



# WHY THE AUSTIN, TEXAS REGION?







An aerial photograph of a large outdoor festival in Austin, Texas. The foreground is filled with a dense crowd of people sitting on blankets on a grassy field. In the middle ground, there are several white tents and a stage area. The background shows a city skyline with various buildings under a sunset sky with orange and yellow clouds.

## Why the Austin region?

The Austin region, known as the “Human Capital,” has developed a diverse, creative, and innovative ecosystem that has many different layers. We are home to entrepreneurs, startups, growing companies, and tech giants. It is impossible to convey everything that makes our region special and contributes to our unique way of life. Our economy is thriving, and we welcome you to join us.







# About Austin

- Capital of the State of Texas
- 11th largest U.S. city
- 2.2 million metro area population
- 80% of the population lives within the Texas triangle of Dallas, Houston & San Antonio— and Austin is in the center!
- Central time zone
- Austin Bergstrom International Airport— runner-up for Best U.S. Airport in Fodor's 2019 Travel Awards
- Affordable cost of living—below national average and significantly lower than many major markets
- State & local tax burden 18% lower than national average
- No personal state income tax





Courtesy of Visit Austin



Courtesy of Visit Austin



# Quality of Life

## **You can be who you are in Austin:**

It's why so many smart, creative and successful people and companies call Austin home.

We offer an unmatched quality of life—whether you wear shorts and a t-shirt or a suit and tie.

***Best Place to Live in the U.S. for the 3rd year in a row***

*(U.S. News & World Report)*

***8th Safest Large City in America***

*(SafeWise)*

***2nd Best City for Young Professionals***

*(SmartAsset)*

***5th highest concentration of college-educated adults***

*(CityLab)*









# Quality of Life

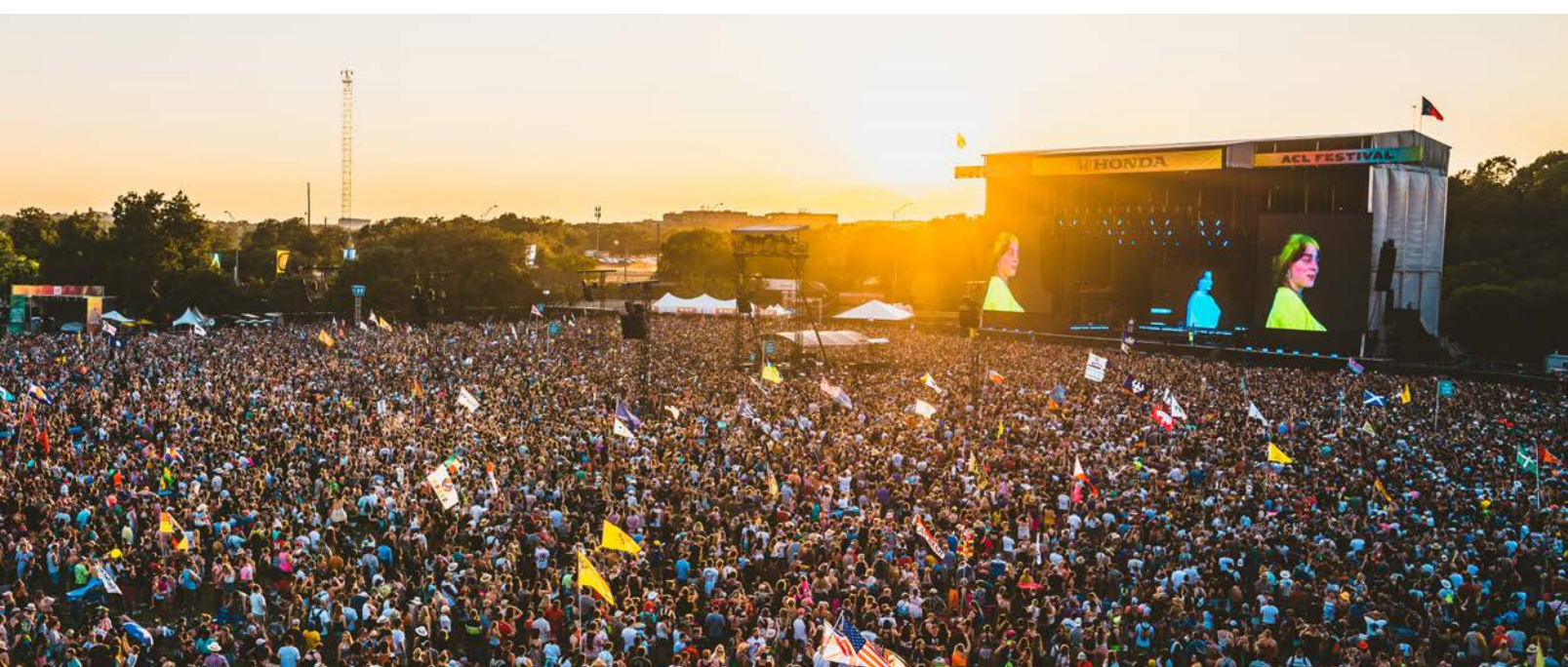
As a gateway to Texas' famed Hill Country, our gorgeous natural setting offers abundant sunshine and plenty of opportunities to get outdoors for fitness, recreation and relaxation. The Austin region is home to miles of cycling and running trails, rock climbing, river rafting and kayaking, and top ranked golf courses.

- **Zilker Park**
- **Barton Springs**
- **Guadalupe River**
- **Balcones Canyonlands**
- **Lady Bird Lake**
- **Lake Travis**
- **Inner Space Cavern**
- **Lost Pines**





Photo courtesy of Austin FC







# Quality of Life

Major league soccer is the latest addition to Austin's complement of professional sports teams, Big 12 Conference sports, and Formula 1.

- **Austin Spurs**  
NBA D-League Basketball Team
- **Round Rock Express**  
AAA Baseball Team
- **Texas Stars**  
AHL Ice Hockey Team
- **Texas Longhorns**  
Big 12 Conference College Sports
- **Austin FC (2021)**  
Major League Soccer
- **Austin Bold**  
United Soccer League
- **Austin Herd**  
Major League Rugby

Austin is the Live Music Capital of the world, and we have equally exciting happenings in the creative and performing arts.

- **Austin City Limits**
- **SXSW**
- **Resident symphony, opera, & ballet**
- **LBJ Presidential Library**







# A Deep Talent Pool

The Austin region's population is educated, diverse, and growing.

**6th** best educated major metro

**47%** of population has at least a bachelor's degree (**33% nationally**)

**5th** youngest among major metros

**35** median age (**38 nationally**)

**33%** of population is between 25 and 44 (**26% nationally**)

**25** colleges & universities enroll **174,000 students**

**11%** of all jobs are in STEM occupations

**6th most concentrated** among large U.S. metros

**#1** fastest growing major metro



An aerial night view of a city skyline, likely Pittsburgh, with a river in the foreground. The city lights are reflected in the water. The word "INDUSTRY" is overlaid in large, white, bold, sans-serif capital letters across the center of the image. The sky is a deep blue with some light clouds. The river is dark blue, and the city lights are a mix of yellow, white, and blue. The word "INDUSTRY" is the central focus, positioned over the river and the city skyline.

**INDUSTRY**











# Financial & Professional Services

**135,200**

jobs in management, business  
and financial operations occupations

**270,500**

jobs in the financial activities and business  
and professional services industries

**One of the Top Fintech Locations of the Future, taking First Place for  
Innovation & Attractiveness (fDi Intelligence)**

*"Austin will play an important part in PIMCO's continued growth and  
we are excited to become part of this vibrant, innovative community."*

**Emmanuel Roman – CEO & Managing Director, PIMCO**



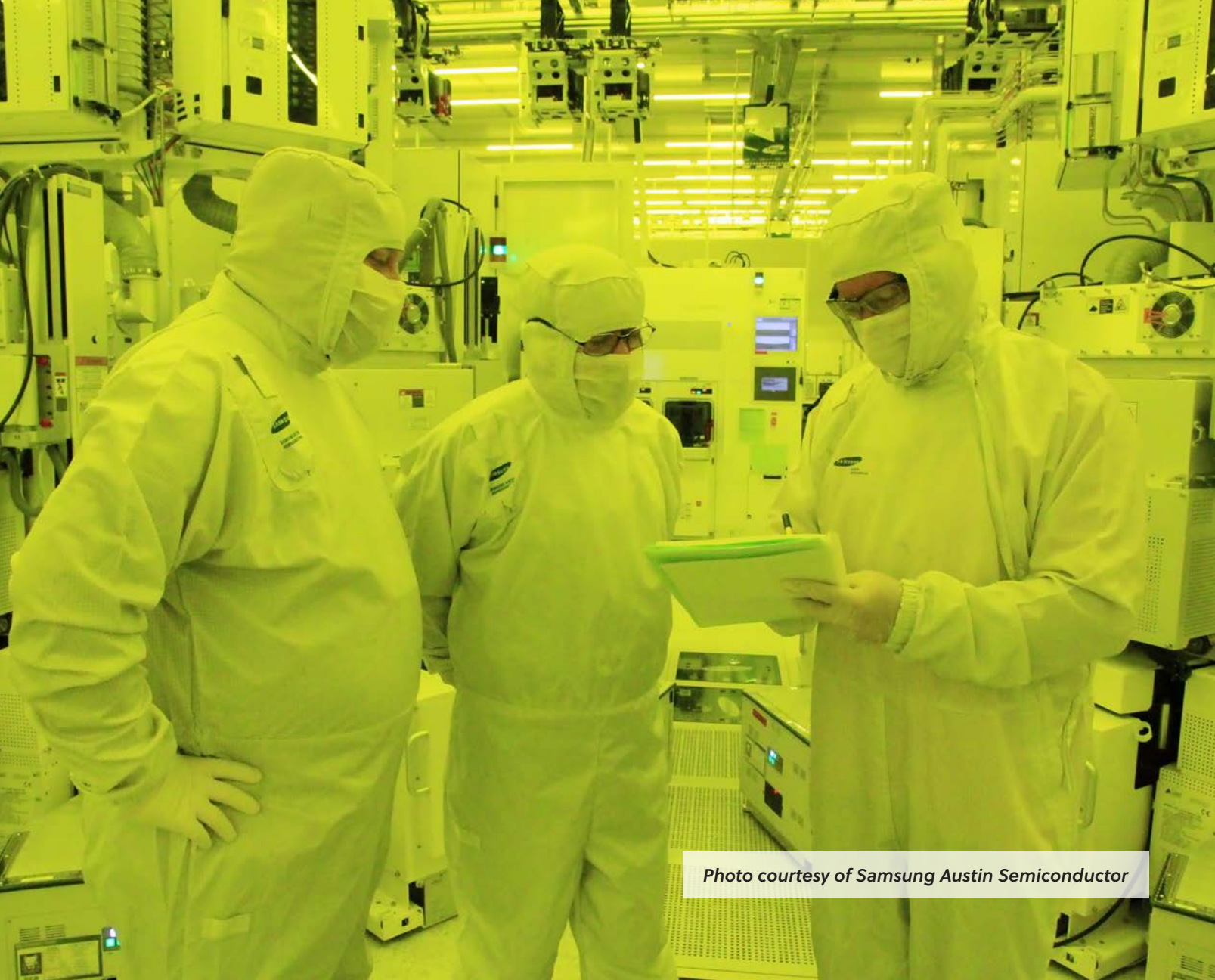


Photo courtesy of Samsung Austin Semiconductor



# General & Advanced Manufacturing

**64,000**

manufacturing jobs—62% of them high tech

**100**

additional manufacturers and **60% job growth**  
in the food & beverage sector over the last 5 years

**\$153 million**

in VC funding invested in **28 Austin CPG**  
(consumer product goods) companies in 2019

**12%**

of GDP derived from manufacturing

**One of the top 20 U.S. metros for R&D performed by businesses**

(National Science Foundation)

*"At Samsung Austin Semiconductor, the key to our success is our people, whose talent, creativity and dedication demonstrate why our 'Made in Austin' products are some of the best in the world. We focus on attracting the best talent and offer a corporate culture in which every person can excel."*

**Samsung Austin Semiconductor**





*The University of Texas at Austin Dell Medical School Mulva Clinic  
for the Neurosciences | Courtesy of Dell Medical School*



# Life Sciences & HealthTech

**260+** companies

**16,300+** employees

- Diverse workforce in pharma/biotech, medical device, and biomed/healthcare IT
- University of Texas at Austin Dell Medical School

**No. 3 on ranking of Markets Emerging as the Life Sciences Industry's  
Next Hot Spots (National Science Foundation)**

*"Luminex makes a positive impact on our world by addressing global health concerns like COVID-19. What better place for an innovative life sciences company to set up our corporate headquarters than Austin, Texas. There is an incredible supply of creative individuals with exceptional talent living in this area. Austin's quality of life and desirability continuously sets it apart from other cities and makes it a great place for our employees to live and raise their families. We are honored to call it home."*

**Nancy M. Fairchild - Senior Vice President, Human Resources, Luminex Corporation**





**ORACLE**

*Photo courtesy of STG Design*



# Software & IT

**87,800**

jobs in computer and engineering occupations

**76,000**

jobs in software/IT-related industries

**Top 20 Global Tech Talent Hotspots (JLL)**

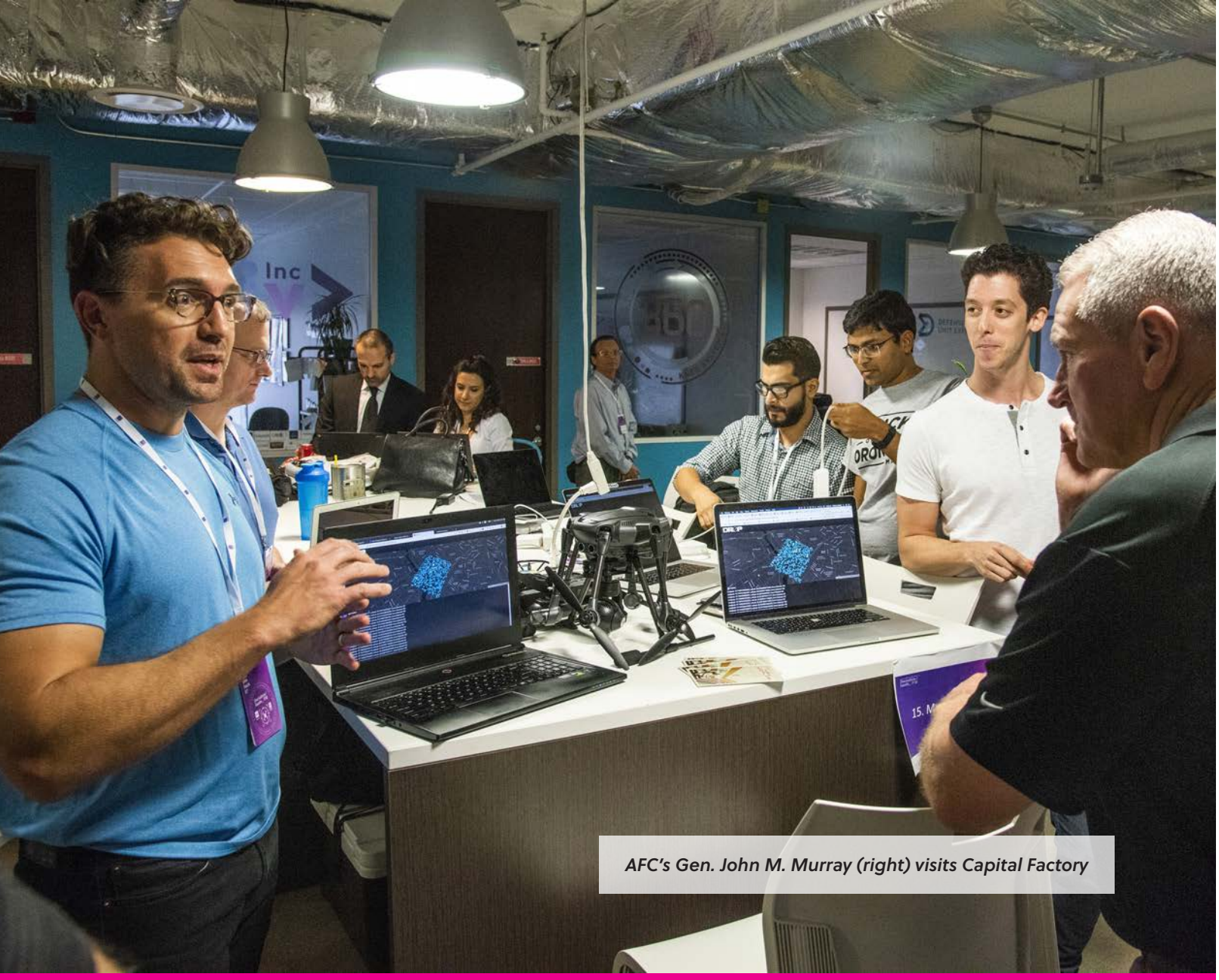
**No. 1 City where Tech Professionals Want to Put Down Roots (CompTIA)**

**Best Tech Startup City in the U.S. (Yardi)**

*"When Oracle made the decision to come to Austin, we sought a central, vibrant community that offered access to a strong talent pipeline and a supportive business community, and the region has certainly delivered."*

**Randy Smith – VP of Global Real Estate & Facilities, Oracle**





*AFC's Gen. John M. Murray (right) visits Capital Factory*



# Defense/CyberSecurity/SpaceTech

Home of the **U.S. Army Futures Command** (AFC) headquarters

Other **defense innovation centers** include AFWERX, DIU, Army Applications Lab, Center for Defense Innovation, University of Texas J.J. Pickle Research Campus, STAR Park at Texas State University

**University of Texas at Austin:**

- #5** for DoD-financed R&D spending
- #6** for computer science R&D spending
- #8** for engineering R&D spending

**#4 on Top Cybercities** ranking based on tech's 23.5% share of metro economy (CompTIA)

*"We needed to immerse ourselves in an environment where innovation occurs, at speeds far faster than our current process allows. We searched for a location that had the right combination of top-tier academic talent, cutting edge industry and an innovative private sector."*

**U.S. Secretary of Defense Mark T. Esper on Army Futures Command locating in Austin**







**200+**

CleanTech companies

**20,000**

CleanTech employees

Home to Pecan Street, an R&D and commercialization lab with the world's largest real-world testbed for research and product testing in the energy, water and transportation sectors.

**Top 10 metro for Sustainable Development** (Site Selection)

**Top 10 market for CleanTech Venture Capital** (Brookings Institution)

*"Austin has a rich history and is packed with creative energy, making it the perfect fit as we merge the 130-year heritage of Resideo's Honeywell Home brand with next-generation technology to simplify the smart home experience."*

**Mike Nefkens – President & CEO, Resideo**





# An Innovative, Collaborative & Entrepreneurial Culture

Home to SXSW Conference & Festivals—**417,400 creatives** from **105 countries** attended in 2019

**7,200** high-tech companies

Tier 1 research university with **\$680 million** in annual research funding

**#3** for patents per capita among major U.S. metros

**151** venture capital deals with **\$1.7 billion** in funding in 2019—Austin ranked 7th among U.S. metros for the value of funding

**100** incubators, accelerators, maker & co-working spaces

Tech/innovation centers include Home Depot, Walmart, IBM, Comcast, GE Aviation, Dell Med, HEB, and GM

**One of the top 10 Global Technology Innovation Hubs (KPMG)**

**One of the Top 10 'New World Cities' (JLL)**





# Major Employers

**3M**

accenture

amazon

**AMD**



APPLIED  
MATERIALS

BAE SYSTEMS

**BLIZZARD**  
ENTERTAINMENT

charles  
SCHWAB

CIRRUS LOGIC

DELL Technologies

Dimensional

ebay

EMERSON

facebook

flex

Google



Hewlett Packard  
Enterprise

kw  
KELLERWILLIAMS



icumedical  
human connections

indeed

PPD

PROGRESSIVE

SAMSUNG  
AUSTIN SEMICONDUCTOR



ORACLE



State Farm

VISA







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