Workforce Development Policy Workshop

CITY OF AUSTIN ECONOMIC DEVELOPMENT DEPARTMENT

APRIL 20, 2015
The **City of Austin’s Economic Development Department (EDD)** develops and leads the innovative programs that increase the prosperity of Austin’s citizens, our businesses, and our diverse neighborhoods.
Austin’s Prosperity Engine

Citizens
We build programs that create a better future for all Austinites.

Businesses
We help Austin’s businesses and entrepreneurs reach their full potential.

Neighborhoods
We revitalize, energize and uplift Austin’s diverse local communities and neighborhoods.
Austin’s Prosperity Engine

Prosperity for All Citizens

Prosperity for Businesses

Prosperity for Neighborhoods

Cultural Arts
The Cultural Arts Division provides leadership and management for the City’s cultural arts programs and for the economic development of arts and cultural industries.

- Creative Industries
- Development Program
- Business Expansion & Relocation Assistance Program

Global Business
The Global Investment & Innovation Division increases jobs and investment in Austin through business attraction and by assisting local businesses with international expansion and trade.

- Business Expansion & Relocation Assistance Program

Music/Entertainment
The Music & Entertainment Division develops and executes initiatives that accelerate the growth of Austin’s music and entertainment industry infrastructure, by focusing on job creation, talent export, trade development, and industry revenue growth.

- Music Venue Assistance Program

Redevelopment
The Redevelopment Division facilitates innovative partnerships and projects to re-invigorate Austin’s existing built environment, binding neighborhoods and business hubs into civic urban villages.

- Commercial Corridor Enhancement Program

Small Business
The Small Business Division provides opportunities, programs and resources to Austin’s local businesses and entrepreneurs, helping them expand their opportunities at home and throughout the world.

- Family Business Loan Program
Economic Development is About Using Policies to:

- Increase the standard of living for residents
- Increase individual’s skills and education
- Help businesses grow
- Support diversity of industry sectors

Result

- Better overall economic health of the City and its residents

Economic Development Policy Examples

- Policy Business Recruitments
- Policy Investments in the Workforce
- Policy Small Business Programs
- Policy Cultural Arts Contracts

Austin Economy

Skilled Workforce

Economic Health Indicators

- Unemployment Rate
- Tax Base
- Workforce Readiness
- Per Capita Income

New Business Starts

New Jobs

Increased Wages
Economic Development

Target Populations

Estimated Employment in City of Austin: February 2015

Examples of How We Implement Economic Development Policies:

• Provide training and low-interest loans for small businesses
• Contract for skills training and career development
• Create jobs through performance-based agreements
• Issue citywide contracts to artists and arts organizations

A Few Program Samples:

Skills Training and Career Development
• Capital IDEA
• Skillpoint Alliance
Capital IDEA

A career development program

Helps low-income adults get college degrees so they can get higher paying jobs.

Contract amount: $1.5M

Enrolls approximately 800 adults per year, and graduates approximately 80 adults per year.
Skillpoint Alliance

A career development program

Provides underserved and underrepresented communities with pathways to self-sufficiency

Contract amount: $287,000

Services and courses to over 490 participants last year
Public-Private Partnership: Creative Learning Initiative
  • Partner with AISD, mindPOP, and over 40 arts and culture organizations

Partnership with Austin Technology Council
  • Engage ATC members to introduce students to tech careers; host STEM events and provide regional studies

Partnership with Great Austin Chamber
  • *Opportunity Austin 3.0* to prepare students for college and careers
  • Strategic Business Expansion Recruitment
Economic Development

New Tools and Solutions

Einstein Project
• Focus on science, technology, engineering, and math (STEM) education for kids in school, particularly kids in poverty

Internship Program
• In partnership with Capital IDEA and private industry, secure internships for local residents

Strategic Plan for Regional Workforce Development
• Similar to Opportunity Austin – using trends to inform workforce development through regional partnerships capable of attracting new funding and grants
Family Business Loan Program (FBLP)

A low-interest loan program for small businesses

Sawyer & Co.
4827 E. Cesar Chavez Street
New Orleans inspired restaurant renovation

FBLP loan: $519,000
1.46% Interest rate

Bank loan: $635,161

Jobs created:
19 Full-time jobs
Thank you
Sylvonia Holt-Rabb, Assistant Director
City of Austin Economic Development Department

VISIT OUR WEBSITE TO SEE OUR TRANSPARENCY AT WWW.AUSTINTEXAS.GOV/EDD