable volunteer/giving programs.

## WEBLOCI FISCAL IMPACT ANALYSIS TOOL

On October 1, 2009, City Council, through Ordinance No. 20091001-011, directed the Economic Development Department to implement a formal cost-benefit analysis in conjunction with the City's review and evaluation process of a Chapter 380 economic development proposal. At the recommendation of several stakeholders, staff implemented WebLOCI, which is a fiscal impact analysis tool developed used by over 300 chambers of commerce and economic development agencies. Over 300 economic development agencies use this fiscal impact analysis tool, which was developed by Georgia Tech.

Staff uses data captured from the BIF as inputs into WebLOCI in order to estimate city revenues derived from and expenses to be incurred as a result of the project. Examples of revenues include property tax, sales tax, electric and water utility charges, and other general revenues of the city. Examples of expenses include parks and recreation, library, public safety, electric and water utility operations, and other general expenses of the city. The analysis assists staff with determining the financial proposal to be offered by the city. Since the implementation of WebLOCI in 2010, the seven (7) agreements approved by Council that remain active have an estimated total Return-on-Investment of 225%. The City stands to profit \$29.5 million from these seven (7) agreements after factoring the cost of the contracts and the incremental operating cost to the City.

## THE FIRM-BASED PROJECT SCORING MATRIX

As part of Resolution No. 030612-15, the City Council adopted a Firm-Based Project Scoring Matrix (“Matrix”) to assess economic, financial, and qualitative factors stemming from the project and company. City Council recently amended the Matrix through Resolution No. 20131024-056. The recent amendments

included adding additional minimum criteria and bonus scoring criteria. Projects must meet all minimum criteria and score at least 60 points in order to be considered for a Chapter 380 performance-based contract. Businesses requesting an exception from certain minimum criteria must complete an exception application. Exceptions to minimum criteria require approval by a two-third majority vote of the Council.

The Economic Development Department analyzes potential projects to assess the project by scoring various criteria, including the following:

- Overall economic and fiscal impact: Measuring the size of net profit to the City and the level of desirable public benefits.
- Linkages to the local economy: Assessing whether the project is a targeted industry, making use of underutilized labor force or office space, creating significant contracting opportunities for local firms including small and disadvantaged businesses, filling a hole in the Austin economic base, seeding new industry clusters, or competing for resources with existing firms.
- Infrastructure impact: Determining whether the project will make a disproportionate demand on Austin's infrastructure.
- Character of jobs/labor force practices: Analyzing the share of local hires, average wages paid as compared to local and industry averages. Assessing the distribution of job categories and wages within the overall structure, job training and education funding provided, opportunities for employee advancement, and the company's policies toward diversity in hiring and promotion.
- Quality of life/cultural vitality: Assessing the company's cultural outreach program and company's policy toward employee volunteer/charitable efforts.

## THE CHAPTER 380 PERFORMANCE-BASED CONTRACT PROPOSAL

As described above, only projects that meet the Matrix minimum criteria and score at least 60 points are considered. And, as a matter of practice, only projects that are cash positive are considered, meaning that the City earns a profit after factoring additional incremental City operating costs related to the project and the financial offer itself. Upon completion of the research (informed through the BIF), project qualification (utilizing the Matrix), and fiscal impact (utilizing WebLOCI), staff develops a Chapter 380 performance-based contract proposal, which is put in the format of a letter from the City Manager to the company. The City develops a Chapter 380 proposal from the net profit that is calculated from the project. The City currently has two options for financing the Chapter 380 proposal: (1) refunding a portion of property taxes paid by the company on a significant capital investment, or (2) developing a "per job" payment structure for projects that are not capital intensive. Per Council Resolution No. 20141211-221, the City will not offer a Chapter 380 proposal based on a property tax refund for projects locating in a tax increment finance district on City-owned property. The City Manager's letter includes the City's Chapter 380 performance-based contract proposal and stipulates conditions upon which the company must agree in order for the Chapter 380 proposal to be presented to Council for consideration.

If a company accepts the city's Chapter 380 performance-based contract proposal, an agreement is drafted that outlines the annual obligations the company must meet in order to receive each year's contract

payment. Obligations of the company include the minimum criteria as set forth in the Matrix as well as other obligations Council has requested through previous Council resolutions and ordinances. The draft contract is submitted to City Council as a Chapter 380 performance-based contract proposal.

## PRESENTATION OF CHAPTER 380 PROPOSAL TO THE PUBLIC AND TO CITY COUNCIL

The City of Austin's public engagement process for Chapter 380 performance-based contract proposals was enhanced through Ordinance No. 20091001-011. In effect, the Chapter 380 proposals require two City Council meetings. The enhanced process includes the following:

- The Chapter 380 proposal is placed on the Council agenda as a time-certain agenda item with a staff presentation on the proposal. The public is allowed to comment on the Chapter 380 proposal at this Council meeting.
- The Chapter 380 proposal, Matrix, BIF, WebLOCI analysis, and proposed contract are announced in a press release and made available to the public no later than the sixth day before the Council agenda item with the staff presentation. All of this information is posted to the Economic Development Department website.
- An online comment portal is setup to collect public comments. All comments received are forwarded to the City Council prior to the second Council meeting.
- The second City Council meeting includes a public hearing and City Council action.

## AGREEMENTS ARE PERFORMANCE-BASED AND COMPLIANCE IS REVIEWED ANNUALLY

As part of Resolution No. 030612-15, Council requires all Chapter 380 agreements to be performance-based, meaning the company must demonstrate its compliance annually in order to receive that year's contract payment. No upfront incentives are allowed. Every year, the Economic Development Department reviews the company's compliance with the contractual requirements, and an independent, third-party reviews the department's annual review. City Council added the requirement of an independent, third-party review through Ordinance No. 20090312-005. If both annual reviews confirm compliance, then the company is deemed to have fulfilled its annual obligations, and the contract payment is made for that year. All contract payment information can be found on the Economic Development Department website. Because the City utilizes a performance-based contract system and no upfront incentives are allowed, there is no need for clawbacks. Clawbacks are contained in agreements when a company is paid incentives upfront before meeting any obligations.

## MONITORING THE FISCAL IMPACT

In December 2014, Council approved Resolution No. 20141211-221, which provides for adjusting the Chapter 380 performance-based contract amount if the agreement is no longer revenue positive for the

City due to a successful property tax valuation protest by the company. In connection with the annual review of each Chapter 380 performance-based contract, the Economic Development Department is directed to determine whether the company's property tax valuation has been lowered as a result of a successful protest. To the extent an agreement is no longer revenue positive for the City, due to the successful protest, a recommendation shall be presented to the City Council to adjust the Chapter 380 performance-based contract amount commensurate with the reduction in property tax valuation. Therefore, the Economic Development Department will work alongside the Travis Central Appraisal District to monitor whether a company receiving a Chapter 380 performance-based contract has successfully appealed its property tax valuation, and the department will perform an analysis to determine whether the agreement is no longer revenue-positive for the City.



# The Best Practices for Transparency are in Austin, Texas

## DISCLOSURE OF INFORMATION SO THE PUBLIC IS WELL INFORMED

The Economic Development Department understands its responsibility of transparency to the citizens of Austin, and integrity of the Chapter 380 performance-based contract program is of the utmost concern. As described in the previous section, a robust public engagement process is used for considering a Chapter 380 performance-based contract. And, the department actively updates and provides information to the public on existing Chapter 380 performance-based contracts. The department was pleased to receive a perfect score for Transparency of Economic Agreements by Good Jobs First, a non-profit watchdog group from Washington, DC.

*“[Austin’s] type of comprehensive monitoring and disclosure is critical to ensure that business subsidies are applied efficiently and equitably, and they enable Austin’s taxpayers to draw their own well-informed conclusions about such expenditures,”* Good Jobs First, 2013 “Show Us the Local Subsidies” report.<sup>14</sup>

Since the 2013 report, the department has made further improvements to its online reporting platform to incorporate more information on its agreements, payments and compliance reports in a more organized and user-friendly format.

## ADMINISTERING AND EVALUATING THE CHAPTER 380 PROGRAM

The Economic Development Department recognizes the criticism of using incentives and is aware of the stories of failed incentives. To that end, the department has implemented the City’s policy of using Chapter 380 performance-based contracts rather than using upfront incentives. This performance-based approach coupled with a robust effort for managing and assessing the use of the Chapter 380 performance-based contracts program is a best practice for economic development. Examples of best practices include the following:

- The Economic Development Department strategic plan incorporates the use of many other non-financial tools that far outnumber the use of Chapter 380 performance-based contracts program.
- As discussed early in this policy, the department engages in programs that support local, small businesses, cultural arts, music, film, workforce development, business incubators, and targeted regeneration efforts.

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<sup>14</sup> “Show Us the Local Subsidies” by Good Jobs First, published May 2013.

- The department is the largest financial contributor to the Opportunity Austin regional economic development plan and is the largest financial contributor to the minority and gay and lesbian regional chambers of commerce. Regional economic development cooperation is identified as a proven long-term strategy and more successful than competing against other cities within the same region.
- The department has designed a method for tracking and monitoring a company's compliance with the Chapter 380 performance-based contract. There are mechanisms used for data collection, evaluation, monitoring, and review.
- An independent, third-party is used to verify the department's annual compliance reviews.
- The Chapter 380 Performance-Based Contracts Policy clearly identifies the target industrial sectors whose attraction will benefit Austin's economy.
- The criteria used to qualify for Chapter 380 performance-based contracts is clear, and a minimum score must be achieved to qualify.
- Minimum criteria are used to establish a floor for achieving community goals and values, and bonus criteria are used to reward extraordinary efforts.

Chapter 380 is used as the most powerful tool for anchoring competitive projects that can catalyze positive change in the Austin region. In the past, this meant using Chapter 380 as a means for diversifying our economy and to promote growth and sustainability. Today, the vision for utilizing this tool is shifting to focus on creating opportunities for those hard-to-employ individuals, as well as families that are in poverty and for those looking to advance into or up from the middle-class.

- The Chapter 380 Performance-Based Contracts Policy clearly states the financial structures that can be used.
- All financial Chapter 380 contracts are performance-based, and there are no upfront financial incentives allowed. The department does not use a tax abatement program. Paying for performance eliminates the need for clawbacks.
- Chapter 380 performance-based contracts are executed to legally bind a company to its commitments. The criteria used to evaluate a project are incorporated into the agreement. And,

<sup>14</sup> "Show Us the Local Subsidies" by Good Jobs First, published May 2013.

the agreement requires the company to submit information that demonstrates performance of its commitments.

- The Economic Development Department maintains a comprehensive portal of information pertaining to Chapter 380 performance-based contracts, including the agreement, all annual compliance reviews, independent third-party reviews, and payments. On an annual basis, the department presents a report to the City Council on the Chapter 380 performance-based contracts program.
- Chapter 380 performance-based contracts are only used when Austin is competing with a non-Austin area location, when the project creates additional local economic growth, and when the financial offer is decisive in the company's location search.

# Leveraging Austin's Economic Success to Solve Long-Standing and Growing Economic Challenges

According to the U.S. Conference of Mayors, Austin is poised to be the fastest growing large U.S. metro economy through 2020. As the country's 11th largest city, economic data suggests Austin is positioned to leverage its strong educational base and talented workforce for further growth. As we take pause to reflect on these accolades and measurements of success, we must be mindful of the areas of Austin that have lagged in benefiting from this economic prosperity. As the City of Austin greets this economic success, the Economic Development Department is stepping forward with a new strategic plan that has a strong focus on creating opportunities for those hard-to-employ individuals, as well as families that are in poverty and for those looking to advance into or out of the middle-class.

Challenges in the Austin economy include an uneven landscape of population growth and decline, profound racial and ethnic diversification, significant suburbanization of African-American households, deepening poverty differentials, stubborn socio-economic separations<sup>15</sup>, higher prices for housing, suburbanization of those who can no longer afford to live in the city, and a hard-to-employ population that desires to work.

Opportunities to address these challenges include room for increased minority and female workforce participation in science and technology based industries, utilizing anticipated new job growth to train and place local talent, opportunities to stabilize and preserve commercial corridors, new industry clusters for growth including aerospace, fashion, food, high tech manufacturing, logistics, distribution, and health/life sciences through the new UT Medical School and teaching hospital, and potential to expand exports and trade from our local, small businesses.

Economic Development has a unique focus on business recruitment that includes a strong sensitivity for maintaining Austin's cultural identity. Chapter 380 is a fluid tool that is intended for strategic and competitive use, it also ensures that that Austin's community values are represented in each project.

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<sup>15</sup> "Top Ten Demographic Trends in Austin," October 24, 2014, a presentation by Ryan Robinson, City of Austin Demographer.



# Value to the Austin Community

Since 2003, the Economic Development Department has brought forward 22 Chapter 380 agreements, resulting in an improved tax base, career opportunities, economic diversity, business exports, and new money injected into the local economy. Since utilizing the WebLOCI fiscal impact analysis tool in 2010, the City's forecasted return on investment of seven (7) agreements approved since 2010 that remain active is 225%. The City's forecasted profit from these seven (7) agreements, after factoring the cost of the contract and incremental operating cost to the City, is \$29.5 million.

## ECONOMIC RESILIENCY AS A MEASURE OF SUCCESS

The resiliency of Austin's economy was again tested in the most recent downturn, known as the Great Recession. But for the Taskforce's efforts to refocus on economic development and industry diversification, the Austin region remained relatively unscathed. Today, the Austin metro is ranked first in overall economic performance across the 100 largest U.S. metro areas. The Austin metro has held this ranking from Brookings Institution's Metro Monitor between the third quarter of 2008 and the second quarter of 2014. As of October 2014, the Austin region holds an official unemployment rate of 3.8%, well below the national unemployment rate of 5.8%. Austin's future is bright, and it is at this point of pinnacle of success where we have to wherewithal to address long-standing economic challenges.

## CONCLUSION

In conclusion, the Economic Development Department is committed to an interdisciplinary economy. Austin's economy must be agile and strongly arranged to address specific growth needs to support local business expansions and that forcefully targets sectors. A diversified and growing economy will help us eliminate poverty and create futuristic jobs for our youth.

The department has identified seven target markets to strategically position Austin for growth in local jobs and investment, as well as economic sustainability and diversity:

Advanced Manufacturing

Distribution & Logistics

Creative Sector

Fashion

Food Sector

Life Sciences and Technology

Integration

Mobility Innovations:

Automotive & Aerospace

Zero Waste









# CITY OF AUSTIN

## Small Business Incentives Guide



Published by  
Small Business Program  
Economic Development Department  
P.O. Box 1088 Austin, TX 78767

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[www.SmallBizAustin.org](http://www.SmallBizAustin.org)

February, 2015



# City of Austin

Economic Development Department

*Small Business Program*

P.O. Box 1088 Austin, TX 78767

January, 2015

Dear Entrepreneur:

The City of Austin is committed to the development of small businesses while promoting a higher quality of living for all its residents. Austin is a national leader in small business creation, technological innovation and business expansion. We take pride in our uniquely expansive small business cultural, and our unparalleled wealth of information and services to assist entrepreneurs with their business needs.

We are pleased to present you with the first edition of the City of Austin Small Business Incentive Guide. This directory is a compilation of incentives and rebates offered by various local, state, and federal government agencies. Programs and services range from industry specific loan programs and rebates, to no-cost development assistance. Our goal for the City of Austin Small Business Incentives Guide is to increase your awareness and use of the programs that provide aid in the development of your business.

In addition, to the Small Business Program offers no-cost *BizAid Business Orientation* classes; no-cost individualized business coaching; low-cost business education classes; and no-cost use of the Business Solutions Center, a technology resource center. Call 512. 974.7800 or visit our website [www.SmallBizAustin.org](http://www.SmallBizAustin.org) for information about all our services and resources.

Thank you for being a part of Austin's vibrant and dynamic business community.

Sincerely,

A handwritten signature in black ink that reads "Vicky Valdez".

Vicky Valdez  
Small Business Administrator  
Small Business Program  
City of Austin  
512.974.7620  
[vicky.valdez@austintexas.gov](mailto:vicky.valdez@austintexas.gov)



## Table of Contents

<b>Local .....</b>	<b>6</b>
Austin Energy Green Building .....	6
Bicycle Program .....	6
BiGAUSTIN.....	6
Bonding for Construction Projects.....	6
Business Community Lenders of Texas (BCL) .....	6
Business Expansion and Relocation Assistance.....	7
Business Retention and Enhancement Program (Downtown:Congress/E 6 <sup>th</sup> Street) .....	7
Business Solutions Center .....	7
Certificate of Compliance Program .....	7
Chapter 380 Grants and Loans.....	8
Commercial And Small Business Power Saver Programs.....	8
Commercial Irrigation Evaluations & Rebates .....	8
Commercial Process Water Evaluations and Rebate.....	8
Commercial Recycling Rebate Program .....	8
Commit, Calculate, Conserve (3C) Business Challenge .....	9
Community Development Bank .....	9
Disadvantaged Business (DBE) Certification .....	9
EB-5 Immigrant Investor Program .....	9
Family Business Loan Program.....	10
Global Business Recruitment and Expansion Division .....	10
GreenChoice®.....	10
Historically Underutilized Business Program .....	10
Industrial, Commercial and Institutional Facility (ICI) Audit Rebate Pilot Program .....	10
Infrastructure and Property Leasing Program.....	11
International Business Institute at Austin Community College .....	11
International Trade and Assistance Center .....	11
Lift Fund. ....	11
Local Producer Loan Program .....	11
Micro-Enterprise Technical Assistance .....	12
Minority- and Women-Owned Business Enterprise (MBE/WBE).....	12
Multi-family Partnership Program.....	12
Music Venue Assistance Program .....	12
Neighborhood Commercial Management Program (NCMP).....	12
PeopleFund .....	13
Plug-In Austin.....	13
PowerSaver™ Program .....	13
Public Improvement Districts.....	13
Quick Turn-Around Permit Process (QTA) .....	13
Rainwater Harvesting Rebate Program .....	14
Small Business Assistance .....	14
Small Business Program.....	14
Small Business Lighting Program .....	14
Special Commercial Process Rebates.....	14
Texas Enterprise Zone Program .....	15
Vendor Connection .....	15

WaterWise Hotel Partner Program.....	15
Workforce Solutions (WFS Capital Area).....	15
<b>State.....</b>	<b>16</b>
Agricultural Loan Guarantee Program .....	16
Cancer Prevention & Research General Obligation Bonds.....	16
Certified Capital Company .....	16
Chapter 380 Grants and Loans.....	16
Data Centers Tax Exemptions .....	16
Defense Economic Readjustment Zone Program.....	16
Downtown Revitalization Program.....	17
Economic Development and Diversification In-State Tuition for Employees.....	17
Economic Development Bank.....	17
Franchise Tax Exemptions & Exemptions.....	17
Freeport Exemptions.....	17
Goods-In-Transit (GIT) Exemption.....	17
Governor's Small Business Forums.....	18
Historically Underutilized Business Certification Program .....	18
Industrial Revenue Bonds (IRB).....	18
Interest Rate Reduction Program.....	18
International Trade and Recruitment Program .....	18
Jobs For Texas.....	19
Main Street Improvements Program.....	19
Manufacturing TaxExemptions .....	19
Pollution Control Property Program .....	19
Property Tax Rule 9.105.....	19
Relocation Expense Deduction.....	19
Renewable Energy Incentives .....	20
Research & Development Tax Exemptions.....	20
Self-Sufficiency Fund.....	20
SCORE.....	20
Skills Development Fund .....	20
Skills for Business Program.....	21
Southwest Trade Adjustment Assistance Center Grant .....	21
State Infrastructure Bank Financing (SIB) .....	21
Texas Camino Real District Export Council .....	21
Texas Capital Access Program.....	21
Texas Capital Fund Infrastructure Program.....	22
Texas Capital Fund Real Estate Development Program .....	22
Texas Economic Development Act.....	22
Texas Emerging Technology Fund (TETF).....	22
Texas Emerging Technology Fund (TETF) Regional Centers of Innovation and Commercialization .....	22
Texas Emissions Reduction Plan (TERP) .....	23
Texas Enterprise Fund .....	23
Texas Gas Service.....	23
Texas Leverage Fund (TLF) .....	23
Texas Military Value Revolving Loan Fund.....	23
Texas Moving Image Industry Incentive Program (TMIIIP) .....	24
Texas Product/Business Fund: Loans for Product Development & Commercialization	24

Texas Small Business Fund: Loans for Small Business Growth & Expansion .....	24
Texas State University Small Business Development Center .....	24
Type A & Type B Sales Tax .....	24
Veteran Entrepreneur Academy .....	25
Young Farmer Grant .....	25
Young Farmer Interest Rate Reduction Program .....	25
<b>Federal</b> .....	<b>26</b>
Austin U.S. Export Assistance Center .....	26
Business Energy Investment Tax Credit .....	26
Catalog of Federal Domestic Assistance .....	26
Energy-Efficient Appliance Manufacturing Tax Credit Deduction.....	26
Indian Incentive.....	26
Modified Accelerate Cost-Recovery Systems.....	27
Renewable Energy Grants .....	27
Renewable Energy Investment Tax Credit .....	27
Sales and Use Tax Exemptions.....	27
Section 108 Loan Guarantee Program .....	27
Small Business Administration 504 Loan .....	28
Small Business Administration 7(a) Loan .....	28
Small Business Administration Veterans Advantage.....	28
Small Business Innovation Research (SBIR) .....	29
Small Business Investment Company (SBIC) Program .....	29
Small Business Technology Transfer (STTR).....	29
Small Loan Advantage .....	29
U.S. Foreign-Trade Zone Program .....	29
Work Opportunity Tax Credit .....	30

## **Austin Energy Green Building**

Website: [Austin Energy Green Building](#)

Phone Number: 512.482.5300

**Small Business Service:** Our team incorporates a range of experts including mechanical, electrical, civil, and architectural engineers, architects, and other code specialists. We are partners in your commercial developments and consultants invested in your success. Our experienced professionals guide you through the design and construction process, and review, rate, and market your project.

## **Bicycle Program**

Website: [City of Austin Public Works Department](#)

Phone Number: 512.974.7065

**Small Business Service:** Austin's designation as a Silver-level Bicycle Friendly Community reflects the Program's commitment to providing safe, efficient, and accessible bicycle facilities for all residents and visitors. Here, you can see the City's Bicycle Master Plan, register bicycles, view laws, map your route, explore local groups and more.



## **BiGAUSTIN**

Website: [BiGAUSTIN](#)

Phone Number: 512.928.8010

**Small Business Service:** BiGAUSTIN is a non-profit, micro-enterprise development organization. Dedicated to providing comprehensive training services, one-on-one assistance, and loans to individuals who want to achieve self-sufficiency.

## **Bonding for Construction Projects**

Website: [City of Austin Small and Minority Business Resources](#)

Phone Number: 512.974.7733

**Small Business Service:** In order to help vendors overcome the challenges that can be associated with bonding, SMBR has a Bonding Financial Consultant on staff. The Bonding Consultant meets one-on-one with business owners to educate and assist them with their bonding needs.

## **Business Community Lenders of Texas (BCL)**

Website: [Business Community Lenders of Texas](#)

Phone Number: 512.912.9884

**Small Business Service:** Business & Community Lenders of Texas is a nonprofit economic development organization providing business lending, Small Business Administration (SBA) and community development programs. Dedicated to improving the lives of Texans



through asset-building and job creation, BCL of Texas is committed to providing valuable, customized solutions and comprehensive service to every customer.

#### **Business Expansion and Relocation Assistance**

Website: [City of Austin Economic Development Department](#)

Phone Number: 512.974.6381

**Small Business Service:** As your company plans its relocation to Austin or expands its existing Austin location, the Business Expansion and Relocation Assistance division is here to help. Staff processes incentive applications, assists with zoning and planning issues, and does what is necessary to make your process fast and easy.

#### **Business Retention and Enhancement Program**

Website: [City of Austin Economic Development Department](#)

Phone Number: 512.978.2505

**Small Business Service:** The City of Austin created the Business Retention and Enhancement (BRE) Program to support the re-establishment of Congress Avenue and East 6th Street as retail and urban entertainment district destinations by providing low-interest loans.

#### **Business Solutions Center**

Website: [City of Austin Small Business Development Department](#)

Phone Number: 512.974.7786

**Small Business Service:** The Business Solution Center is small business research and technology center dedicated to assisting small business owners identify solutions to their small business questions. Small business owners are provided no-cost access to a variety of research based software programs that aid in the business development process. These software programs cover topics such as demographics, marketing opportunities, real estate research, business plan writing and a business database of over 1,800 small business documents. These services are delivered via a T-1 internet connection and current office suite software and hardware technology is provided. In addition, our knowledgeable staff will assist small business owners with the navigation of our software and technology resources.



An entrepreneur getting his start at the City of Austin Business Solutions Center

#### **Certificate of Compliance Program**

Website: [Planning and Development Review Department](#)

Phone Number: 512.978.4000

**Small Business Service:** The Planning and Development Review Department is offering self-certification for Certified Building Designers and Texas-licensed Architects. As long as certain criteria

are met, qualifying projects are: when the proposed use is new single family construction, an addition to a single family use, and interior remodels of single family homes.

#### **Chapter 380 Grants and Loans**

Website: [City of Austin Economic Development Department](#)

Phone Number: 512.974.6381

**Small Business Service:** The Local Government Code authorizes both municipalities and counties to offer incentives that will promote economic development on items such as commercial and retail projects.

#### **Commercial and Small Business Power Saver Program**

Website: [Austin Energy](#)

Phone Number: 512.482.5346

**Small Business Service:** Rebates up to \$200,000 per site to businesses to help underwrite the cost of energy efficiency improvements that will save you money. By investing in your energy savings projects, Austin Energy also reduces the need to generate additional power during peak demand periods and delays the need to build additional generation, which helps us keep electric rates lower.

#### **Commercial Irrigation Evaluations & Rebates**

Website: [Austin Water](#)

Phone Number: 512.974.2199

**Small Business Service:** Austin Water Utility offers no cost irrigation system evaluations to help commercial properties determine efficient watering schedules for their landscapes and identify existing equipment problems. Commercial customers receiving irrigation evaluations may also be eligible for rebates when making recommended upgrades to existing systems.

#### **Commercial Process Water Evaluations and Rebate**

Website: [Austin Water](#)

Phone Number: 512.974.2199

**Small Business Service:** As a no cost service to Austin Water Utility commercial customers, Water Conservation auditors are available to evaluate all aspects of your water consumption to determine how your company uses water. Auditors will suggest opportunities for reducing water consumption and discuss your eligibility for special commercial process rebates.

#### **Commercial Recycling Rebate Program**

Website: [Austin Resource Recovery](#)

Phone Number: Austin 3-1-1

**Small Business Service:** Rebates are available to eligible small businesses and properties within the City of Austin that are not yet affected by the [Universal Recycling Ordinance](#). Eligible small businesses and properties can earn up to \$600 in rebates toward the cost of start-up materials, such as recycling or compost collection containers, educational and training materials, recyclable or compostable flatware and more.

### **Commit, Calculate, Conserve (3C) Business Challenge**

Website: [Austin Water](#)

Phone Number: 512.974.2199

**Small Business Service:** Participate in the 3C Business Challenge to get information about ways to reduce your business's water use and show your commitment to saving water. Simply complete the application and checklist form listed below. Water Conservation staff will review it and recommend steps you can take to improve water efficiency and your eligibility for rebates.

### **Community Development Bank**

Website: [City of Austin Neighborhood Housing and Community Development](#)

Phone Number: 512.472.8087

**Small Business Service:** The Community Development Bank (CDB) offers financial assistance in the form of loan programs that provide flexible capital and technical assistance to small and minority businesses that are expanding or relocating to low-income areas.

### **Disadvantaged Business (DBE) Certification**

Website: [City of Austin Small and Minority Business Resources](#)

Phone Number: 512.974.7645

**Small Business Service:** As a local partner in the Texas Unified Certification program, SMBR offers Disadvantaged Business Enterprise Certification for federally funded aviation and transportation projects to socially and economically disadvantaged business owners who qualify.

### **EB-5 Immigrant Investor Program**

Website: [City of Austin Economic Development Department](#)

Phone Number: 512.974.1357

**Small Business Service:** The U.S. Citizenship and Immigration Service (USCIS) EB-5 Immigrant Investor Program allows qualified investors to become eligible for green cards for themselves and their dependent family members.

### **Family Business Loan Program**

Website: [City of Austin Family Business Loan Program Flyer](#)

Phone Number: 512.978.2502

**Small Business Service:** The Family Business Loan Program (FBLP) is a public-private partnership between the City of Austin, U.S. Department of Housing and Urban Development (HUD), and participating private lenders to offer low-interest loans to qualified small businesses that are expanding and creating jobs.



Another success story for the City of Austin Family Business Loan Program

### **Global Business Recruitment and Expansion Division**

Website: [City of Austin Economic Development Department](#)

Phone Number: 512.974.6381

**Small Business Services:** The Global Business Recruitment and Expansion Division increase jobs and investment in Austin through business attraction and by assisting local businesses with international expansion and trade.

### **GreenChoice®**

Website: [Austin Energy](#)

Phone Number: 512.494.9400

**Small Business Service:** Austin Energy's GreenChoice® program is the nation's most successful utility-sponsored and voluntary green-pricing energy program. New GreenChoice® options for 2014 make it easier than ever to do something good for Austin and the environment.

### **Historically Underutilized Business Program**

Website: [Travis County Historically Underutilized Business Program](#)

Phone Number: 512.854.9020

**Small Business Service:** In May 1994, the Travis County Commissioners Court unanimously passed a resolution creating the Historically Underutilized Business (HUB) Program within Travis County. The primary objective of the program is to ensure that minority and woman-owned businesses receive a fair and equal opportunity to participate in the county's procurement process.

### **Industrial, Commercial and Institutional Facility (ICI) Audit Rebate Pilot Program**

Website: [Austin Water](#)

Phone Number: 512.074.3901

**Small Business Service:** Austin Water offers a rebate that pays customers up to \$5,000 for an independent water efficiency audit of their industrial, commercial or institutional facility. To qualify for



the rebate, customers must commit to fixing any leaks and making any equipment or system setting adjustments recommended by the auditor.

### **Infrastructure and Property Leasing Program**

Website: [Austin Energy](#)

Phone Number: 512.322.6947

**Small Business Service:** Infrastructure Asset Management (IAM) works with businesses needing access to Austin Energy's (AE) and the City of Austin's (CoA) infrastructure assets to further their business goals.

### **International Business Institute at Austin Community College**

Website: [Austin Community College](#)

Phone Number: 512.223.0390

**Small Business Service:** The focus of the programs offered by the International Business Institute at Austin Community College District (ACCD) in Austin, Texas is the certification of graduates as a Certified Global Business Professional (CGBP), a competency designation certified by the North American Small Business International Trade Educators (NASBITE).

### **International Trade and Investment Program**

Website: [City of Austin International Trade and Investment Program](#)

Phone Number: 512.974.6416

**Small Business Service:** The International Trade and Investment Program works to link Austin businesses with international markets and business partners, and increase foreign direct investment in the city. The program involves one-on-one counseling for businesses interested in trade and our resource guides for importing and exporting and establishing international businesses.

### **LiftFund (formerly Accion Texas)**

Website: [LiftFund](#)

Phone Number: 888.215.2373 ext: 1203

**Small Business Service:** To provide credit and services to small businesses and entrepreneurs who do not have access to loans from commercial sources and to provide leadership and innovation to the micro-lending industry. Accion Texas Inc. is a designated community development financial institution (CDFI.) CDFIs finance community businesses, including small businesses, microenterprises, nonprofit organizations, commercial real estate, and affordable housing.

### **Local Producer Loan Program**

Website: [Whole Foods](#)

Phone Number: 512.542.0895



**Small Business Service:** Whole Foods Market provides low interest loans to independent local farmers and food artisans. For enquiries, email [localproducer.loanprogram@wholefoods.com](mailto:localproducer.loanprogram@wholefoods.com)

### **Micro-Enterprise Technical Assistance**

**Website:** [City of Austin Neighborhood Housing and Community Development](#)

**Phone Number:** 512.928.8010

**Small Business Service:** The Micro-enterprise Technical Assistance Program offers training and technical assistance to qualified micro-enterprises in the City of Austin. A micro-enterprise is defined as a business with five or fewer employees, one being to the owner, or an individual who is actively working towards developing a business that is expected to becoming a micro-enterprise.

### **Minority- and Women-Owned Business Enterprise (MBE/WBE)**

**Website:** [City of Austin Small and Minority Business Resources](#)

**Phone Number:** 512.974.7645

**Small Business Services:** The Small & Minority Business Resources Department (SMBR) offers Minority-and Women-Business Enterprise (MBE/WBE) Certification to qualified business owners throughout the State of Texas for City of Austin projects.

### **Multi-family Partnership Program**

**Website:** [Austin Energy](#)

**Phone Number:** 512.494.9400

**Small Business Service:** The Multi-Family Partnership Program (MPP) provides automatic transfer of utility services from vacated rentals into the name of the property owner. Participants can monitor activity for all units in their complex through our secure MPP Web site.

### **Music Venue Assistance Program**

**Website:** [City of Austin Economic Development Department](#)

**Phone Number:** 512.974.7821

**Small Business Service:** The Music Venue Assistance Program (MVA) is intended to provide low-interest loans for Eligible Sound Mitigation Costs to venues that demonstrate a significant sound impact to residential areas. Such venues located in or willing to locate within Austin city limits demonstrates the physical and/or financial need to implement sound mitigation technologies.

### **Neighborhood Commercial Management Program (NCMP)**

**Website:** [City of Austin Neighborhood Housing and Community Development](#)

**Phone Number:** 512.974.3100

**Small Business Services:** The Neighborhood Commercial Management Program provides financial assistance in the form of business loans to existing businesses looking to expand operations. Firms that have been in existence for two or more years can apply.

**PeopleFund**

Website: [PeopleFund](#)

Phone Number: 512.472.8087

**Small Business Services:** PeopleFund is a non-profit 501(c)(3) based in Austin, Texas. Founded in 1994 as Austin Community Development Corporation, we provide loans, financial and technical assistance to people who are left out of the financial mainstream.

**Plug-In Austin**

Website: [Austin Energy](#)

Phone Number: 512.322.6068

**Small Business Services:** If you own a plug-in electric vehicle (PEV) or are thinking about buying one, Austin Energy can help keep you and your vehicle on the move.

**PowerSaver™ Program**

Website: [Austin Energy](#)

Phone Number: 512.482.5346

**Small Business Services:** Austin Energy's PowerSaver™ Program can help reduce the cost of making energy efficiency improvements to your home, business, or multifamily property. Whether you are interested in a large-scale energy performance upgrade or in making only a few improvements at a time, the PowerSaver Program has savings for you.

**Public Improvement District**

Website: [City of Austin Economic Development Department](#)

Phone Number: 512.974.6415

**Small Business Service:** On April 15, 1993, Austin City Council created a Public Improvement District (PID) to provide constant and permanent funding to implement downtown initiatives. The PID is a means for the Downtown Austin community to provide adequate and constant funds for quality of life improvements and planning and marketing of Downtown Austin.

**Quick Turn-Around Permit Process (QTA)**

Website: [City of Austin Planning and Development Review Department](#)

Phone Number: 512.974.6406

**Small Business Service:** Reviews and approvals apply to small interior commercial remodels, and are generally approved on the same day as presented.

### **Rainwater Harvesting Rebate Program**

Website: [Austin Water](#)

Phone Number: 512.974.2199

**Small Business Service:** Rebates of \$0.50 per gallon of capacity for non-pressurized rainwater harvesting systems (i.e. rain barrels) and \$1.00 per gallon of capacity for pressurized rainwater harvesting systems (i.e. large cisterns with a pump) are available for qualifying purchases.

### **Small Business Assistance**

Website: [City of Austin Neighborhood Housing and Community Development](#)

Phone Number: 512.974.3100

**Small Business Service:** The City offers many services for small businesses in the Austin community from technical assistance to loan services to enhance the success of growing small businesses and encourage the creation of jobs for low- to moderate-income households.

### **Small Business Program**

Website: [City of Austin Economic Development Department](#)

Phone Number: 512.974.7800

**Small Business Service:** The mission of the Small Business Program (SBP) is to foster job creation and support the growth of new and existing businesses by providing capacity building information, tools, and resources.

**small business**  
DEVELOPMENT PROGRAM  
CITY OF AUSTIN

### **Small Business Lighting Program**

Website: [Austin Energy](#)

Phone Number: 512.505.3704

**Small Business Service:** Austin Energy offers small business and small non-profit customers up to an 80% discount to install high-efficiency lighting. The cost of buying high-efficiency lighting can be an obstacle for small businesses and non-profits.



### **Special Commercial Process Rebates**

Website: [Austin Water](#)

Phone Number: 512.505.3704

**Small Business Service:** Water Conservation offers rebates of up to \$100,000 to industrial, commercial, and institutional customers for installing new equipment and processes that conserve water at existing facilities. Some projects may also qualify for property or sales tax exemptions or other incentives.



**Texas Enterprise Zone Program**

Website: [Texas Wide Open For Business](#)

Phone Number: 512.478.9383

**Small Business Service:** The Texas Enterprise Zone Program is an economic development tool for local communities to partner with the State of Texas to promote job creation and significant private investment that will assist economically distressed areas of the state. Approved projects are eligible to apply for state sales and use tax refunds on qualified expenditures.

**Vendor Connection**

Website: [Vendor Connection](#)

Phone Number: 512.974.2018

**Small Business Service:** Vendors wishing to do business with the City of Austin must be registered before being awarded a contract or receiving a payment. Registrations allow vendors the opportunity to identify those products and services they wish to offer to the City; makes it possible for City departments to find your company; and receive email notification of upcoming solicitations.

**WaterWise Hotel Partner Program**

Website: [Austin Water](#)

Phone Number: 512.974.2199

**Small Business Service:** Show your guests that your facility is smart about saving water. Apply today to become a WaterWise Hotel Partner and get free publicity and recognition from Austin Water.

**Workforce Solutions-Capital Area (WFS Capital Area)**

Website: [Workforce Solutions Capital Area](#)

Phone Number: 512.381.4200

**Small Business Service:** WFS Capital Area Workforce Board is the leadership and governing body for the regional workforce system. A private, publicly-funded non-profit organization, WFS Capital Area is responsible for the planning, oversight, and evaluation of workforce development activities in the Austin/Travis County area.



### **Agricultural Loan Guarantee Program**

Website: [Texas Department of Agriculture](#)

Phone Number: 512.463.9932

**Small Business Service:** Provides loan guarantees and interest rebates for agriculture-related businesses and ranching operations.

### **Cancer Prevention & Research General Obligation Bonds**

Website: [Cancer Prevention & Research Institute of Texas](#)

Phone Number: 512.463.3190

**Small Business Service:** Cancer Prevention & Research Institute of Texas (CPRIT) offers several funding opportunities for promising cancer research, product development, and prevention programs.

### **Certified Capital Company (CAPCO)**

Website: [Texas Comptroller of Public Accounts](#)

Phone Number: 512.463.4124

**Small Business Service:** The Local Government Code authorizes both municipalities and counties to offer incentives that will promote economic development on items such as commercial and retail projects.

### **Chapter 380 Grants and Loans**

Website: [Texas Comptroller of Public Accounts](#)

Phone Number: 512.463.4679

**Small Business Service:** The Local Government Code authorizes both municipalities and counties to offer incentives that will promote economic development on items such as commercial and retail projects.

### **Data Centers Tax Exemptions**

Website: [Texas Comptroller of Public Accounts](#)

Phone Number: 800.252.5555

**Small Business Service:** A new law provides a temporary exemption from state sales and use tax on certain items necessary and essential to the operation of a qualified data center. The exemption is for state sales tax only. Local sales taxes are due on purchases of these qualifying items.

### **Defense Economic Readjustment Zone Program**

Website: [Office of the Governor Rick Perry](#)

Phone Number: 512.475.0487

**Small Business Service:** The Defense Economic Readjustment Zone Program (DERZ) was established to stimulate business recruitment and job creation in adversely impacted defense-dependent communities.

**Downtown Revitalization Program**

Website: [Texas Department of Agriculture](#)

Phone Number: 512.936.0232

**Small Business Service:** Awards matching grant funds for public infrastructure to foster and stimulate economic development in rural downtown areas.

**Economic Development and Diversification In-State Tuition for Employees**

Website: [College for all Texans](#)

Phone Number: 512.936.0101

**Small Business Service:** The Economic Development and Diversification In-state Tuition Incentive may be offered by the Economic Development & Tourism division of the Office of the Governor to qualified businesses that are in the decision-making process to relocate or expand their operations into Texas.

**Economic Development Bank**

Website: [Texas Wide Open For Business](#)

Phone Number: 512.936.0483

**Small Business Service:** The Economic Development Bank provides flexible funding and oversight of several finance and tax incentive programs. The incentive programs target three key audiences which include Texas businesses, Texas communities and Texas lending institutions. The Economic Development Bank programs include Finance Programs, Enterprise Programs and Small Business Assistance.

**Franchise Tax Exemptions & Credits**

Website: [Greater Austin Chamber of Commerce](#)

Phone Number: 1.800.252.1381

**Small Business Service:** The state of Texas offers a myriad of franchise tax exemptions and credits, dealing with solar energy, research and development, relocation expense deduction, renewable energy, and rehabilitation of historic structures.

**Freeport Exemptions**

Website: [City of Austin](#)

Phone Number: 512.974.9235

**Small Business Services:** Freeport exemptions can be offered by a school district, county, and municipality to exempt tangible personal property from ad valorem taxation.

**Goods-In-Transit (GIT) Exemption**

Website: [Texas Comptroller of Public Accounts](#)

Phone Number: 512.305.9999[?]

**Small Business Services:** Section 11.253 provides an exemption from taxation of a person's inventory or property that consists of goods-in-transit. Goods-in-transit are tangible personal property, including goods, wares, merchandise, aircraft parts and ores other than oil, natural gas and petroleum products.



**Governor's Small Business Forums**

Website: [Texas Wide Open For Business](#)

Phone Number: 512.936.0100

**Small Business Service:** Governor's Small Business Forums, sponsored by the Texas Governor's Office, the Texas Workforce Commission, and local partners, are designed to give entrepreneurs and small businesses valuable tools, skills, and knowledge needed to thrive in today's fast-paced economy.

**Historically Underutilized Business Certification Program (HUB)**

Website: [Texas Comptroller of Public Accounts](#)

Phone Number: 888.863.5881

**Small Business Service:** The Historically Underutilized Business (HUB) program requires all Texas state agencies to make a good faith effort to use HUBs for purposes of contracting for construction services or commodity purchases.

**Industrial Revenue Bonds (IRB)**

Website: [Texas Wide Open For Business](#)

Phone Number: 512.936.0100

**Small Business Service:** The State of Texas Industrial Revenue Bond Program (IRB) is designed to provide tax-exempt or taxable financing for eligible industrial or manufacturing projects as defined in the Development Corporation Act of 1979.

**Interest Rate Reduction Program**

Website: [Texas Department of Agriculture](#)

Phone Number: 512-463.6908

**Small Business Service:** Reduces the loan interest rate for people starting or expanding agricultural businesses in Texas.

**International Trade and Recruitment Program**

Website: [Texas Wide Open For Business](#)

Phone Number: 512.963.0100

**Small Business Service:** The state's International Business and Recruitment Program (IBR) works with a variety of entities to ensure that Texas companies are represented abroad. It helps Texas companies expand into foreign markets.



**Jobs for Texas**

Website: [Texas Department of Agriculture](#)

Phone Number: 512.936.2450

**Small Business Service:** Jobs For Texas (J4T) is an innovative program designed to increase small businesses' access to capital and enable private entrepreneurs to make market-driven decisions to grow jobs. The J4T program won a \$46.5 million award from the U.S. Department of the Treasury as part of the State Small Business Credit Initiative (SSBCI).

**Main Street Improvements Program**

Website: [Texas Department of Agriculture](#)

Phone Number: 512.463.7476

**Small Business Service:** Provides eligible Texas Main Street communities with matching grants to expand or enhance infrastructure in historic main street areas.

**Manufacturing Tax Exemptions**

Website: [Texas Wide Open For Business](#)

Phone Number: 800.252.5555

**Small Business Service:** State sales and use tax exemptions are available to taxpayers who manufacture, fabricate or process tangible personal property for sale.

Texas sales and use tax exempts tangible personal property that becomes an ingredient or component of an item manufactured for sale, as well as taxable services performed on a manufactured product to make it more marketable.

**Pollution Control Property Program**

Website: [Texas Commission on Environmental Quality](#)

Phone Number: 512.239.4900

**Small Business Service:** A Texas constitutional amendment providing an exemption from property taxation for pollution control equipment was approved in 1993.

**Property Tax Rule 9.105**

Website: [Texas Comptroller of Public Accounts](#)

Phone Number: 800.252.5555

**Small Business Service:** The Texas Comptroller of Public Accounts offers a refund of state franchise and sales/use taxes paid by companies owning certain abated property. Reference our website to determine if your company is eligible for a refund.

**Relocation Expense Deduction**

Website: [Austin Chamber](#)

Phone Number: 512.478.9398

**Small Business Service:** Companies may deduct from apportioned margin relocation costs incurred in relocating their main office or other principal place of business to Texas from another state provided the company (1) did not do business in Texas before the relocation and (2) is not a member of an affiliated group engaged in a unitary business, another member of which is already doing business in Texas.

#### **Renewable Energy Incentives**

Website: [Texas Wide Open For Business](#)

Phone Number: 512-974-7827

**Small Business Service:** Federal, state, and local directory for renewable energy and associated incentives.

#### **Research & Development Tax Exemptions**

Website: [Texas Comptroller of Public Accounts](#)

Phone Number: 512-936-0100

**Small Business Service:** The Research & Development tax credit provides companies the option of selecting either a sales tax exemption on property purchased by persons engaged in qualified research activities or franchise tax credit, but not both.

#### **Self-Sufficiency Fund**

Website: [Texas Workforce Commission](#)

Phone Number: 512.463.8844

**Small Business Service:** The Self-Sufficiency Fund program assists businesses and trade unions by financing the development and implementation of customized job-training projects for new and current workers.

#### **Service Corps of Retired Executives (SCORE)**

Website: [SCORE](#)

Phone Number: 1.800.634.0245

**Small Business Service:** SCORE is a nonprofit association dedicated to helping small businesses get off the ground, grow, and achieve their goals through education and mentorship. SCORE has a variety of resources available to small businesses.

#### **Skills Development Fund**

Website: [Texas Workforce Commission](#)

Phone Number: 877.463.1777

**Small Business Service:** The Skills Development Fund is Texas' premier job-training program providing training dollars for Texas businesses and workers. Administered by the Texas Workforce Commission, success is achieved through collaboration among businesses, public Community and Technical colleges, Local

Workforce Development Boards and economic development partners.

**Skills for Small Business Program**

Website: [Texas Workforce Commission](#)

Phone Number: 877.463.1777

**Small Business Service:** The Skills for Small Business Program is an opportunity for small business (less than 100 employees) to train new workers or upgrade the skills of incumbent workers.

**Southwest Trade Adjustment Assistance Center**

Website: [Southwest Trade Adjustment Assistance Center](#)

Phone Number: 210.458.2020

**Small Business Service:** If your company is experiencing a decline in sales and a decline in employment levels due to the adverse effects of foreign competition, you might qualify for assistance in marketing, manufacturing, engineering, finance, employee training, information management or new product development from SWTAAC.

**State Infrastructure Bank Financing (SIB)**

Website: [Texas Department of Transportation](#)

Phone Number: 512.305.9546

**Small Business Service:** State Infrastructure Banks (SIB) were authorized in 1995 as a part of the National Highway Designation Act (NHS) to help accelerate needed mobility improvements through a variety of financial assistance options made to local entities through state transportation departments.

**Texas Camino Real District Export Council**

Website: [Texas District Export Council](#)

Phone Number: 512.916.5939

**Small Business Service:** The District Export Councils contribute leadership and international trade expertise to complement the U.S. Commercial Service's export promotion efforts through counseling businesses on the exporting process and conducting trade education and community outreach.

**Texas Capital Access Program**

Website: [State of Texas Economic Development Programs](#)

Phone Number: 512.936.0266

**Small Business Service:** The Texas Capital Access Program was established to increase the availability of financing for businesses and non-profit organizations that face barriers in accessing capital. It encourages financial institutions to support businesses that do not meet the requirements of conventional loans, lack sufficient

collateral to qualify for conventional financing, or do not meet other business requirements.

**Texas Capital Fund Infrastructure Program**

Website: [Texas Department of Agriculture](#)

Phone Number: 512.463.7577

**Small Business Service:** The Texas Capital Fund Infrastructure Development Program is an economic development tool designed to provide financial resources to non-entitlement communities. Funds from this program can be utilized for public infrastructure (water, sewer, roads, etc.) needed to assist a business which commits to create and/or retain permanent jobs, primarily for low and moderate-income persons.

**Texas Capital Fund Real Estate Development Program**

Website: [Texas Department of Agriculture](#)

Phone Number: 512.936.8163

**Small Business Service:** The Texas Capital Fund Real Estate Development Program is designed to provide financial resources to non-entitlement communities. Funds must be used for real estate development (acquisitions, construction, and/or renovation) to assist a business which commits to create and/or retain permanent jobs, primarily for low and moderate-income persons.

**Texas Economic Development Act**

Website: [Texas Ahead](#)

Phone Number: 512.463.4679

**Small Business Service:** Chapter 313 incentives give school districts the authority to enter into an agreement with a corporation or limited liability company that limits the appraised value of property for the maintenance and operations portion of school district property tax. This incentive also allows recipients to earn tax credits.

**Texas Emerging Technology Fund (TETF)**

Website: [Texas Emerging Technology Fund \(TETF\)](#)

Phone Number: 512.463.5314

**Small Business Service:** The Texas Emerging Technology Fund (TETF) was created by the 79th Legislature at the urging of Governor Rick Perry to provide Texas with an unparalleled advantage in areas of research, development, and commercialization of emerging technology.

**Texas Emerging Technology Fund (TETF) Regional Center of Innovation and Commercialization**

Website: [Regional Center of Innovation & Commercialization](#)

Phone Number: 512.637.9852



**Small Business Service:** Regional Centers of Innovation and Commercialization (RCICs) were established by the Legislature to support the activities for a specified region; research and development, commercialization of research and development, incubation and acceleration for businesses related to research and development, and workforce training for businesses related to research and development.

**Texas Emissions Reduction Plan (TERP)**

Website: [Texas Commission on Environmental Quality](#)

Phone Number: 512.239.1066

**Small Business Service:** The TERP program is comprised of eight different grant programs. Each program has its own specific eligibility requirements and may accept applications at different time periods of the year.

**Texas Enterprise Fund**

Website: [Texas Wide Open For Business](#)

Phone Number: 512.936.0100

**Small Business Service:** The Texas Enterprise Fund was established in 2003 to allow the state to respond quickly and aggressively to opportunities to bring jobs and employers to Texas. The funds are used primarily to attract new business to the state or assist with the substantial expansion of an existing business as part of a competitive recruitment situation.

**Texas Gas Service**

Website: [Texas Gas Service](#)

Phone Number: 512.370.8265

**Small Business Service:** Texas Gas Service offers nine different rebates\* for qualified commercial customers. Rebate programs include commercial water heating, natural gas dryer, commercial heating, food service equipment and vehicle programs.

**Texas Leverage Fund (TLF)**

Website: [Texas Wide Open For Business](#)

Phone Number: 512.936.0100

**Small Business Service:** The Texas Leverage Fund (TLF) provides a source of financing to communities that have adopted an economic development sales tax. Communities may leverage future sales tax revenues to expand economic development through business expansions, business recruitment, and exporting.

**Texas Military Value Revolving Loan Fund**

Website: [Texas Wide Open For Business](#)

Phone Number: 512.936.0100

**Small Business Service:** Financing provided to defense communities for job creation and infrastructure projects.

**Texas Moving Image Industry Incentive Program (TMIIIP)**

Website: [Texas Film Commission](#)

Phone Number: 512.463.9200

**Small Business Service:** The Texas Moving Image Industry Incentive Program (TMIIIP) is designed to build the economy through the moving image industry and create jobs in Texas. TMIIIP provides qualifying film, television, commercial, visual effects and video game productions the opportunity to receive a cash grant based on a percentage of a project's eligible Texas expenditures, including eligible wages paid to Texas residents.

**Texas Product/Business Fund**

Website: [Texas Wide Open For Business](#)

Phone Number: 512.936.0100

**Small Business Service:** The Texas Product/Business Fund provides financing to aid in the development, production and commercialization of new or improved products within the state. The Fund is available to businesses looking for asset-based financing at rates below conventional borrowing.

**Texas Small Business Fund**

Website: [Texas Wide Open For Business](#)

Phone Number: 512.936.0100

**Small Business Service:** The Texas Small Business Fund provides financing to foster and stimulate the development of small businesses in Texas. The fund is available to businesses looking for asset-based financing at rates below conventional borrowing.

**Texas State Small Business Development Center**

Website: [Texas State University Small Business Development Center](#)

Phone Number: 512.610.0996

**Small business Services:** The Texas State Small Business Development Center (SBDC) works with existing and startup small business to help them grow and compete in today's global economy.

**Type A and Type B Sales Tax**

Website: [Texas Ahead](#)

Phone Number: 512.463.4679

**Small business Services:** Municipalities may offer financial incentives made possible by local sales and use tax allotments dedicated to economic development (Type A and Type B sales tax). Financing of this type requires the parties to enter into a performance agreement.

**Veteran Entrepreneur Academy**

Website: [Texas Veterans Commission](#)

Phone Number: 512.463.5538

**Small Business Service:** The Texas Veterans Commission is partnering with PeopleFund to start the Veteran Entrepreneur Academy. Participants who complete the three month training program, and receive a certificate of completion are eligible for a loan up to \$35,000 with annual fixed interest rate of five percent. Applications are being accepted to January 26, 2015 for a May 09, 2015 start date.

**Young Farmer Grant**

Website: [Texas Department of Agriculture](#)

Phone Number: 512.463.6908

**Small Business Service:** Provides grants to young agricultural producers who are starting or expanding agricultural businesses in Texas.

**Young Farmer Interest Rate Reduction Program**

Website: [Texas Department of Agriculture](#)

Phone Number: 512.463.6908

**Small Business Service:** Reduces the loan interest rate for young farmers or ranchers who are starting or expanding agricultural businesses in Texas.

### **Austin U.S. Export Assistance Center**

Website: [Austin U.S. Export Assistance Center](#)

Phone Number: 512.916.5940 or 1.800.872.8723

**Small business Service:** The Austin U.S. Export Assistance Center of the U.S. Department of Commerce is part of the U.S. Foreign Commercial Service, a federal agency with an extensive network of trade specialists located in the U.S. and throughout the world devoted to assisting U.S. companies expand their international business presence.

### **Business Energy Investment Tax Credit**

Website: [Database of State Incentives for Renewables & Efficiency](#)

Phone Number: 800.829.1040

**Small Business Service:** The American Recovery and Reinvestment Act of 2009 allows taxpayers eligible for the federal renewable electricity production tax credit (PTC) to take the federal business energy investment tax credit (ITC) instead of taking the PTC for new installations.

### **Catalog of Federal Domestic Assistance**

Website: [Catalog of Federal Domestic Assistance](#)

Phone Number: 866.512.1800

**Small Business Service:** Catalog of Federal Domestic Assistance (CFDA) provides a full listing of all Federal programs available to State and local governments (including the District of Columbia); federally-recognized Indian tribal governments; Territories (and possessions) of the United States; domestic public, quasi- public, and private profit and nonprofit organizations and institutions; specialized groups; and individuals.

### **Energy-Efficient Appliance Manufacturing Tax Credit Deduction**

Website: [Internal Revenue Service](#)

Phone Number: 512.499.5127

**Small Business Service:** The Tax Relief and Job Creation Act of 2010 modifies and extends the energy efficient appliance credit for certain dishwashers, clothes washers, and refrigerators manufactured after December 31, 2010. Under Code §45M(a)(1), the credit may be claimed as part of the Code §38 general business credit for each type of qualified energy efficient appliance produced by the taxpayer during the 2011 calendar year ending with or within the taxpayer's taxable year.

### **Indian Incentive**

Website: [Indian Incentive Program](#)

Phone Number: 571.372.6191



**Small Business Service:** The Indian Incentive Program (IIP) is a congressionally sponsored program that provides a 5% rebate back to the prime contractor on the total amount subcontracted to an Indian-Owned Economic Enterprise or Indian Organization.

### **Modified Acceleration Cost-Recovery Systems**

Website: [Internal Revenue Service](#)

Phone Number: 800.829.4933

**Small Business Service:** Under the federal Modified Accelerated Cost-Recovery System (MACRS), businesses may recover investments in certain property through depreciation deductions. The MACRS establishes a set of class lives for various types of property, ranging from three to 50 years, over which the property may be depreciated.

### **Renewable Energy Grants**

Website: [U.S. Department of the Treasury](#)

Phone Number: 202.622.2000

**Small Business Service:** The Section 1603 Grant Program is a renewable energy grant program that is administered by the U.S. Department of Treasury. This program allows taxpayers eligible for the federal business energy investment tax credit (ITC) to take this credit or to receive a grant from the U.S. Treasury Department instead of taking the business ITC for new installations.

### **Renewable Energy Investment/Production Tax Credit**

Website: [U.S. Department of Energy](#)

Phone Number: 202.586.5000

**Small Business Service:** The Investment Tax Credit (ITC) reduces federal income taxes for qualified tax-paying owners based on capital investment in renewable energy projects (measured in dollars).

### **Sales and Use Tax Exemptions**

Website: [U.S. Department of State](#)

Phone Number: 202.647.4000, or 202.895.3500 extension 2

**Small Business Service:** The Office of Foreign Missions (OFM) issues tax exemption cards to eligible foreign missions, mission personnel and their eligible family members consistent with international law, domestic statute, and the underlying principle of reciprocity.

### **Section 108 Loan Guarantee Program**

Website: [U.S. Department of Housing and Urban Development](#)

Phone Number: 800.225.5342

**Small Business Service:** The Section 108 Loan Guarantee Program is a source of financing allotted for the economic development,



City of Austin  
Economic Development Department  
April 2015

## Question Q3

This information is provided by the Economic Development Department.

## COMMERCIAL STABILIZATION PROGRAM

### 1. Program Summary

*The Commercial Stabilization Program is a newly evolving and developing program within the Redevelopment Division of the Economic Development Department. The program will launch in Spring/Summer 2015 with Soul-y Austin a pilot initiative dedicated to exploring the potential of forming merchants associations in commercial areas. The Soul-y Austin Business District Incubator is an exploratory initiative with limited funding to shepherd a small selection of commercial areas with support services. The pilot initiative is designed to promote and support businesses of all sizes and types within the city's commercial areas and corridors. Merchants associations can help steer these processes and create ideal conditions for commercial districts.*

### 2. Program Goals

*Educate, engage and empower businesses within targeted commercial areas to form merchants associations to better anchor commercial districts. Enable merchants associations to succeed through training and resources available through city services. Establishment of merchants associations to further beautification efforts, support small business and retain existing business and culture within each commercial area. Provide access to local goods, services and entertainment through strong commercial districts Provide access to jobs through business development. Increase walkable and bike friendly environments.*

### 3. Program Origin

*The program and pilot are based off of best practice research of other fast growing communities and the current strong economic market of the City of Austin. As the 11<sup>th</sup> largest City in the United States, Austin is experiencing rapid transformation. With a commitment to entrepreneurship, more than 80 percent of Austin businesses currently employ less than 20 people and provide access to goods and services and unique shopping, entertainment and foodie experiences.*

These economic conditions foster a vibrant, distinctive business personality that presents an opportunity to strengthen the connection between people and the places they share through the exploration of enhancing business districts that are anchored by merchants associations.

#### **4. Eligibility Requirement**

*The current pilot initiative has limited resources and will be able to assist three commercial areas with support services. Currently in the areas identified businesses have expressed interest and commitment to learning more about the process. The element to success to forming a merchants associations and organization commercial district is that it must be community initiated and driven. Future criteria for areas that are chosen may include areas of high commercial vacancy, commercial areas within Imagine Austin activity center, corridor planning efforts, etc. Criteria for future commercial areas will be created after evaluation of the pilot initiative and refinements to the program are made as needed.*

#### **5. Program Implementation**

*The pilot initiative will launch in Spring/Summer 2015 and will service targeted commercial area through the fall. Outreach, engagement and education will be a primary focus as a key element to success is that this effort is supported by the business community in order to build the capacity needed. The services available through the pilot will be delivered through the Summer and Fall of 2015.*

#### **6. Program Intended Effect**

*The program and pilot intend to establish merchants associations that further assist with creating and maintaining functional, stable, vibrant commercial districts. The program and pilot if successful would provide assistance to small business and retain existing Austin businesses. The efforts would contribute to creating jobs, providing access to goods and services, create walkable and more bike friendly places and importantly build a sense of community among business owners within a commercial district.*

#### **7. Program Actual Outcome**

*Pilot initiative will launch in Spring/Summer 2015. Outcomes are currently not available.*

#### **8. Program Division**

*Redevelopment Division*



City of Austin  
Economic Development Department  
April 2015

### Question Q3

This information is provided by the Economic Development Department.

## THE EINSTEIN CHALLENGE STEM ACCELERATION PROGRAM

### 1. Program Summary

*The Einstein Challenge STEM Acceleration Program proposes a unique public-private partnership to leverage the knowledge of Austin's science, technology and entrepreneurial businesses to create a generation of Einsteins from the youth of our underrepresented communities.*

*On behalf of the City's effort to implement Imagine Austin Priority Program #3 - continue to grow Austin's economy by investing in our workforce, education systems, entrepreneurs, and local businesses - EDD is taking an innovative approach to addressing workforce alignment by researching best practices for bringing economically disadvantaged individuals back into the workforce through the alignment of career and occupational training services with business development and expansion services that create the jobs of the future in Austin.*

*In pursuit of this program EDD is investigating mechanisms to encourage termed commitments for industry interaction with existing community resources with a focus on hardware, monetary and volunteer hour contributions. EDD is exploring tools under Chapter 380 of the Local Government Code authorizing municipalities to offer incentives designed to promote economic development. As such, the GBRE division would seek to establish contracts with a small segment of employers from Austin that specialize in fields related to those within the specific focus area of STEM careers.*

*In an effort to engage our international relationships for exchange of best practices, promote international awareness, and cultivate industry activity, this STEM Acceleration Program has been extended to our international partners as "The Einstein Challenge" – challenging other leading science and technology cities around the globe to lead in the training and inspiration of children to prepare them for the STEM careers of the future.*

### 2. Program Goals

*Better alignment between local talent and the needs of the local labor market are increasingly important if the City is to realize its goals for economic vitality and quality of life. With a specific eye towards the 37,000 Austin children living in poverty, EDD is working to develop a strategic partnership for Science, Technology, Engineering and Mathematics (STEM) Acceleration. This program will catalyze and secure*



*the relationship between industry and our local school system, by providing the resources, education and inspiration needed to reach tens of thousands of students in the coming years. This focused effort will align these students with degree programs that are connected to the jobs of the future that are anticipated for Austin.*

### **3. Program Origin**

*The origins of the initiative were included in the department's 2013 Report and Recommendations on the City of Austin Economic Development Policy that included department responses to motions approved by the Council Special Committee on Economic Incentives. The recommendation was not adopted at that time.*

*2013 Report and Recommendations on the City of Austin Economic Development Policy*  
[http://www.austintexas.gov/sites/default/files/files/EGRSO/EGRSO\\_Report\\_on\\_ED\\_Policy\\_Final.pdf](http://www.austintexas.gov/sites/default/files/files/EGRSO/EGRSO_Report_on_ED_Policy_Final.pdf)

### **4. Eligibility Requirements**

The department has drawn upon internal stakeholders including Health and Human Services Department, Office of Telecommunications and Regulatory Affairs, Subcommittee for and Partners for Digital Inclusion, and the Imagine Austin Priority Program #3 working group focused on workforce development and education. This work began with an initial inventory of workforce development and education groups in the area that has been helpful in determining levels of activity and areas of opportunity. This inventory will be combined with other ongoing efforts to identify related activities and stakeholders as part of this proposal. EDD will also continue to work with work with identified partners and private industry to determine targets for eligibility to maximize program outcomes.

### **5. Program Implementation**

*EDD will continue to refine the program through vetting and socialization of the framework among internal and external partners identified as part of the ongoing inventory of workforce and education programming.*

*The Einstein Challenge will be integrated in our CITISTART agreements within Austin's global network to foster stronger connections among our Science Cities and quantify the number of children enrolled in STEM program initiatives within those cities.*

### **6. Program Intended Effect**

*The program is intended to create a sustainable talent pipeline from local students with the training and inspiration to take up the jobs of the future in STEM fields meeting the ever-increasing demands of local companies for talent in these fields thereby reducing the need to import talent from outside of the Austin area. The program's specific focus on low income student populations is intended to break the cycle of*

*poverty by better preparing a wider range of students for future well-paying careers in high-demand STEM fields.*

#### **7. Program Actual Outcome**

*Evaluation of this performance based initiative will be coordinated with the Ray Marshall Center at the University of Texas in a longitudinal study of program return on investment outcomes. The coordinating body will also work with other experts in STEM education and student outcomes to measure success and adapt strategies accordingly throughout the life of the program.*

#### **8. Program Division**

*Global Business Recruitment and Expansion (GBRE)*



City of Austin  
Economic Development Department  
April 2015

### Question Q3

This information is provided by the Economic Development Department.

## STATE ENTERPRIZE ZONE PROGRAM

### 1. Program Summary

*The Texas Enterprise Zone Program is an economic development tool for local communities to partner with the State of Texas to promote job creation and capital investment in economically distressed areas of the state. Communities may nominate projects, for a designation period up to five years.*

### 2. Program Goals

*Generate employment opportunities, investment and tax revenues in economically distressed areas of the state.*

### 3. Eligibility Requirements

*Projects may be physically located in or outside of an Enterprise Zone. If located within a zone, the company commits that at least 25% of their new employees will meet economically disadvantaged or enterprise zone residence requirements. If located outside of a zone, the company commits that at least 35% of their new employees will meet economically disadvantaged or enterprise zone residency requirements.*

### 4. Program Implementation

*Local communities must nominate a company as an Enterprise Project to be eligible to participate in the Enterprise Zone Program. Legislation limits allocations to the state and local communities per biennium. The state accepts applications quarterly with deadlines on the first working day of March, June, September and December.*

### 5. Program Intended Effect

*Generate employment opportunities, investment and tax revenues in economically distressed areas of the state.*

### 6. Program Actual Outcome

*Seven approved projects are anticipated to create 1,760 new jobs, retain 3,780 existing jobs and generate \$4,482,286,323 of investment in economically distressed areas of the City of Austin.*

## **7. Program Division**

*Global Business Recruitment and Expansion*





City of Austin  
Economic Development Department  
April 2015

### Question Q3

This information is provided by the Economic Development Department.

## CREATIVE CONTENT PROGRAM

### 1. Program Summary

*To increase Austin's competitive advantage for bringing the production of film, television, video game and visual effects, the City offers performance-based contracts to qualifying projects.*

### 2. Program Goals

*Development of on-going creative projects in the City of Austin, providing employment opportunities and local procurement opportunities that will retain our creative workforce and increase sales at local establishments.*

### 3. Program Origin

*The City of Austin commissioned a 2012 update to the Economic Impact of the Creative Sector in Austin Study. The film, television, and digital media industries were found to generate \$1.27 billion each year for the Austin economy and create over 10,000 jobs. The strength of these sectors are strong factors for attracting and retaining members of "creative class," the third of America's workforce identified by Richard Florida that create for a living.*

*On an annual basis, there are 1,160 students at the University of Texas Radio/Television/Film (RTF) program. Additionally, there are students at the Austin School of Film and Austin Community College's RTF programs. Austin risks being unable to continue to provide jobs for the existing and future workforce in this industry because productions are lured to other communities in the state and other states through the use of incentives specific to the film, television, and digital media industry. Other municipalities in Texas and throughout the United States, including San Antonio, Dallas, San Francisco, Santa Barbara, Shreveport/Caddo Parish, Jefferson Parish, and Sarasota County are enacting local production incentives to increase their competitiveness within this industry.*

*Previous Council action has demonstrated strong interest in attracting and supporting film, television, and digital media production. In 2005, a City Council ordinance repealed filming application and filming permit fees. In 2008, the City Council passed an ordinance waiving facility use and rental fees and providing up to two peace officers for fifteen filming days for qualifying production projects. In addition,*

*the City has entered into a public/private partnership with Austin Film Society for the development of 20 acres at the Mueller Redevelopment into a world class film studio, Austin Studios. The Austin Film Society rents the space for \$100 a year. The City has also approved two bond packages to support construction, renovation, and improvements to Austin Studios in 2006 and 2012 totaling \$10.4 million. Lastly, the Cultural Arts Fund provides grants to film and digital media organizations including the Austin Film Festival, the Austin Film Society, the Austin School of Film, the Austin Gay and Lesbian Film Festival, Cine Las Americas, Latinitas, Moving Image Arts and Education, and Public Access Community Television.*

*Before Ordinance 20140515-008 was adopted, the economic development policy for incentivizing job creation and investment in the City of Austin is incompatible with the accelerated decision-making timeline and the business model of the film, television, and digital media production industry. By creating a separate economic development program for this industry, Austin's competitive advantage will increase for retaining its existing and future workforce, while realizing the growth potential for its existing industry and inducing additional economic prosperity by recruiting incoming production.*

#### **4. Eligibility Requirements**

*The primary place of business for the company's project must be within the City of Austin's Desired Development Zone.*

*The Project must be an approved applicant for production incentives from the Texas Film Commission in one of the following categories: film & television projects, video game projects, or visual effects. Projects in the reality television or commercial categories are eligible only if the applicant can demonstrate that the project meets the Significant Promotion of Austin test.*

*Film & television projects, reality television, and commercials must pay at least union wages to all workers and ensure all workers are provided benefits equivalent to union benefits. Video game and visual effects projects must pay all workers at least \$11/hour, provide health insurance benefits, and extend benefits to same-sex partners and their dependents.*

*Attend an informational meeting with the Department of Small and Minority Business Resources (DSMBR) prior to the first day of production and submit a list of vendors contracted for the project after production is completed for review by DSMBR. Provide feedback to EDD on the curriculum for its annual Minority Business Opportunities in Film, Television and Digital Media Forum, upon request.*

*Projects seeking a Chapter 380 Economic Development Program Incentive may not count the same jobs or payroll toward a Creative Content Incentive Program incentive. Projects may not involve any new permanent construction or leasehold improvements; such projects are more appropriate for the Chapter 380 Economic Development Program Incentive.*

*Provide end credit to the City of Austin by displaying the Austin Film Commission's "Made in Austin" logo and the words "Thank you to the City of Austin for its generous support of this production. Filmed on*

location in Austin, Texas, U.S.A.” The logo and text should be displayed for a reasonable amount of time, comparable to the amount of time allotted to other credited entities.

## **5. Program Implementation**

The maximum incentive per Project will be 0.50% of the wages paid to local residents, defined as individuals whose payroll address is within the Austin MSA (Travis, Hays, Williamson, Bastrop, and Caldwell Counties).

Projects that meet the Significant Promotion of Austin test or are produced by an Austin-based company will be eligible to receive a bonus incentive equaling an additional 0.25% incentive payment of the wages paid to local residents. An “Austin-based company” is defined as a company that has its headquarters and the majority of its employees based in the City of Austin, and has produced at least two (2) other creative content projects within the last ten (10) years in Austin, or has a senior executive or above the line producer or director who has been a senior executive or above the line producer or director for at least two (2) other creative content projects within the last ten (10) years in Austin.

The City Manager is authorized to approve an agreement for any Project that is eligible for less than the City Manager’s spending authority (\$57,000 in FY2014). An agreement for a Project will require City Council approval when the incentive payment would exceed the City Manager’s spending authority.

Agreements between the City of Austin and production companies will generally have contract terms of one year. Returning applicants will have priority over new applicants. Applicants will be otherwise approved for CCIP incentives on a first-come, first-serve basis until funding for the given fiscal year has been allocated.

At least \$250,000 within the Economic Incentives Reserve Fund will be set aside for this program in Fiscal Year 2014. Payments under this program will be performance-based, meaning that payments will not be issued until after the production company has provided all required documentation and the City of Austin has confirmed compliance.

The following resolutions and ordinances are waived for production companies receiving a CCIP grant: Resolution No. 20041028-3, Resolution No. 20071206-049, Ordinance No. 20091001-011, Resolution No. 20120112-058, and Resolution No. 20131024-056. In alignment with existing City incentives offered to the film and television industry (see Ordinances # 050127-41 and #20080306-038), Projects do not need to be competitive to qualify for this program.

## **6. Program Intended Effect**

Development of on-going creative projects in the City of Austin, providing employment opportunities and local procurement opportunities that will retain our creative workforce and increase sales at local establishments.

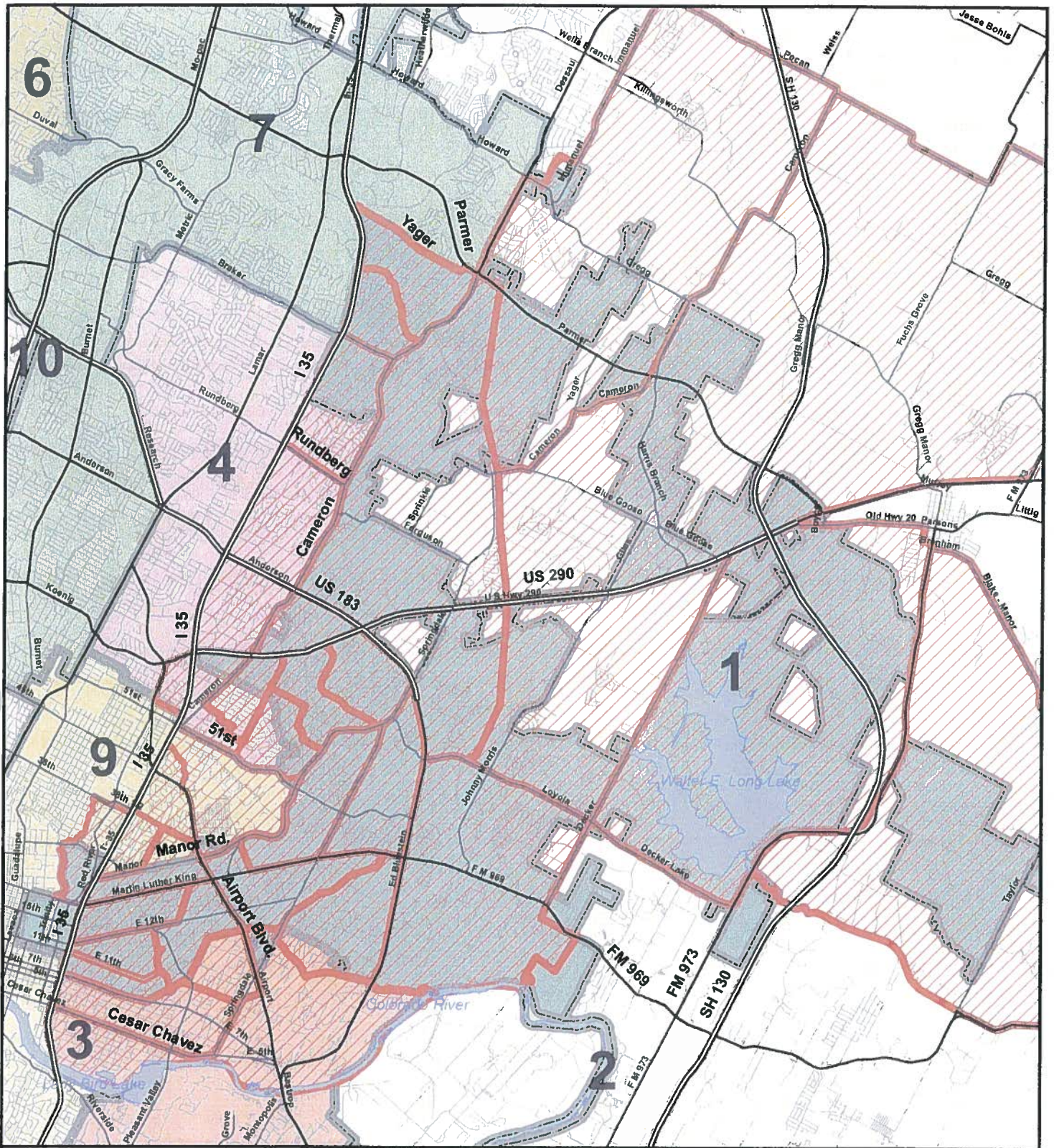
## **7. Program Actual Outcome**

*One approved television series project with ABC Studios, paying \$10,153,618 in wages to Austin MSA residents and spending an estimated \$3,125,862 during production.*

## **8. Program Division**

*Global Business Recruitment and Expansion*





# East Austin Census Tracts



**City of Austin**

**Economic Development Department**

-  Select U.S. Census Tracts
-  Single Member Districts



## East Austin by Census Tracts Number

3.06

3.07

4.01

4.02

8.01

8.02

8.03

8.04

9.01

9.02

10

18.11

18.12

18.13

18.32

18.33

18.34

18.35

18.42

18.56

21.04

21.05

21.06

21.07

21.08

21.09

21.10

21.11

21.12

21.13

22.01

22.02

22.08

22.10

22.12



City of Austin  
Economic Development Department  
April 2015

*Summary of Capital Idea workforce development based on past performance and forthcoming initiatives with the City of Austin*

As a community-based organization solely focused on long-term career training that meets local labor needs, Capital IDEA directly aligns with the goals of the Economic Development Department. Capital IDEA's mission is to lift working adults out of poverty and into living wage careers through education by taking people with significant barriers to stable employment, getting them into long-term training, graduating them with the skills that local employers are looking for, and placing them into high-demand, mostly STEM, occupations in the Austin area.

Capital IDEA's clients are these low-income men and women who desperately want a chance at a good career and a better life, but who do not have the financial and other support to get the necessary training on their own.

Capital IDEA provides a powerful return on investment, as validated by eight years of evaluations conducted by the Ray Marshall Center at the University of Texas. A recent Ray Marshall Center report calculates the expected 20-year return on investment for taxpayers is \$5.01 for every dollar invested, equivalent to a 17% annual rate of return.

**Capital IDEA comments on activity and outreach in East Austin**

In 2012, Capital IDEA relocated its main office from downtown to the LifeWorks Sooch Foundation Youth & Family Resource Center in East Austin. The new location, next door to the Austin Community College Eastview Campus and in the same building as other nonprofit service providers.

- The office is in close proximity to our most important strategic educational partner, Austin Community College.
- Located in the heart of East Austin, the new office is a more convenient location for the low-income adult students who we serve each year. There is plenty of parking as well easy access to public transportation.
- In addition to a wide variety of host sites around the area, Capital IDEA orientations are now held in a large multi-purpose room at the LifeWorks office, making it easier and more accessible for residents of East Austin who are interested in joining the program.
- The new location enhances partnerships with other nonprofit organizations, especially LifeWorks and Literacy Coalition of Central Texas – creating a continuum of educational and supportive services for the low-income, undereducated adult population that we serve with different programs.
- Approximately 40% of CI's current students are East Austin residents.

**Program Promotion/Outreach**

Capital IDEA has worked with Austin Interfaith, and its member network of congregations, schools, labor unions, and other community groups, to focus outreach efforts on those communities in Austin with the highest levels of poverty and unemployment.

Other organizations critical to outreach efforts include a broad range of nonprofit partners, City of Austin agencies and offices, workforce development board offices, and other state and local government agencies. Examples of partners include the Housing Authority of the City of Austin (HACA), LifeWorks, SafePlace, and the African-American Men and Boys Harvest Foundation. Together these organizations and many others connect low-income Central Texans to Capital IDEA through a variety of methods, such as referrals, flyer distribution, social media, and hosting orientations. An extensive network of graduates and current clients also help to identify potential clients and promote the program.

**Target population**

Capital IDEA's current target population is the low-income adults of Austin and Travis County who are unemployed, underemployed, or hard to employ yet are willing to commit to long-term training. Capital IDEA has worked since 1998 with a diverse population that traditionally has not had access to high-demand careers.

*Data demonstrating need:* As the population of Central Texas rose sharply over the last decade, so too has the number and percentage of people in need. The number in need of our services is significant. Calculations based on data from the ACS indicate that 150,000 working-age adults in Travis County live below 200% of poverty, do not have a college degree, and are not currently enrolled in college.

**Clients with criminal histories**

For applicants with criminal histories, Capital IDEA has implemented a number of strategies to prepare them for appropriate careers. Applicants with criminal histories may also be referred to partner agencies for additional job training possibilities.

Capital IDEA is committed to adopting national CLAS standards to implement culturally and linguistically appropriate services that will ultimately advance equity, improve quality, and help eliminate service delivery disparities.

Capital IDEA has substantial experience effectively serving an ethnically and culturally diverse population. Staff has reflected the diversity of the participant base: 80% of Capital IDEA clients and 77% of Capital IDEA's overall staff are from ethnic minority backgrounds. Also, nearly 60% of all staff are bilingual. College-level ESOL classes is also sponsored where needed.





City of Austin  
Economic Development Department  
April 2015

*Summary of Skillpoint Alliance Workforce Development based on past performance and forthcoming initiatives with the City of Austin*

Skillpoint Alliance programs play a major role in driving the Central Texas economy by offering opportunities for the underserved population to fill much-needed jobs, preparing the workforce for today's technology-focused world and using project-based learning to ensure the high-tech workforce exists for a growing high-tech sector.

Skillpoint has a 20-year record of delivering innovative programs that provide underserved and underrepresented communities with pathways to self-sufficiency by helping meet workforce needs, establishing a foundation for further education, and delivering life skills that build confidence. Each program has a track record of success with the target population. In addition, by targeting multiple age groups in the future, workforce development strategies will impact multiple generations, potentially within the same family, and aid in breaking the cycle of poverty that so many Austin families face.

**Skillpoint Alliance comments on activity and outreach in East Austin**

- Partnership with the Eastside Memorial Vertical Pattern to specifically target participants for Gateway, Empower, Velocity Prep and Summer Camps in the 78722 and 78721
  - Eastside Memorial high school has agreed to allow Skillpoint programs to operate out of its facility this summer
- Promoting programs through Austin Voices, Community Days and PTA meetings
- Working to launch Gateway, Empower and Velocity Prep within the Reagan high school vertical pattern and should have a facility confirmation by the end of April; Skillpoint will look to specifically targeting 78752 and 78723
- Community organizing works best around neighborhood schools and because Skillpoint believes in a multi-generational approach, it finds that serving whole families seems to encourage participation in East Austin
- Use traditional outreach methods, employing targeted approach for certain zipcodes in 2015

**Target population by program**

For the *Gateway* program, in addition to poverty considerations; former offenders, veterans, homeless, and currently incarcerated youth are also served. The majority of *Gateway* students are under 30, unemployed, former offenders, in poverty, and suffering from low self-esteem.

The comprehensive student base of the *Gateway* Programs is a very diverse population:

- 17 – 60 years old
- High school drop outs through college degree holders
- Unemployed, underemployed, never worked and/or displaced workers
- All racial and ethnic backgrounds, including many immigrants

For the *Empower* program, participants typically have barriers to employment, such as homelessness, criminal records, chronic unemployment, financial crisis, history of addiction, or a long history of under-employment. To address transportation needs, programs are offered on sites across Central Texas, with

the most focused activity occurring in Austin. *Empower* directly serves over 300 individuals per year, yet the training and exposure to computer technology impacts more than 1,000 people per year – a testament to the power of closing the digital divide. Skillpoint is seeking to double the total number of people impacted by this program and has developed a new marketing and outreach partnership with Esquina de la Tecnología/Technology Corner to reach a greater share of the Hispanic community.

*All three (3) Youth programs* focus on serving students underrepresented in STEM fields, defined as low-income, racial or ethnic minorities, female, first generation in higher education, underperforming in math or science, and/or at risk of dropping out. Every effort is made to recruit those who meet the income standard; however, additional students of interest are included as space and funding are available. Programs are offered in multiple locations and with stipends as needed to make them more accessible to Opportunity Youth, who cannot traditionally attend STEM enrichment programs due to family, financial, or transportation limitations.

For the 2012-2013 program cycle: 99% of *Gateway* participants were low income (184), 85% of *Gateway* participants were unemployed prior to training (158), 73% of *Empower* participants reported an annual income below \$20,000, 59% of *Empower* participants were unemployed, and an additional 6% wanted to get a better job. For youth programs, populations are targeted to mirror the demographics of Central Texas, with a focus on serving students typically underrepresented in STEM. During the 2012-13 academic year, the STEM Council served over 10,000 students of which 36.8% were female, 33% were low-income, 9% Black, 15% Asian, 45% White, 30% Latino, and 1% Native- American, which compares favorably to data from the 2012 American Community Survey.

#### **Clients with criminal histories**

For 16 years, *Gateway* programs have provided training for former offenders. In the 2012-2013 *Gateway* program cycle, 17% of participants were former offenders. Skillpoint youth programs do not specifically target students with a criminal history, but do not exclude those who have been involved with the juvenile justice system.

#### **Culturally and Linguistically Appropriate Services**

For all new employees and contractors, Skillpoint hosts “Skillpoint 101,” an onboarding procedure that features sessions on cultural and linguistic sensitivity. In addition, ongoing staff development opportunities are offered that address such policies;

- Skillpoint employs bilingual staff members and consultants to better serve clients.
- Spanish language classes are offered in some cases and, in all cases, materials and resources are printed in both English and Spanish. As an extended option in 2014,
- FIRST® Robotics will have an American Sign Language interpreter available on-site to support team participation by the Texas School for the Deaf;
- All Skillpoint program applications are offered in English and Spanish. During the application process, applicants choose the language in which they feel comfortable and are counseled on the course that might be appropriate for them: Spanish-only, English only or a dual-language course; and
- Skillpoint hires adults for all of its programs and places emphasis on hiring native speakers to assist participants. Applicants are carefully screened to ensure they have the skills required to effectively communicate with those in need of language assistance.