



## FOR EMERGING TECHNOLOGY

As part of its overall mission, the City of Austin is committed to pursuing economic development policies that enhance local prosperity. Emerging technology is an important piece of that equation that builds on Austin's comparative advantages. The City is in a position to more directly influence the future of the local economy in part through its economic development policies, including those focused on emerging technology. Examples of emerging technology sectors include, but are not limited to:

- Digital Media
- Wireless
- Clean Energy
- Biotechnology and Life Sciences
- Nanotechnology
- Early-stage commercialization in other technology sectors

This list is dynamic, and will evolve over time.

The City of Austin's role is to serve as a mediator and collaborator, bringing together all of the groups devoted to improving the economy for emerging technologies. The work includes leveraging those assets through passing along information to the general public and among organizations, and assisting those organizations where appropriate to achieve their goals.

Mature firms are supported largely through the City's existing policy framework. However, the City recognizes that firms at the early stages of commercializing emerging technology often require additional support, separate from that offered through existing policies.

[www.AustinISIT.org](http://www.AustinISIT.org)

## BUSINESS DEVELOPMENT

The City serves as a clearinghouse for resources available to emerging technology firms, directing them to appropriate resources as needed.

The Small Business Development Program provides business support and educational programs to small emerging technology firms. Examples of such training and workshops include business start-up orientation, best practices sessions, targeted sessions on loan programs, BizEd services such as accessing capital, business taxation and business law, and the Space Alliance Technology Outreach Program to provide technical assistance from NASA scientists to small firms free of charge.

New alliances may be formed with those private organizations or firms which have a proven track record of success assisting emerging technology firms, or those which are reasonably expected to have significant success assisting such firms.

## WORKFORCE DEVELOPMENT

The City collaborates with regional higher education institutions to foster the creation of degree and certificate programs necessary to support emerging technology industries, as well as strategies to support an adequate pipeline of future workers.

The City pursues strategies to support its technology workforce, including affordable workforce housing, live/work space and promoting cultural and urban amenities to attract and retain a high quality workforce.

## PERFORMANCE EVALUATION PROCESS

- Regularly evaluate the success of and additional need for educational workshops and training programs. Update offerings to meet current needs of emerging technology firms.
- Periodically reevaluate investments in private firms and organizations to determine the returns on those investments, and to determine future levels of investment.
- Review workforce development strategies periodically to assess the City's level of competitiveness in attracting and retaining a highly qualified and educated technology workforce.
- Assess the City's level of competitiveness with other regions promoting technology industries to determine if the City needs to refine and refocus program offerings.

## FINANCIAL RESOURCES DEVELOPMENT

The City utilizes its incentive policy to support those emerging technology firms that bring added value to the local economy sufficient to warrant financial incentives.

The City collaborates with private firms and organizations to attract financial investment from the state and federal governments, not-for-profits, and private sources, such as venture funding, angel investments, and grants.

## MARKET DEVELOPMENT

The City of Austin collaborates with private firms and organizations to produce and implement market development strategies to support the emerging technology sectors. Potential strategies include, but are not limited to:

- Marketing and promotion of Austin as a center for technology development.
- Promotion of and participation in regional conferences dedicated to technology industry development and commercialization.
- Support for and collaboration with research and technology incubators and other facilities to promote the state of technology advancement and support individual business success.

# MISSION, GOALS & WORK PLAN by SECTOR

## Common Goals

- Attract new firms and support existing firms.
- Create jobs in the industry.
- Increase awareness of the City's Emerging Technology program among industry firms.
- Increase awareness of industry strength among citizens and around the country.
- Build relationships among collaborating organizations and educational institutions to promote emerging technologies development.
- Create a central clearinghouse of information and resources for emerging technology firms through the [www.AustinIsIt.org](http://www.AustinIsIt.org) website.

## Collaborating Organizations

- University of Texas at Austin
- Austin Community College
- Skillpoint Alliance
- Greater Austin Chamber of Commerce
- AusTech Alliance
- Austin Technology Council
- Austin Technology Incubator (ATI)
- Austin Convention and Visitors Bureau
- Neighborhood Housing & Community Development
- Austin Energy
- Watershed Protection & Development Review
- Neighborhood Planning & Zoning
- Austin Water Utility
- Texas Department of Economic Development & Tourism

## Wireless Communications

**Mission:** To support Austin's emergence as a globally recognized player in the wireless industry.

### Goals:

- Assist Greater Austin Chamber of Commerce (GACC), the ATI Wireless Incubator, and other industry partners to increase Wireless industry jobs in Austin.
- Collaborate with industry partners to retain and attract mid- and large-sized companies to relocate or establish offices in Austin.
- Assist industry partners to attract experienced executives and entrepreneurs in the wireless industry to relocate to Austin and launch or join companies here.
- In collaboration with industry partners, increase the availability of local venture capital and other sources of funding, as well as attract external capital (venture capital and other) to invest in Austin companies.

### Work Plan:

- Participate in and market at the annual Wireless Summit (set for Oct. 18-19, 2007). Work towards establishment of a "wireless test-bed" program that allows early to mid-stage companies to leverage City resources to test new wireless technologies and services.
- Attend Greater Austin Chamber of Commerce wireless conferences and events.
- Fund/collaborate with ATI Wireless.
- Participate in wireless technology industry recruitment mission with GACC (set for Oct. 2007).
- Collaborate with the GACC and ATI to create a successful venture capital showcase in California (tentatively set for April 2008).
- Identify Wireless firms in Austin preparing to commercialize their product and assist companies to expand.

# Biotechnology/Life Sciences

**Mission:** To support Austin's emergence as a leader in the biotechnology industry.

## Goals:

- Assist GACC, the ATI Bioscience Incubator, and other industry partners to increase biotechnology industry jobs in Austin in collaboration with industry partners, increase the funding that is available in Austin for biotechnology industry companies.
- Assist industry partners to attract experienced biotechnology industry company executives and entrepreneurs to locate in Austin.
- Establish programs that support biotechnology industry companies in Austin, including adding the biotechnology industry as a targeted industry to the economic development incentives formula.
- Assist industry partners and educational organizations increase the workforce readiness skills of Austin's citizens to meet the needs of the local biotechnology industry.
- Support the establishment and success of the ATI Bioscience Incubator in Austin.
- Advocate for the development of and assist in the creation of a biotechnology research park(s) in Austin.
- Assist industry partners and educational institutions to establish a medical school in Austin.
- Support the creation of new lab and clean room space in Austin.

## Work Plan:

- Collaborate with:
  - › GACC on biotechnology industry job creation programs, including participating on the GACC Bio Council and participating with them on prospecting missions;
  - › ATI and IC<sup>2</sup> on biotechnology industry job creation programs, including working to create a program that develops successful early stage biotechnology industry companies in Austin as well as creating a program that will develop successful mid and large size companies from these early stage companies and developing the details of the agreement between the City and ATI Bioscience;
  - › ATI and IC<sup>2</sup> and the Central Texas Angel Network to increase early stage funding available for Austin biotechnology industry companies, including consideration of an event similar to the Venture Capital event that the ATI Clean Energy Incubator organizes;
  - › The University of Texas in Austin and other local educational and workforce development organizations to make sure that the courses and degree programs that are available are of the best possible value to the Austin biotechnology industry;
  - › GACC, ATI, UT and the local biotechnology industry to create research parks that will have the kinds of space (such as wet lab space) that will be of greatest value to the Austin biotechnology industry, and investigate the creation of a loan program to finance such space in collaboration with local banks;
  - › GACC, ATI, UT and the local biotechnology industry to create centers of biotechnology research excellence in Austin (including the establishment of a medical school); and
  - › GACC and ATI to create a successful venture capital showcase in California (tentatively set for April 2008).
- Participate in and market at conferences such as Bio Texas Summit (Sept. 24-25, 2007), Nanotechnology Summit (Aug. 2007) and any other conferences that will enhance our biotechnology efforts (such as conferences and events that the Austin Technology Council might organize).
- Identify biotechnology firms preparing to commercialize their product and assist companies to expand.

# Digital Media

**Mission:** To become a national leader in the digital media industry, remaining in the top tier of cities nationwide, and moving toward increasing our ranking among cities nationwide.

## Goals:

- Assist GACC, ATI and other industry partners to increase digital media industry jobs in Austin. Collaborate with industry partners to increase the funding that is available in Austin for digital media companies.
- Assist industry partners to attract experienced digital media company executives and entrepreneurs to locate in Austin.
- Establish programs that support digital media companies in Austin.
- In collaboration with industry partners, increase the workforce readiness skills of Austin's citizens to meet the needs of the local digital media industry.

## Work Plan:

- Collaborate with:
  - › GACC and ATI to create a successful venture capital showcase in California (tentatively set for April 2008);
  - › GACC on digital media industry job creation programs, including participating with them on digital media industry recruitment mission in 2008;
  - › ATI and IC<sup>2</sup> on digital media job creation programs, including working to create a program that develops successful early stage digital media companies in Austin as well as creating a program that will develop successful mid and large size companies from these early stage companies;
  - › ATI and IC<sup>2</sup> and the Central Texas Angel Network to increase early stage funding available for Austin digital media companies, including consideration of an event similar to the venture capital event that the ATI Clean Energy Incubator organizes;
  - › The University of Texas in Austin to create a digital media degree program that will make UT Austin a national leader in this field;
  - › Other educational and workforce training institutions in Austin as well as with the Digital Media Council to increase the skills of the Austin workforce to meet the needs of the local digital media industry;
  - › The State of Texas, the federal government, and foreign governments to find ways create new digital media industry jobs in Austin; and
  - › GACC to recruit a video game publisher to Austin.
- Participate in and market at the Austin Game Developers Conference (Sept. 2007), SXSW (March 2008) and other industry-related conferences and events
- Identify digital media firms in Austin preparing to commercialize their product and assist companies to expand.

# Clean Energy

**Mission:** To become the national leader in the clean energy industry.

## Goals:

- Assist GACC, the ATI Clean Energy Incubator and other industry partners to increase clean energy industry jobs in Austin.
- In collaboration with industry partners, increase the funding that is available in Austin for clean energy industry companies.
- Assist industry partners to attract experienced clean energy industry company executives and entrepreneurs to locate in Austin.
- Establish programs that support clean energy industry companies in Austin, including adding the clean energy industry as a targeted industry to the economic development incentives matrix.
- Assist industry partners and educational organizations to increase the workforce readiness skills of Austin's citizens to meet the needs of the local clean energy industry.
- Collaborate with clean energy incubators in Austin.
- Foster collaboration with Austin Energy and clean energy industry firms.

## Work Plan:

- Fund/collaborate with ATI Clean Energy Incubator.
- Collaborate with the GACC and ATI to create a successful venture capital showcase in California (tentatively set for April 2008).
- Support Austin Energy to identify programs and policies to strengthen clean energy industry. Attend conferences with Austin Chamber of Commerce to market Austin and promote clean energy industry.
- Participate in Green City Festival (Oct. 13, 2007).
- Participate in Clean Energy Funding Forum (tentatively set for Oct. 2008).
- Collaborate with the GACC on clean energy industry job creation efforts, including participating with them on planned clean energy industry recruitment mission in Feb. 2008 and serving on Clean Energy Council (next meeting, Nov. 7, 2007).
- Identify clean energy firms preparing to commercialize their product and assist companies to expand.