



City of Austin Resources for Small Businesses

MiniTrends Conference
October 18, 2012
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Small Business is Big Business



- Over **90%** of Austin businesses employ fewer than 100 employees; over 80% employ few than 20
- **2 in 5** Austin workers are employed by a local small business
- In 2006 alone, small businesses with less than 20 employees added **5,211** jobs to the Austin economy
- Austin businesses with less than 20 employees generated an estimated **\$15.4 million** in sales tax revenue in 2011



Portal For Small Business

A resource for entrepreneurs starting a new business or enhancing an existing business

Technical Assistance

Special Events

Business Solutions Center

Information and Referral

LocallyAustin.org

Family Business Loan Program

3

Technical Assistance



- Business Development
- Accessing Capital
- Business Education

4

Development Assistance



- Provide resources and information to navigate the land development and permitting processes
- Bi-weekly orientation classes to describe the development process to entrepreneurs

5

Special Events

Getting Connected

Entrepreneurs and business owners meet and network with local organizations that assist small businesses



Meet the Lender

Entrepreneurs and business owners interact with lenders in an informal setting



6

Business Solutions Center

- Web-based research tools
 - Demographics
 - Sales Leads
 - Real Estate
 - Government Procurement
 - General Business
- Staff provides assistance and information
- Business resource library
- 8:30 – 4:30 Mon. – Fri.



7

Information and Referral Directories

- *Gold Pages*
Resource Guide for Small Businesses
- *Silver Pages*
Networking Guide for Small Businesses
- *Bronze Pages*
Resources for Women and Ethnic Minority Small Businesses
- *Blue Pages*
City Resources for Small Businesses
- *Green Pages*
City Resources for sustainability

8



LocallyAustin.org

Invest a minute. Gain a Customer!

Zero Cost , Quick Sign-Up, Small Business Map & Directory

9

family business loan program
CITY OF AUSTIN

10

Description

Public-private partnership to support small business expansion and create jobs.

Lending partners

1. [Bank Partner](#): Private Sector Loan Component
2. [Community Development Corporation](#): SBA Section 504 Loan Component
3. [City of Austin](#): HUD Section 108 Loan Component

11

Mission

- Enable existing local businesses to expand and create jobs
- Revitalize communities
- Increase the City's tax base
- Enhance the overall quality of life in Austin

12

Eligibility Criteria

- Small business located in Austin
- Strong credit-worthiness
- Demonstrated financial need
- In operation for at least two years
- U.S. citizens with no local, state, or federal taxes in arrears
- Commit to job creation

13

SBDP Awards

2012 American In House Design Award (Utility Insert, Women's Luncheon, Getting Connected)

2011 Austin Liveable City Vision Award – Economy

2011 International Economic Development Council (IEDC) Awards – IBIZ Districts in Neighborhood Development Category

2011 International Economic Development Council (IEDC) Awards – SBDP Program in Entrepreneurship Category

2011 American In House Design Award (Getting Connected, Elevate Austin, Business Community Outreach – ABJ ad campaign – BSC, online mapping & SBDP)

2010 Ash Center for Democratic Governance and Innovation, Harvard Institute, "Bright Ideas" (*Meet the Lender*)

2010 International Economic Development Council (IEDC) Awards – Honorable Mention in General Promotion Category for *Utility Bill Insert*

2010 Finalist for PR News Nonprofit Award – *Meet the Lender*

14

small business
DEVELOPMENT PROGRAM
CITY OF AUSTIN

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15