



# Economic Development Department

Sylvia Holt-Rabb, Director

September 3, 2024



**Economic  
Development**  
CITY OF AUSTIN



# Economic Development Department Leadership Team



**Synovia Holt-Rabb**  
Director



**Anthony Segura**  
Deputy Director



**Morgan Messick**  
Assistant Director  
Cultural Arts



**Ann Eaton**  
Assistant Director  
Workforce Development & Business



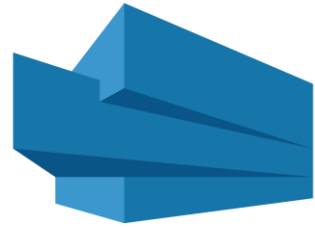
# Mission and Vision

The City of Austin's Economic Development Department supports and recruits businesses to Austin through all divisions.

**Our mission is to promote a competitive, sustainable, and equitable economy for all.**



# Economic Development Department Overview



**Economic  
Development**  
CITY OF AUSTIN

**Arts  
Business  
Music**



**Create and Retain Jobs**



**Amplify Creative Industries**



**Build Equitable, Accessible,  
and Affordable Communities**



CITY OF AUSTIN



**Economic  
Development**  
CITY OF AUSTIN

An aerial photograph of a city skyline, likely Austin, Texas, featuring a mix of modern high-rise buildings and lower-density residential areas. A large green park with a winding river or path is visible in the foreground. The entire image is overlaid with a semi-transparent blue filter.

# Small Business



## Small Business Division

The **Small Business Division** is dedicated to empowering entrepreneurs, business owners, creatives, and non-profits. Key services include:

- **Classes and Coaching:** Industry-expert-led business management classes and personalized, no-fee coaching to turn plans into action.
- **Networking and Events:** Signature events like Small Business Fundamentals Week, Austin Small Business Week, and Exploring Entrepreneurship panels to support Austin's start-up ecosystem.
- **Research/Resources:** Comprehensive resources including a small business directory, business intelligence databases, and public library access.
- **Funding:** Low-interest loan programs, such as the Family Business Loan Program, supporting business expansion and job creation.



# Small Business Division

## 2023 Small Business Support

- **Over 6,057 hours** of business development training and coaching
- **224 small business classes** impacting **1,446 small businesses**



## 2023 Artist Career Training

24 creative professionals trained to successfully manage a profitable business in the creative industries.

- **432 Hours of Training Delivered**
- **71 Hours of 1-1 Business Coaching**
- **2 Black/African American Participants**
- **Topics include:**
  - Marketing, Social Media, Business Structure, Budgeting and Taxes, Funding, Proposal Pitch Night
- **Range of Creative Disciplines including:**
  - Murals, Crafts, Music, Visual Arts, Design Arts, Arts Education, Multidisciplinary Mediums, Media Arts, Literature & Humanities





An aerial photograph of a city skyline, featuring a mix of modern high-rise buildings and lower-rise structures. A large body of water is visible in the foreground, surrounded by dense greenery and trees. The entire image is overlaid with a semi-transparent blue filter. The text "Global Business Expansion" is centered in the middle of the image in a white, bold, sans-serif font.

# Global Business Expansion



# Global Business Expansion Division

The **Global Business Expansion Division** drives local job growth and investment by:

- **Business Development:** Attracting new businesses and supporting local expansion, including international ventures.
- **Place-Based Economic Development:** Enhancing unique districts and neighborhoods.
- **Industry Sector Development:** Identifying and fostering industries with growth potential and living wage jobs.
- **Workforce Development:** Training the local workforce to meet industry needs.

## Key programs include:

- Business Expansion Incentive Program
- Souly Austin Program
- Economic Resilience Lab
- Six Square Contract



## African American Cultural Heritage District

- **Cultural and Historical Landmarks:** Features historic churches, schools, public art, and institutions that preserve and celebrate African American heritage (e.g., AACHF), including jazz, blues, and gospel music.
- **Community Engagement:** The district hosts educational programs, art exhibitions, music performances, and community festivals.
- **Ongoing Efforts:** Active projects focus on cultural preservation, economic development, and community empowerment to maintain the district's relevance and vitality.
- **Strategic Planning:** The City of Austin, in collaboration with community members and consultants, is initiating strategic planning efforts to guide future development and engagement, starting in Fall 2024.







# Redevelopment



# Redevelopment Division

The **Redevelopment Division** focuses on transforming city-owned real estate and key districts to support social and economic growth.

## Key initiatives include:

- **District Redevelopment:** Balancing public/private investments to enhance neighborhoods like 2nd Street, Colony Park, and Mueller.
- **Site Redevelopment:** Collaborating on strategic use of city properties for community benefit.
- **Public Improvement Districts:** Managing districts that fund enhanced public services and infrastructure.

## St. Johns and Colony Park Sustainable Community Redevelopment Project

- Mixed-income housing
- Publicly-accessible open spaces





## Redevelopment Division: Reorganization

As part of a strategic reorganization in April 2024, this division was moved to the **Financial Services Department (FSD)**.

### This transition was designed to:

- Consolidate real estate functions
- Streamline operations
- Expedite redevelopment projects by leveraging the expertise within FSD.
- The move aligns with the City's broader goals of enhancing operational efficiency and fostering community benefits through redevelopment efforts.



An aerial photograph of a city skyline, likely Austin, Texas, featuring a mix of modern high-rise buildings and lower-density residential areas. The image is overlaid with a semi-transparent blue filter. The text "Workforce Development & Childcare" is centered in white, bold font.

# Workforce Development & Childcare



# Workforce Development & Childcare

Our transformation stems from directives from City leadership, prioritizing workforce development and childcare, and comprehensive needs assessments.

By consolidating workforce development and childcare programs/contracts from other departments, we aim to increase capacity and better support our transformative vision.

As part of a strategic reorganization in April 2024, the following workgroups joined EDD:

- **Austin Civilian Conservation Corp** from Parks and Recreation Department
- **Youth Programs** from Austin Public Health
- **Day Labor** from Austin Public Health
- **Workforce and Childcare Contracts** from Austin Public Health
- **Digital Literacy from Community Technology** in Financial Services.



# Workforce & Childcare Projects Overview

## ✓ **Project 1: Streamlining Contracts**

- Centralize workforce contracts, supporting budgets and staff with \$5.0M and 16.0 FTEs
- Ensure a seamless workforce continuum with clear key performance indicators.
- Collaborate with local workforce development organizations.

## ✓ **Project 2: Integrated Childcare**

- Transfer Childcare Services to Economic Development.
- \$1.4M in Social Services contracts – childcare wrap-around services for a skilled workforce.
- Develop a comprehensive childcare continuum.

## ✓ **Project 3: Workforce Readiness Boost**

- \$5.0M Launch Infrastructure Academy.
- Support accessing City of Austin programs.
- \$3.2M in Social Services Contracts – enhance workforce readiness through targeted initiatives.





# Workforce Development

Creating and Retaining Jobs  
Upskilling Austinites

## NXP Partnership

- ✓ 53 new manufacturing jobs created
- ✓ \$291 million invested in facility upgrades

## Workforce Development Initiatives

- ✓ \$1 million allocated for early childcare educators
- ✓ Over \$350,000 allocated for leadership training
- ✓ \$500,000 allocated to healthcare programs



# Workforce Development

Creating and Retaining Jobs  
Upskilling Austinites

## Grant for Technology Opportunities Program (GTOPS)

- ✓ GTOPs Mini Grant awarded **21 grants** to **11 unique organizations**, totaling **\$210,000** between 2021-2024.
- ✓ GTOPs Capacity Grant provided **77 grants** to **38 unique organizations**, with total funding of **\$185,106**, between 2020-2024.
- ✓ This year alone, we've increased our support with **6 Mini grant recipients** and **10 Capacity grant recipients**, thanks to additional funding.







# Music & Entertainment

# Music & Entertainment Division

The **Music & Entertainment Division** is dedicated to innovating and growing the city's vibrant music and entertainment industries, both commercial and nonprofit. This division provides crucial support through funding, artist development, strategic partnerships, and assistance with City regulations.

## Key Initiatives Include:

- **Funding Programs:** Live Music Fund, Creative Space Assistance Program.
- **Artist Development:** Programs like Sound ON! and Music on Hold.
- **Partnerships:** Collaborations with entities like the Austin-Toronto Music City Alliance.
- **Services:** Guidance on permits for music, film, and creative spaces.

These efforts ensure that Austin remains a thriving hub for creativity and entertainment.





## Music & Entertainment Division: 2024 Grant Funding

**Austin Live Music Fund**: Offers grants of \$15,000 or \$30,000 to professional musicians and independent promoters, and grants of \$30,000 or \$60,000 to live music venues. **Preliminary data shows**:

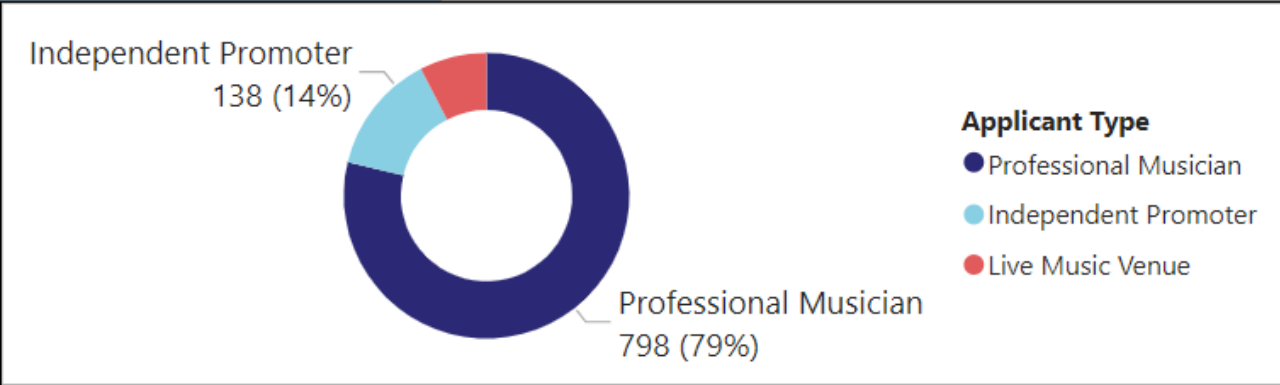
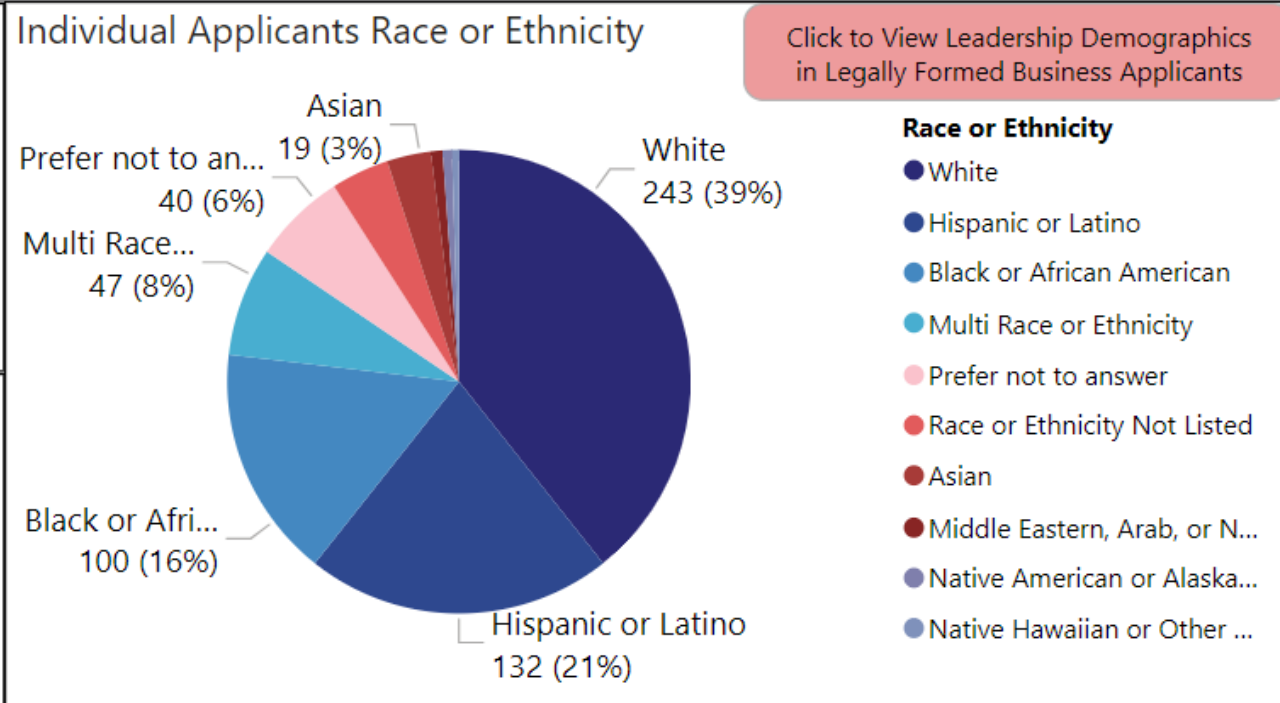
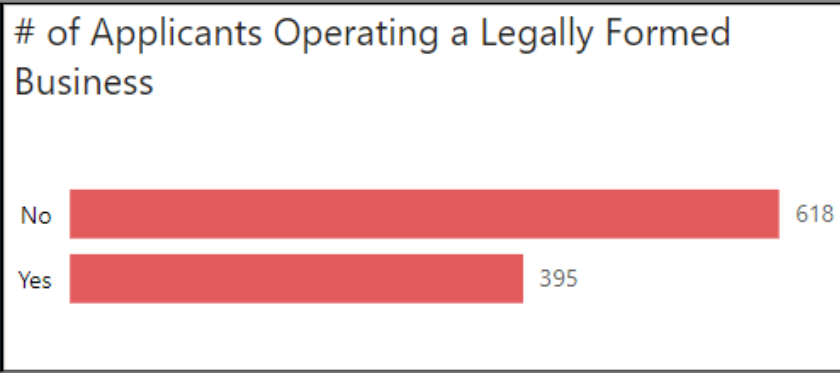
- **Over 1,000 applications**
- Anticipate awarding **120 local professional musicians, bands, and independent promoters**, as well as **17 live music venues**
- **16 Total Black Awardees**:
  - **3 promoters**
  - **13 musicians**
  - **13 awardees identify as male**
  - **2 awardees identify as female**
  - **1 awardee identifies as non-binary**



# Live Music Fund, 2024

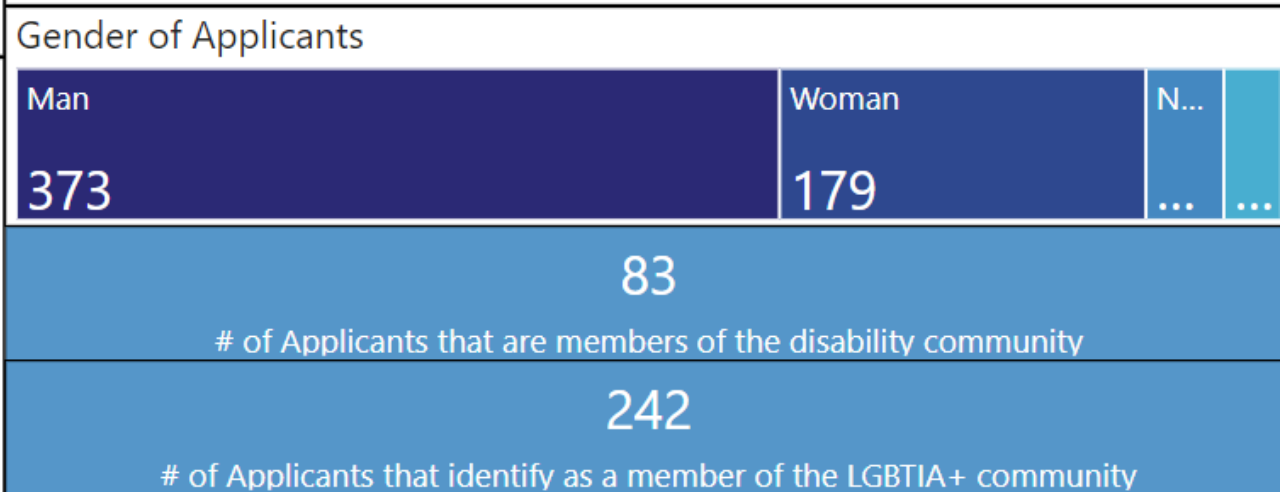
Program Details | <https://www.austintexas.gov/atxmusic/live-music-fund-event-program>  
last updated 9/9/2024

**1013**  
Total # of Applicants



### Council District of Applicant's Residence

Council District	Count
Austin/Round Rock M...	164
District 9	126
District 1	108
District 4	69
District 5	128
District 3	122
District 2	107
District 10	21
District 8	20
District 11	52
District 12	21
District 13	20
I do not know	1





# Side-By-Side Applicants by Individuals & Legally Formed Businesses

1013

Total # of Applicants

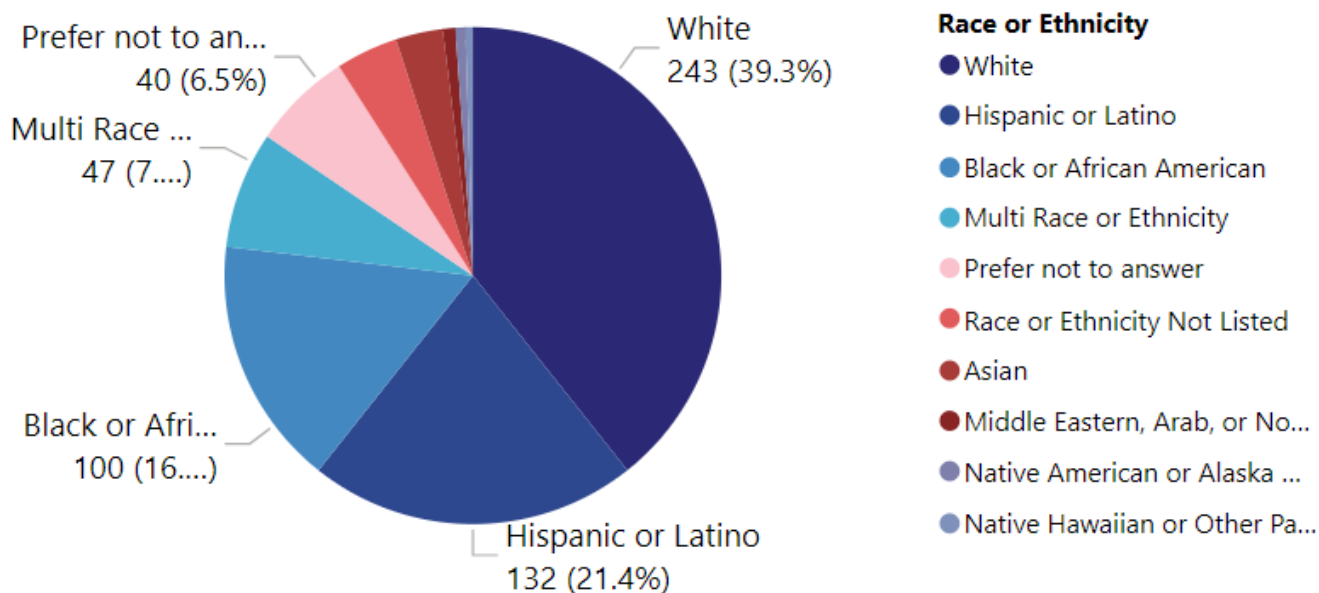
## Application Status



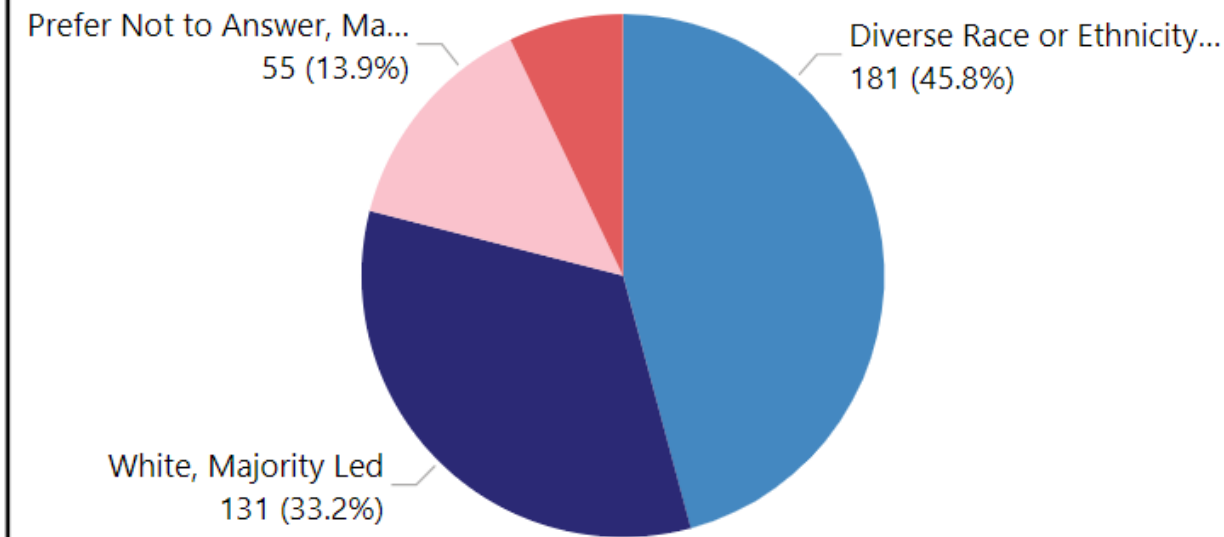
## Applicant Type

- Independent Promoter
- Live Music Venue
- Professional Musician

## Individual Applicants Race or Ethnicity



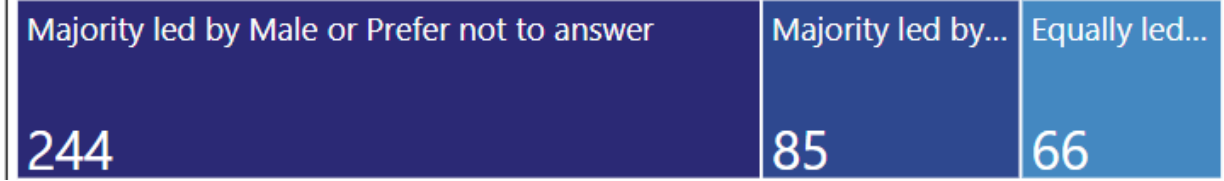
## Legally Formed Business Applicants Led by Race or Ethnicity



## Gender of Applicants



## Legally Formed Business Applicants Led by Gender



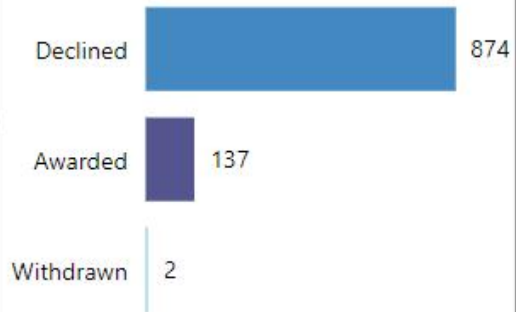
# \$4.4M

Amount Awarded

# \$29.0M

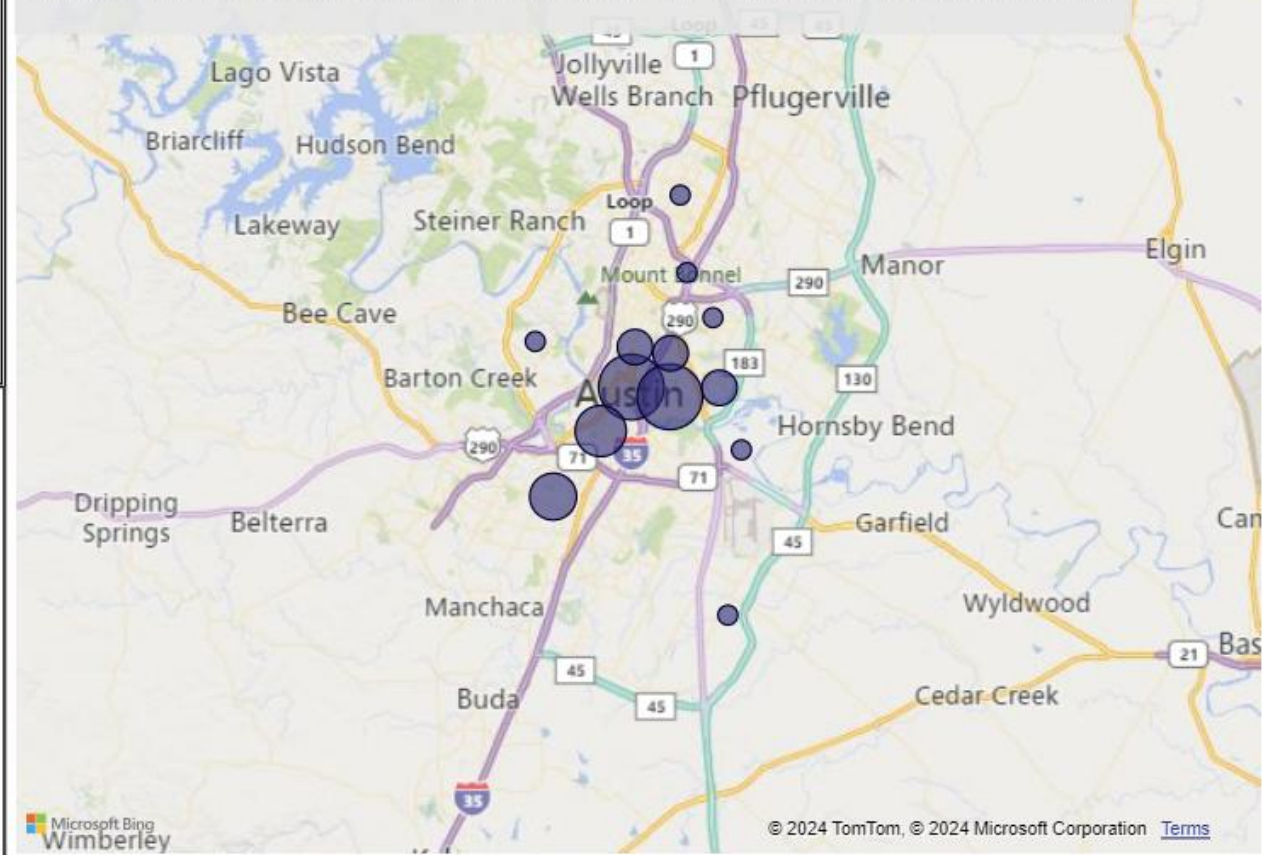
Amount Requested

## Application Status



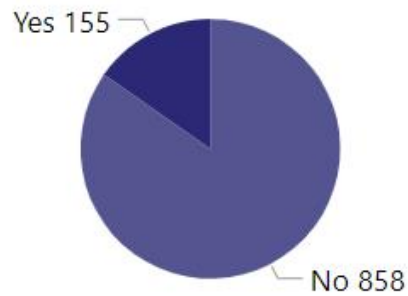
## Awarded Proposals with Identified Project ZIP Codes

Applicants were not required to have a project location identified at the time of application.

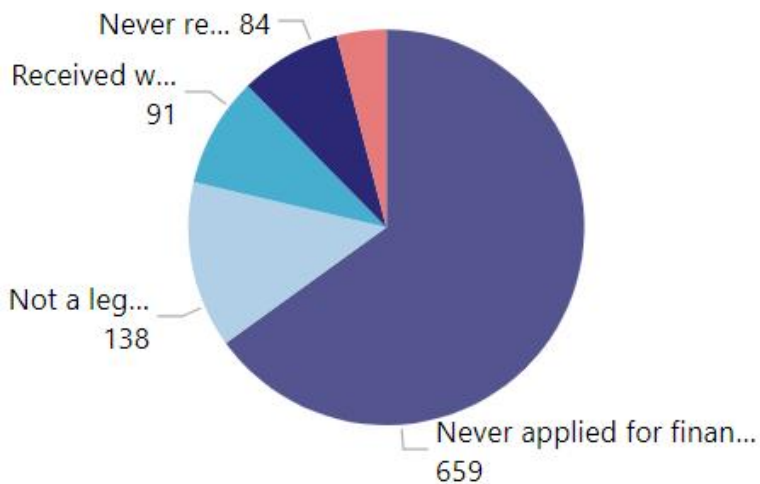


Applicant Type	# of Applicants
Independent Promoter	138
Live Music Venue	77
Professional Musician	798

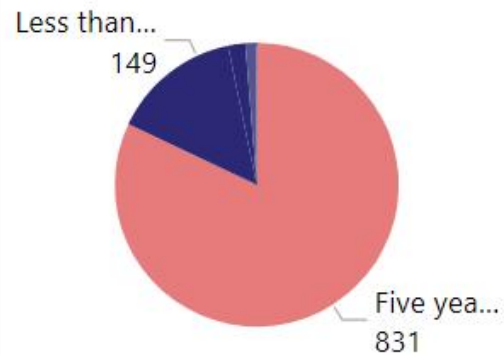
## Recipients of 2023 Live Music Fund Event Program



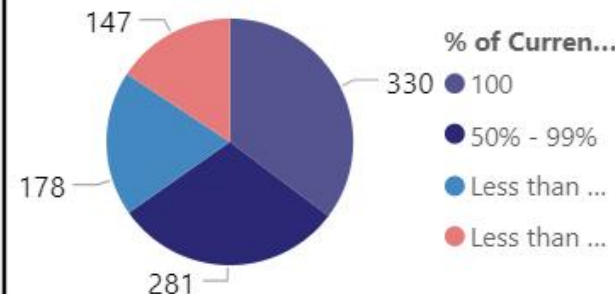
## Last Commercial Loan, Line-of-Credit, or Other Lending



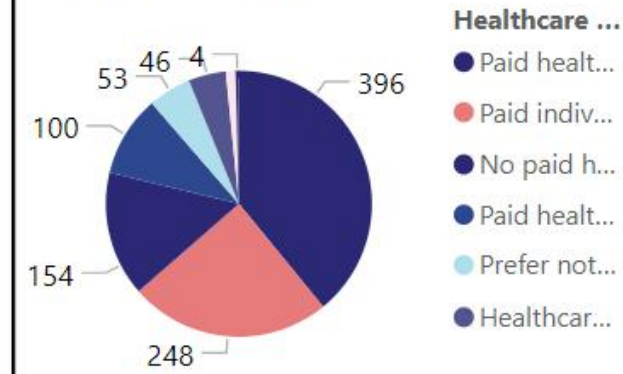
## Banking Situation



## % of Current Income from Professional Music Activities

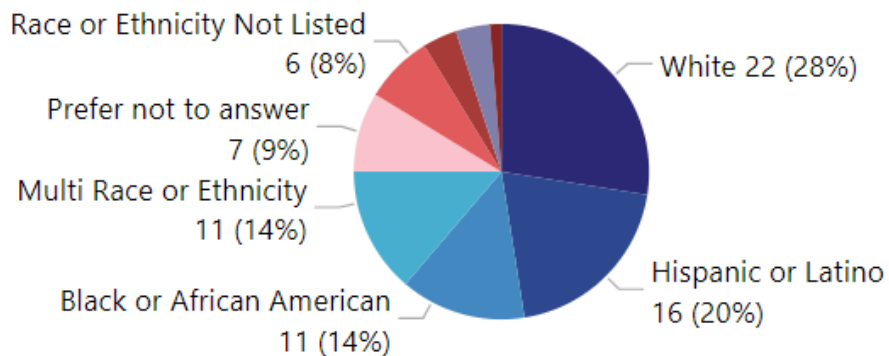


## Healthcare Coverage

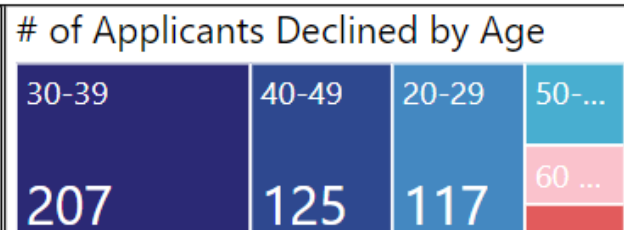
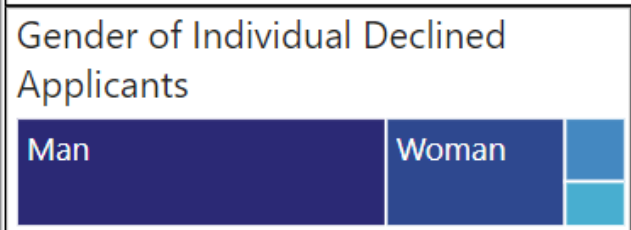
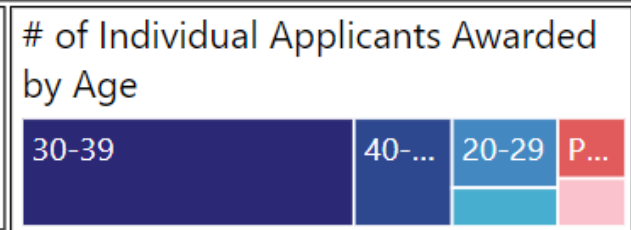
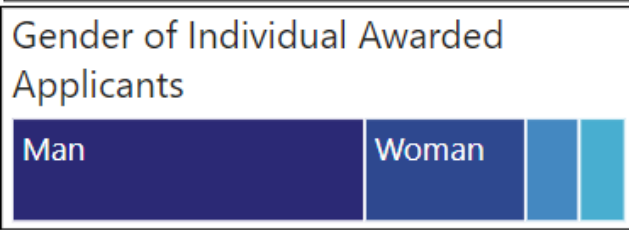
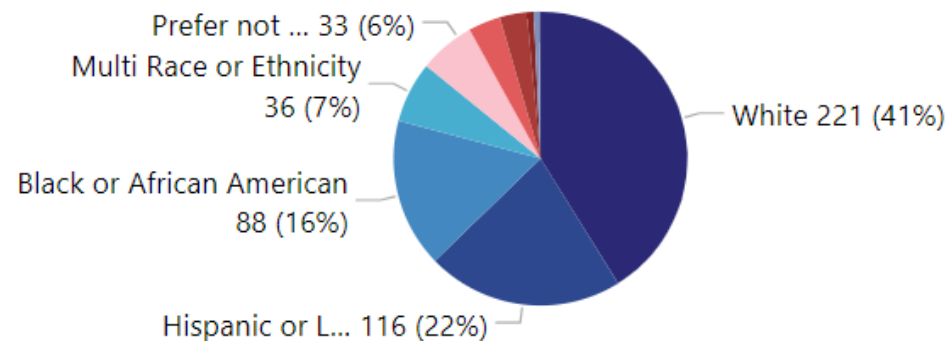




### Awarded Individual Applicants by Race or Ethnicity



### Declined Individual Applicants by Race or Ethnicity



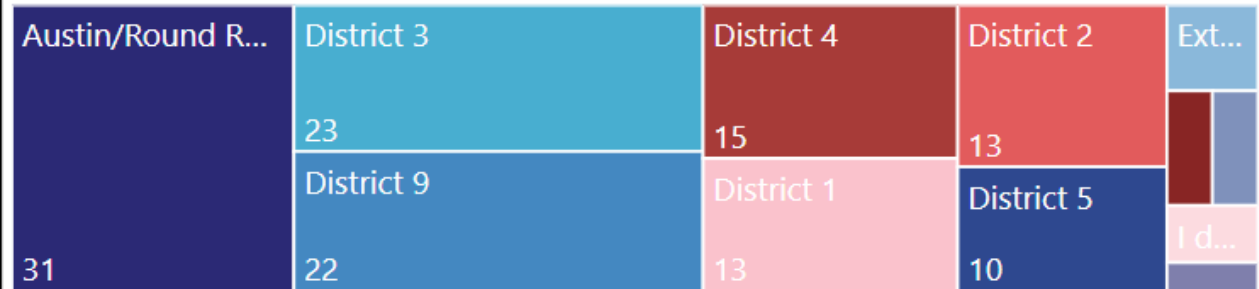
**14**  
# of Applicants that are members of the disability community

**69**  
# of Declined Applicants that are members of the disability community

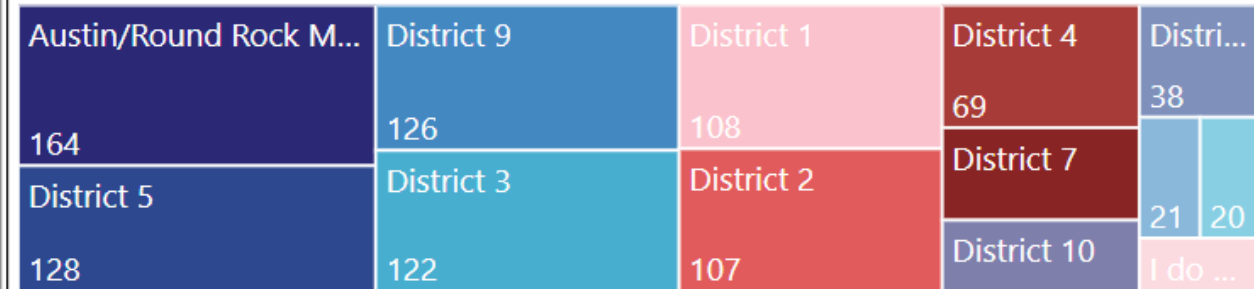
**41**  
# of Applicants that identify as a member of the LGBTIA+ community

**201**  
# of Declined Applicants that identify as a member of the LGBTIA+ community

### Council District of Awarded Applicants



### Council District of Declined Applicants



Awarded

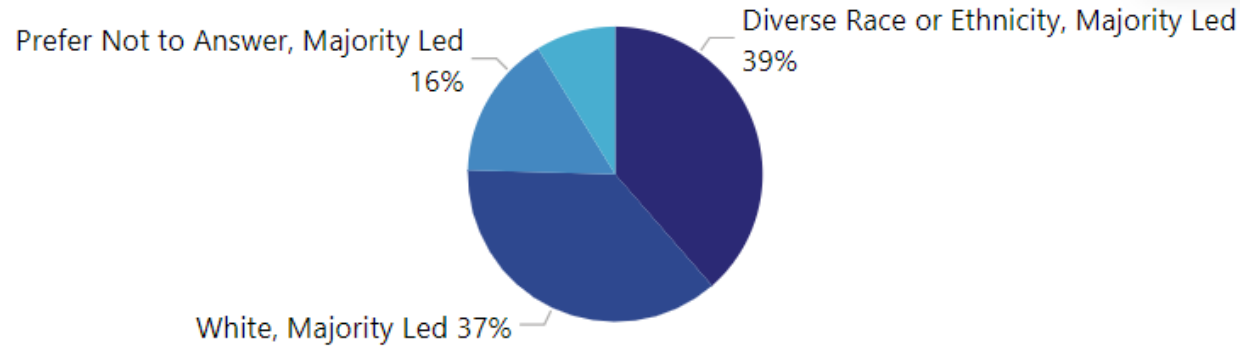
Most spoken at home

All

Click to View Individual Applicants' Demographics

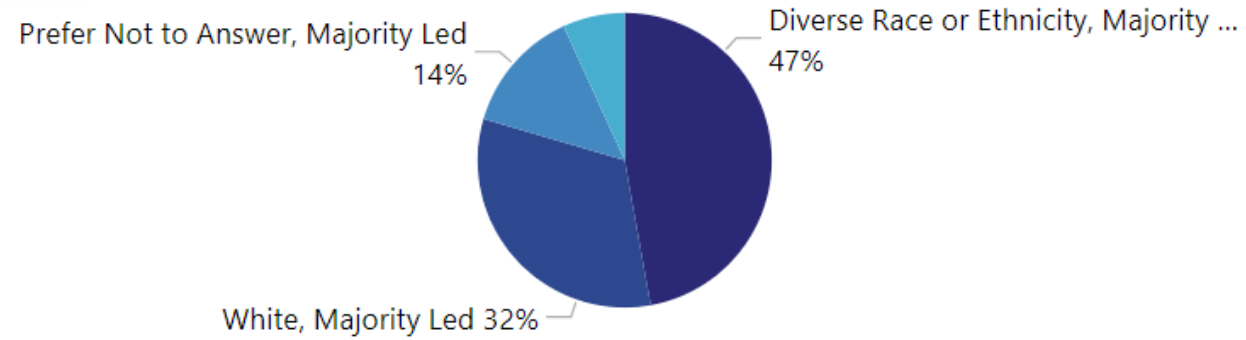
Declined

### Awarded Applicants Led by Race or Ethnic Groups



Click here to follow link

### Declined Applicants Led by Race or Ethnic Groups



### Gender of Awarded Applicants

Majority led by Male or Prefer not to an...	Equally led by Gender	Majority led by F...
28	16	13

14

# of Applicants that are members of the disability community

41

# of Applicants that identify as a member of the LGBTIA+ community

### Gender of Declined Applicants

Majority led by Male or Prefer not to answer	Majority led by ...	Equally le...
215	72	50

69

# of Declined Applicants that are members of the disability community

201

# of Declined Applicants that identify as a member of the LGBTIA+ community



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Economic Development  
CITY OF AUSTIN



An aerial photograph of a city, likely Austin, Texas, featuring a large park with a winding river and numerous trees in the foreground. The city skyline with various skyscrapers is visible in the background. The entire image is overlaid with a semi-transparent blue filter.

# Cultural Arts

## Cultural Arts Division

The **Cultural Arts Division** (CAD) plays a key role in fostering the city's creative economy by managing cultural arts programs that support the community's cultural identity and vitality.

### Key Initiatives Include:

- **Cultural Arts Funding Program:** Contracts with arts organizations to support local cultural arts initiatives.
- **Art in Public Places (AIPP):** Commissioning and exhibiting public art throughout Austin.
- **Artist Development:** HOT-funded programs like Thrive, Elevate, and Nexus to nurture and promote local artists.





# Cultural Arts Division: 2023 Grant Funding

**Elevate**: Awarded over \$6.2 million to 200 arts organizations and creative businesses to support diverse artistic content in Austin.

- **35** grantees identify as Black/African American.
  - **17** grantees identify as **female**
  - **9** grantees identify as **non-binary**
  - **9** grantees identify as **male**

**Nexus**: Awarded \$255,000 to 51 creative businesses to support emerging voices and diverse public programming in Austin—targeting new applicants and creative entities that have been at risk of cultural erasure or institutional marginalization.

- **9** creative businesses identify as **Black/African American**.



# Cultural Arts Division: 2023 Grant Funding (cont.)

**Arts Education Relief Grant**: \$475,000 was awarded to 19 nonprofits, made possible through the National Endowment for the Arts, designed to aid local arts education organizations in their recovery from the impacts of the COVID-19 pandemic. It prioritizes applicants who have faced immediate risk of cultural erasure or institutional marginalization within Austin.

- **5 nonprofits identified as Black/African American**
- **88 people employed by the 5 grantee organizations who identify as Black/African American**







Questions?