

ALLIANCE FOR

WOMEN IN MEDIA

AUSTIN AFFILIATE

AWMAUSTIN.ORG

February Luncheon

2022 Economic Glance



Understanding the City of Austin's Growing Local Economy

Sylvia Holt-Rabb
Acting Director
Economic Development Department
City of Austin

February 9, 2022

Economic Development Department Leadership Team



Sylvania Holt-Rabb

Acting Director

Economic Development Department



Susana Carbajal

Assistant Director

Economic Development Department

Economic Development Department Overview

Arts



Cultural Arts

CITY OF AUSTIN
ECONOMIC
DEVELOPMENT



Heritage Tourism

CITY OF AUSTIN
ECONOMIC
DEVELOPMENT



Business



Small Business

CITY OF AUSTIN
ECONOMIC
DEVELOPMENT



Redevelopment

CITY OF AUSTIN
ECONOMIC
DEVELOPMENT



**Global Business
& Expansion**

CITY OF AUSTIN
ECONOMIC
DEVELOPMENT



Music



**Music &
Entertainment**

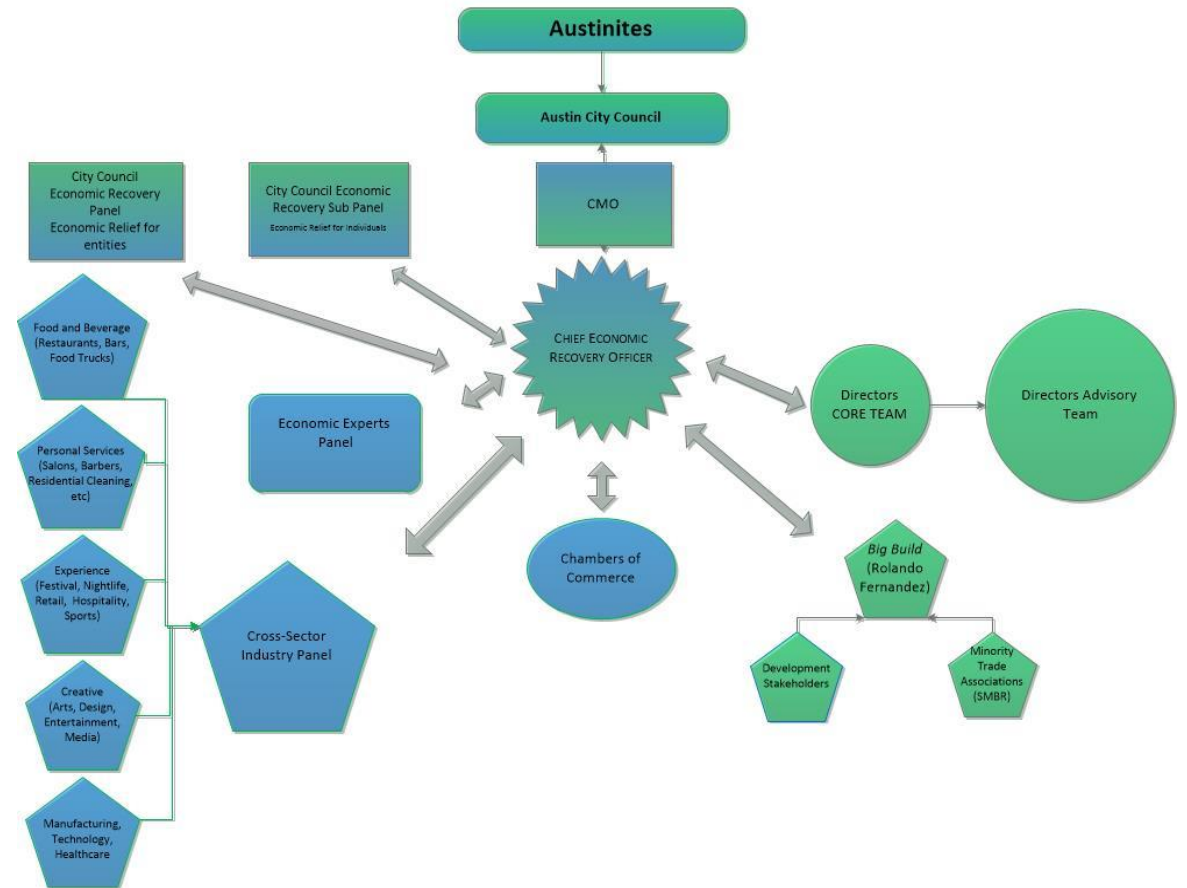
CITY OF AUSTIN
ECONOMIC
DEVELOPMENT

Economic Development Department COVID-19 Response

Throughout the pandemic, EDD staff worked closely with Austin residents, community organizations, and government jurisdictions to rapidly assist those most impacted by the COVID-19 pandemic.

Achievements to date include:

- Launched more than a dozen programs since March 2020.
- Distributed \$50M in emergency relief.
- Created a new one-stop resource website for Austinites (www.atxrecovers.com).
- Funded a mental wellness support line for distressed local workers.
- Received national recognition from the Treasury Department for our strategies that led with equity and inclusion.



An aerial photograph of Austin, Texas, showing a dense urban area with a prominent skyline of skyscrapers in the background. The foreground is dominated by lush green trees and parks. The entire image is overlaid with a semi-transparent dark blue filter.

Austin's Economic Development Insights

Austin is one of America's fastest growing cities, attracting 50,000 new residents per year (1,000 per week)

Region population: 2.3 million

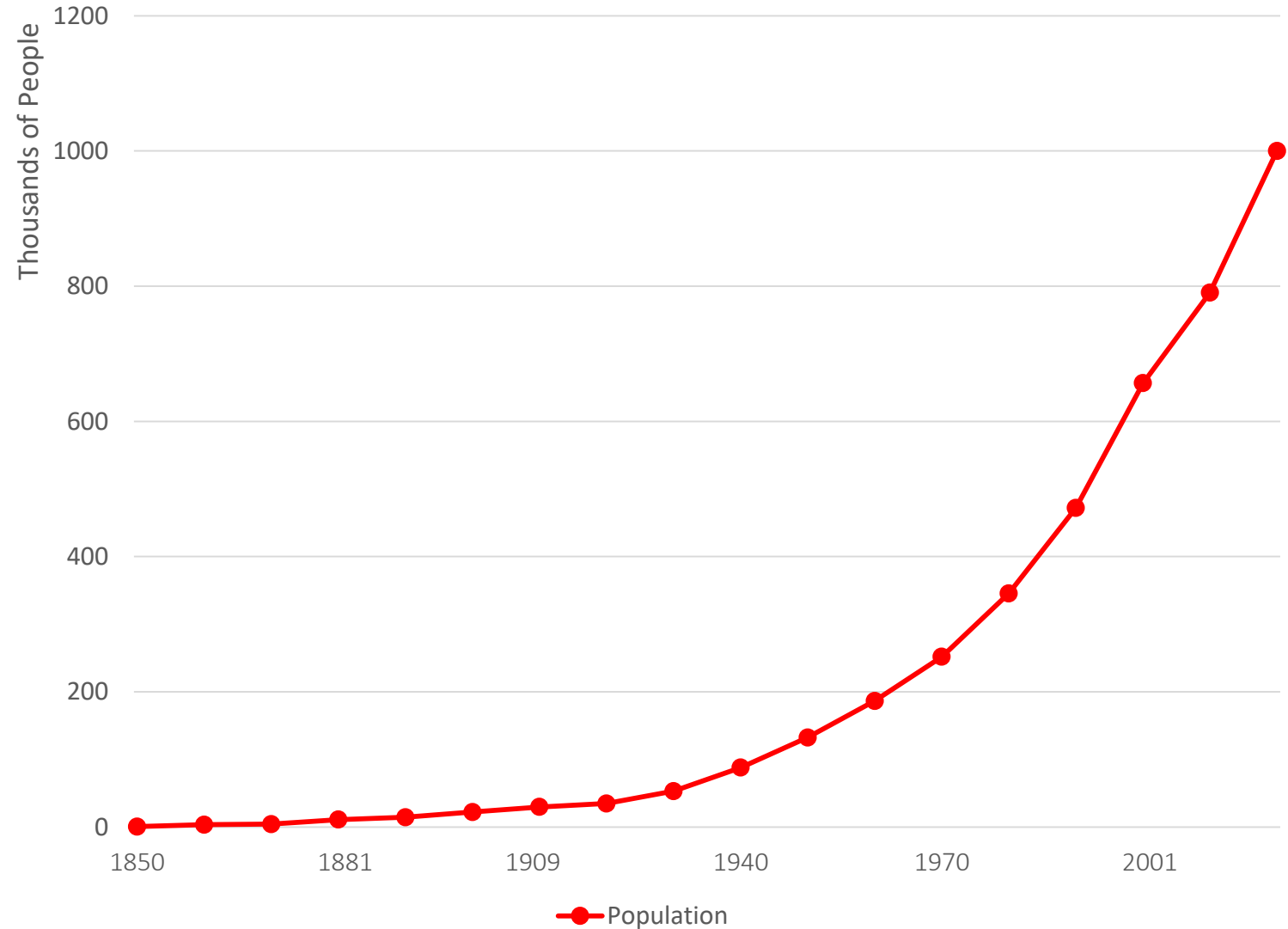
Labor force 1.2 million

✓ 52% post-secondary degree

✓ Median age 35

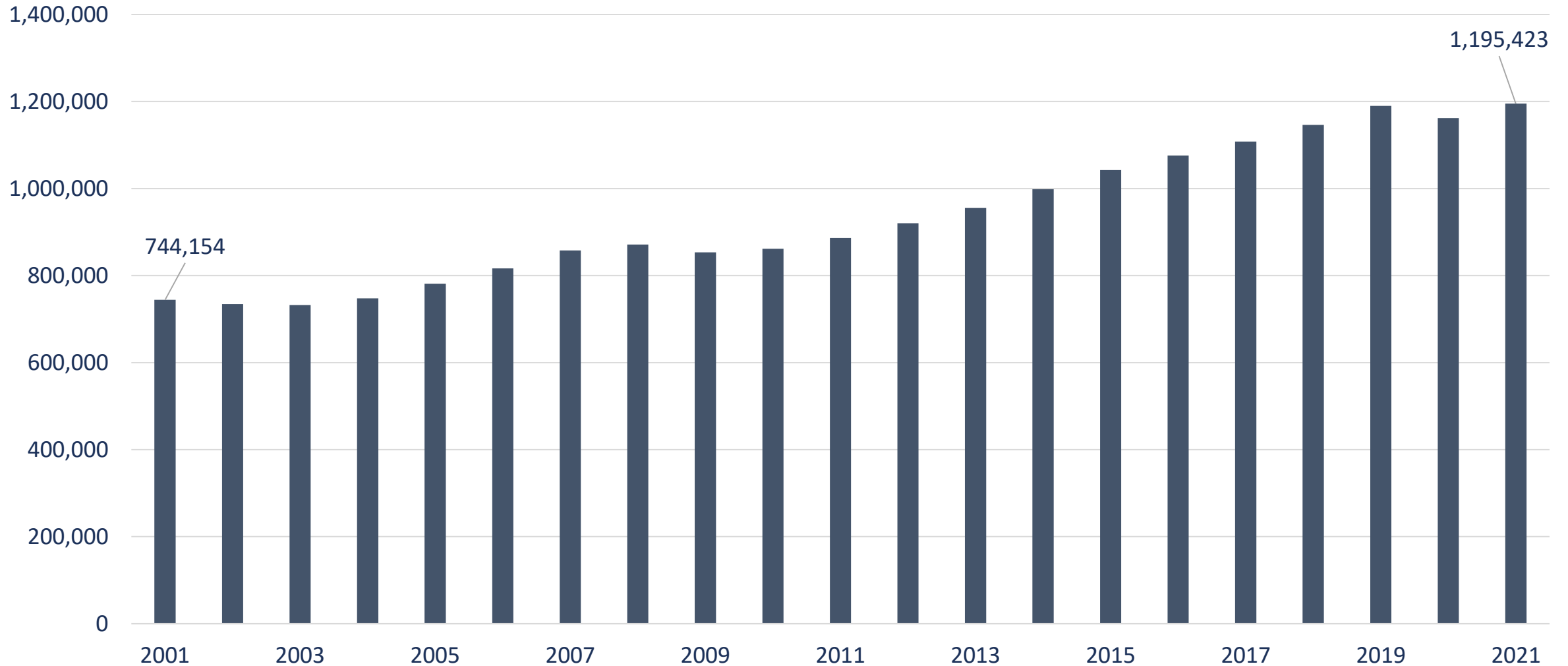
20% foreign born

City of Austin Population Growth



Austin Area Total Employment

Austin added 450,000 jobs since 2001
(a 40% increase in 20 years).



Source: EMSI

Austin Major Employers

DELL Technologies

Fortune 500 HQ

3M

accenture

TESLA

ORACLE

Fortune 500 HQ



APPLIED MATERIALS

BAE SYSTEMS

BILZARD ENTERTAINMENT

charles SCHWAB

AMD
CIRRUS LOGIC

Dimensional

ebay

EMERSON

facebook

flex

Forcepoint

GM

Google

Hewlett Packard Enterprise

intel

IBM

icumedical
human connections

indeed

kw
KELLERWILLIAMS

Luminex



NXP

PPD

PROGRESSIVE

Q2

SAMSUNG

vrbo

SILICON LABS

shi

StateFarm

VISA

YETI



An aerial photograph of Austin, Texas, showing the city's skyline with several prominent skyscrapers in the background and a dense grid of buildings and streets in the foreground. The image is overlaid with a semi-transparent blue filter.

Key Drivers of Austin's Economic Success

Center of Innovation

138 VC deals in 2020 @ \$1.8 B

Top 5 U.S. market for “hot startups per capita”

90 incubators, accelerators, maker and co-working spaces

World-Class Universities and Colleges!

The University of Texas at Austin

Huston-Tillotson University

St. Edwards University

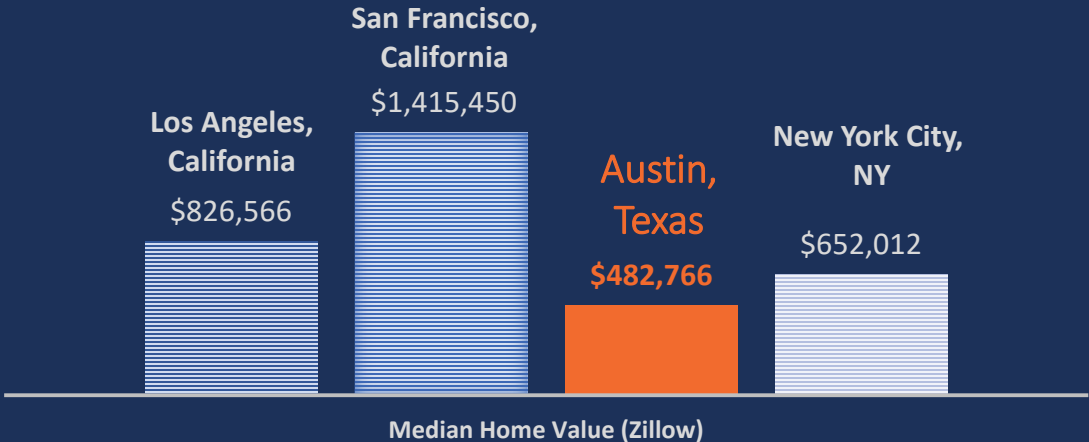
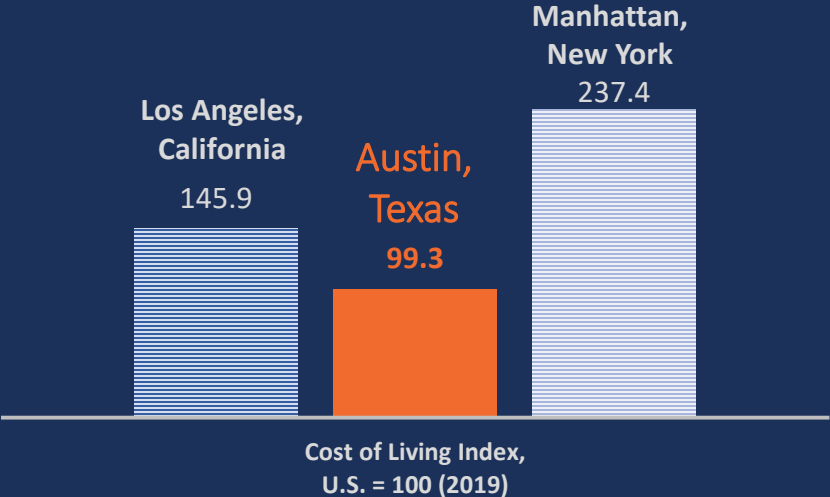
Concordia University Texas

Austin Community College



Favorable Business Costs

Affordability



Digital Economy & ICT

Over 8,300 employers in Austin are in high-tech industries. Over 17% of all jobs in Austin are tech jobs, compared with 9%, nationally.

- ✓ Top 20 Global Tech Talent Hotspots (JLL)
- ✓ No. 1 City where Tech Professionals Want to Put Down Roots (CompTIA)
- ✓ Best Tech Startup City in the U.S. (Yardi)

“When Oracle made the decision to come to Austin, we sought a central, vibrant community that offered access to a strong talent pipeline and a supportive business community, and the region has certainly delivered.”

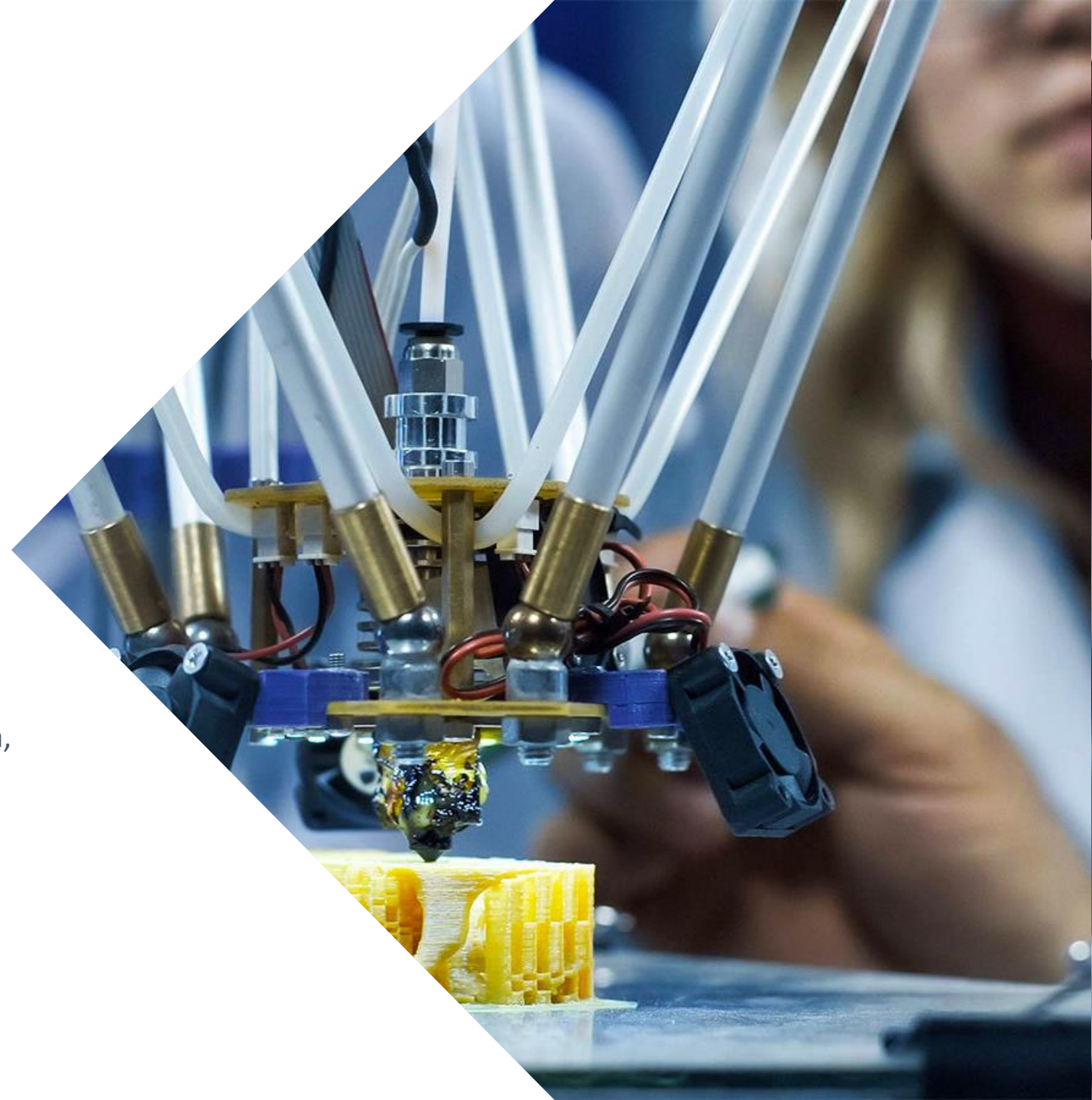
- Randy Smith, Vice President of Global Real Estate & Facilities, Oracle



Advanced Manufacturing

Over 60,000 manufacturing jobs in Austin. Electronics, Life Sciences, and Automotive manufacturing sectors growing rapidly.

- ✓ Centrally located and proximate to major highway, rail, and air systems
- ✓ Foreign Trade Zone program and Manufacturing Sales Tax exemptions
- ✓ Major manufacturing presences from Samsung, NXP, Tesla, Infineon, Siemens, and more
- ✓ 174,000 college students and 27 higher education institutions nearby



Creative Sector

Live Music Capital of the World



Creative industries grew 22% 2015-2020

Over 50,000 jobs

- ✓ **Music** over 200 live music venues
- ✓ **Film** citizen funded \$3m bond for Austin Film Studios
- ✓ **Fashion** #3 Fashion Week in USA
- ✓ **Food** 5 James Beard Foundation Awards
- ✓ **Digital media / gaming** 83 gaming companies





QUESTIONS?

Austin Alliance for Women in Media

February 9, 2022



POPULATION

2021: +/- 18,000
2010: +/- 7,300
2000: +/- 2,400

AVG. HOUSEHOLD INCOME

\$98,691

MEDIAN AGE

Men: 30.5
Women: 33.0

**Percent Population Change (+64.6%) -
Hays County is the #1 Fastest Growing
County in Texas and #3 Nationwide**

Demographics

Buda has grown
+/- 151% in the
last ten years.

LOCATION

15 miles south of downtown Austin

19 miles to ABIA

TX-45 toll exits into Buda

Buda is intersected by IH-35

MEDIAN LIST PRICE

\$406K - December 2021

up 37.5% year-over-year

HAYS CONSOLIDATED ISD

25 campuses

Serving +20,000 students



Facts

BUDA SQUARE MILES

9.54 in City Limits

BUILT OUT IN CITY LIMITS

80%

LANDLOCK

Austin

Kyle

Dripping Springs

Niederwald

**Interesting
Facts**



Named by the State of Texas Legislature due to its high percentage of parkland per capita.

14 scenic parks and natural areas to include:

- **Historic Stagecoach Park – 54 acres**
- **Buda Sportsplex – 52 acres**

City Park renovated: amphitheater, new restrooms, more parking, and two playgrounds for different ages separated by a splash pad and water playground.

The venue itself will have the ability to fit nearly 24,000 people.

CAPITAL OF TEXAS





Current Leading Industries:

Retail

Accommodation

Food Services

Construction

Manufacturing

Distribution

TARGET INDUSTRIES

RETAIL, TOURISM, HOSPITALITY:
Destination Retail and
Restaurants, Family-Friendly, Up-
scale

FOOD AND BEVERAGE:
Breweries/Distilleries/Wineries

LIGHT INDUSTRIAL

MEDICAL

IT AND BUSINESS SERVICES

Upcoming Projects

Valentina's TexMex BBQ

\$100 M Industrial Project –
Buda Midway

\$100 M Industrial Project –
Stream Realty

Additional 500,000+ sf planned
industrial spec space

Office/Warehousing

Retail





BUDA
MIDWAY

CLASSA
INDUSTRIAL
SPACE

VISIT HISTORIC DOWNTOWN BUDA



IT'S
BUDA
NOT
BUDDHA

Louie's
CRAFT BBQ



Thank You!

Leander's Growth & Major Commercial Projects

February 2022

Leander, TX: Fastest Growing City in America

- Leander officially recognized as the fastest growing large city in America.
- The fastest growing large city category comprises cities over 50,000 in population.



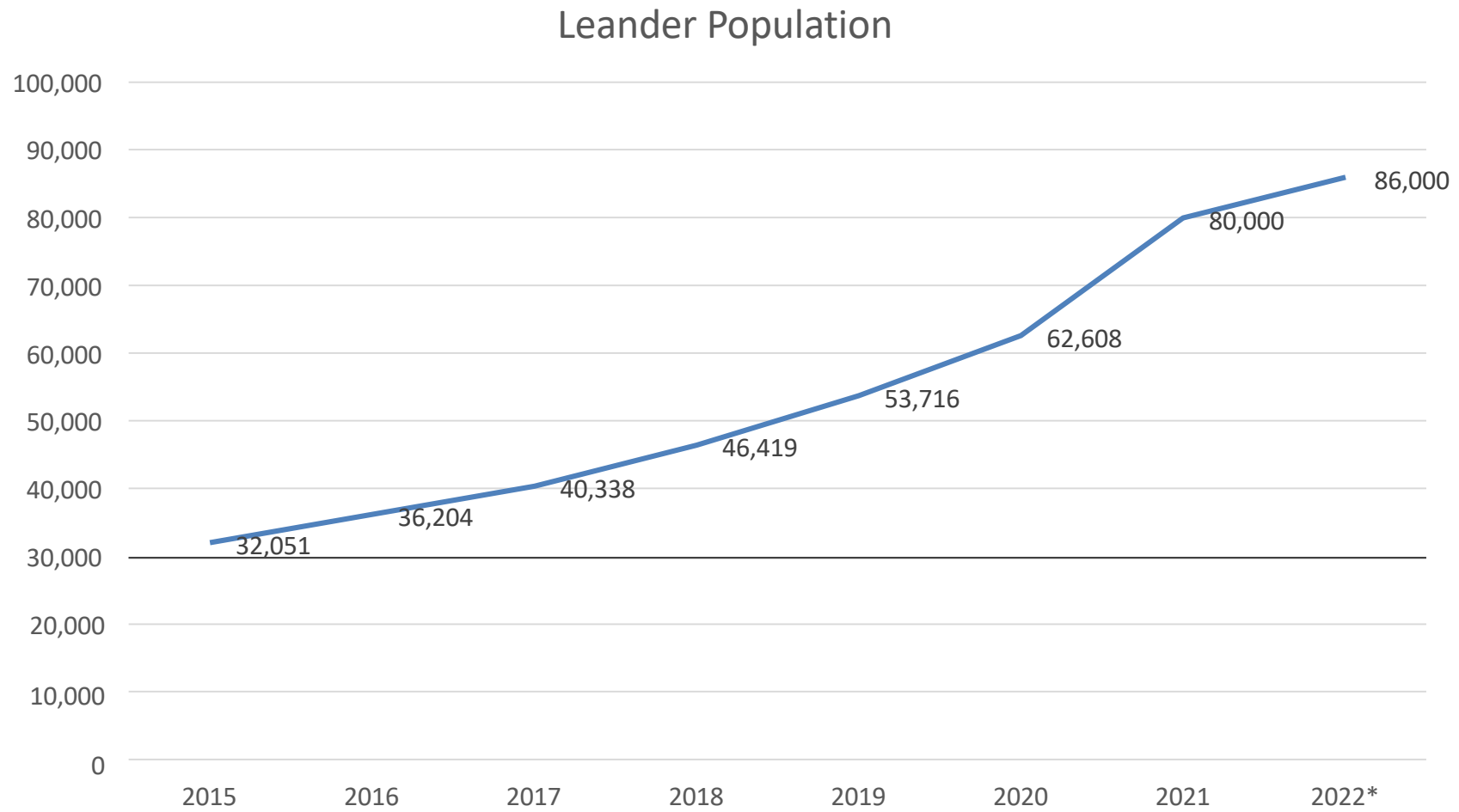
Leander tops Census Bureau list of fastest-growing large U.S. cities from 2018-19

The 15 Fastest-Growing Large Cities

By Percent Change: July 1, 2018-July 1, 2019



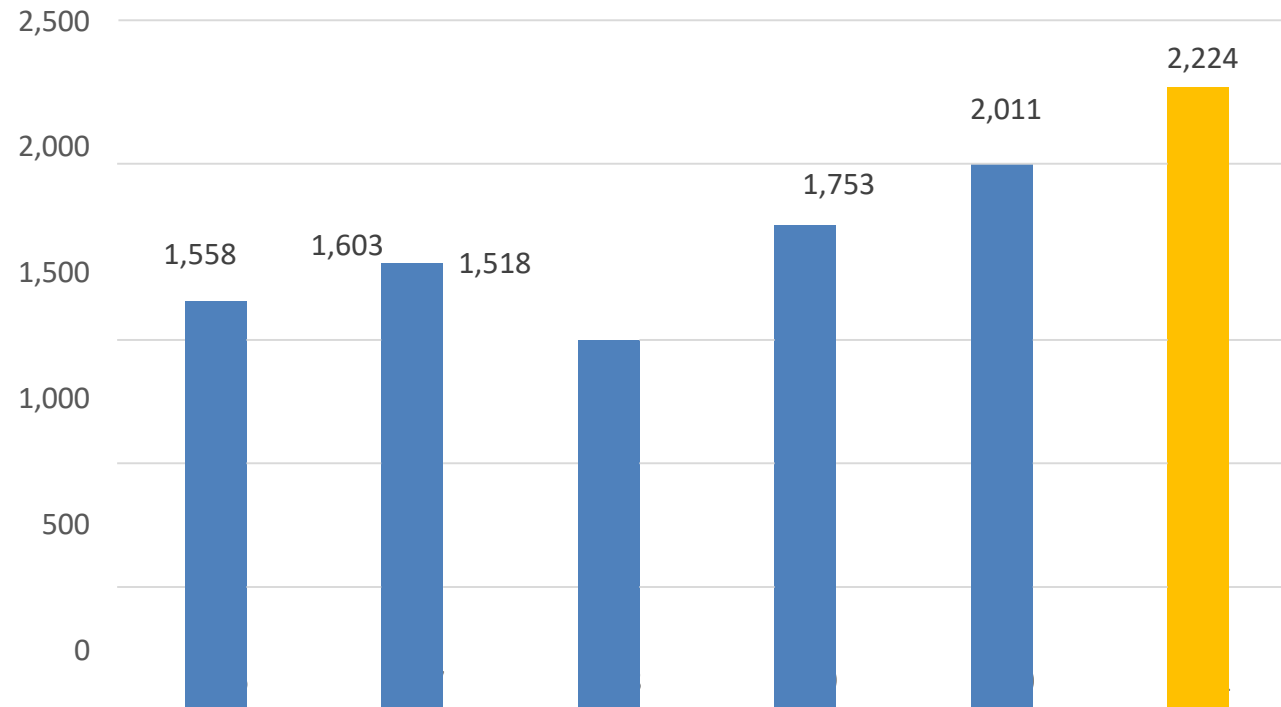
Population Growth



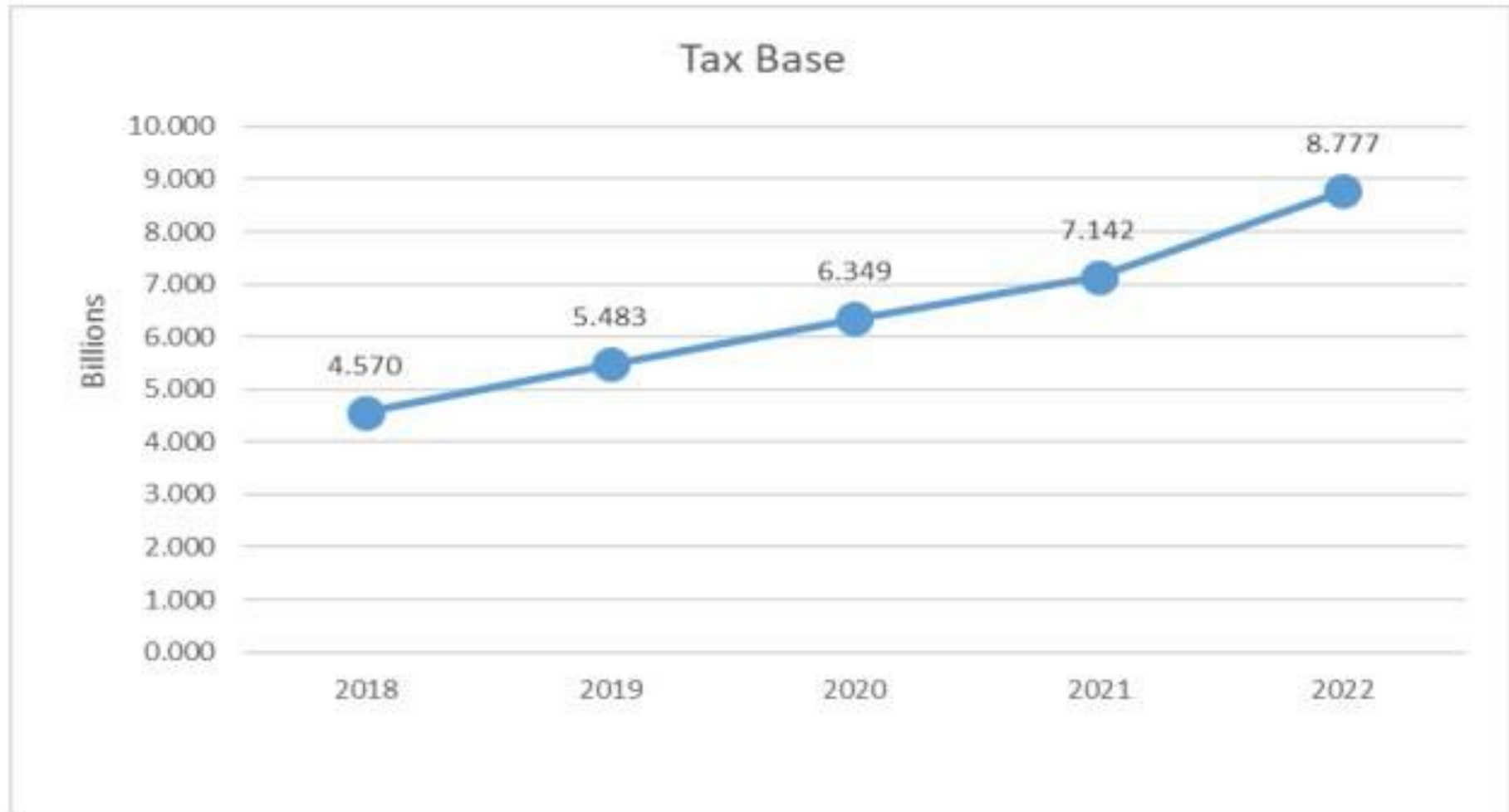
*As of February 1st, 2022

Single Family Residential

Single Family Residential Permits Issued

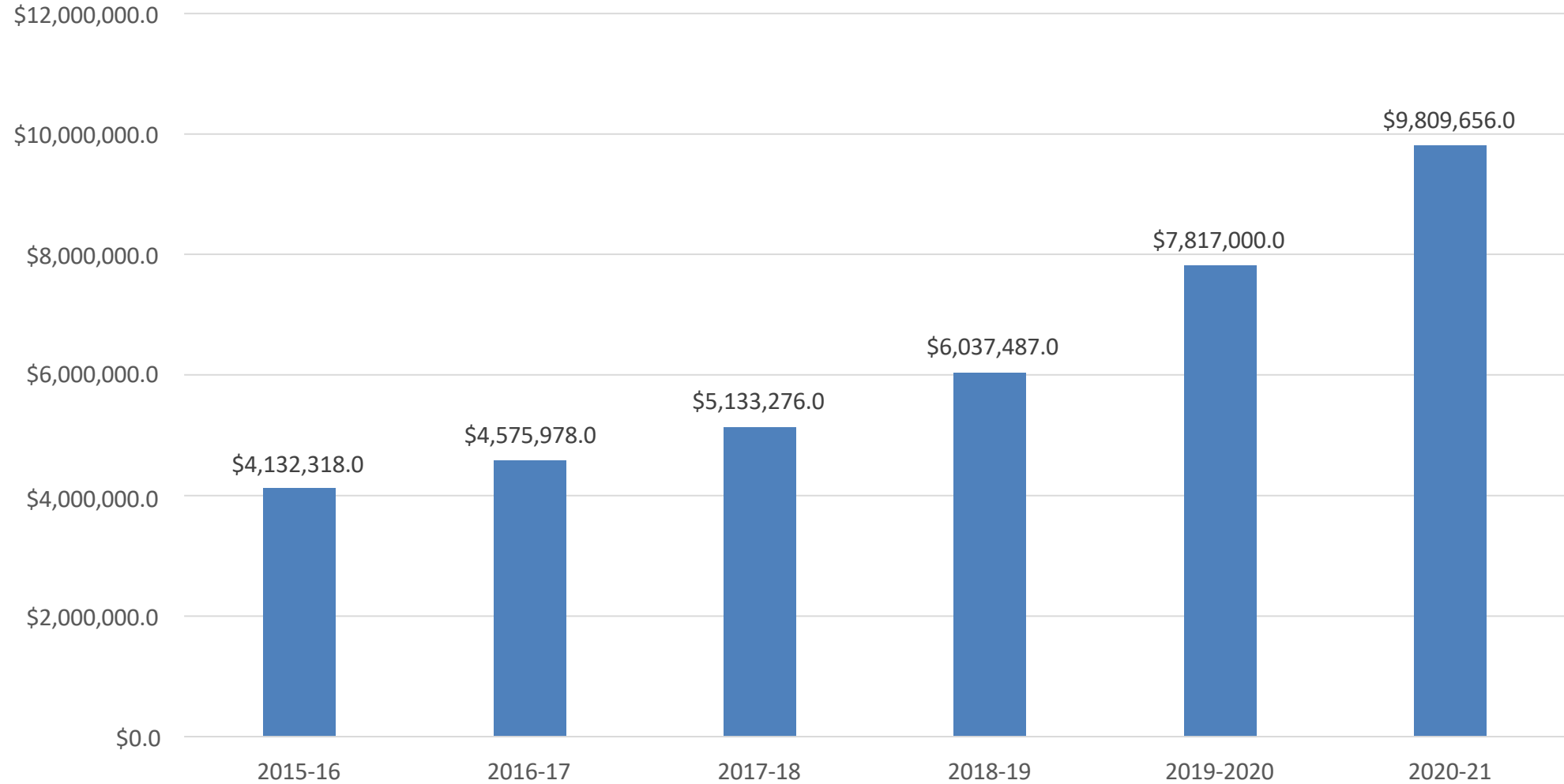


Tax Base Growth



Sales Tax Growth

Sales Tax Collected Annually (1% Sales Tax Rate)



City of
Leander

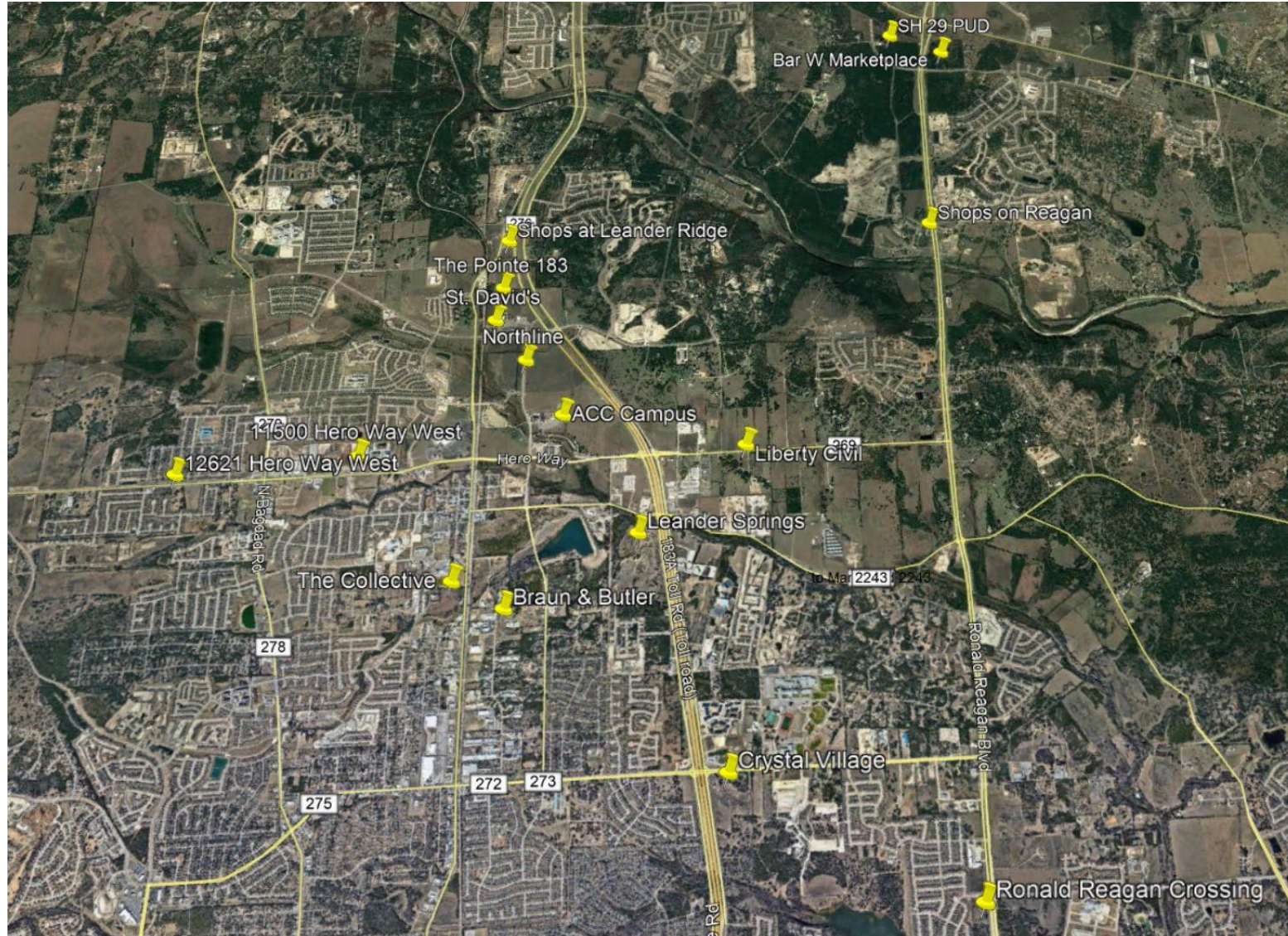


Commercial Projects in Leander

Commercial Projects

- Diverse types of commercial projects
 - Mixed-use
 - Retail/restaurant
 - Office
 - Medical
 - Manufacturing
 - Flex space
 - Old Town redevelopment

Commercial Projects





Northline





Northline by the Numbers

- 115 acre mixed-use development
- 1,900,000 sq. ft. of office space
- 300,000 sq. ft. of retail space
- 150,000 sq. ft. of hotel and conference center space
- 2,000 multi-family units
- 300 townhomes
- Amenities such as:
 - Town square
 - Parks
 - Water features
 - Trails



Leander Springs

- SW corner of 183A and 2243
- 78 acre mixed-use development
- 4 acre crystal lagoon to anchor project
- Up to \$1 billion in value upon full buildout



Leander Springs

- First phase targeting completion by end of 2023
 - 4 acre crystal lagoon with public access
 - 10 acre boardwalk area with retail and restaurant uses
 - 35,000 square feet of commercial space
 - 400 units of multi-family

Bar W Marketplace

BAR W MARKETPLACE

BUILDINGS

HEB GROCERY	102,763	SF
HEB CONVENIENCE STORE	9,600	SF
BUILDING A	19,600	SF
BUILDING B	9,800	SF
BUILDING C	9,800	SF
BUILDING D (PHASE 2)	16,500	SF
BUILDING E (PHASE 2)	7,500	SF
BUILDING F (PHASE 2)	8,400	SF

PADS

LOT 2	1.13	ACRES
LOT 3	1.18	ACRES
LOT 4	1.08	ACRES
LOT 5	1.04	ACRES
LOT 6	2.05	ACRES
LOT 7	1.54	ACRES
LOT 8	1.35	ACRES



Bar W Marketplace

- H-E-B anchored development featuring a 102,000 grocery store and more than 100,000 sf of additional commercial buildings.
- Additional 8 pad sites reserved for retail and restaurant uses.
- Currently under construction with an anticipated opening in late 2021.

Cangshan Cutlery – Global HQ and Manufacturing Facility

- 700,000 sf+ project that will serve as Cangshan Cutlery's global headquarters and manufacturing facility.
- Anticipated to start construction in early 2022.
- Up to 300 employees at buildout.



Cangshan Cutlery future site - Leander, TX



Cangshan Cutlery facility - Chino, CA



LIBERTY

CIVIL CONSTRUCTION LLC

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We appreciate your support.