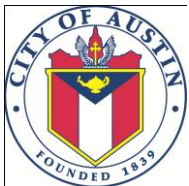


# Small Business in Austin

Community Action Network  
September 19, 2011



small business  
DEVELOPMENT PROGRAM  
CITY OF AUSTIN

# Small = Big

- Austin is national leader for small business growth
- Recent national leading designations include:
  - Brookings Institution – Top U.S. City for Performance During the Recovery
  - *Kiplinger's Personal Finance* - Top City for the Next Decade
  - *Portfolio.com* - Top City for Small Business
  - *Forbes* - America's Next Big "Boom Town"
  - *Fiscal Times* - Hottest Spot to Start a Small Business

# Small Business Stats

- Nearly 2 in 5 Austin Jobs is With a Small Business
- Sales Tax Revenue
- Energy Users
- What Makes Austin Unique

# Small Business Stats

- **Nearly 95%** of Austin firms have **fewer than 500 employees**
- **Over 90%** employ **fewer than 100**
- **Over 80%** employ **fewer than 20**
- In 2008, Austin area was home to **7,102 start ups**
  - Twice the national rate!

# City of Austin Encourages Small Business Growth

- Funds Small Business Development Program (SBDP)
- SBDP provides no-cost or low-cost services

# SBDP Can Help in Any Stage

- Idea Stage – No business yet,  
Researching
- Start up Stage – Organizing to open
- Existing Stage – Operating a business

# Small Business Development Program

**BizAid**

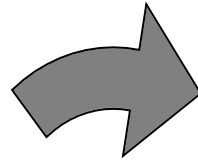
**BizOpen**

**Business Solutions Center**

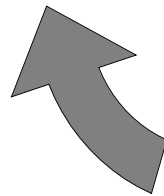
**Events**

**Information & Referral**

**ExploreLocalAustin.org**



**Idea Stage**



**Start Up Stage**



**Existing Stage**

# BizAid

- No-cost, weekly BizAid Business Orientation
- Low-cost classes thru University of Texas Professional Development Center
- No-cost Business Coaching
  - Business Plan Development
  - Marketing Plan Development
  - Accessing Capital
    - Financial Readiness Assessment
    - Credit Review and Credit Repair Strategies

# BizOpen

- Initial point of contact with small business owners seeking assistance with navigating the City's Development Process
- Orientation Course in the City's Development Process

# business solutions center

- 12 PC workstations
- Business, marketing, demographics, real estate and research web subscriptions
- Business plan software
- Business form templates
- Business resource library
- No cost to use
- Unlimited usage

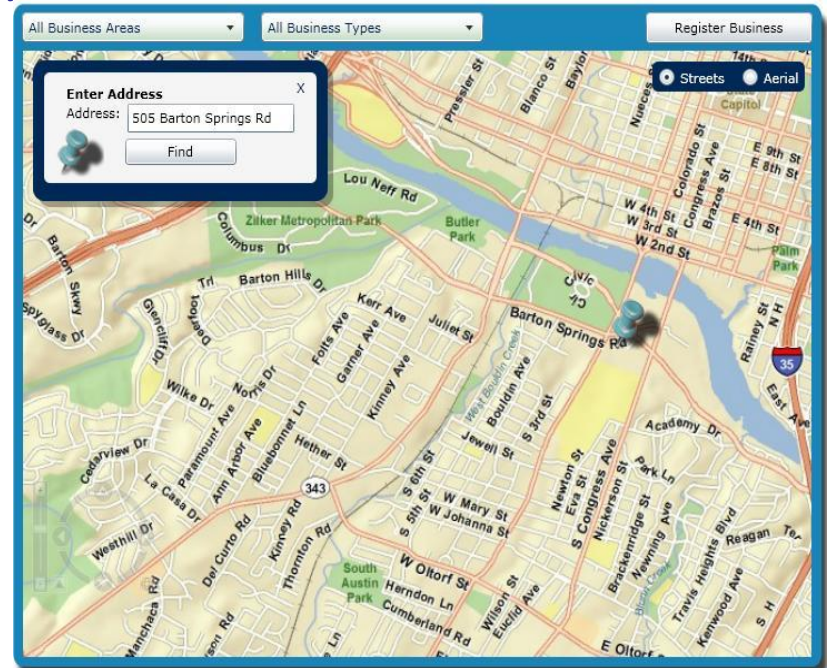


**Monday - Friday**  
**8:30 a.m. to 4:30 p.m.**  
**One Texas Center, 1<sup>st</sup> Floor**  
**505 Barton Springs Road**  
**Austin, Texas 78704**

# City of Austin's Mapping Project

- Resource for finding local Austin small businesses
- Online, interactive map allows potential customers to search for nearby businesses matching their needs
- Promotes the idea of shopping locally

[www.ExploreLocalAustin.com](http://www.ExploreLocalAustin.com)



# Information and Referral

- Gold Pages Directory
  - government & non-profits
- Silver Pages Directory
  - networking organizations
- Bronze Pages Directory
  - minority and female organizations
- Lawyer Referral Services

# Special Events

- Meet the Lender®
  - Informal avenue for entrepreneurs to meet lenders
- Gettingconnected®
  - Entrepreneurs can learn about Austin area resources
- Ups and Downs of a 2<sup>nd</sup> Location
  - Panel of successful local business owners share lessons learned as they grew

# **Small Business Development Program**

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

**(512) 974-7800**