

A G E N D A



Recommendation for Council Action

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| Austin City Council | Item ID | 49414 | Agenda Number | 19. |
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| Meeting Date: | 9/17/2015 | Department: | Economic Development |
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Subject

Authorize negotiation and execution of a one-year agreement with Austin Technology Council to provide services to enhance the City's economic development program with an emphasis on science, technology, engineering, and math activities, in an amount not to exceed \$70,000, with two twelve-month extension options for a total contract amount not to exceed \$210,000.

Amount and Source of Funding

Funding in the amount of \$70,000 is available in the Fiscal Year 2015-16 Economic Development Operating Budget. Funding for the extension options is contingent upon available funding in future budgets.

Fiscal Note

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| Purchasing Language: | |
| Prior Council Action: | |
| For More Information: | Kevin Johns, Director, Economic Development Department, 512-974-7802; David Colligan, Global Business Recruitment and Expansion Division, 512-974-6381 |
| Council Committee, Boards and Commission Action: | |
| MBE / WBE: | |
| Related Items: | |

Additional Backup Information

The City's Economic Development Department is seeking to provide Austin Technology Council ("ATC") with \$70,000 in order to help the City achieve its economic development program objectives. These objectives include expanding science and technology growth in the City; decreasing youth poverty; increasing local youth's access to high-tech jobs through exposure to STEM curriculum; maximizing the effectiveness of local science, technology, engineering and math ("STEM") service providers; and, aligning local businesses with the needs of their future workforce. As a result, the City should expect to see increased talent for local companies, increased wages and tax revenue, and reduced government social service delivery.

This anticipated agreement reflects efforts across five years of partnership between the City and ATC in developing and executing a collaborative framework around regional tech priorities. ATC represents a sector which provides \$21B in annual economic activity in the region but faces significant impediments to sustain that growth. In addition,

ATC's business represents 280 companies, 1,600 executives, and 60,000 employees in the technology and life sciences industries.

The objective of the work being conducted by ATC during the term of the agreement is to leverage the contractor's existing relationships and programming in the tech industry to economic development efforts in general and to STEM education activities in particular. Through the completion of the outlined tasks under this scope of work, ATC will accomplish the following goals: (1) assess the needs of STEM based service providers in the Austin region; (2) solicit contributions (cash and in-kind) toward the unmet needs of STEM based service providers from ATC's private sector membership base while serving as an intermediary/clearing house between private sector contributions and service providers; (3) target the distribution of these resources to service providers that work with students in Tier I schools or with students that are from families with gross income at or below 200% of federal poverty guidelines; and (4) assess industry workforce needs and the ability to provide employment opportunities to economically disadvantaged individuals from Austin. By executing these goals successfully, the City hopes to engage students with industry professionals and galvanize the STEM pipeline. In addition, as a part of this partnership ATC will commission a study by the Ray Marshall Center that will provide metrics aligned with the Einstein Project.