



MEMORANDUM

TO: Mayor and Council

FROM: Kevin Johns, Director
Economic Development Department

DATE: January 16, 2015

SUBJECT: Update- Economic Impact Study of the Fashion Industry
(Council Resolution No. 20140807-111)

Council Resolution No. 20140807-111 directed the City Manager to study the economic impact, including the potential for future growth, of the fashion industry in Austin. The resolution included direction to work with stakeholders, the Economic Development Department (EDD) and the Austin Convention and Visitors Bureau to develop recommendations for ways to support the local fashion industry.

EDD engaged TXP, Inc., to assist with the development of the recommendations. EDD and TXP held a stakeholders meeting on September 30, 2014, to solicit public input on the Austin fashion scene and what the City could potentially provide. Following the stakeholder meeting, TXP surveyed 90 of the attending stakeholders to clarify certain points of interest that were raised at the meeting. In addition TXP visited Seattle to gather information on Seattle's fashion incubator. EDD is in the process of meeting with Austin Community College to explore opportunities to support the fashion industry in Austin.

EDD is requesting an extension to March 6, 2015, to allow TXP to complete the report. If you need further information, please contact me at (512) 974-7802 or kevin.johns@austintexas.gov.

xc: Marc A. Ott, City Manager
Sue Edwards, Assistant City Manager
Sylvia Holt-Rabb, Assistant Director, Economic Development Department