

Workforce Development Policy Workshop

CITY OF AUSTIN ECONOMIC DEVELOPMENT DEPARTMENT

APRIL 20, 2015



Austin's Prosperity Engine

The **City of Austin's Economic Development Department** (EDD) develops and leads the innovative programs that increase the prosperity of Austin's citizens, our businesses, and our diverse neighborhoods.



Austin's Prosperity Engine

Citizens

We build programs that create a better future for all Austinites.

Businesses

We help Austin's businesses and entrepreneurs reach their full potential.

Neighborhoods

We revitalize, energize and uplift Austin's diverse local communities and neighborhoods.



Austin's Prosperity Engine

Prosperity for
All Citizens

Prosperity for
Businesses

Prosperity for
Neighborhoods

Cultural Arts

The Cultural Arts Division provides leadership and management for the City's cultural arts programs and for the economic development of arts and cultural industries.

■ Creative Industries
■ Development Program

Global Business

The Global Investment & Innovation Division increases jobs and investment in Austin through business attraction and by assisting local businesses with international expansion and trade.

■ Business Expansion &
■ Relocation Assistance
Program

Music/Entertainment

The Music & Entertainment Division develops and executes initiatives that accelerate the growth of Austin's music and entertainment industry infrastructure, by focusing on job creation, talent export, trade development, and industry revenue growth.

■ Music Venue Assistance
■ Program

Redevelopment

The Redevelopment Division facilitates innovative partnerships and projects to re-invigorate Austin's existing built environment, binding neighborhoods and business hubs into civic urban villages.

■ Commercial Corridor
■ Enhancement Program

Small Business

The Small Business Division provides opportunities, programs and resources to Austin's local businesses and entrepreneurs, helping them expand their opportunities at home and throughout the world.

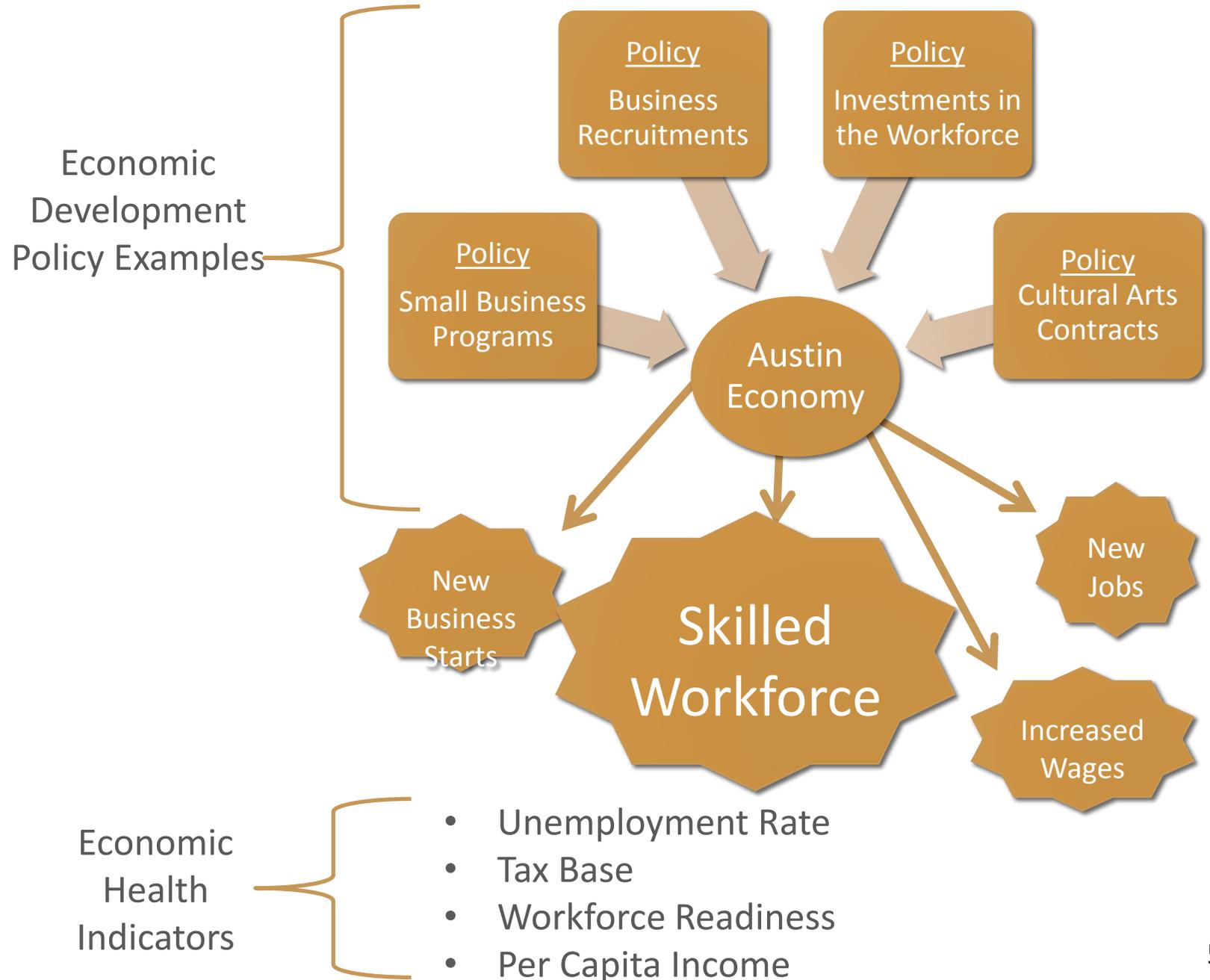
■ Family Business Loan
■ Program

Economic Development is About Using Policies to:

- Increase the standard of living for residents
- Increase individual's skills and education
- Help businesses grow
- Support diversity of industry sectors

Result

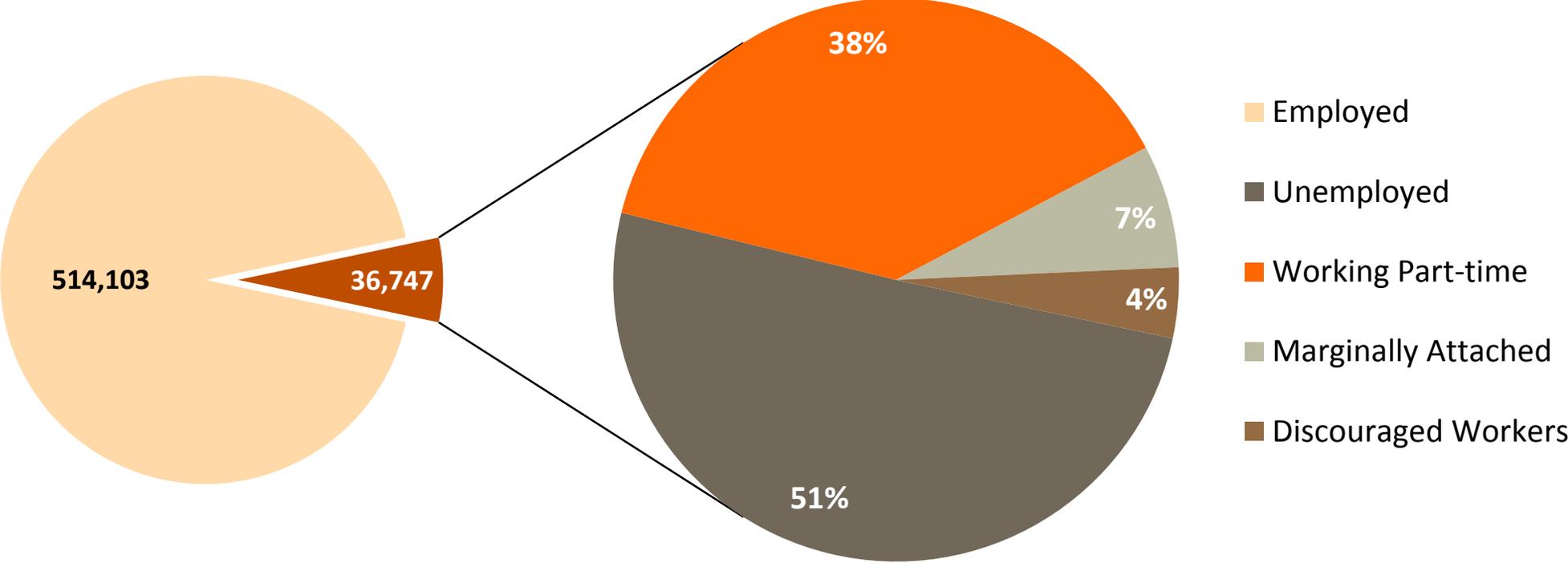
- Better overall economic health of the City and its residents



Economic Development

Target Populations

Estimated Employment in City of Austin: February 2015



Source: Bureau of Labor Statistics, February 2015.

36,747 UNDERUTILIZED INDIVIDUALS

Examples of How We Implement Economic Development Policies:

- Provide training and low-interest loans for small businesses
- Contract for skills training and career development
- Create jobs through performance-based agreements
- Issue citywide contracts to artists and arts organizations

A Few Program Samples:

Small Business Assistance

- Family Business Loan Program
- Getting Connected

Skills Training and Career Development

- Capital IDEA
- Skillpoint Alliance



Capital IDEA

A career development program

Helps low-income adults get college degrees so they can get higher paying jobs.

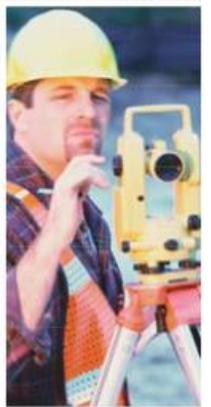
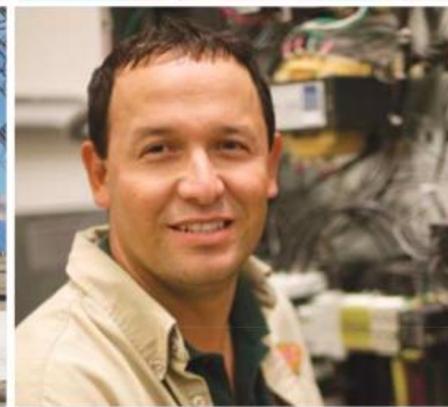
Contract amount: \$1.5M

Enrolls approximately 800 adults per year, and graduates approximately 80 adults per year.

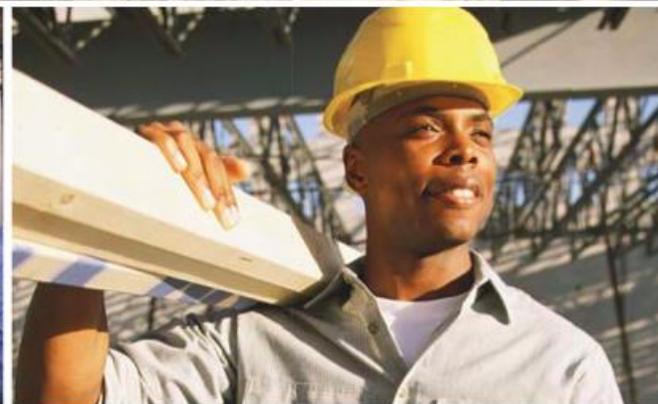
HEALTHCARE



TECHNOLOGY



TRADES



Skillpoint Alliance

A career development program

Provides underserved and underrepresented communities with pathways to self-sufficiency

Contract amount: \$287,000

Services and courses to over 490 participants last year



Economic Development

Current Youth Initiatives

Public-Private Partnership: Creative Learning Initiative

- Partner with AISD, mindPOP, and over 40 arts and culture organizations

Partnership with Austin Technology Council

- Engage ATC members to introduce students to tech careers; host STEM events and provide regional studies

Partnership with Great Austin Chamber

- *Opportunity Austin 3.0* to prepare students for college and careers



Economic Development

New Tools and Solutions

Internship Program

- In partnership with Capital IDEA and private industry, secure internships for local residents

Comprehensive Plan for Regional Workforce Development

- Similar to Opportunity Austin – using trends to inform workforce development through regional partnerships capable of attracting new funding and grants

Einstein Project

- Focus on science, technology, engineering, and math (STEM) education for kids in school, particularly kids in poverty



Family Business Loan Program (FBLP)

A low-interest loan
program for small
businesses

Sawyer & Co.

4827 E. Cesar Chavez Street
New Orleans inspired
restaurant renovation

FBLP loan: \$519,000

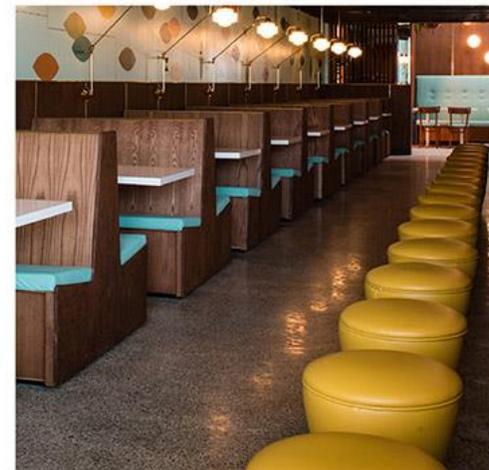
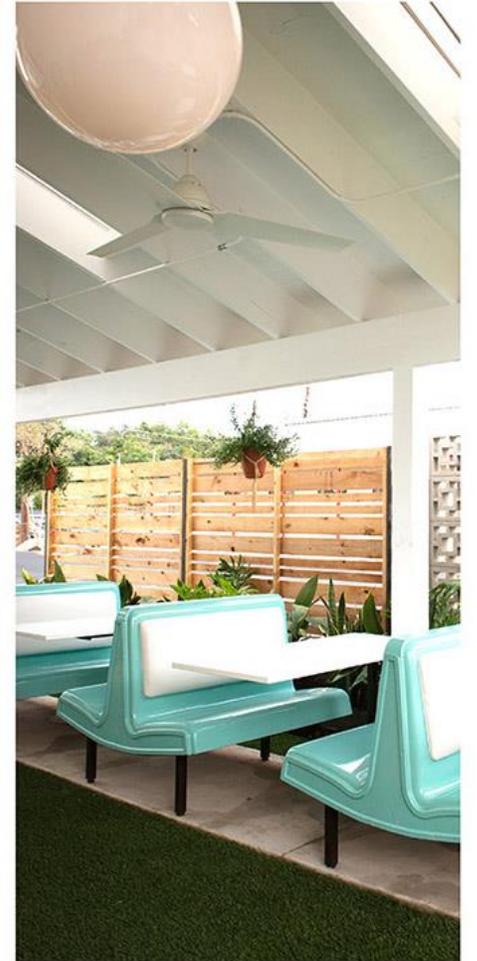
1.46% Interest rate

Bank loan: \$635,161

Jobs created:

19 Full-time jobs

... **AFTER** ...
Sawyer & Co.
EST. 2014





Thank you
Sylvia Holt-Rabb, Assistant Director
City of Austin Economic Development Department
VISIT OUR WEBSITE TO SEE OUR TRANSPARENCY AT WWW.AUSTINTEXAS.GOV/EDD