

WHY THE AUSTIN REGION?



In our dynamic, globally-connected community, the Austin region thrives on collaboration, and inclusive economic growth, offering a distinctive way of life and unparalleled opportunities for those seeking to live, work, and innovate here.



opportunityaustin.com

ABOUT AUSTIN



The Austin region is a vibrant, globally-connected region that drives inclusive economic prosperity through innovation, investment, and collaboration.

Our community offers a distinct way of life, nurtures a deep talent pool, fosters an innovation culture, and boasts an impressive economic profile. But you might be wondering, "Why Austin?" The answer lies in the unique blend of opportunities and experiences that make this region a one-of-a-kind place.



Metro Population 2.5 Million

Fastest-Growing Among the Top 50 Metros



10th Largest City

As per U.S. 2020 census



4th in Educational Attainment

Among Top 50 Metros in the US



2nd for Net Migration

Among top 50 Metros



Low Cost of Living

Below National Average and Much Lower than Many Major Markets



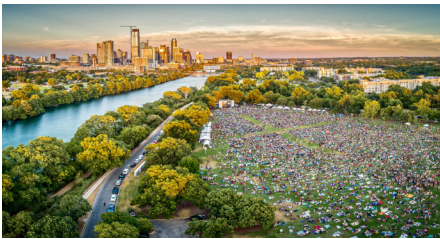
Low Tax Burden

State and Local Tax Burden 18% Lower Than National Average and No Personal State Income Tax

QUALITY OF LIFE

People from all corners of the world are drawn to the Austin Region. Why?

The Austin region isn't just a place to live, but a place to thrive.



Here, the quality of life is unparalleled and we continue to advocate to make it more attractive to people and businesses. More and more, families, professionals, and visionaries choose Austin as the place to call home.



Our leaders are committed to championing state and local policies that support economic growth, sustainability, and inclusivity. By fostering a business-friendly regulatory environment and promoting innovative solutions, we create an ecosystem where businesses can flourish, and residents can enjoy the benefits of a well-balanced life.



The Austin region invests in infrastructure, transportation, and public safety to create a superior quality of life. We advocate for business-friendly state and local policies, accelerate mobility projects, and support public safety efforts. This commitment makes our region an attractive place for people and businesses. Discover the balance of prosperity and well-being the Austin region offers.

DEEP TALENT POOL

Austin has become a hub for top talent. Why?

It's where innovative minds collide, share ideas, and thrive.

Companies in the Austin region have access to the talent they need. The region is home to a wealth of talent nurtured by a diverse ecosystem of universities, research institutions, and cutting-edge companies. Whether you're an established expert or a rising star, the Austin region offers the perfect environment to nurture your aspirations.



171,000 University Students
At 20+ Area Colleges & Universities

UT Austin Ranked #9
Among National Public Universities
(by U.S. News & World Report)

Texas State ranked in top 7%
Of Universities Worldwide (by CWUR)

ACC Named Best
Community College in Texas
(by intelligent.com)

29 Public School Districts
34 Charter Districts and Over
125 Private Schools

6th Youngest
Among Top 50 Metros

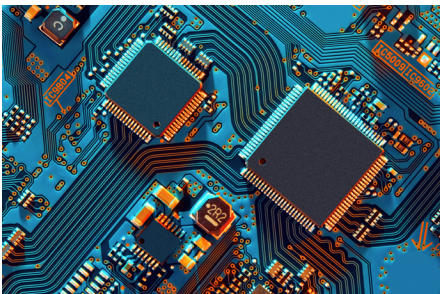
3rd Highest Labor Force
Participation Among Major Metros

Robust Manufacturing CTE
Programs at Area School Districts

INNOVATION CULTURE

More and more, Austin is synonymous with innovation. Why?

Innovation isn't just encouraged here, it's celebrated.



The Austin region is a top global destination for business and investment because our culture is built on open-mindedness and a spirit of exploration. We embrace diversity and encourage fresh perspectives, resulting in a place where entrepreneurs, startups, and tech giants come together to turn ideas into reality. More and more, Austin is the epicenter of progress in the 21st century.



6th Venture Capital

Market for Funding in the U.S.



7th in Startup Density

Among Top 50 Metros,
U.S. CENSUS BUREAU



3rd in Per Capita Patents

Among Top 50 Metros
U.S. PTO ANALYSIS



55% of Texas Companies

Receiving VC Dollars Over the Last Decade
are Located in Austin

ECONOMIC PROFILE

The Austin region is recognized as an economic powerhouse. Why?

This region is a magnet for investment, offering a business-friendly climate and a dynamic entrepreneurial spirit.

Our economy is diverse, resilient, and prosperous and our sustained economic growth is a testament to the thriving industries that call this region home, from tech and healthcare to manufacturing and the creative arts.

More and more, Austin is where opportunities multiply.

#1 Best-Performing City

In annual assessment of economic growth and access to opportunities in U.S. metro areas. Austin's success is due to the strength of its high-tech sector driving rapid job and wage growth.

MILKEN INSTITUTE

#1 Large Metro

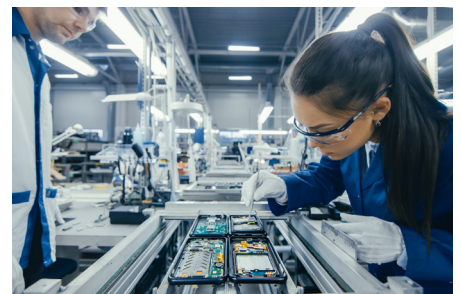
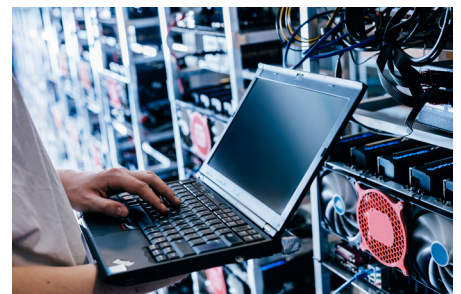
For new corporate facility investment projects in 2022 on a per capita basis and the #7 metro for the total number of projects.

SITE SELECTION

#1 Hub for Headquarters Relocations

According to analysis of nearly 500 HQ relocations over the past 5 years.

CBRE



STAY CONNECTED



For Businesses

More and more solutions for businesses and employees.

Opportunity Austin is able to provide confidential support for projects, including real estate research, and the facilitation of all aspects of the site selection process. We work to boost economic diversification to proactively strengthen the economy, deepen the talent pool through development and attraction, and to keep the Austin region attractive to entrepreneurs, business leaders, and site selectors.



For Start Ups & Funders

More and more creativity, innovation, and collaboration.

The Austin region is a magnet for innovation and entrepreneurship, attracting diverse industries and fostering growth of established companies and startups.



WHY THE AUSTIN REGION?

More and more, the entire Austin region is becoming a one-of-a-kind place that captures the essence of what it means to live, work, and innovate in the 21st century.

So, why Austin?

Because Austin is where “more and more” becomes your reality.

Opportunity Austin is the economic development organization aimed at fostering job-creating investment in the five-county Central Texas region. Top priorities include boosting economic diversification to proactively strengthen the economy, deepening the talent pool through development and attraction, and keeping the Austin Region attractive to entrepreneurs, business leaders, and site selectors through advocacy on issues such as a comprehensive regional transportation system and regional collaboration. Since 2004, Opportunity Austin has helped bring more than 600,000 total jobs to the Austin region.

