



MEMORANDUM

TO: Mayor and City Council

FROM: Kevin Johns, Director
Economic Development Department

DATE: May 24, 2017

SUBJECT: Outreach for Economic Development Policy

On March 2nd, 2017, Austin's City Council passed [Resolution No. 20170302-034](#) to initiate a stakeholder consultation process to develop recommendations for revising the City's Economic Development Policy. This policy provides direction for staff to bring forward potential investment opportunities for the City of Austin to engage in public-private partnerships for economic development.

The City's Economic Development Department (EDD) staff met with council offices during the week of May 8th, 2017 to review the outreach process and collect contacts for individuals or organizations who would provide constructive feedback regarding the City of Austin's Economic Development Policy and ultimately help inform staff recommendations to council for revisions. EDD staff reviewed and compiled those recommended individuals and organizations. On May 18th, 2017 over 350 individuals from the community were invited to join the sessions.

Below are the dates, times and locations of these community conversations. "Economic Development Policy Community Conversation Kick-Off" on Monday June 5th at 8am will provide an overview of current policy, outline the review process and identify potential outcomes. The discussion will be facilitated by the City of Austin's Economic Development Department and Public Information Office, alongside Jon Hockenyo, President of TXP Economic Strategists.

Please notify our office if you or your staff plan to attend any of the following sessions.

Economic Development Policy Community Conversation Kick-Off

Monday June 5, 2017: 8:00am – 10:00am

Austin City Hall Council Chambers, 302 West 2nd St., Austin, TX 78701

The following separate sessions will take a deeper dive within seven specific focus areas for Economic Development investment policy: Business Recruitment, Business Expansion, Workforce, Real Estate, Small Business, Creative Sector, and Non-Profit & Social Enterprise.

Small Business

Monday June 5, 2017: 11:30am – 1:30pm

Turner Roberts Recreation Center

7201 Colony Loop Drive, Austin, TX 78724

Business Expansion

Monday June 5, 2017: 6pm - 8pm

Virginia L Brown Recreation Center Room B

7500 Blessing Avenue, Austin, TX 78752

Workforce

Tuesday June 6, 2017: 11:30am - 1:30pm
Central Health Southeast Health & Wellness Center
2901 Montopolis Drive, Austin, TX 78741

Business Recruitment

Wednesday June 7, 2017: 8:30am - 10:30am
Whole Foods North, Community Room
11920 Domain Drive, Austin, TX 78758

Non-Profit & Social Enterprise

Thursday June 8, 2017: 11:30am – 1:30pm
Dove Springs Rec Center
5801 Ainez Drive, Austin, TX 78744

Real Estate

Tuesday June 6, 2017: 6:30pm - 8:30pm
Ruiz Branch Library
1600 Grove Blvd., Austin, TX 78741

Creative Sector

Wednesday June 7, 2017: 11:30am - 1:30pm
Spicewood Springs Branch Library
867 Spicewood Springs Road, Austin, TX 78759

While we have already received positive responses from our invitation, including a strong number of reservations for each of the outreach sessions, staff intends to follow-up with the contacts you have provided over the coming weeks to answer any questions and encourage participation. If you or your staff come across any additional contacts that you feel could be insightful, please connect our office for staff to extend additional invitations to each.

Following the sessions, EDD staff will compile and analyze initial feedback collected during the meetings to build a survey and program another session focused on the Eastern Crescent. Staff will also launch a special website to keep the public informed and to help continue to collect feedback after the Economic Development Policy Community Conversation Kick-Off on Monday, June 5, 2017. To keep your office abreast of the initial findings and the process moving forward, staff will request another meeting with you in late June.

If you have any questions regarding this outreach effort, please contact me at (512) 974-7802 or the Manager for Global Business Expansion, David Colligan at (512) 974-6381.

xc: Elaine Hart, Interim City Manager
Greg Canally, Interim Chief Financial Officer
David Colligan, Global Business Expansion Manager, EDD