



## MEMORANDUM

TO: Mayor and City Council

FROM: Kevin Johns, Director  
Economic Development Department 

DATE: October 17, 2017

SUBJECT: Update Regarding Response to Council Resolution 20170302-034

On March 2, 2017, City Council adopted Resolution 20170302-034 directing the City Manager to initiate a stakeholder consultation process to develop recommendations for revising the City's economic development incentive policy, including a thorough examination of the full range of incentive agreement options and tools. The Global Business Expansion Division of the Economic Development Department (EDD) recognizes the important role of a relevant and inclusive incentive policy in reinforcing the City's fundamental goals of economic competitiveness and sustainability, while also helping to address market conditions around affordability and equity. This means potential application to reduce poverty, training our workforce, strengthen the creative physical ecosystem, and to expand local small businesses. The trends we found clearly indicate support for the use of these traditionally successful economic tools to increase prosperity of all citizens, businesses and neighborhoods.

EDD staff is currently analyzing the 2,400+ data points collected as feedback through the initial community engagement sessions conducted in early June, while concurrently compiling feedback from a public survey that was conducted, researching best practices on public-private programs in other cities, and providing regular updates to the public via the website [www.austintexas.gov/investments](http://www.austintexas.gov/investments).

The next step in this overhaul of the City's economic development policy will be an interim update to City Council on our progress to date. We will be scheduling this update for a December work session. This will give the full Council the opportunity to collectively provide us your thoughts on the findings collected from the community and stakeholder engagement process prior to the consultant's work in finalizing draft policy recommendations.

Staff is excited to bring forward the clear and consistent message they have heard while working with residents and businesses in our community, as well as our partners in economic development. If you have any questions regarding this request, please contact me at 512-974-7802 or the Global Business Expansion Division Manager, David Colligan at 512-974-6381.

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