



Economic Development

#1 Top Metro in Economy Growth since Pre-Recession

- The Austin Chamber's public-private economic development partnership, Opportunity Austin ("OA"), has had great success in expanding the economy in the Austin region while attracting new businesses.
- The organization traces its roots to the aftermath of the dot-com bubble, when Austin's economy had been severely impacted by its over-reliance on technology. OA was thereafter formed with a clear focus: to identify and capitalize on Austin's developing "ecosystem" of business development and entrepreneurial advantages that would attract and retain businesses to the region.
- Starting with an initial \$120,000 investment from the Real Estate Council of Austin in 2003, Opportunity Austin has since been the driving force behind notable improvement in job, wage, salary, and high-tech growth among the nation's 200 largest metro areas and benchmark communities.

Opportunity Austin by the Numbers:

- Since inception, OA has worked to add an estimated 264,400 new jobs with a payroll increase of \$13.9 billion to the greater Austin region.
- An estimated 150 people move to Austin every day.
- In 2014, 63 local companies announced expansions....this is especially gratifying, the greatest testament to our work is when existing companies choose to invest and grow here.
- In addition 64 companies announced moves to Central Texas – the most since the inception of Opportunity Austin in 2004.
- In 2014, venture capital funding in Austin hit a 13 year record high of over \$1 billion, a level not seen since the dotcom era and a powerful indicator of the strength of our innovation economy.
- In 2014, Austin received national accolades including:
 - Fastest Growing Economy in US through 2020
 - #1 Top Metro in Economy Growth since Pre-Recession
 - #7 on Global Top 20 Dynamic Cities
 - #3 America's Coolest Cities
 - #2 Metro in Attracting Families



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- o #3 City to Educate, Entertain & Exhaust Your Kids

Technology and Innovation Ecosystem

- Year after year the Austin area gets top marks for its **quality of life** and **economic growth**. We're the country's 11th largest city with all the positive attributes – and cost of living – of a smaller town.
- **The greater Austin region is home to 5,100 technology companies employing approximately 115,000 Central Texas residents constituting 13.5% of the regional workforce base.** Payrolls of Austin's high tech firms constitute 26% of the total regional payroll – almost \$11 billion and Austin was ranked No. 3 in technology job growth in 2013.
- **Austin is recognized as the smartest, safest and fastest growing area in the country.** Our strong economy, highly educated and talented workforce (over 40 percent hold a bachelor's degree or higher), globally respected research institutions and driving entrepreneurial spirit have created one of the strongest centers of innovation in the United States.
- **Austin has earned its reputation as a city of creativity, innovation and invention.**
 - o The region ranked 9th in per capita patent activity as according to a 2013 Brookings Institute report and averaged 2,500 patents per year.
 - o In the U.S. Patent and Trademark Office's analysis of patent activity for 2006-2010, Austin ranked in the top 10 for both total patents awarded and for per capita patent activity.
 - o A 2012 National Science Foundation report ranks Austin in the top 10 for business R&D performed and paid for by large R&D companies.
 - o Additionally, the University of Texas consistently ranks among the top research universities in the country with over \$1.1 billion in sponsored research over the past two years.
 - o The medical school and innovation district is expected to provide a dramatic catalyst to increased research and innovation for the life sciences and technology space.
- **Nearly 60,000 employees are aligned in the creative & digital media industry throughout the Austin MSA. (As of Dec '14)**

- o Austin's Multimedia Technology industry is made up of six sectors including: Game Development; Digital Media; Social Media & Digital Content; Mobile App Development; Education Technology; and Advertising Technology.

International

- **In recent years, Austin has increasingly become an international destination for businesses and visitors alike.**
 - o The addition of a route between Austin and London via British Airways' 787 Dreamliner is the topic of choice for most Austinites and this first intercontinental and transatlantic flight provided an economic impact of more than \$70 million, as well as, 1,100 jobs.
 - o Global partnerships: **Last year marked the official launch of [Austin Hackney United](#)**, a sister-cities program between Austin and a suburb of London that houses Europe's fastest growing tech center, Tech City.
 - o Austin's booming tech sector prompted Ireland to open a consulate and trade office in Austin, its first in Texas and only the seventh in the U.S.
 - The office, dubbed Ireland House, opened last month, and will contain a new consulate, offices for the Investment Development Agency, known as IDA Ireland, government direct investment agency into Ireland and Enterprise Ireland, the country's economic development agency.
- It's also important to note **Texas continues to be a leading global destination for FDI** – 607 FDI projects were announced by 475 foreign companies in Texas between 2009-2013. Additionally:
 - o 59,000 jobs and \$43 billion in combined capital investment will be generated when those projects are fully operational.
 - o **More than half (51%) of those investments originated from Western Europe, the UK is Texas' No. 1 source for FDI projects.**



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- Texas ranks number 1 for FDI projects in the energy and chemical industries, and number 3 among U.S. states.

On SXSW Impact – Economically and for the Startup Community

- **Austin is also the proud home to the largest entrepreneurial gathering in the world – SXSW.** In 2014, Austin welcomed more SXSW visitors than ever before and the total economic impact of SXSW totaled \$315.3 million in 2014, up 44% compared to 2013. Additionally, the cumulative economic impact of SXSW on Austin in the past five years alone has exceeded \$1 billion dollars.
- This trailblazing event has helped set the **stage for Austin to become a center of commerce and creativity that’s unlike any other in the country.** Startups abound in all key industry sectors of technology innovation including gaming, hardware, mobile, and software. In this regional hotbed of innovation, startups are embraced, encouraged and supported.
- **SXSW continues to be an extraordinary celebration of the cultural fabric of Austin and all that Austinites value,** and its impact stands the test of time as SXSW Interactive & Film will celebrate its 22nd Anniversary and SXSW Music will celebrate its 29th year in 2015.
- Besides focusing the eyes of the world our city in March, **SXSW brings employment to many thousands of our citizens and allows them to provide for their families.** From entertainment venues that employ local bands to hotels to retail establishments and all the support industry that provides services that visitors require.

2014 SXSW Key Trends



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transformational change of the transportation sector

- 1) The startup economy continues to grow and grow. This continued growth has led SXSW to **double the [amount of space](#) devoted to startup-related content in 2015** as compared to what was offered in 2014.
- 2) [International participation](#) at SXSW Interactive is also seeing a sharp increase. Much of this international growth comes within SXSW Startup Village, which more so than ever before reflects the global entrepreneurial movement.
- 3) From [self-driving cars](#) to [alternatively-fueled vehicles](#) to [automobiles that can achieve flight](#) to [revolutionary ride-sharing programs](#), **the transportation sector** is undergoing dramatic changes — and these changes are well-represented in 2015 SXSW programming.
- 4) Closely related to these changes in transportation is the **evolving landscape of [delivery](#)**. More consumers want to be able to get more products more quickly, and the market is quickly adapting to these needs. Expect many sessions this year to focus on next generation delivery ideas.

- 5) **Robots** are gaining more traction and becoming more family friendly. At SXSW 2015, registrants can playfully interact with the machines that will be the backbone of our automated future at the three-day [Robot Petting Zoo](#).
- 6) **Social media** has always been a big part of SXSW Interactive. In 2015, we will delve a little more into the dark side of this medium (ranging from the **menace of [cyber-bullying](#) to the social media skills of [terrorist organizations](#)**).
- 7) We are closer and closer to a future where all objects are connected via the **Internet of Things**. At the 2015 SXSW Interactive Festival, [more than 70 sessions](#) make some mention of this term.
- 8) More and more geek innovation / disruption is targeting the **health and medical industry**. Building on the success of last year's keynote speech from Anne Wocicki of 23andme, 2015 sees the launch of the inaugural [SX Health and MedTech Expo](#).
- 9) Millennials want many things —including more meaning in their lives. The **rebranded [SXgood](#) umbrella** of programming is a place where tech entrepreneurs, content creators and non-profits can **brainstorm new ideas for a better tomorrow**.

10) The barriers that have traditionally separated creative the **music, film and interactive industries** are increasingly obsolete. Witness the **expanded selection of [Convergence programming](#) at SXSW 2015.**