



**OPPORTUNITY
AUSTIN**

Austin Region Overview

June 2023



International companies in Austin

accenture

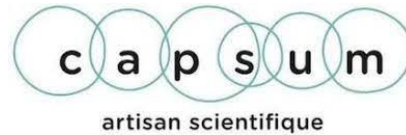
arm

ASSA ABLOY

ATLASSIAN

BAE SYSTEMS

Canon



experian.



MERCK



Nintendo



flex.



ottobock.



SAMSUNG

SIEMENS

@signify

Smith+Nephew



TECO

THALES



ULTRA.



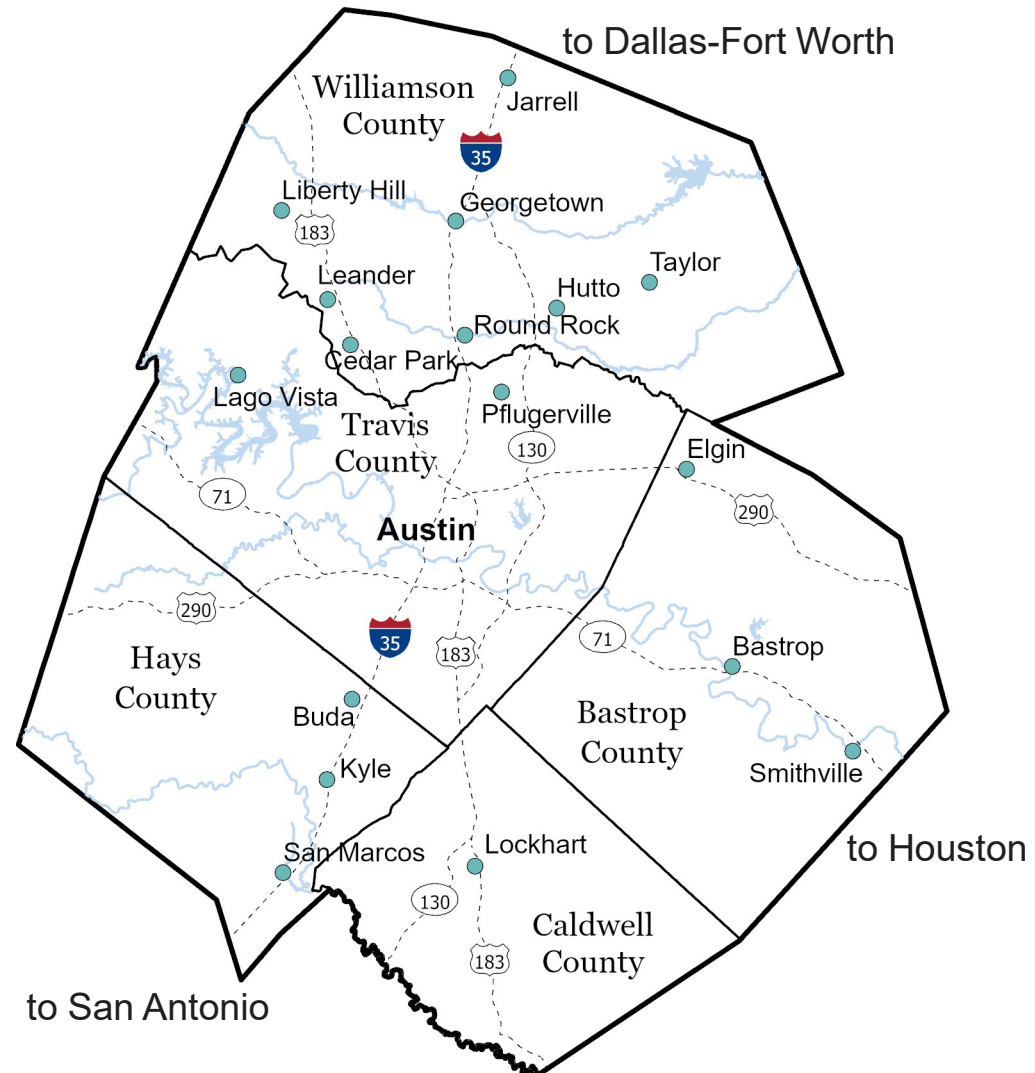


Opportunity Austin

Regional economic development initiative

Targeted industries:

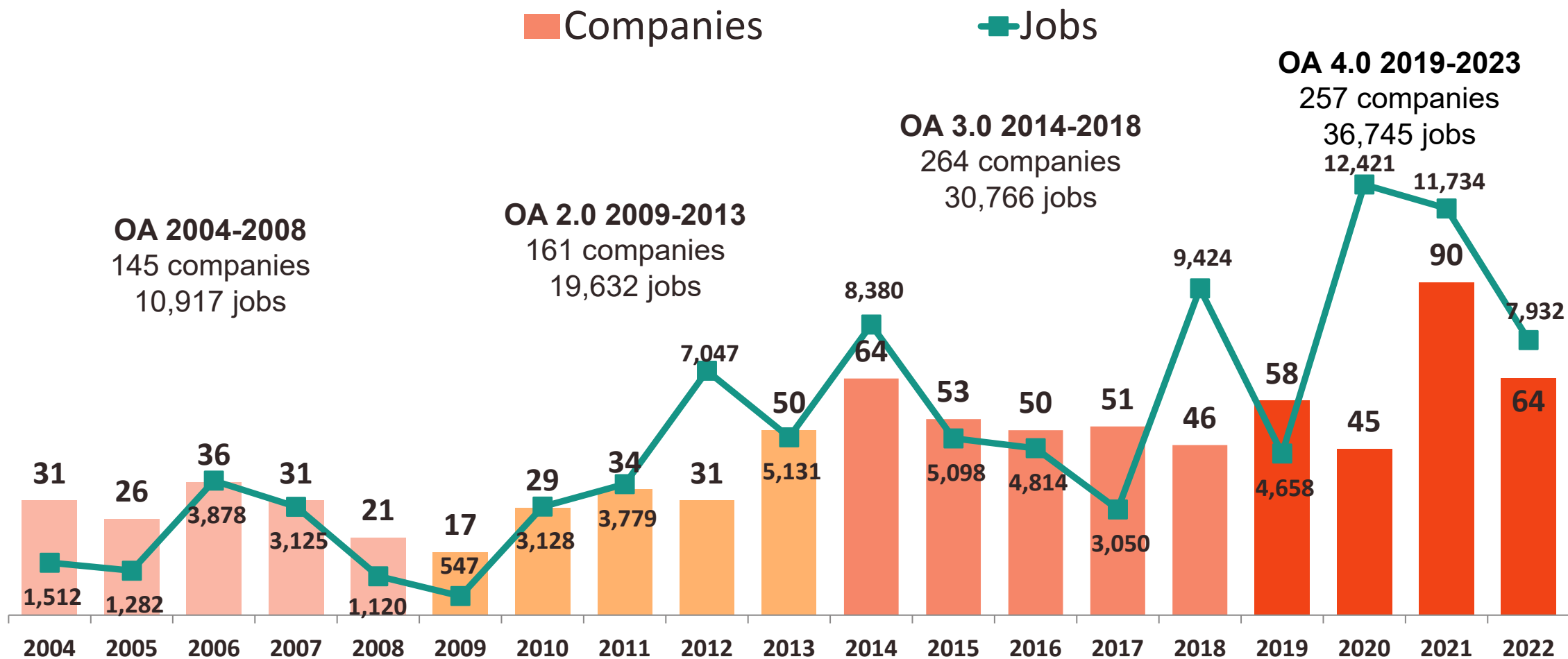
- International
- Corporate HQs/regional offices
- Financial services
- Advanced/general manufacturing
- Semiconductor
- Automotive
- Cleantech
- Data management
- Life sciences/healthtech
- Defense/AI/VR





Relocations 2004 – 2022

827 companies | 98,060 jobs



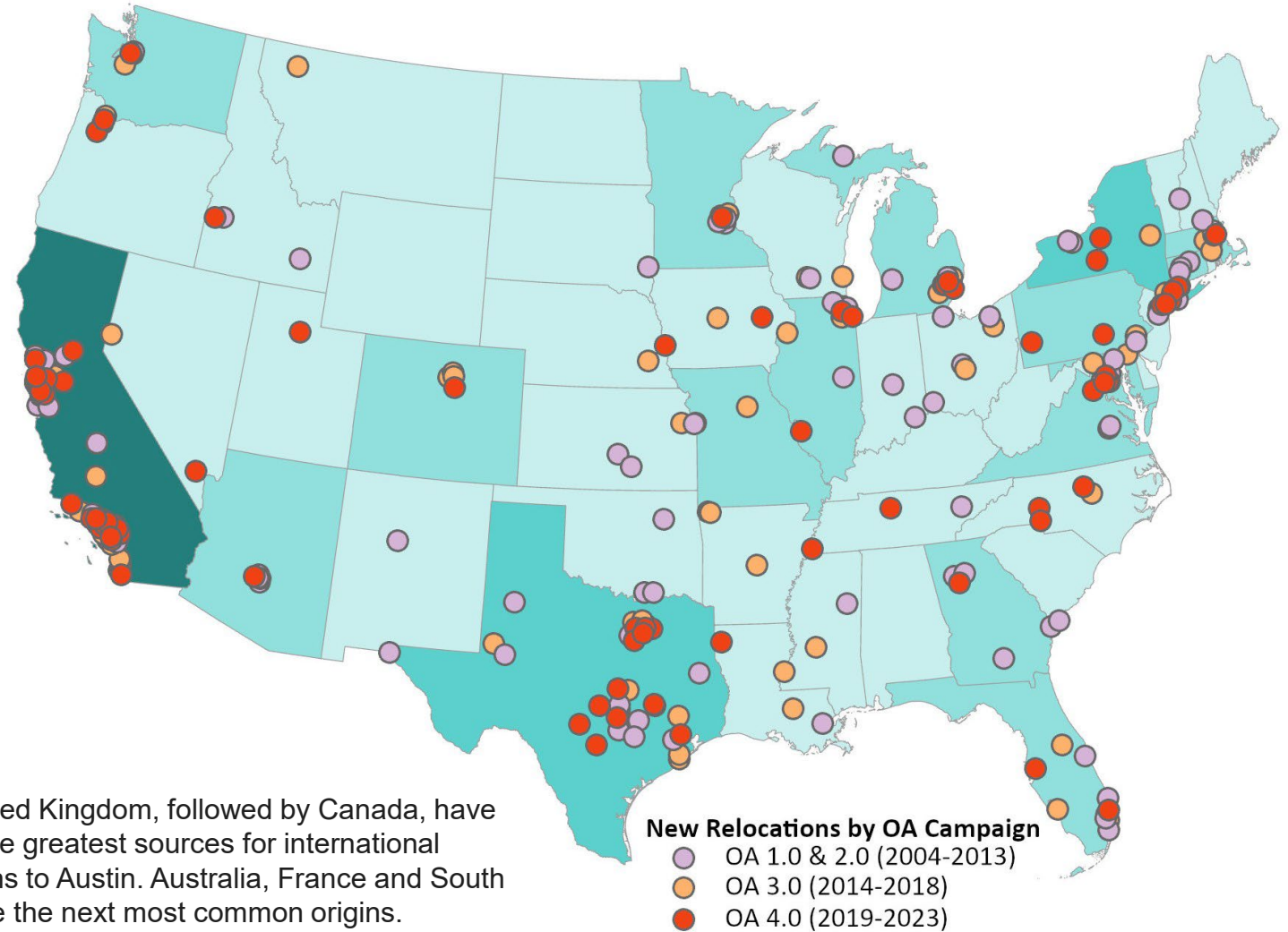


Relocation origins 2004 – 2022

Total 827 relocations

California	257	Iowa	5
Texas	116	Tennessee	5
International*	113	Utah	5
New York	50	Dist of Columbia	4
Illinois	29	Louisiana	4
Washington	24	North Carolina	4
Massachusetts	18	Oklahoma	4
Florida	17	Wisconsin	4
Minnesota	15	Arkansas	3
Virginia	15	Idaho	3
Arizona	12	Indiana	3
Connecticut	11	Mississippi	3
Georgia	11	Nebraska	3
Michigan	11	New Jersey	3
Missouri	10	New Hampshire	2
Colorado	9	New Mexico	2
Pennsylvania	9	South Dakota	2
Maryland	9	Montana	1
Ohio	8	Rhode Island	1
Nevada	7	South Carolina	1
Oregon	7	West Virginia	1
Kansas	6		

*The United Kingdom, followed by Canada, have proven the greatest sources for international relocations to Austin. Australia, France and South Korea are the next most common origins.



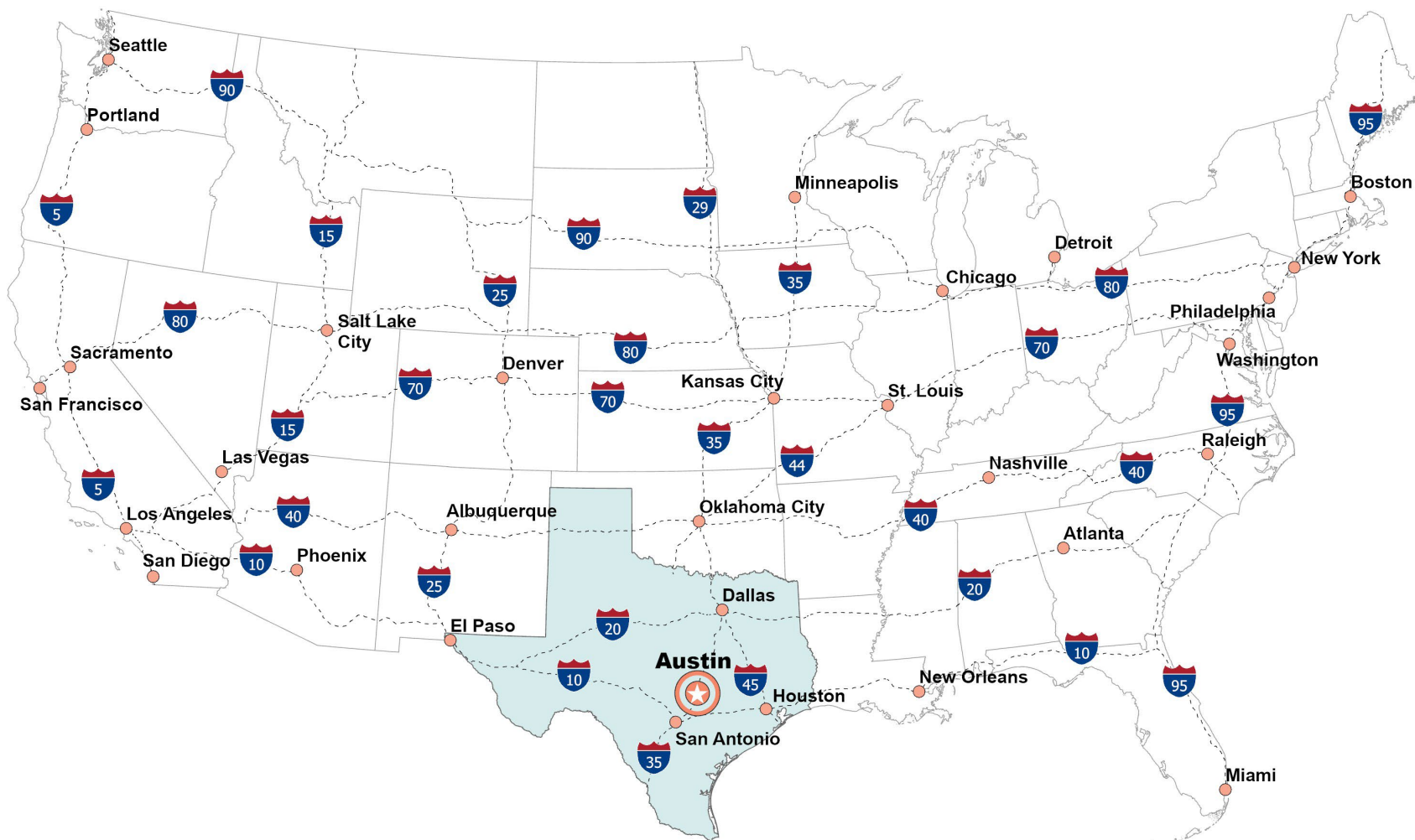


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Austin, Texas Region
Strategically
positioned



Central time zone





Central location in Texas

80% of the population lives within the Texas Triangle of Dallas, Houston & San Antonio

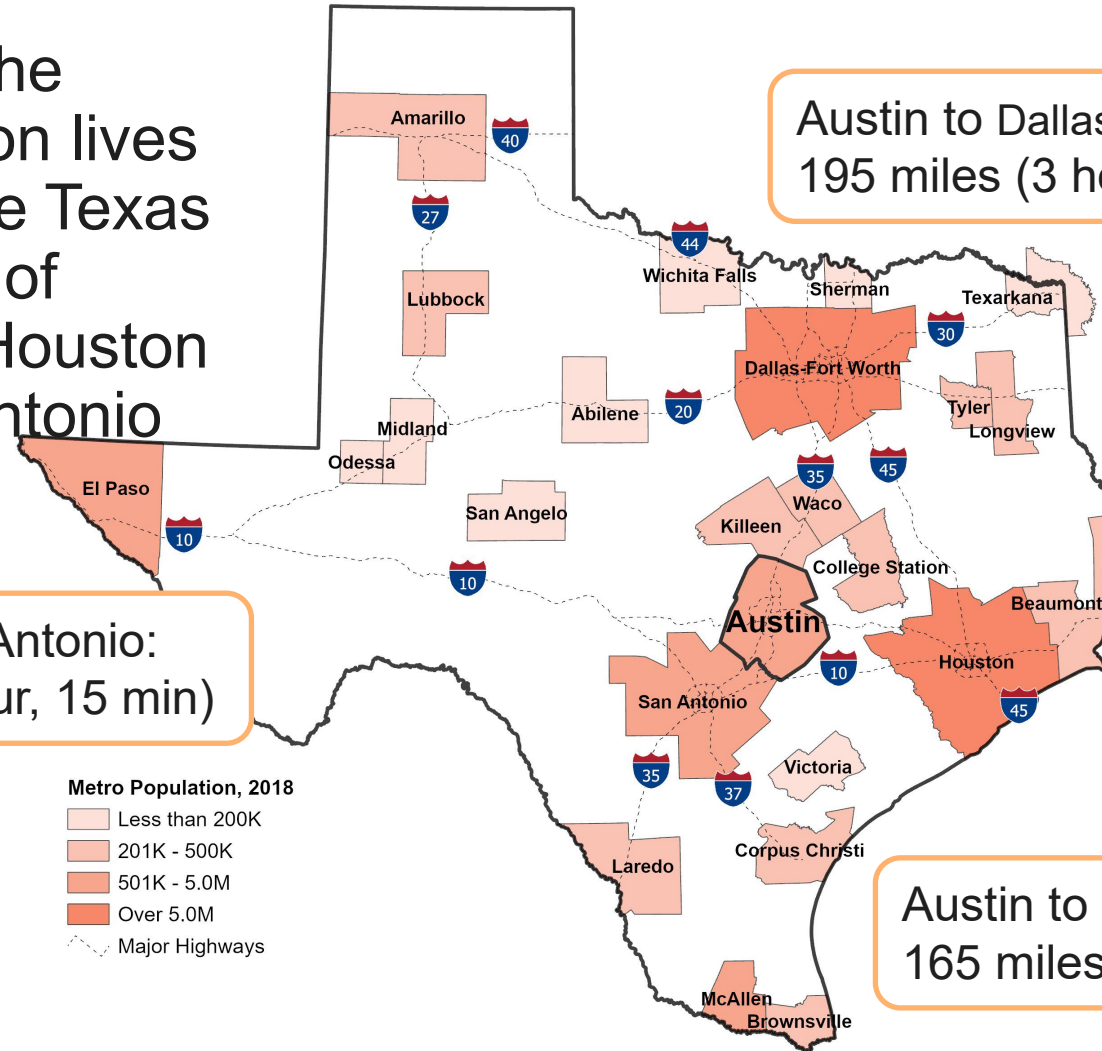
Austin to San Antonio:
80 miles (1 hour, 15 min)

Austin to Dallas:
195 miles (3 hours)

Austin to Houston:
165 miles (2 hours, 45 min)

Metro Population, 2018

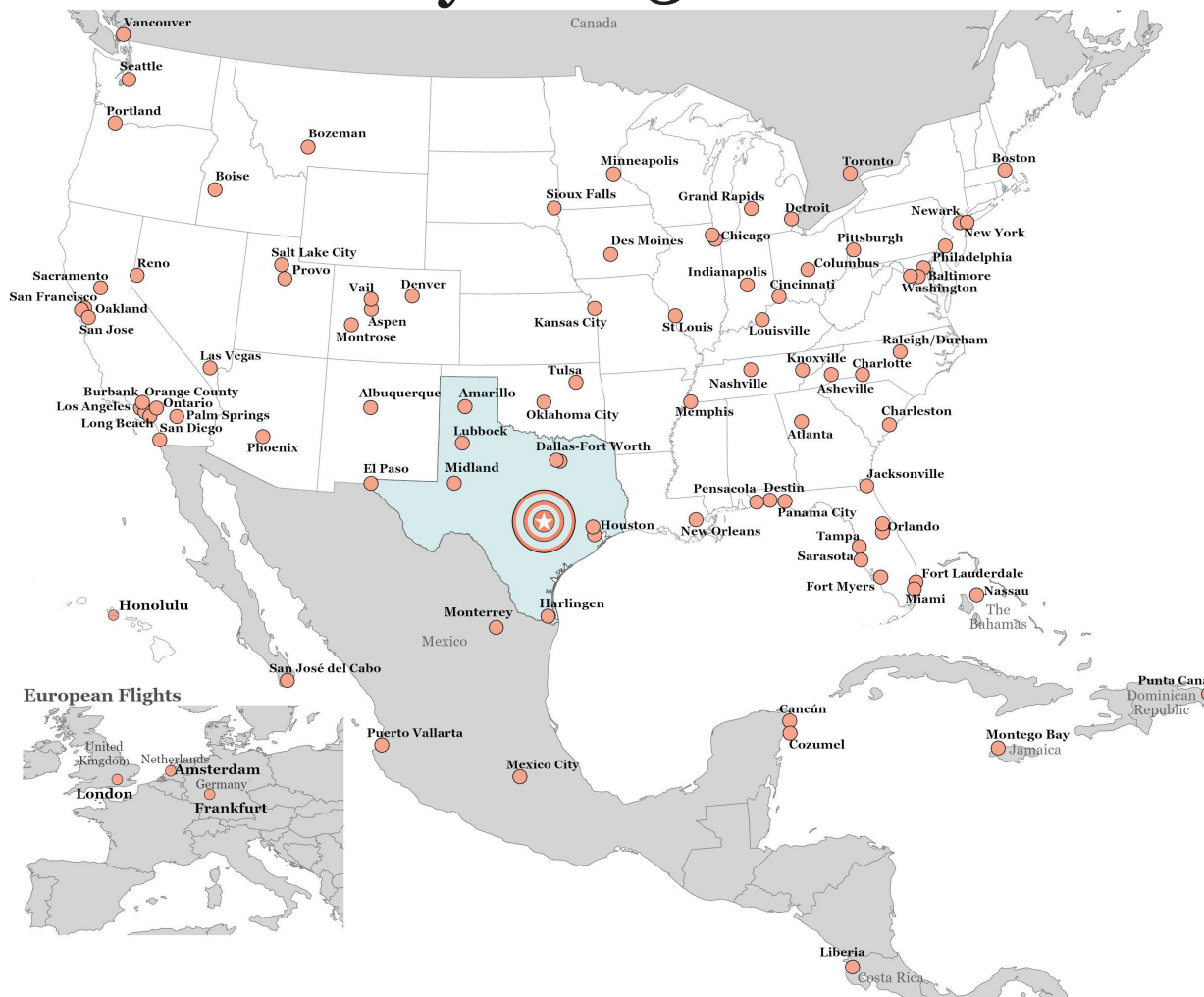
- Less than 200K
- 201K - 500K
- 501K - 5.0M
- Over 5.0M
- Major Highways





Nonstop jet destinations

As of January 2023



AeroMexico
Air Canada
Alaska Airlines
Allegiant
American
British Airways
Copa
Delta
Frontier
Hawaiian
JetBlue
JSX
KLM
Lufthansa
Southwest
Spirit
Sun Country
United
Vacation Express
Virgin Atlantic
WestJet

ABIA 2019-21 top 10 rankings:
Conde Nast Traveler
J.D. Power
Travel+Leisure
Fodor's



**OPPORTUNITY
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Austin, Texas Region

About us



Austin Region facts

Austin: “The Human Capital”

- Capital of the State of Texas
- 10th largest U.S. city
- MSA population: 2.4 million
- 168 new residents daily
- Fastest growing among the top 50 metros
- Labor force 1.4 million





And more facts

Median age **36** years (39 nationally)

33% between 25 & 44 (27% nationally)



50% with at least a bachelor's degree (35% nationally)



Why Austin region?

Combination of Creativity & Commerce,
Innovation & Affordability

- Attractive to talent
- Unique in the U.S.
- Center of innovation
- Affordable cost of living
- Pro-business environment
- Outstanding quality of life





Fastest growing among the top 50 metro areas

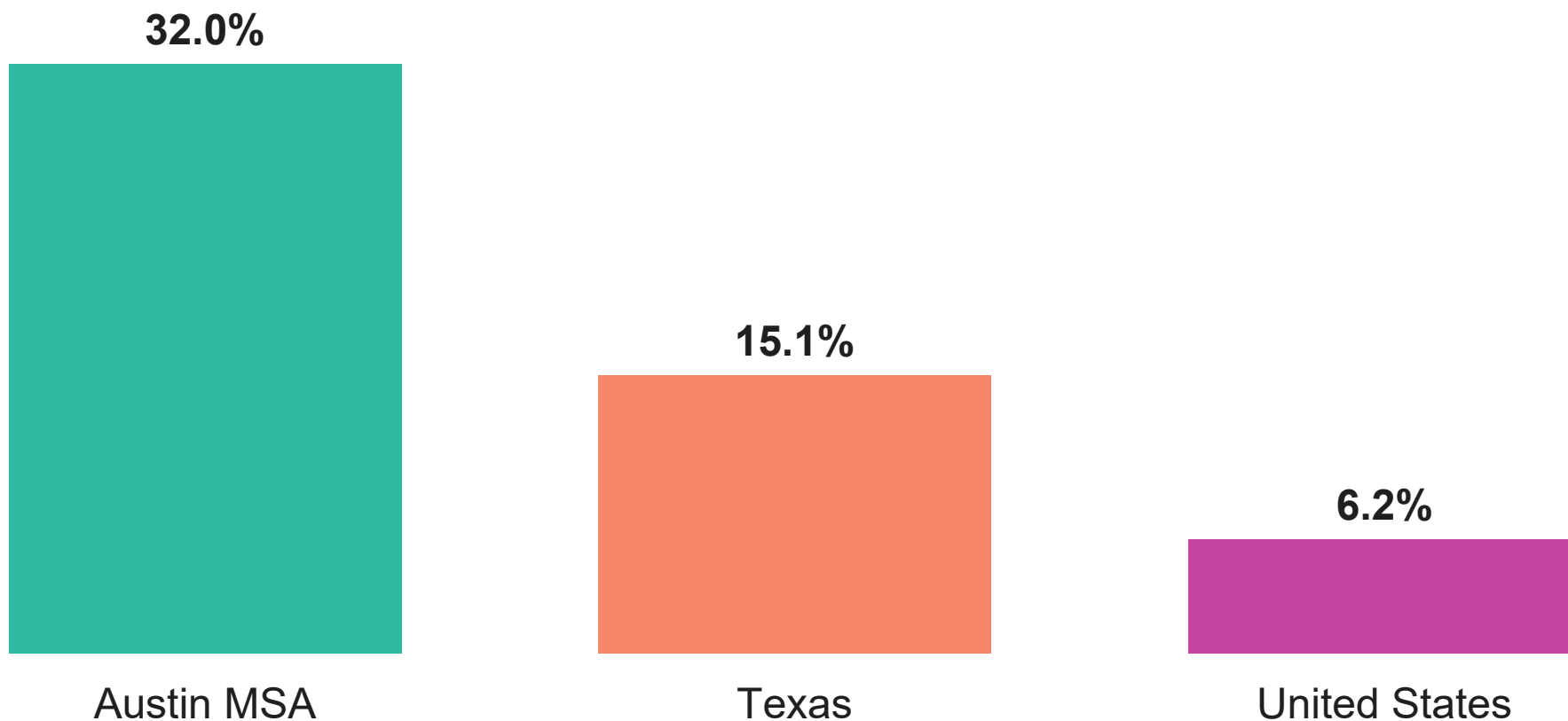
	Population 2022	Growth 2020-2022		Rank
		Difference	Percent ch.	
Austin MSA	2,421,115	121,121	5.3%	1
Raleigh MSA	1,484,338	66,751	4.7	2
Jacksonville MSA	1,675,668	62,904	3.9	3
Dallas-Ft. Worth MSA	7,943,685	277,810	3.6	4
San Antonio MSA	2,655,342	86,984	3.4	5
Charlotte MSA	2,756,069	87,154	3.3	6
Tampa MSA	3,290,730	103,352	3.2	7
Orlando MSA	2,764,182	83,869	3.1	8
Phoenix MSA	5,015,678	146,000	3.0	9
Houston MSA	7,340,118	199,369	2.8	10

Austin is the 26th largest metro based on total population.

Source: U.S. Census Bureau, Decennial Census.



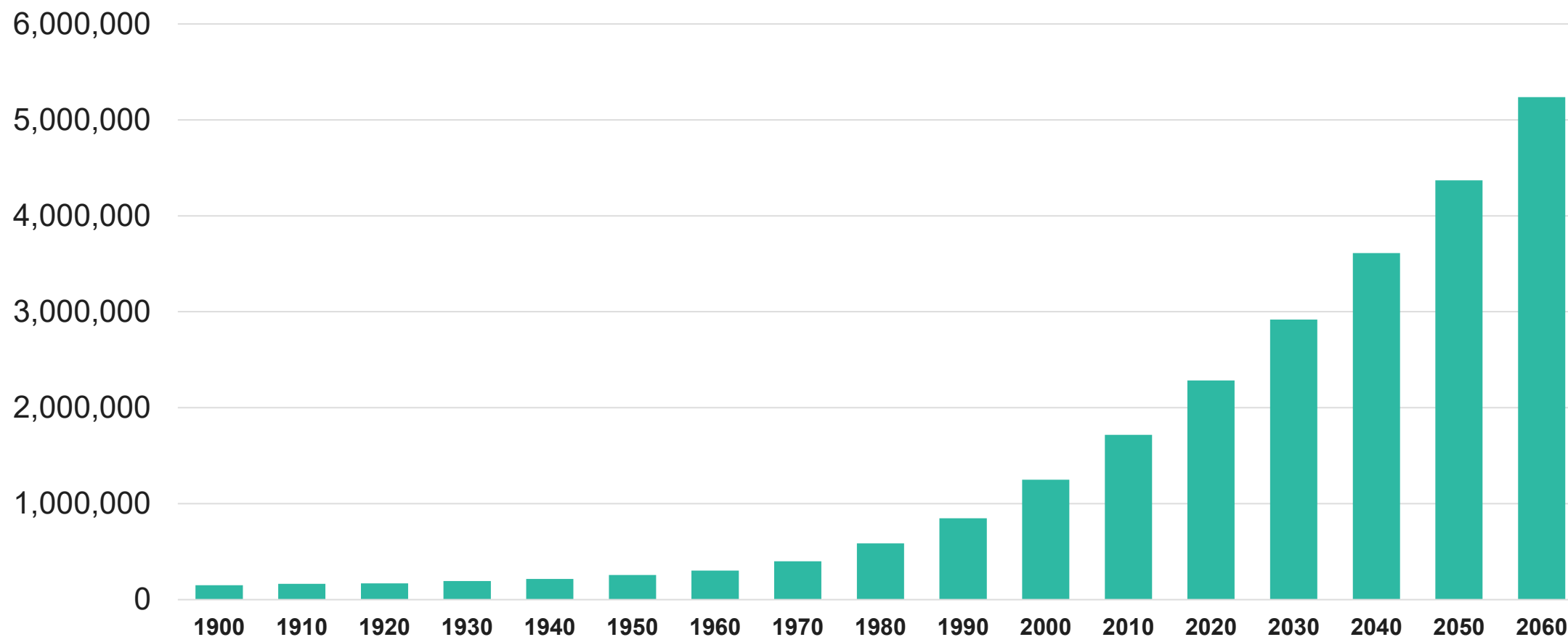
Population growth 2012-2022



Source: U.S. Census Bureau, Decennial Census.



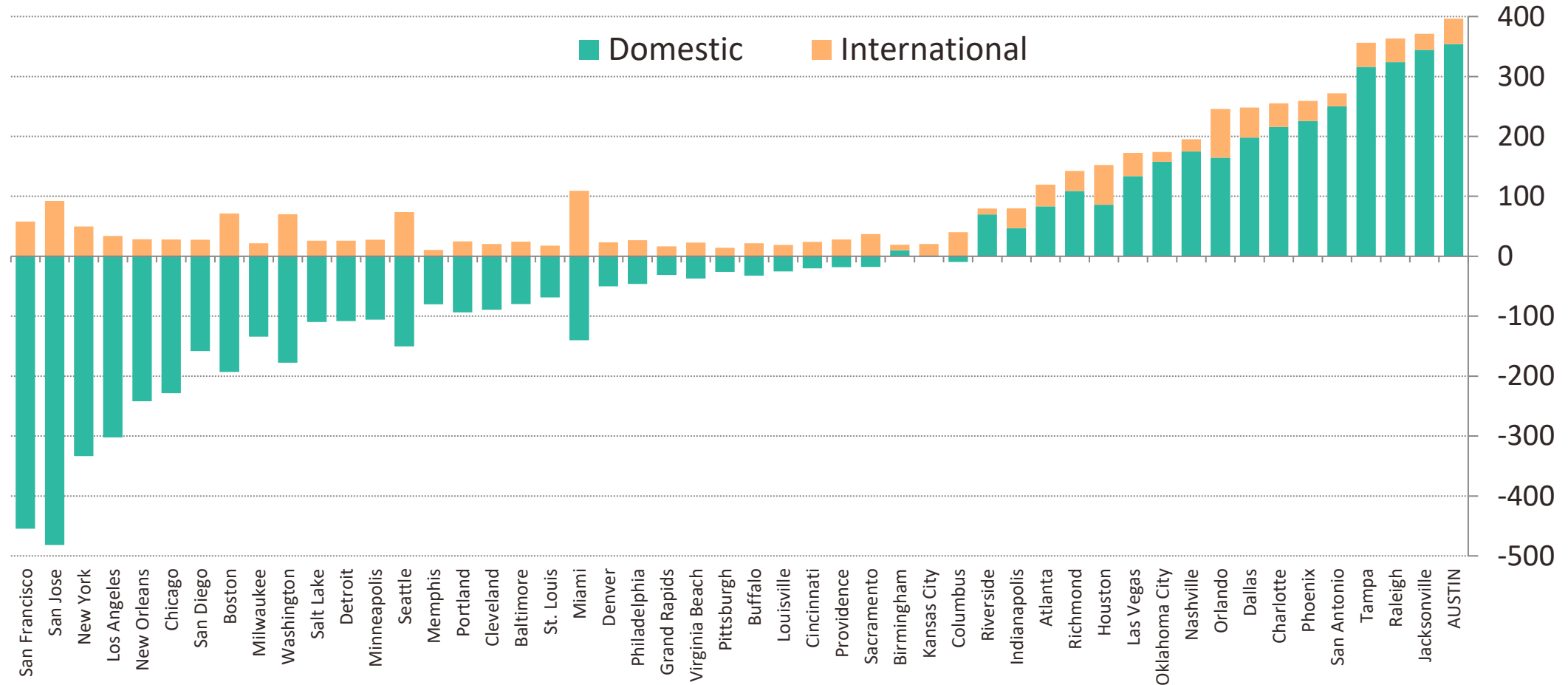
Population growth Austin MSA



Source: U.S. Census Bureau & Texas' Office of the State Demographer.



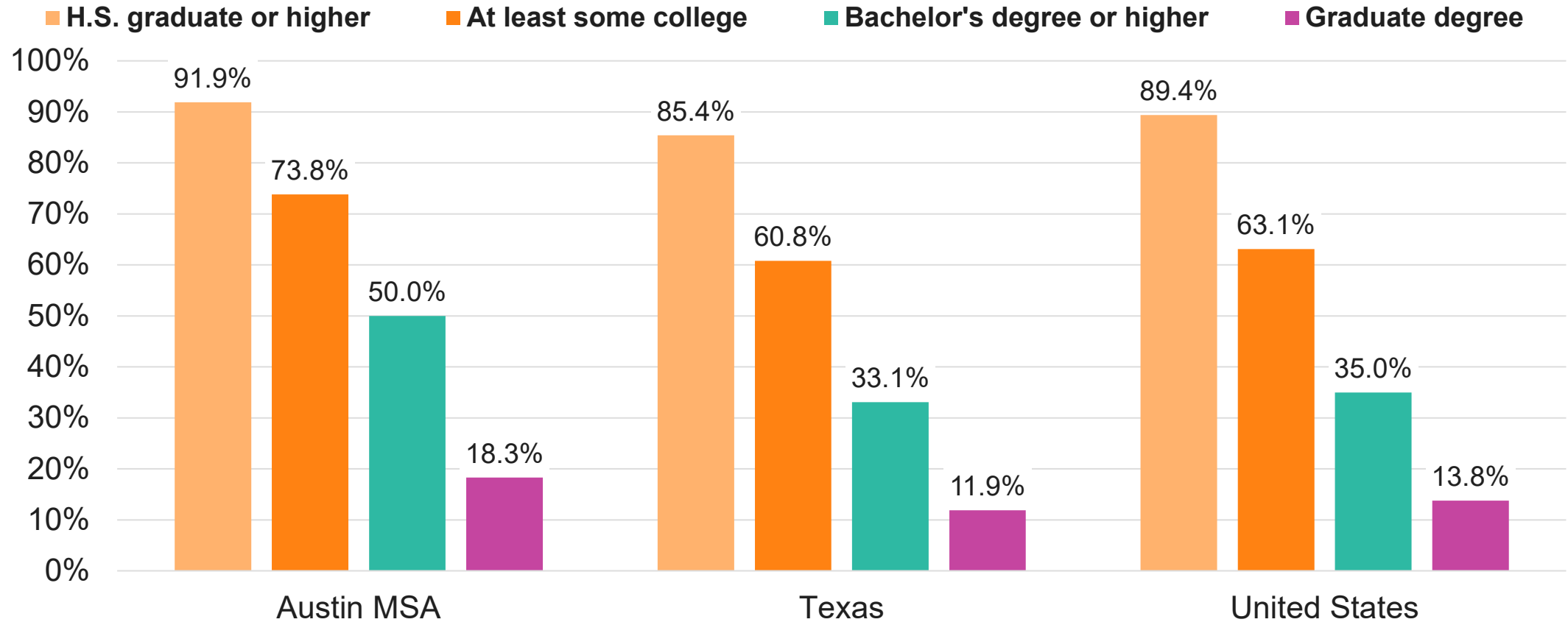
Net migration 2020-2022 per 10,000 population 50 largest metros



Source: U.S. Census Bureau, Population Estimates.



Educational attainment 2021

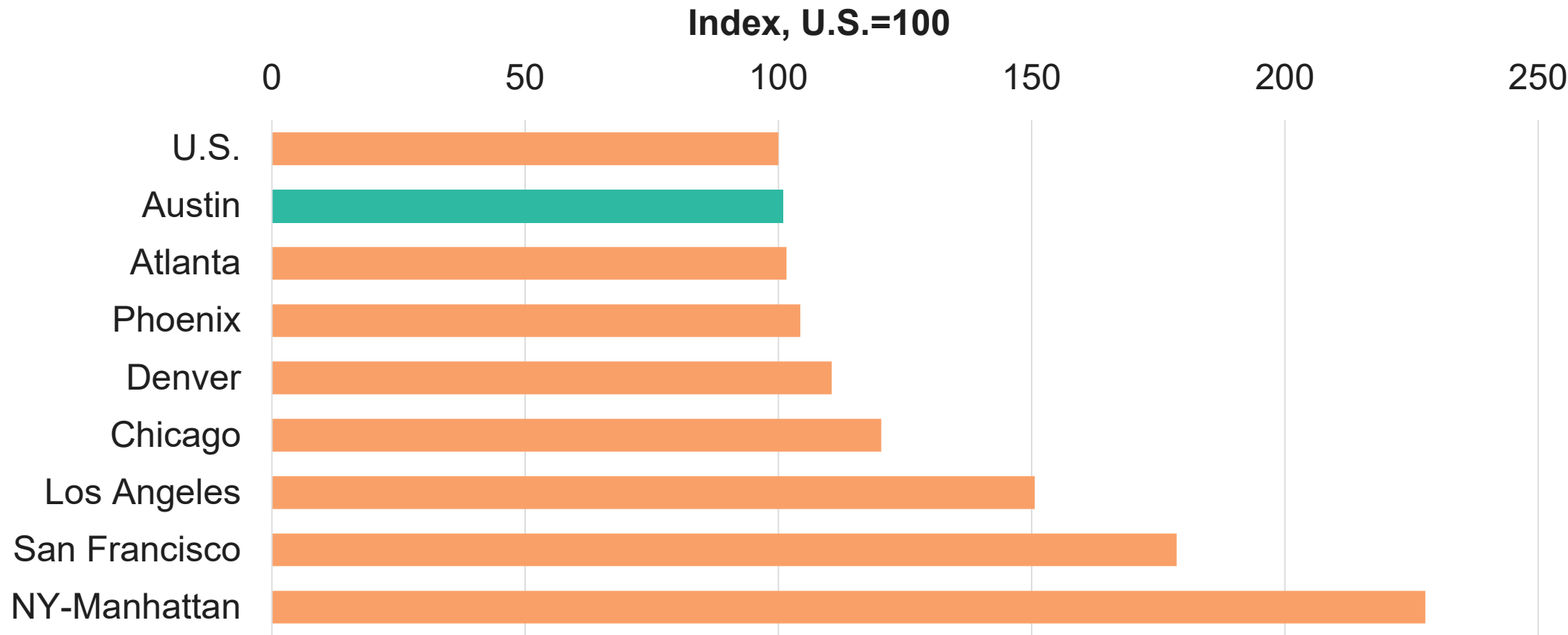


Source: U.S. Census Bureau, American Community Survey.



Cost of Living Index

2022



Source: Council for Community & Economic Research.



Median home price 2022



Selection represents the 6 largest reported counties in each metro.

Zillow's Home Value Index represents the typical value for mid-tier (35th-65th percentile) homes.

Source: Zillow.



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Austin, Texas Region
Good for business

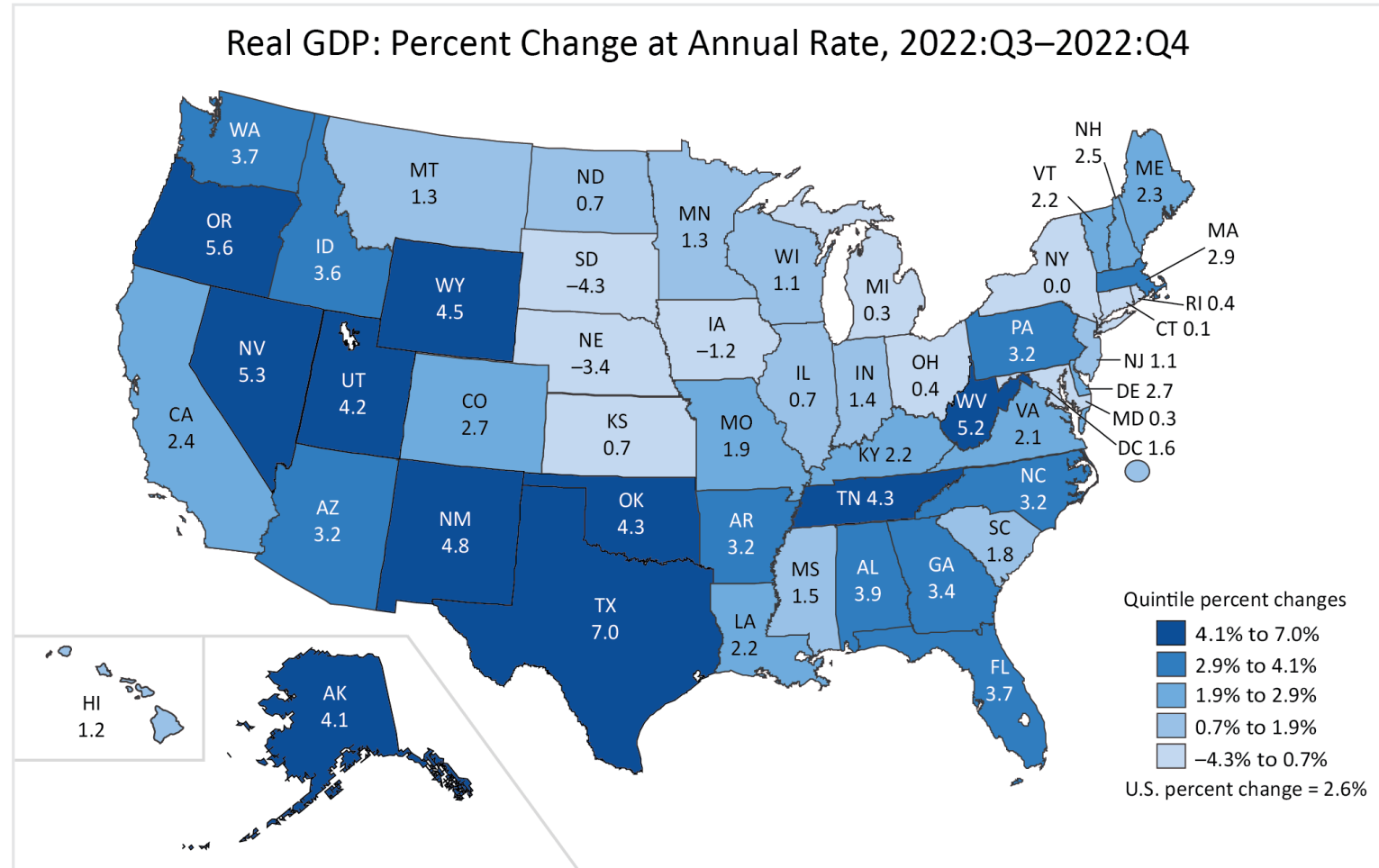


Friendly & vital business environment

- Major publications have ranked Texas as having the Best Business Climate in the U.S.
 - Per capita state and local tax burden is low (30th)
 - Per capita state and local taxes are 16% lower than taxes nationally
 - Political climate focuses on maintaining a pro-business environment
 - Right-to-work state
- Texas' scale is huge
 - \$2.4 trillion gross state product in 2022
 - World's 9th largest economy
 - 2.5 million jobs added over the last decade
 - Top exporting state for the last 20 years



Fastest growing economy: Real GDP % change 2022 Q3-2022 Q4



U.S. Bureau of Economic Analysis



Friendly business cost environment

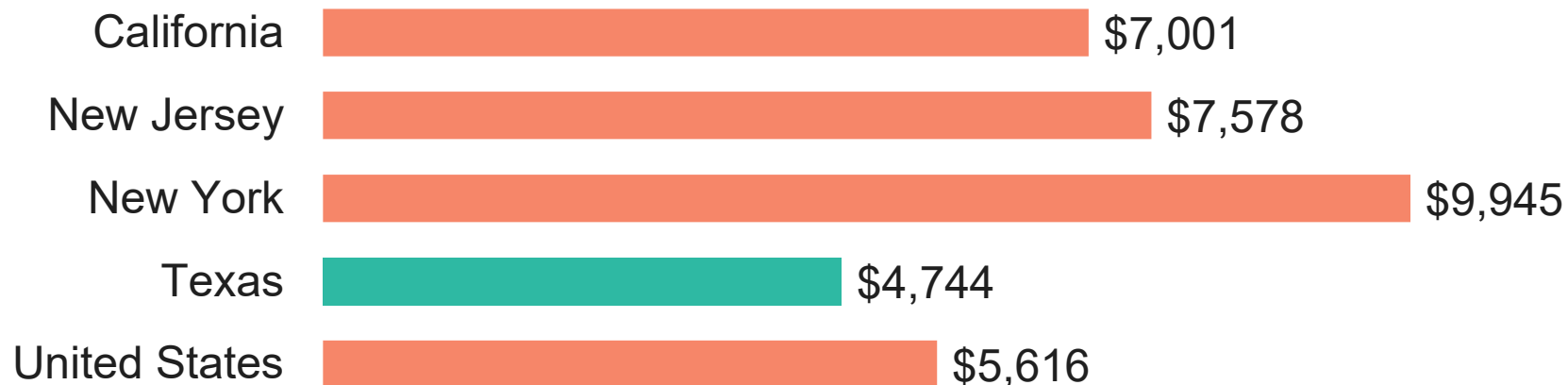
	California	New York	Texas
State & local taxes per capita (2020)	\$7,001	\$9,945	\$4,744
Corporate tax rate (2023)	8.84%	6.50%	0.75% of adj. gross receipts
Individual income tax rate (2023)	12.30%	10.9%	None
Unemployment insurance (2022) Average employer tax rate			
as a % of taxable wages	3.70%	2.80%	3.07%
as a % of total wages	0.44%	0.45%	0.51%
Workers' compensation (2020) Employer costs per \$100 of covered wages	\$1.45	\$1.29	\$0.46
Employment-based health insurance (2021) Single Premium	\$7,183	\$8,542	\$7,183
Cost of living index, U.S.=100 (2022)	150.7 (LA) 178.8 (SF)	228.0 (Manhattan)	101.0 (Austin)



Low tax burden

- No personal or corporate income tax
- One of the lowest state and local tax burdens in the nation
 - 30th in taxes paid per capita
 - 36th in taxes paid per \$1,000 of personal income

State & local taxes per capita 2020



Source: U.S. Census Bureau.



Major employers

Fortune 500 HQs

DELL Technologies

ORACLE

TESLA

3M

accenture

amazon

AMD



APPLIED MATERIALS

BAE SYSTEMS

BILZARD
ENTERTAINMENT

charles
SCHWAB

CIRRUS LOGIC

Dimensional

ebay

EMERSON

facebook

flex

Forcepoint

GAF
ENERGY

GM

Google

Hewlett Packard
Enterprise

intel

IBM

icu medical
human connections

indeed

kw
KELLER WILLIAMS

Luminex



NXP

PPD

PROGRESSIVE

Q2

SAMSUNG

SILICON LABS

shi

VISA

vrbo

YETI





Largest private sector employers

Dell Technologies	13,000	Indeed	2,900
Tesla	12,277	AT&T	2,800
Ascension Seton	12,086	Keller Williams Realty	2,752
Amazon	11,100	Oracle Corp.	2,500
St. David's HealthCare Partnership	10,854	Visa	2,488
Samsung Austin Semiconductor	10,000	Flex	2,322
Apple	7,000	Progressive Insurance Co.	2,229
IBM Corp.	6,000	Deloitte	2,213
Accenture	5,900	Intel Corp.	2,100
Applied Materials	4,380	Cellink Corp.	2,000
NXP Semiconductors	4,000	Facebook (Meta)	2,000
General Motors	3,678	Google	2,000
Advanced Micro Devices	3,575	Vrbo	1,800
Charles Schwab	3,000	ICU Medical	1,330
National Instruments	3,000	Software House International	1,300
Whole Foods Market	2,915	Cisco Systems	1,083



Colleges & universities within 60 mi

Fall 2021 enrollments

4-year institutions	
The University of Texas — Austin	51,991
Texas State University — San Marcos & Round Rock	37,864
University of Mary Hardin-Baylor — Belton	3,732
St. Edward's University — Austin	3,577
Texas A&M Central Texas — Killeen & Hutto	2,219
Concordia University — Austin	2,137
Western Governors University — Austin	1,628
Southwestern University — Georgetown	1,504
Texas Lutheran University — Seguin	1,468
Huston-Tillotson College — Austin	1,001
Community colleges	
Austin Community College — Locations throughout metro	35,609
Central Texas College — Killeen	8,922
Temple College — Hutto, Temple & Taylor	4,396
Austin Region Total	158,966
TOTAL WITHIN 100 MILES	415,500

Region total includes enrollments for some 4-year and 2-year schools not listed separately. Both totals limited to institutions with office/industrial talent relevance (excluding seminaries, cosmetology, culinary arts, and traditional Chinese medicine).

Source: U.S. National Center for Education Statistics.



STEM occupations concentration 2022, 50 largest metros

	Total employment	Non-STEM occupations	STEM occupations	STEM % of total	Rank
San Jose MSA	1,122,980	871,860	251,120	22.4%	1
Seattle MSA	2,037,380	1,765,990	271,390	13.3	2
San Francisco MSA	2,392,780	2,092,050	300,730	12.6	3
Washington MSA	3,027,490	2,656,530	370,960	12.3	4
Austin MSA	1,176,860	1,041,450	135,410	11.5	5
Raleigh MSA	672,270	600,270	72,000	10.7	6
Boston NECTA	2,703,860	2,414,580	289,280	10.7	7
Denver MSA	1,551,070	1,396,360	154,710	10.0	8
San Diego MSA	1,489,510	1,350,740	138,770	9.3	9
Portland MSA	1,180,890	1,072,340	108,550	9.2	10
United States	—	—	—	6.6	—

STEM: Science, technology, engineering & mathematics

Source: U.S. Bureau of Labor Statistics, Occupational Employment Statistics.



Patent activity

- Nearly 4,400 patents were awarded to Austin inventors in 2022.
- Austin garners 30% of patents awarded to Texas inventors.
- According to a U.S. PTO geographic analysis patent activity from 2005 to 2015, Austin outpaces much larger metropolitan areas.
- Not only does Austin rank in the top 10 U.S. metros for patent activity on a per capita basis, it also ranks 11th for the total patents awarded over this period.



Venture capital

- Austin ranked 9th for venture capital investment in 2022
- Austin is home to 47% of the Texas companies receiving VC dollars over the last decade
- Austin received 54% of the VC investment in Texas companies over the last decade
- Almost one-third of all VC firms in Texas are in Austin



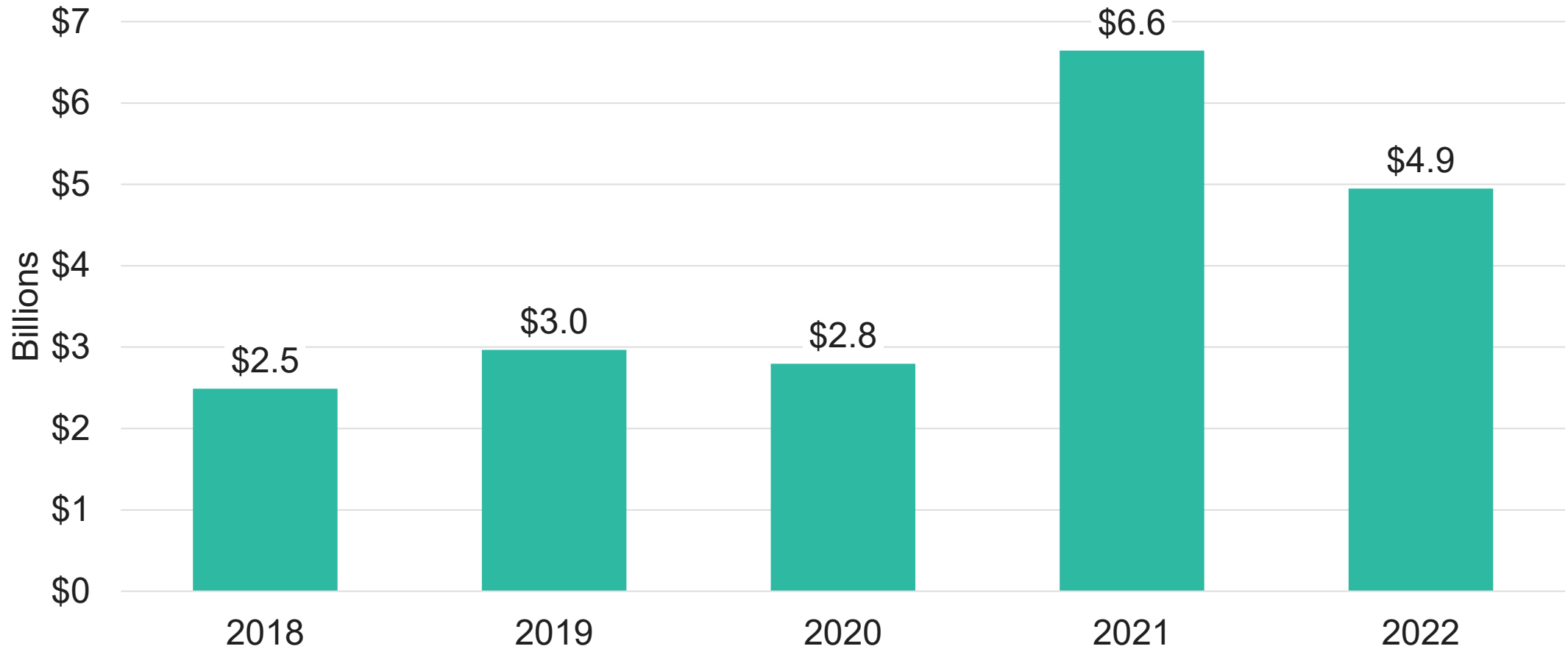
Top metros for VC investment 2022

Metro	Deals	Funding per deal (mil.)	Total investment (mil.)	Rank
San Jose-San Francisco	3,263	\$23.1	\$75,425	1
New York	2,323	13.5	31,413	2
Los Angeles	1,311	17.8	23,302	3
Boston	1,016	21.0	21,381	4
Chicago	384	26.6	10,197	5
Seattle	479	16.4	7,850	6
Philadelphia	554	10.2	5,644	7
Miami	423	12.9	5,451	8
Austin	416	11.9	4,948	9
Washington-Baltimore	443	11.0	4,853	10

Source: Pitchbook.



Venture capital investment in Austin area companies



Source: Pitchbook.



What areas offer the greatest opportunities for prosperity & innovation?

The Milken Institute's **Best-Performing Cities Index** measures each metro area's economic performance using outcomes-based metrics such as job creation, wage gains, and technological developments.

Growth through tech is the reigning theme across America. Tech hubs such as Austin, have leveraged their educated workforces and competitive business climates to generate economic growth and access to opportunities.

A remarkably consistent high performer, the Austin metro has now claimed a spot in the Top 3 for 8 of the last 10 Best-Performing Cities indexes.

Austin's strength in a diverse set of industries has helped the region generate growth at different points of the business cycle.

1. Provo, UT
2. Austin, TX
3. Raleigh, NC
4. Nashville, TN
5. Boise City, ID
6. Dallas, TX
7. Wilmington, NC
8. Phoenix, AZ
9. Fayetteville, AR
10. Palm Bay, FL

Source: Milken Institute, *Best-Performing Cities 2023*, March 16, 2023.



Austin leads CompTIA's Tech Town Index

For the 3rd consecutive year, Austin leads the **Tech Town Index**, a ranking of metropolitan areas across the country where local technology communities are flourishing, and current and aspiring tech workers and businesses can find opportunities that intersect with affordability and quality of life.

Austin leads all markets in projected tech employment growth over the next year (+3.75%) and 5 years (+13.9%).

The median salary for a tech worker (\$90,459) stretches even farther when adjusted for Austin's more affordable cost of living – the 4th most favorable among the 20 markets included in the index.

Experts cite ideal conditions for business creation like access to capital, skilled workers and affordable office space as key factors appealing to startups and enterprise companies alike.

IT pros who live and work in Austin say that it's the attention to work-life balance, access to educational opportunities and the city's distinctive culture that keep them working in Austin.

1. Austin, TX

2. San Jose, CA

3. Dallas, TX

4. Atlanta, GA

5. Huntsville, AL

6. Charlotte, NC

7. Raleigh, NC

8. San Francisco, CA

9. Seattle, WA

10. Washington, DC

Source: CompTIA, *Tech Town Index 2021*, March 11, 2022.



Austin Region in the news

- **Austin is the No. 2 Best-Performing City** in annual assessment of economic growth and access to opportunities in U.S. metro areas. (Milken Institute, 3/15/23)
- **Austin is one of the Top 10 U.S. metros for VC investment in 2022.** (PitchBook, 1/11/23)
- **Austin is the No. 6 large metro in annual Best Business Climate ranking.** (*Business Facilities*, 7/21/22)
- **Austin is one of the Top 25 Global Startup Ecosystems** according to annual ranking of 300 innovation ecosystems around the world. (Startup Genome, 6/14/22)
- **Austin is projected to be the fastest growing metropolitan economy through 2027 among the top 50 metros—annual growth from 2021 to 2027 is estimated to average 4.2%.** (U.S. Conference of Mayors/IHS Markit, 6/3/22)
- **Austin's workforce is the 5th most concentrated in STEM occupations among large U.S. metros.** (U.S. Bureau of Labor Statistics, 3/31/22)
- **Austin is the No. 1 metro offering technology professionals and tech businesses the most appealing combination of opportunity and livability.** (CompTIA, 3/11/22)
- **Austin ranks in the top 20 in JLL's "Innovation Geographies" assessment of the innovation and talent attributes of 100 major cities around the world.** (JLL, 1/1/2022)
- **Austin is ranks 12th for R&D performed by businesses & 8th for business R&D as a percent of GDP.** (U.S. National Science Foundation, 6/16/21)
- **Austin is the Best U.S. City for Starting a Business.** (*Inc.*, Winter/20)





Texas in the news

- **Texas is the Best State for Business for the 19th consecutive year.** (*Chief Executive*, 4/25/23)
- **Texas is No. 3 on 2022 Business Climate Rankings.** (*Site Selection*, 11/22)
- **Texas has the nation's Best Corporate Tax Environment.** (*Area Development*, 9/8/22)
- **Texas has the nation's 4th Best Business Climate.** (*Business Facilities*, 8/4/22)
- **Texas is No. 5 on America's Top States for Business ranking.** (CNBC, 7/13/22)
- **Texas ranks No. 1 in annual business climate survey of corporate site selection executives.** (*Site Selection*, 11/21)
- **Texas tops Global Groundwork Index ranking of U.S. states for infrastructure investment.** (*Site Selection*, 9/21)
- **Texas is No. 2 in annual Top States for Doing Business ranking based on annual survey of site selection consultants.** (*Area Development*, Q3/21)
- **Texas is No. 2 on *Forbes*' Best States for Business & Careers ranking.** (*Forbes*, 12/19/19)
- **Texas has the most entrepreneur-friendly policy environment and the best state tax system.** (Small Business & Entrepreneurship Council, 5/6/19)
- **Texas is the Top-Ranked State for Firm Relocations.** (Federal Reserve Bank of Dallas, 12/21/18)



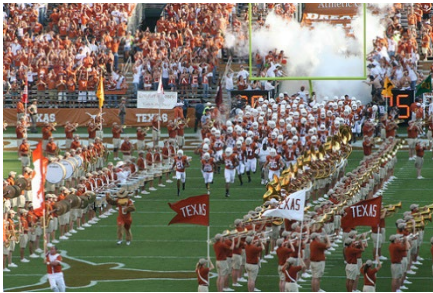
Austin, Texas Region Quality of life



A premier quality of life

Unparalleled outdoor recreation, culture, music, sports, golf, shopping

- 300 days of sunshine
- Miles of cycling and running trails, rock climbing, river rafting, and kayaking
- Best golf courses in Texas
- Sports & recreation
- Music, festivals, film





Geography

- Gorgeous natural setting on the Colorado River
- Elevations from 400 to 1,000 feet above sea level
- Rolling hills topography to the west and flatter to the east
- Low incidence of natural disasters





Sports

Circuit of the Americas



Rangers AAA



Spurs G-League



Austin FC



Texas Longhorns



Texas Stars



Music/film

Film



Music



Austin Film Festival



Live music



SXSW



Austin City Limits Festival



Austin City Limits



Culture/entertainment

Resident symphony



Resident opera



Resident ballet



Blanton Museum of Art



LBJ Presidential Library



Bob Bullock Museum



Recreation

**Barton Creek
Crenshaw Cliffside**



**Lady Bird Johnson
Wildflower Center**



Running



**River Place
Tom Kite/Roy Bechtol**



Cycling



Disc golf



Recreation

Sailing



Barton Springs



Zip line



River tubing



Kayaking

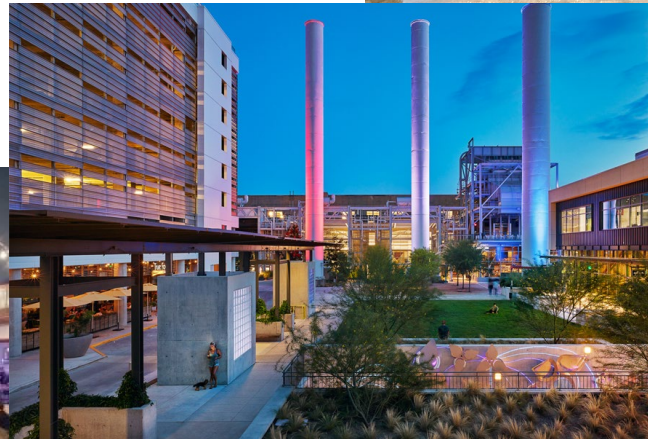


Kite Fest



Shopping & entertainment

- The Domain
 - 1.8+ million SF of luxury shopping, eateries, bars & condos
- Downtown Austin
 - Warehouse District/Seaholm
 - Rainey Street District
- San Marcos Outlets
 - 1.5+ million SF of shopping





**OPPORTUNITY
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Contact:

Roland Peña

SVP, Global Technology & Innovation

512.638.1613 cell

512.322.5684 office

rpena@austinchamber.com