



ANGELOUECONOMICS

**BUDA, TX
TARGET INDUSTRY ANALYSIS**

February 2023

angelou**economics**

CONTENTS

3

Introduction

4

Market Assessment

10

Target Industries

18

Advanced Manufacturing

32

Knowledge Intensive Business
Services (KIBS)

45

Arts & Entertainment

58

Appendix

INTRODUCTION

Buda is a community in every sense of the word. Its residents, business leaders, and elected officials all convey that pride in community. Each member of the community is committed to Buda growing its economy and building upon its foundational community strength.

AngelouEconomics (AE) is proud to partner with Buda to update its target industry strategies. This effort will help Buda's leadership coordinate economic development growth. At the same time, these efforts serve as an opportunity to showcase the tremendous quality of community and quality of life that Buda maintains.

To begin the target industry analysis process, a series of roundtable focus groups were held in November 2022 to gain an on-the-ground perspective of how Buda has evolved over the last few years. Buda is vibrant, innovative, and full of people committed to its success.

This input clarifies Buda's vision alignment:

Buda Strategic Focus
VISION: To ensure future economic prosperity and continue to build upon exemplary quality of life for Buda's residents and businesses.
OBJECTIVES: Coordinate and prioritize economic developments and gain a better understanding of national site selectors' perceptions of Buda.

What is a Target Industry Analysis

A Target Industry Analysis (TIA) is an analytical method of identifying a community's best fit with primary industries, those industries that would most benefit from the community's assets and be willing to expand and/or relocate to the area and industries that bring value to the community in the form of investment, jobs, payroll and local purchasing.

A Target Industry Study provides a community with a list of potential industry clusters to "target" and allocate resources to enhance and diversify the economic base.

The study involves analysis of:

- Industry trends and growth in the region and in select geographic locations
- Support industries to existing basic targets
- Geo-economic assets of the community.

MARKET ASSESSMENT

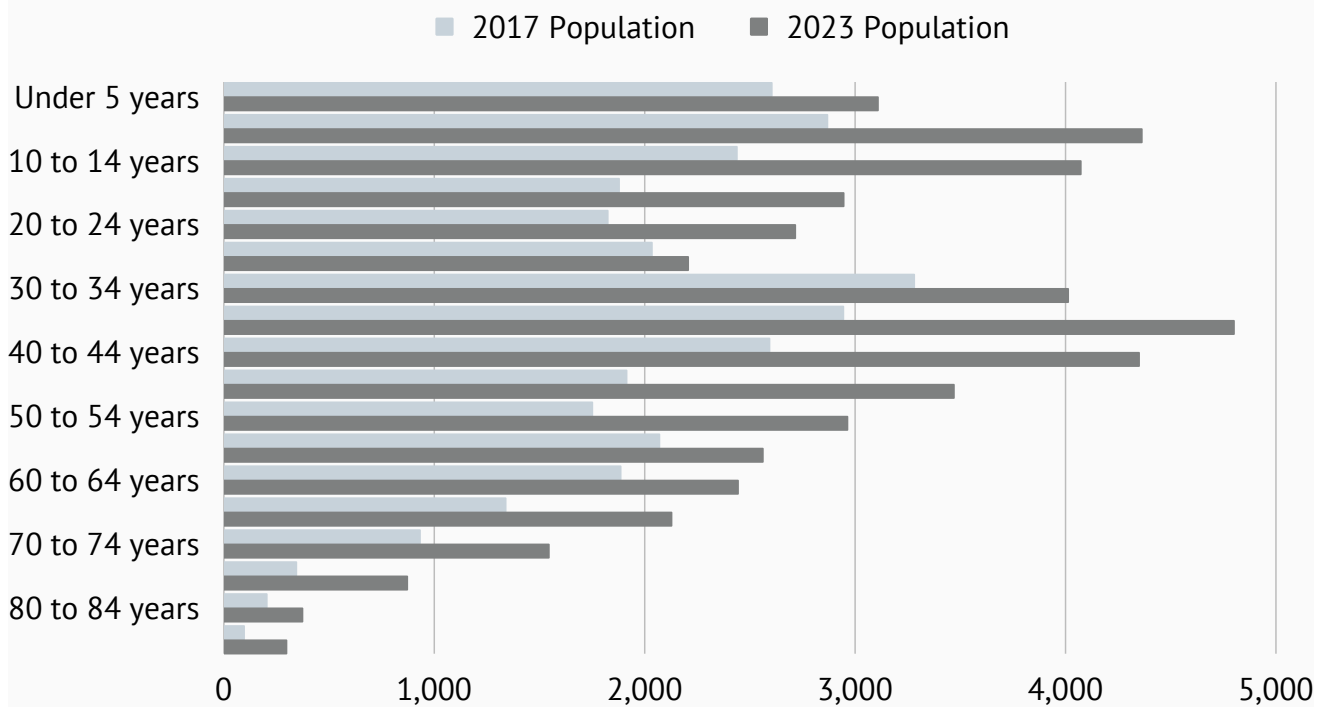
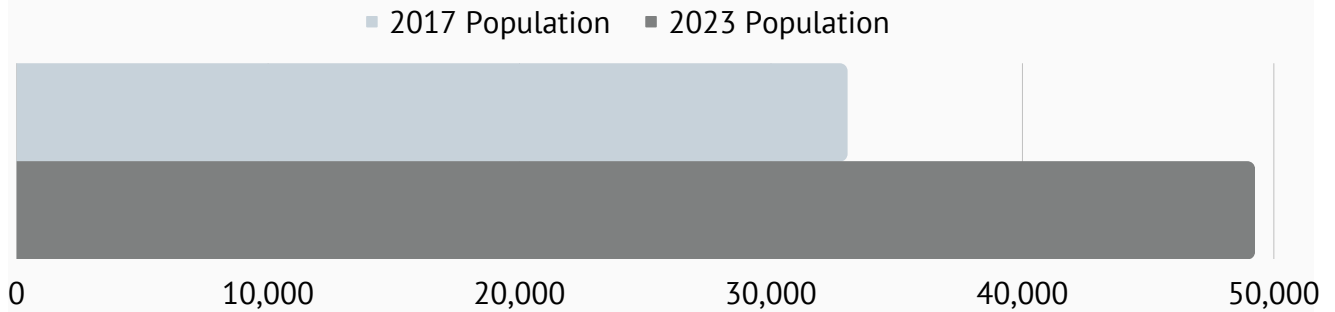


BUDA MARKET ASSESSMENT

Demographic Profile

Population

From 2017-2023, Buda (78610) has seen a population increase of 16,210 or 49%.

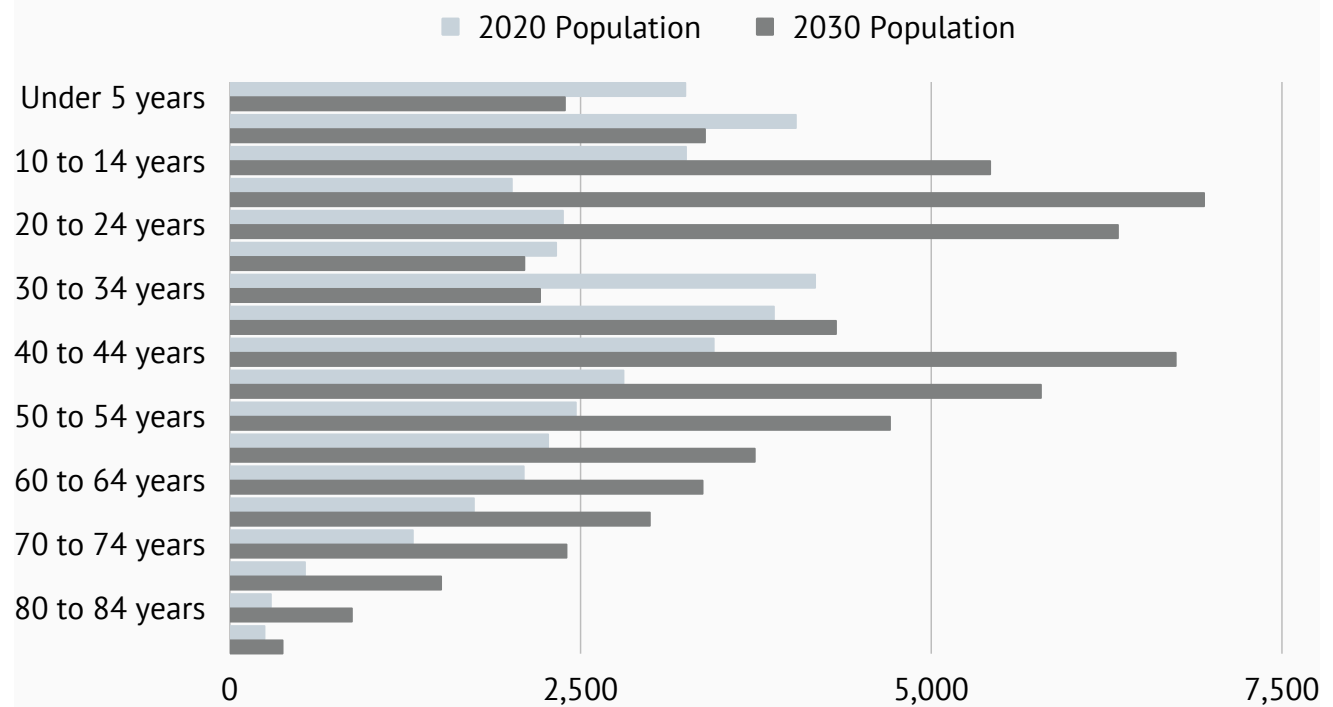
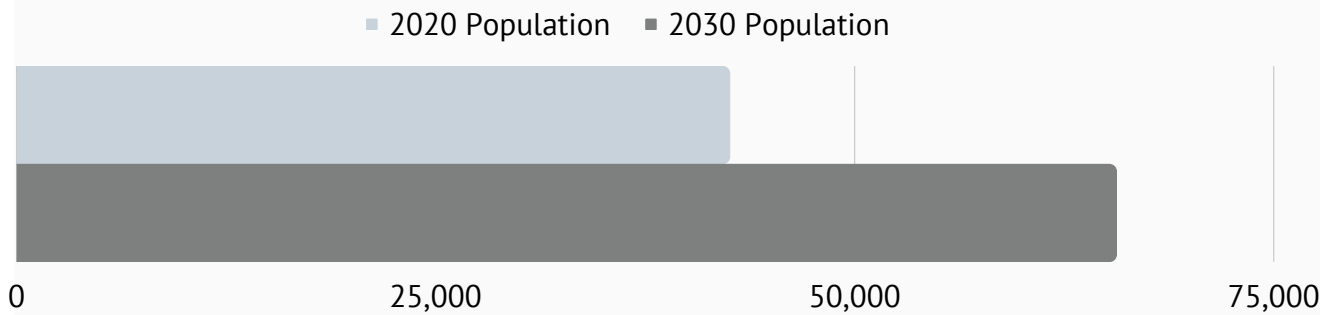


BUDA MARKET ASSESSMENT

Demographic Profile

Population Projection

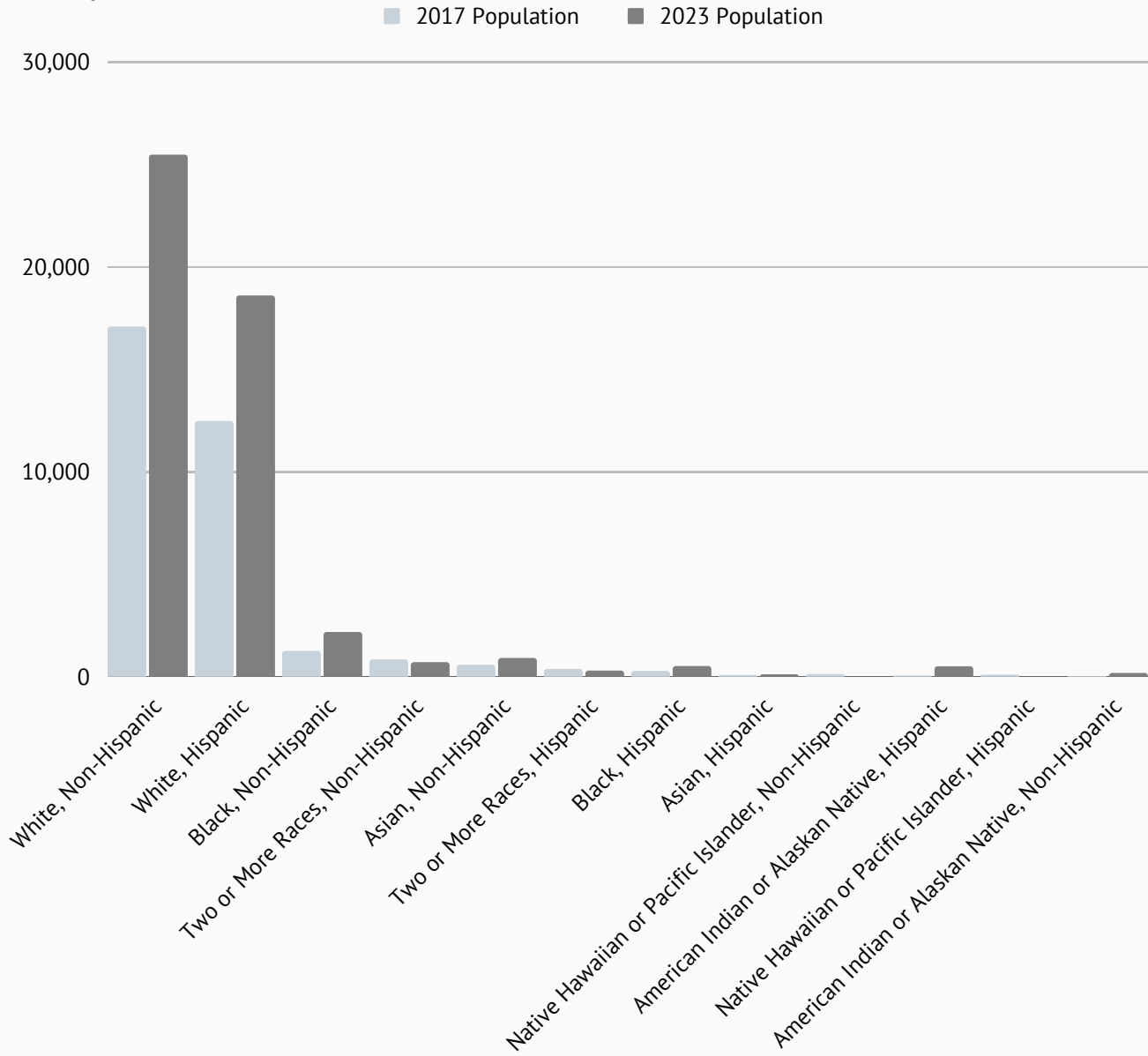
Over the next decade, Buda is expected to grow another 54%



BUDA MARKET ASSESSMENT

Demographic Profile

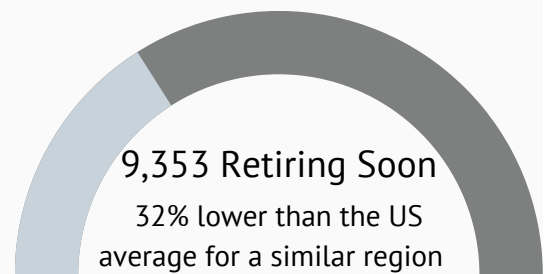
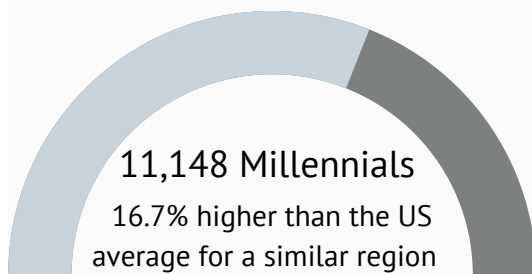
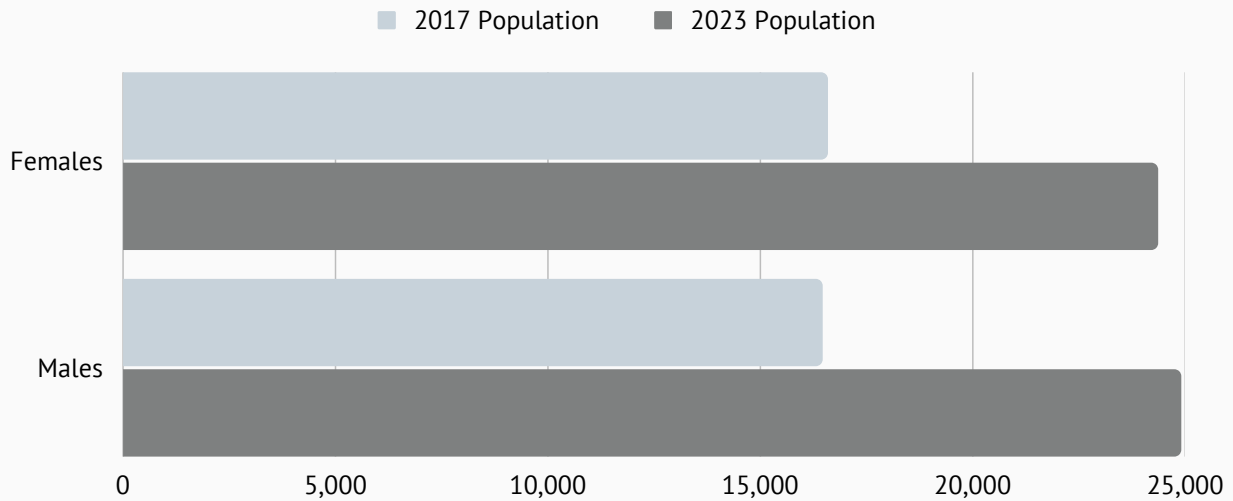
Ethnicity



BUDA MARKET ASSESSMENT

Demographic Profile

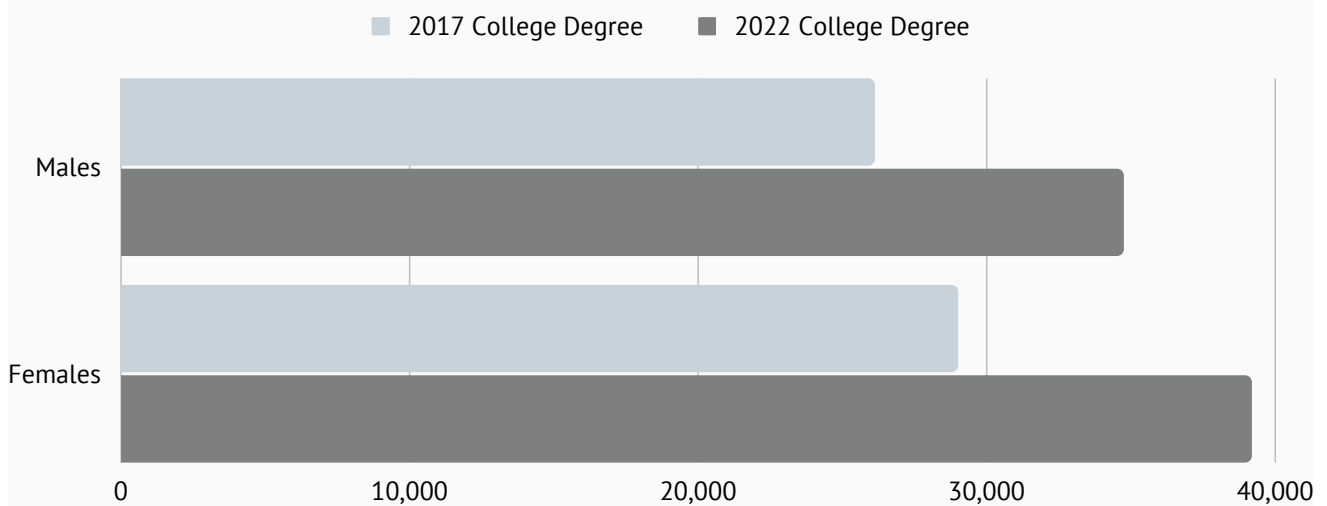
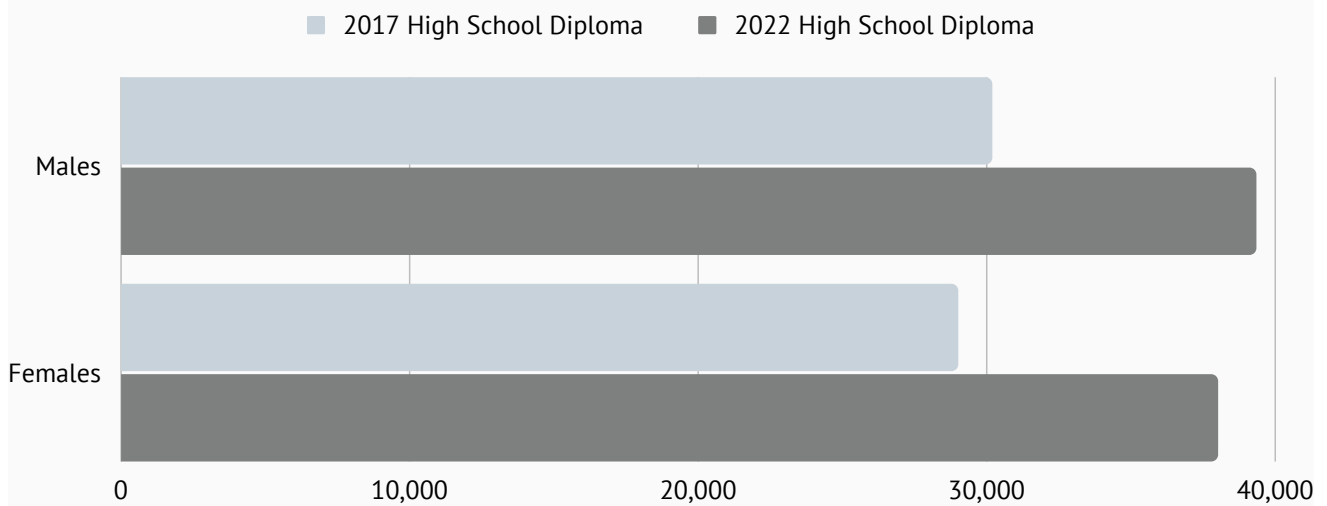
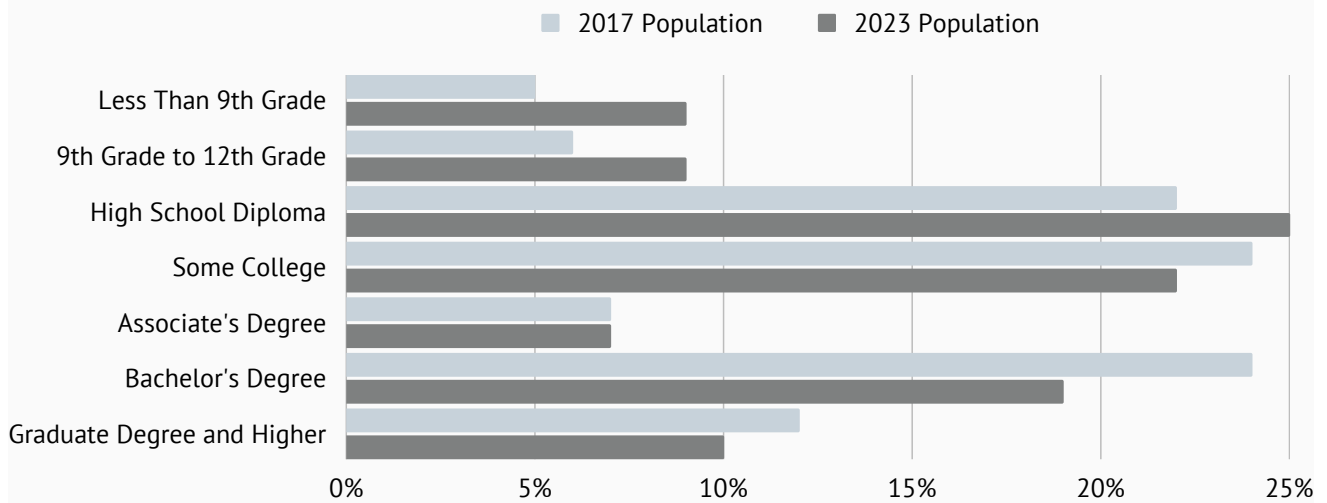
Gender



BUDA MARKET ASSESSMENT

Demographic Profile

Educational Attainment



TARGET INDUSTRIES



TARGET INDUSTRY INTRODUCTION

WHAT IS A TARGET INDUSTRY ANALYSIS

Target industry analysis refers to a systematic and comprehensive examination of a specific industry or sector to identify the key trends, challenges, opportunities, and potential growth areas. It involves assessing various factors such as market size, market share, competition, consumer preferences, technological advancements, and regulatory environment that impact the industry's performance. A target industry analysis is vital for businesses seeking to enter or expand their operations in a particular industry. It provides valuable insights and data that help companies make informed decisions, develop effective strategies, and stay ahead of the competition. This analysis can also help stakeholders identify potential risks and threats, as well as untapped opportunities, allowing them to make better investment decisions. In this context, conducting a target industry analysis is critical for any company seeking to achieve sustainable growth and success.

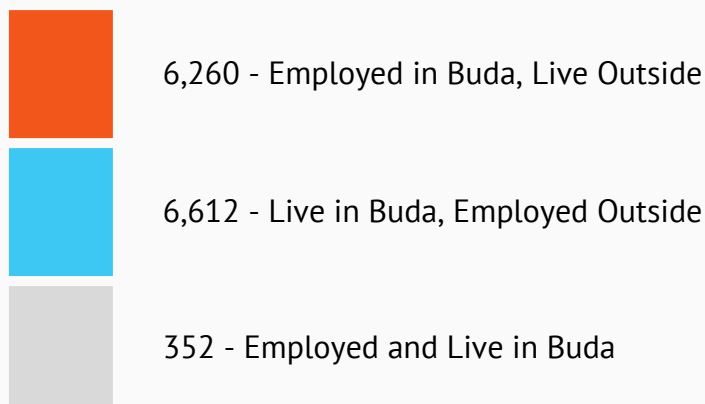
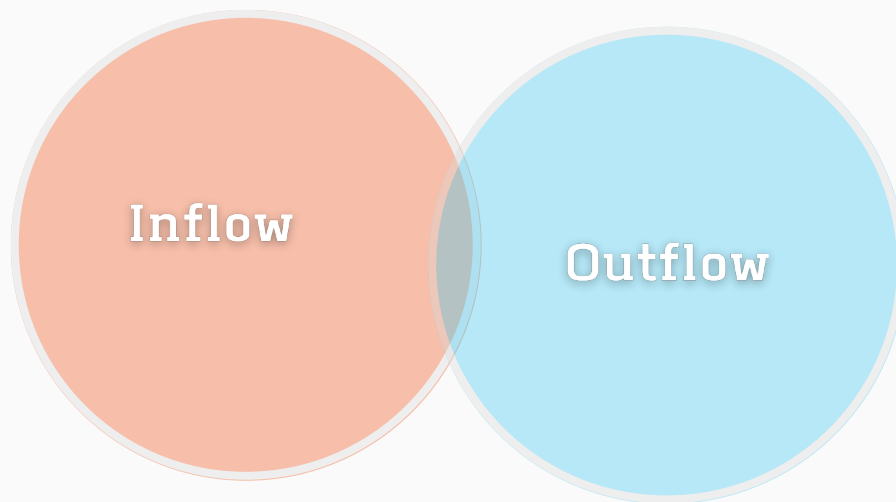
In many ways, a target industry analysis and selection process is more of an elimination process. Removing industries that are not local fits is critical to determining which are actually best fit for a community.

TARGET INDUSTRY INTRODUCTION

WORKFORCE MOBILITY MOST RESIDENTS OF BUDA WORK IN OTHER COMMUNITIES

Most residents (95.3%) leave Buda for work, 94.7% of Buda's workforce lives outside of Buda. Buda sees significantly more workers leave the city (over 18,000) than the number of workers entering the city (over 8,000).

Buda's labor force clearly has the ability to move fluidly between opportunities in the city and neighboring communities. Moving across the city's boundaries is no impediment to workers who are looking for employment in the city, nor is it a problem for residents looking for lower taxes or alternate education opportunities.



TARGET INDUSTRY INTRODUCTION

REGIONAL ASSETS

In order to properly assess fit for target industries, one must first take stock of the regional assets that can contribute to the successful integration of target industries into the region. That being said, Buda has access to a number of regional assets. Its highways and access to ABIA provide easy transportation. Its business community is keenly aware of its surroundings and want to see Buda grow. Its proximity to many cultural destinations affords it opportunities to foster its own cultural growth and celebrate its well-established local businesses. Buda can also attract a young and diverse workforce with its proximity to world-class higher education institutions.



Multimodal
Transportation Access



Proximity to
Cultural Destinations



Highly Engaged
Business Community



Home to Well-Established
Local Businesses



Exceptionally Strong
Quality of Life



Nearby World-Class Higher
Education Institutions



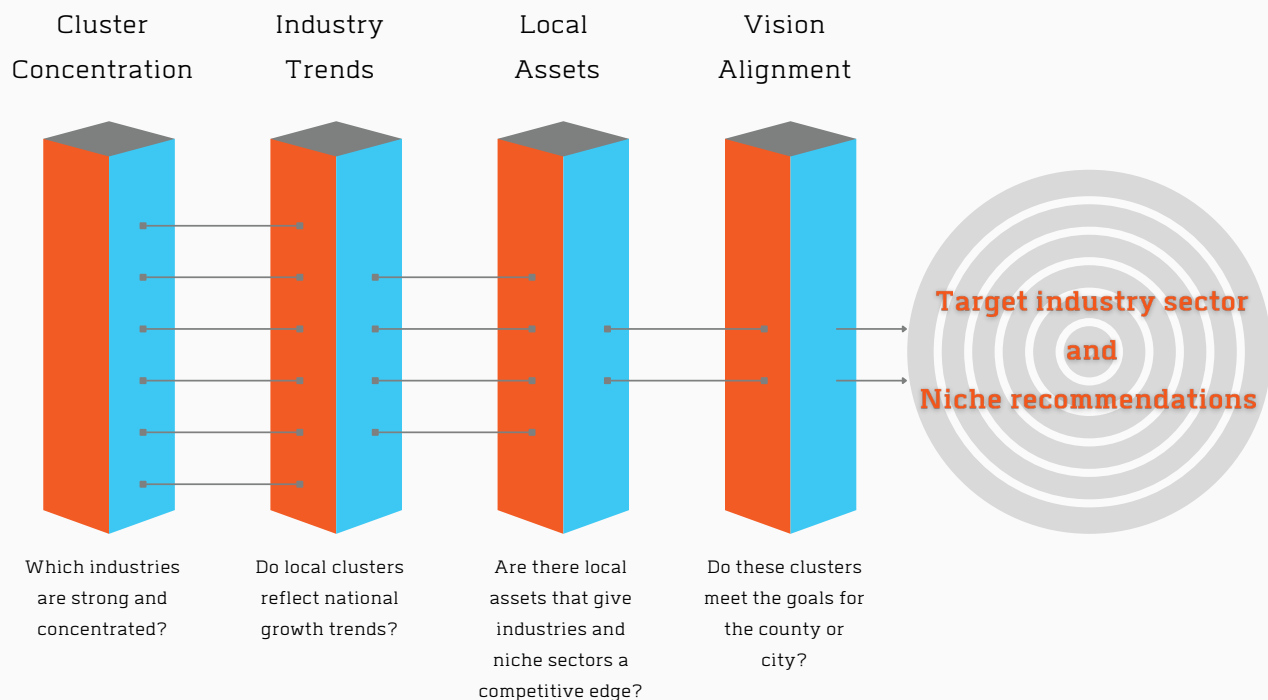
Competitive
Wage Earnings



University Partnerships
& Opportunities

TARGET INDUSTRY INTRODUCTION

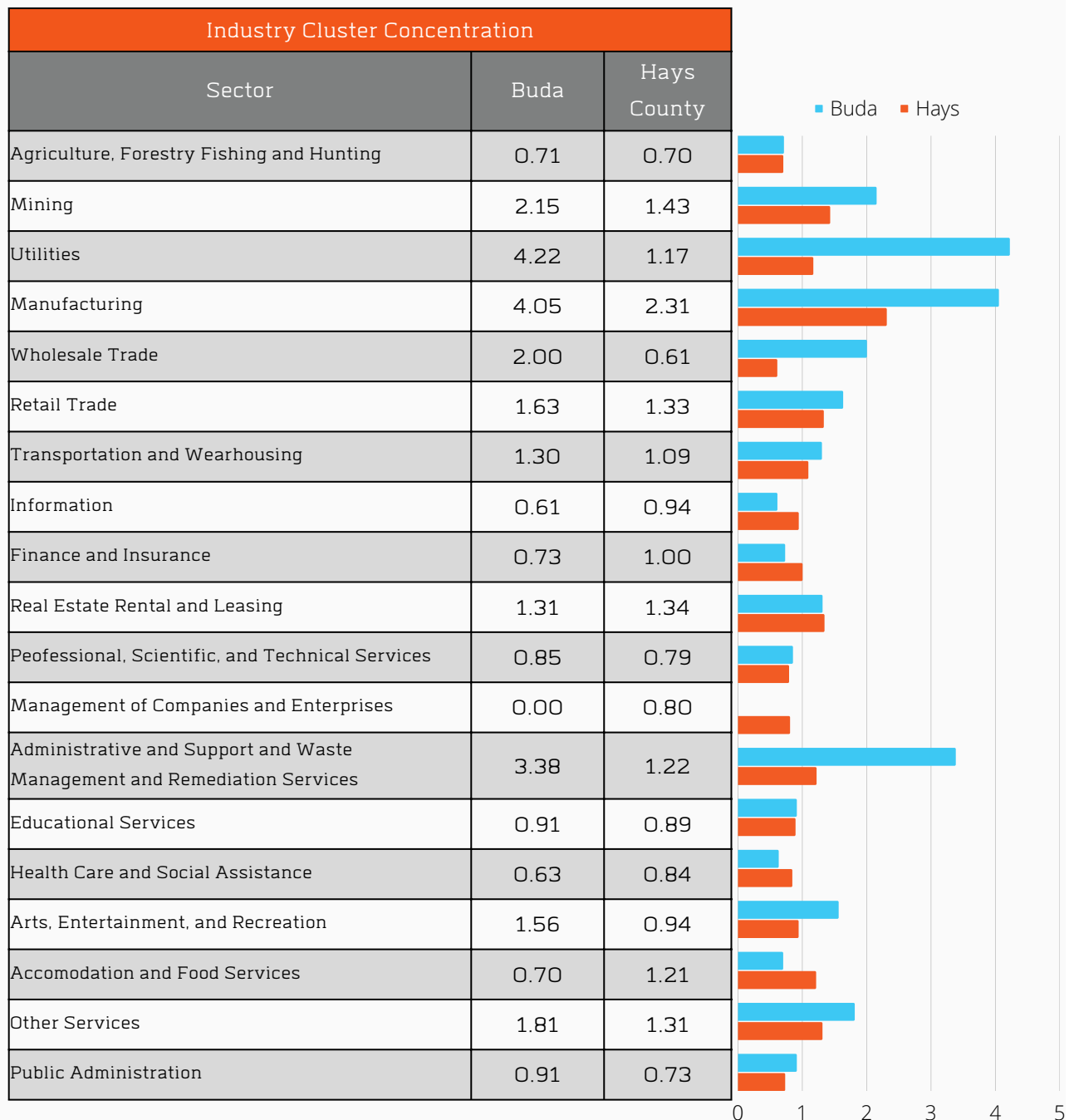
TARGET INDUSTRY SELECTION PROCESS



The target industry selection process includes four main steps. The first is to identify a cluster concentration. In the region, one must identify which industries are strong and concentrated. From that filter, one evaluates historic and ongoing industry trends. Examining data at the local level, one must determine if the local clusters reflect national growth trends. As the filtering process continues, local assets are evaluated to determine if they provide potential target industries and niche sectors a competitive edge. After this step is completed, the final part of the process is to determine if the target industries or clusters meet the goals of the community. This determination can be twofold. The first, does the community desire to include such an industry or cluster and the second, does the community desire to offer economic development incentives to support them.

TARGET INDUSTRY INTRODUCTION

CLUSTER CONCENTRATION



TARGET INDUSTRY INTRODUCTION

TARGET INDUSTRY SELECTION

1

Advanced Manufacturing

Advanced manufacturing refers to the use of innovative technologies and processes to improve the efficiency, quality, and sustainability of manufacturing operations. It involves the integration of automation, robotics, artificial intelligence, and other advanced technologies into the production process to create products with greater precision and speed, while minimizing waste and reducing environmental impact. Advanced manufacturing is essential for the competitiveness and growth of modern industries, as it enables companies to produce high-value products that meet the evolving needs of customers in a global marketplace.

2

Knowledge Intensive Business Services

Knowledge Intensive Business Services (KIBS) are specialized and professional services that require significant expertise and knowledge to create value for clients. These services include activities such as consulting, design, research and development, IT and software services, engineering, and other knowledge-based activities. KIBS are often delivered by highly skilled professionals and are critical to supporting innovation and growth in many sectors of the economy.

3

Arts & Entertainment

Arts & Entertainment refers to the broad range of creative activities that provide enjoyment, entertainment, and cultural enrichment to the audience, including music, dance, theater, film, visual arts, literature, and other forms of artistic expression.

TARGET INDUSTRY INTRODUCTION

THE ROLE OF ENTREPRENEURSHIP

The current targeted industries for Buda echo previous target industry analyses for the region, but consider regional and national growth trends, providing Buda with opportunities to grow with a quickly changing regional and national economy. As with previous iterations, the location quotients recommend a commitment to:

1. Advanced Manufacturing
2. Knowledge Intensive Business Services
3. Arts & Entertainment
4. Entrepreneurship

The last target "industry" represents a commitment to start ups, young professionals, and entrepreneurs of all ages. Entrepreneurship is the purest way to add jobs that does not include taking jobs from (potentially) somewhere else. Entrepreneurship extends into Advanced Manufacturing, Knowledge Intensive Business Services, and Arts & Entertainment.

ADVANCED MANUFACTURING



ADVANCED MANUFACTURING

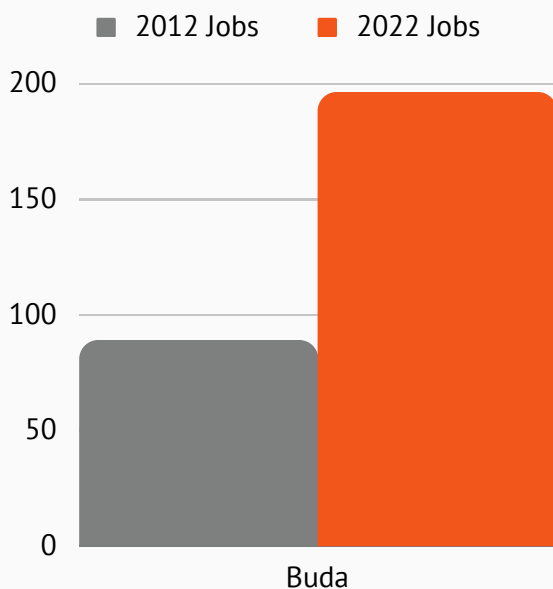
INDUSTRY OVERVIEW

Advanced manufacturing refers to the use of innovative technologies, processes, and materials to create high-quality products in a more efficient and cost-effective way. This can include 3D printing, automation, artificial intelligence, and the Internet of Things (IOT). Advanced manufacturing is focused on improving productivity, reducing waste, and increasing flexibility to respond quickly to changing market demands. It is a key driver of economic growth and competitiveness in many industries.

- Young Professionals
- Creative
- Business Retention
- Entrepreneur Friendly
- Downtown Redevelopment

BUDA MEDIAN WAGE

\$44,636



Existing Occupations in Buda

- Production Occupations
- Office and Administrative Support Occupations
- Architecture and Engineering Occupations
- Management Occupations
- Transportation and Material Moving Occupations

ADVANCED MANUFACTURING

INDUSTRY OVERVIEW

Advanced manufacturing refers to the use of innovative technology, cutting-edge processes, and highly skilled workers to create high-value products. In the United States, advanced manufacturing plays a crucial role in the country's economic growth and global competitiveness. Some key features of advanced manufacturing in the US include:

1. **Use of advanced technologies:** Advanced manufacturing in the US involves the use of advanced technologies such as robotics, 3D printing, and artificial intelligence to improve the production process, increase efficiency, and reduce costs.
2. **Skilled workforce:** The success of advanced manufacturing in the US relies on having a highly skilled workforce. The workforce includes engineers, designers, technicians, and operators who have the skills and knowledge to operate advanced manufacturing equipment.
3. **Collaboration:** Advanced manufacturing in the US involves close collaboration between businesses, universities, and government agencies. This collaboration helps to develop new technologies, processes, and products that can compete in the global market.
4. **Focus on sustainability:** Advanced manufacturing in the US also places a strong emphasis on sustainability, including reducing waste and pollution, improving energy efficiency, and using renewable energy sources.
5. **Strong government support:** The federal government provides significant support for advanced manufacturing through funding for research and development, workforce training programs, and tax incentives.

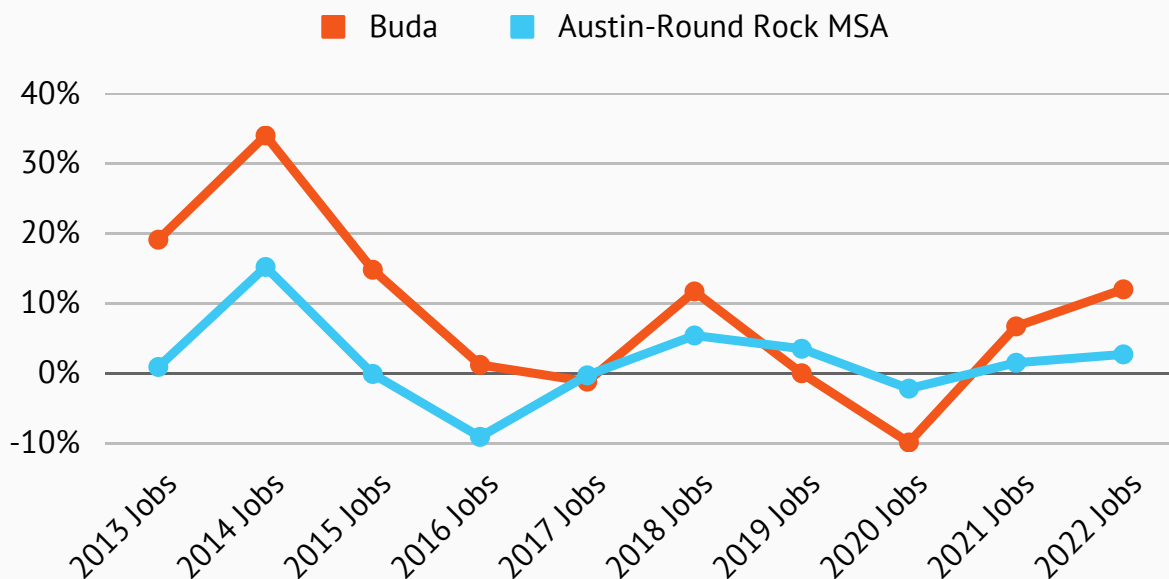
ADVANCED MANUFACTURING

INDUSTRY OVERVIEW

In the Austin MSA, advanced manufacturing is specific to the high-tech manufacturing industries that utilize advanced technologies, such as robotics, automation, artificial intelligence, and additive manufacturing. This sector is a significant contributor to the regional economy, providing well-paying jobs and attracting top-tier talent. The region is home to a diverse mix of advanced manufacturing industries, including semiconductor manufacturing, aerospace and defense, biotech and life sciences, clean energy, and more.

Key players in the region include Samsung, Applied Materials, NXP Semiconductors, and more. The region also benefits from a strong talent pool, with several universities and research institutions in the area. Overall, advanced manufacturing in the Austin Texas Region is a vital and growing sector that plays a significant role in the region's economic success.

Annual % Change in Jobs 2013-2022



ADVANCED MANUFACTURING

OCCUPATION GROUPS & MEDIAN EARNINGS

Advanced manufacturing provides opportunities to target many different occupation groups. Currently, the largest occupation groups in Buda are production occupations with a median hourly wage of \$16.08. Many advanced manufacturing occupations provide higher median hourly earnings. Currently, Buda is well-positioned to attract advanced manufacturers, highlighting the fact that part of its supply chain is present. The opportunity now exists to advance those lower wage earners through the supply chain and attract firms within the supply chain with better wages.

Largest Occupation Groups	Median Hourly Earnings
Production Occupations	\$16.08
Office and Administrative Support Occupations	\$17.30
Architecture and Engineering Occupations	\$34.17
Management Occupations	\$40.97
Transportation and Material Moving Occupations	\$17.34
Business and Financial Operations Occupations	\$32.03
Installation, Maintenance, and Repair Occupations	\$20.80
Sales and Related Occupations	\$13.66
Computer and Mathematical Occupations	\$37.07
Life, Physical, and Social Science Occupations	\$28.10

ADVANCED MANUFACTURING

OCCUPATION GROUPS % CHANGE FROM 2017 TO 2022

The percent change of occupation groups within advanced manufacturing is mostly positive when referencing the table below. Positive double digit growth has been observed in seven of the top ten largest occupation groups. Architecture and engineering occupations have remained steady, while sales and related occupations and life, physical, and social science occupations have seen decreases. This is due in part to the rapid growth of those sectors in Austin. As commercial and industrial real estate costs rise, Buda has the opportunity to recruit firms out of Austin to take advantage of better rents and subsequently, recover some of those jobs that had matriculated to Austin.

Largest Occupation Groups	% Change (2017-2022)
Production Occupations	15%
Office and Administrative Support Occupations	22%
Architecture and Engineering Occupations	0%
Management Occupations	62%
Transportation and Material Moving Occupations	42%
Business and Financial Operations Occupations	49%
Installation, Maintenance, and Repair Occupations	46%
Sales and Related Occupations	(28%)
Computer and Mathematical Occupations	57%
Life, Physical, and Social Science Occupations	(43%)

ADVANCED MANUFACTURING

TARGET CLUSTERS

SEMICONDUCTOR SUPPORT SERVICES

Semiconductor support services are an essential part of the advanced manufacturing industry. The region is known for its booming tech industry, and it has emerged as a key hub for semiconductor manufacturing and research. The semiconductor support services industry is diverse, ranging from equipment suppliers to design and development firms, and offers a broad range of services to support semiconductor manufacturing.

Equipment suppliers are an integral part of the semiconductor support services industry. These companies provide high-tech equipment and supplies that are essential for semiconductor manufacturing. The region is home to several leading semiconductor equipment suppliers such as Applied Materials, KLA, and Lam Research. These companies offer a wide range of tools and equipment, from wafer fabrication systems to chemical vapor deposition (CVD) systems.

Another key area of the semiconductor support services industry is design and development. Companies in this sector provide services such as chip design, product testing, and validation. The region has a thriving ecosystem of semiconductor design and development companies, such as Arm, NXP Semiconductors, and Silicon Labs. These firms play a crucial role in developing cutting-edge semiconductor products, from microcontrollers to wireless communication chips.

In addition to equipment suppliers and design and development firms, the region also has a number of companies that specialize in semiconductor packaging and testing. These companies provide services such as wafer testing, final testing, and packaging. Examples of these firms include ASE Group, Amkor Technology, and Siliconware Precision Industries. These companies play a critical role in ensuring the quality and reliability of semiconductor products.

Semiconductor support services are a key contributor to the regions thriving tech industry. With a diverse range of companies specializing in different aspects of semiconductor manufacturing and design, there is a robust ecosystem of support services for semiconductor companies.

ADVANCED MANUFACTURING

TARGET CLUSTERS

ARTIFICIAL INTELLIGENCE (AI)

Artificial intelligence (AI) is revolutionizing many industries, including healthcare, finance, and technology. AI support services are becoming increasingly important to help companies develop, deploy, and maintain AI systems.

The region is a hub for technology companies, startups, and innovative ventures. The region has a thriving ecosystem that supports AI development, with a growing number of companies providing AI support services. These services include consulting, development, integration, maintenance, and training.

According to a report by Grand View Research, the global AI support services market is expected to grow from \$8.7 billion in 2019 to \$29.4 billion by 2025, at a CAGR of 22.3%. The growing demand for AI technologies, such as machine learning, natural language processing, and computer vision, is driving this growth.

The AI support services market in Austin alone is expected to reach \$1.8 billion by 2025, growing at a CAGR of 25.8% from 2020 to 2025. This growth is attributed to the increasing adoption of AI solutions in various industries and the city's innovation ecosystem, which fosters the development of emerging technologies.

In the region, the AI support services market is relatively small but growing. According to a report by CompTIA, the Austin metro area had 28,000 tech job postings in 2019, with a focus on AI and machine learning. The report also notes that AI adoption in Texas is higher than the national average, with 32% of Texas companies using AI technologies.

Some of the key players in the AI support services industry in the area include:

- CognitiveScale:
 - CognitiveScale provides AI-powered enterprise software to help businesses transform their operations, customer engagement, and decision-making.
- SparkCognition:
 - SparkCognition offers AI-powered solutions for cybersecurity, predictive maintenance, and industrial internet of things (IIoT).

ADVANCED MANUFACTURING

TARGET CLUSTERS

ARTIFICIAL INTELLIGENCE (AI)

- Cognitives.io:
 - Cognitives.io provides AI-powered chatbots, virtual assistants, and other conversational interfaces for customer support and engagement.
- NetraDyne:
 - NetraDyne develops AI-powered solutions for the transportation industry, including driver safety, fleet efficiency, and route optimization.
- KUNGFU.AI:
 - KUNGFU.AI offers AI consulting, training, and development services for companies across multiple industries, including healthcare, finance, and energy.
- Accubits Technologies:
 - This is a provider of AI-powered software development, blockchain, and IoT solutions for healthcare, finance, and logistics industries.
- OnPrem Solution Partners:
 - This is a provider of AI consulting and software development services for various industries, including media, entertainment, and retail.

The AI support services industry faces several challenges, such as a shortage of AI talent, lack of standards and regulations, and ethical concerns around bias and privacy. However, there are also many opportunities, such as the potential for AI to drive innovation, improve efficiency, and create new jobs.

The AI support services industry has the potential to grow significantly, given the regions tech-savvy population, thriving startup ecosystem, and strong research and development capabilities. As more companies adopt AI technologies, the demand for AI support services is likely to increase, creating new business opportunities for AI companies in Buda.

ADVANCED MANUFACTURING

TARGET CLUSTERS

ROBOTICS

The robotics industry is a dynamic and diverse one, encompassing both established and emerging companies. These companies design, develop, and implement robotics and automation technologies to improve efficiency, productivity, and safety in a wide range of industries such as manufacturing, healthcare, agriculture, and logistics.

The market for robotics in the region is expected to grow rapidly in the coming years. With a supportive ecosystem, startups, and collaborations with research institutions, the robotics services sector is poised for continued growth in the years ahead.

Some of the significant trends include:

1. Increased Automation:

- There is a growing demand for automation across many industries, and robotics services are poised to help businesses streamline their operations and reduce costs.

2. Emergence of Startups:

- A large number of robotics startups have emerged in the region, with significant potential for further growth.

3. Collaboration and Innovation:

- Collaboration between academia, industry, and government agencies is helping to drive innovation in the robotics services sector, with companies in the region well-positioned to benefit.

Several companies are at the forefront of the robotics services industry in the region, including:

- Agile Planet
 - Provides software solutions for industrial robots and automation systems.
- Xpansiv
 - Offers IoT and robotics services for the oil and gas, and energy sectors.
- Austin Robotics
 - Designs and manufactures custom robotic systems for manufacturing, testing, and research.

ADVANCED MANUFACTURING

TARGET CLUSTERS

ROBOTICS

- Mouser Electronics
 - distributes robotic and automation products and systems to various industries.

The robotics services industry in the area offers numerous opportunities for both established companies and startups.

The key areas of opportunity include:

1. Increased Collaboration

- Collaboration with research institutions and government agencies can help companies access funding and other resources to accelerate growth.

2. Diversification

- Expanding into new industries and application areas will help companies in the robotics services sector to grow and remain competitive.

3. Talent Attraction and Retention

- Accessing talent from top-ranked research institutions like the University of Texas, Texas A&M University, and Texas State University is a competitive advantage for the industry.

The robotics industry in the region is poised for continued growth in the coming years, thanks to a supportive ecosystem, the emergence of startups, and strong collaborations between academia and industry. Companies in this sector have numerous opportunities to expand, diversify, and innovate, making it an exciting industry to watch in the years ahead.

ADVANCED MANUFACTURING

TARGET CLUSTERS

SUPPLY CHAIN SUPPORT SERVICES

Supply chain support services for advanced manufacturing is a thriving industry that plays a critical role in meeting the demands of the global market. With Austin as hub for high-tech companies, Buda is an ideal location for businesses that need access to cutting-edge technology and talent. With a highly skilled workforce and a well-developed infrastructure, supply chain support services are essential to the success of the advanced manufacturing industry in region.

Supply chain support services cover a wide range of activities, including procurement, logistics, transportation, and warehousing. These services aim to optimize the supply chain by ensuring that the right products are delivered to the right place at the right time, at the lowest possible cost.

Supply chain support services also play a critical role in the adoption of new technologies in the manufacturing industry. As advanced manufacturing processes continue to evolve, supply chain support services are essential for companies looking to stay ahead of the curve. In particular, supply chain support services provide expertise in areas such as data analytics, artificial intelligence, and automation.

Another factor contributing to the growth of this industry in the region is the commitment to innovation and sustainability. Many supply chain support services providers in the city are focused on developing new, sustainable solutions that reduce waste, lower costs, and improve efficiency.

Overall, supply chain support services for advanced manufacturing is a rapidly growing and highly competitive market. With a skilled workforce, strategic location, and a commitment to innovation, the Buda is well-positioned for this industry for years to come.

ADVANCED MANUFACTURING

UNIVERSITY RESEARCH

The advanced manufacturing industry remains highly dependent upon new research and scientific innovations produced in universities and other institutions. This is in addition to the proprietary research and development that is conducted by major firms within the industry.

The primary areas of research that are most directly related to the advanced manufacturing industry include electrical engineering and mechanical engineering. However, the industry is also reliant upon new technologies and innovations related to chemistry, advanced materials and computer science. Similarly, non-science research can be highly valuable to the industry such as research relating to supply-chain management, industrial engineering, and production.

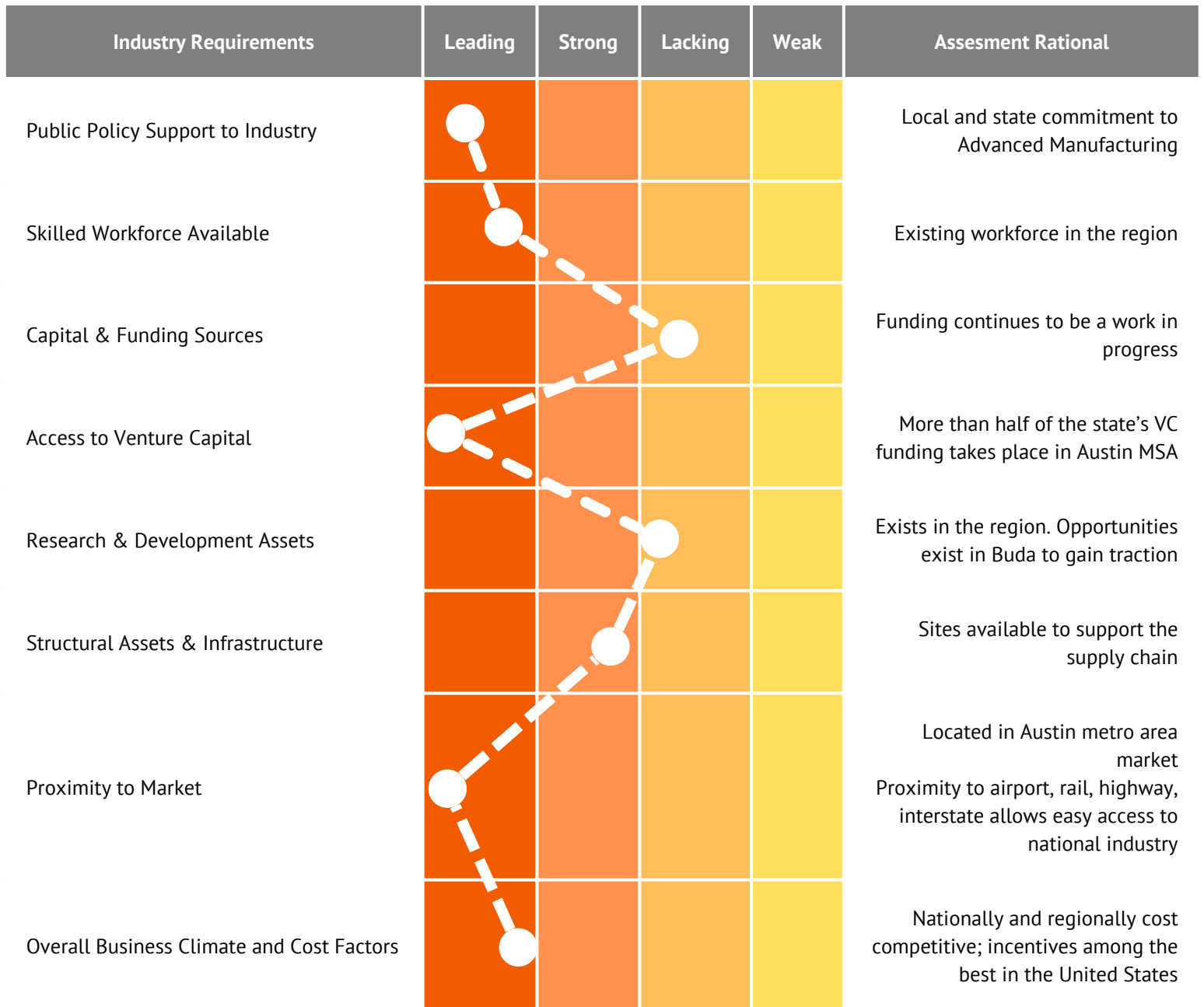
Centrally located within the Texas Triangle, Buda has many opportunities to connect with vocational schools, two year- and four-year institutions to develop relationships and raise Buda's profile amongst soon-to-be graduates entering the workforce. Level of participation and collaboration can range from attending career fairs to financial support of specific research programs. Additionally, Buda could serve as the site for a branch of a community or junior college.

MAJOR UNIVERSITIES IN THE REGION

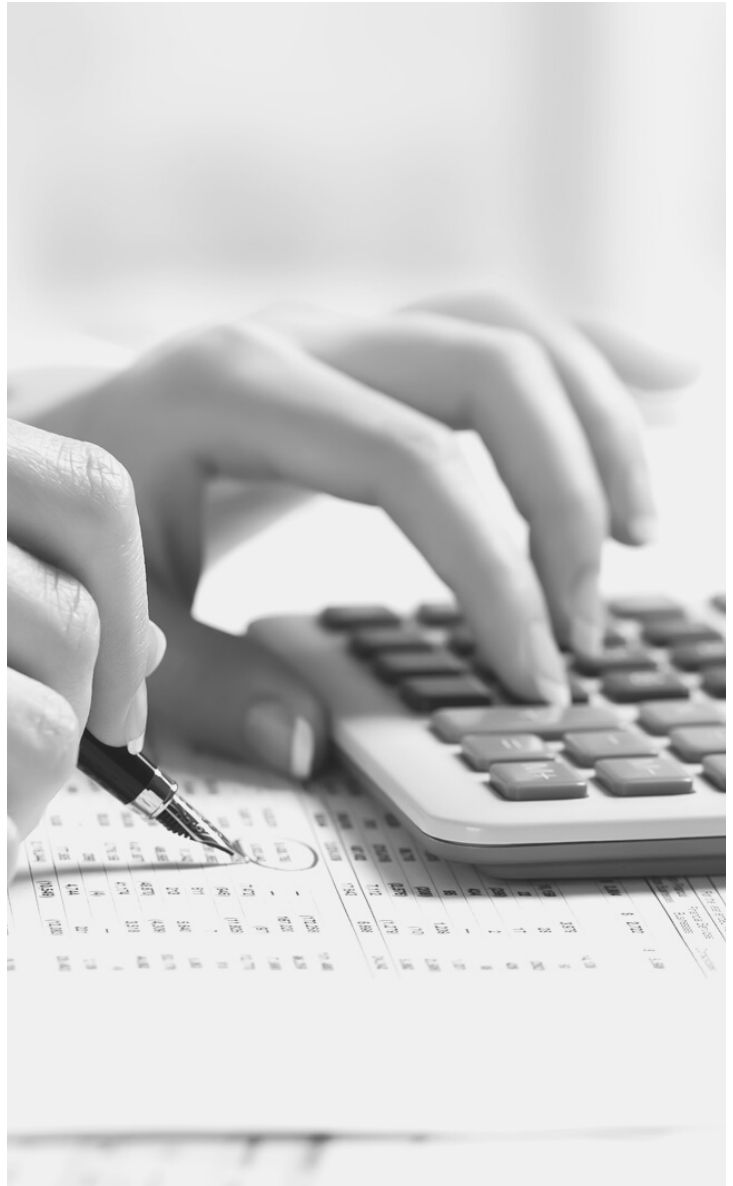
- The University of Texas-Austin
- Texas A&M University
- Texas State University
- St. Edward's University
- The University of Texas-San Antonio
- Trinity University-San Antonio
- Baylor University

ADVANCED MANUFACTURING

SNAKE CHART



**KNOWLEDGE
INTENSIVE
BUSINESS
SERVICES**



KNOWLEDGE INTENSIVE BUSINESS SERVICES

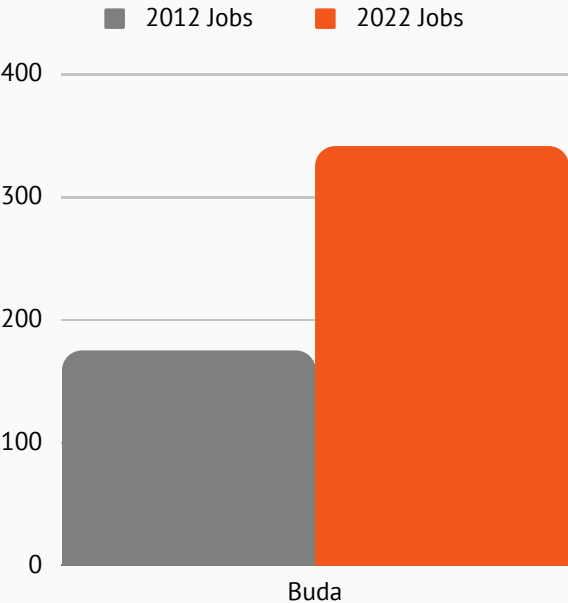
INDUSTRY OVERVIEW

Knowledge intensive business support services are specialized consulting and advisory services that provide expert knowledge and skills to businesses. These services are typically focused on high-growth industries and sectors, such as technology, finance, and healthcare. They may include market research, intellectual property management, business development, legal and financial advice, and access to funding and capital. The goal of these services is to help businesses succeed by providing them with the resources and expertise they need to grow and prosper.

- Young Professionals
- Creative
- Business Retention
- Entrepreneur Friendly
- Downtown Redevelopment

BUDA MEDIAN WAGE

\$63,648



Existing Occupations In Buda

- Legal Occupations
- Management Occupations
- Computer and Mathematical Occupations
- Architecture and Engineering Occupations
- Business and Financial Operations Occupations

KNOWLEDGE INTENSIVE BUSINESS SERVICES

INDUSTRY OVERVIEW

Knowledge intensive business support services in the United States refer to specialized services that assist businesses with high-value knowledge and expertise. These services are provided by specialized knowledge workers who possess specialized skills, experience, and education. The primary focus of knowledge intensive business support services is to assist businesses in enhancing their operational efficiency, innovation, and competitiveness.

The most common types of knowledge intensive business support services in the United States include management consulting, research and development, engineering, legal services, accounting and finance, information technology, and marketing and advertising.

These services are primarily offered to large enterprises, although small and medium-sized enterprises are increasingly utilizing them as well. Knowledge intensive business support services are essential for driving economic growth, as they help businesses to leverage their existing strengths, adapt to changing market conditions, and identify new opportunities for growth and innovation.

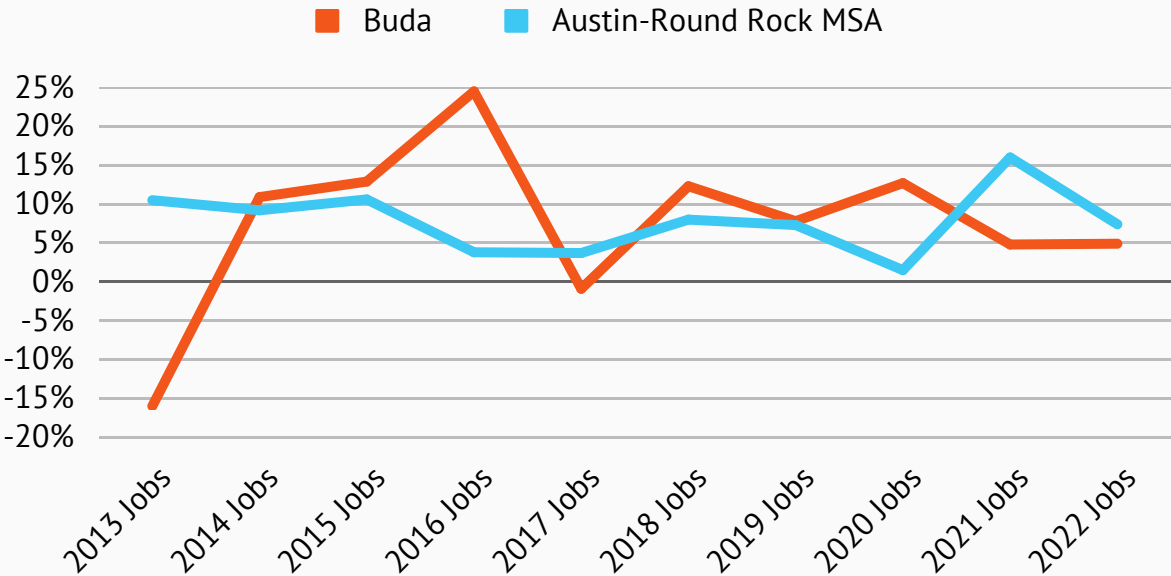
The U.S. government has also recognized the importance of these services and has implemented policies and programs to support the development and growth of knowledge-intensive businesses.

KNOWLEDGE INTENSIVE BUSINESS SERVICES

INDUSTRY OVERVIEW

The Austin, area is home to a wide range of knowledge-intensive businesses that require specialized support services to help them thrive. These services include legal, accounting, marketing, and consulting services, as well as incubators, accelerators, and co-working spaces. Some notable companies providing these services in the area include the International Accelerator, Capital Factory, Tech Ranch Austin, and the Austin Technology Incubator. These companies offer a range of services to help businesses grow and succeed, such as mentoring, funding, and networking opportunities. Additionally, the University of Texas at Austin offers a number of programs and resources to support knowledge-intensive businesses, including the IC² Institute, the Austin Technology Incubator, and the Texas Venture Labs.

Annual % Change in Jobs 2013-2022



KNOWLEDGE INTENSIVE BUSINESS SERVICES

OCCUPATION GROUPS & MEDIAN EARNINGS

Knowledge intensive business services provide opportunities to target many different occupation groups. Currently, the largest occupation groups in Buda are business and financial operations occupations with a median hourly wage of \$32.03. Many knowledge intensive business services occupations provide similar median hourly earnings while others are lower. Currently, Buda is well-positioned to attract entry level and experienced professionals across the supply chain.

Largest Occupation Groups	Median Hourly Earnings
Business and Financial Operations Occupations	\$32.03
Computer and Mathematical Occupations	\$37.07
Office and Administrative Support Occupations	\$17.30
Architecture and Engineering Occupations	\$34.17
Management Occupations	\$40.97
Legal Occupations	\$42.12
Sales and Related Occupations	\$13.66
Construction and Extraction Occupations	\$19.03
Transportation and Material Moving Occupations	\$17.34
Building and Grounds Cleaning and Maintenance Occupations	\$13.64

KNOWLEDGE INTENSIVE BUSINESS SERVICES

OCCUPATION GROUPS % CHANGE FROM 2017 TO 2022

The percent change of occupation groups within knowledge intensive business services is almost exclusively positive when referencing the table below. Positive double digit growth has been observed in nine of the top ten largest occupation groups with management occupations seeing a 156% increase. Architecture and engineering occupations saw a slight decrease. Again, this is due in part to the rapid growth of that sector in Austin. As commercial and industrial real estate costs rise, Buda has the opportunity to recruit firms out of Austin to take advantage of better rents and subsequently, recover some of those jobs that had matriculated to Austin.

Largest Occupation Groups	% Change (2017-2022)
Business and Financial Operations Occupations	61%
Computer and Mathematical Occupations	107%
Office and Administrative Support Occupations	19%
Architecture and Engineering Occupations	(7%)
Management Occupations	156%
Legal Occupations	69%
Sales and Related Occupations	76%
Construction and Extraction Occupations	39%
Transportation and Material Moving Occupations	80%
Building and Grounds Cleaning and Maintenance Occupations	51%

KNOWLEDGE INTENSIVE BUSINESS SERVICES

TARGET CLUSTERS

TECHNOLOGY FOCUSED SUPPORT SERVICES

The Austin region is home to thriving areas of high-tech and advanced manufacturing. This sector is driven by the need for technological innovation and modernization, as well as the presence of world-class research institutions and a skilled workforce.

As a result, the demand for technology-focused support services has grown significantly in recent years. These services provide companies with the tools, expertise, and resources necessary to streamline their manufacturing processes, reduce costs, and stay ahead of the competition.

The technology-focused support services industry is made up of a variety of businesses, including:

- IT consulting firms
 - These companies provide technology consulting services to help manufacturers identify areas for improvement and implement new solutions to enhance efficiency and productivity.
- Software developers
 - These businesses develop and implement software applications specifically designed for manufacturing operations, such as process automation, production scheduling, and inventory management.
- Engineering and design firms
 - These firms provide engineering and design services to help manufacturers develop and implement new products and processes, including 3D modeling, prototyping, and testing.
- Equipment and hardware suppliers
 - These businesses supply advanced manufacturing equipment and hardware, such as robotics, automation systems, and sensor technology, to improve manufacturing processes and enhance productivity.

KNOWLEDGE INTENSIVE BUSINESS SERVICES

TARGET CLUSTERS

TECHNOLOGY FOCUSED SUPPORT SERVICES

The technology-focused support services industry in the region has experienced significant growth in recent years, with many companies expanding their operations and increasing their offerings to meet the needs of the manufacturing sector. The presence of major players such as Dell, IBM, and Samsung has further fueled this growth, creating a fertile environment for startups and small businesses to thrive.

Additionally, Austin's strong entrepreneurial culture, world-class research institutions, and skilled workforce have made it an attractive location for companies looking to establish a presence in the technology-focused support services industry.

Overall, the technology-focused support services industry is a vital component of the region's advanced manufacturing sector, providing critical resources and expertise to help manufacturers remain competitive in a rapidly changing global market.

KNOWLEDGE INTENSIVE BUSINESS SERVICES

TARGET CLUSTERS

FINTECH

The fintech industry in the Austin MSA has experienced significant growth over the past few years, driven by factors such as a supportive business climate, a skilled workforce, and a thriving startup culture. The region also has a well-established ecosystem for startups, with many incubators, accelerators, and co-working spaces that provide resources and support to entrepreneurs.

Fintech companies offer a range of financial services, including payment processing, investment management, and lending. They leverage technologies such as blockchain, artificial intelligence, and machine learning to provide innovative and efficient solutions to businesses and individuals.

There are several prominent fintech companies based in Austin, including:

- Q2 Holdings
 - Q2 is a leading provider of digital banking solutions for community banks and credit unions.
- Kasasa
 - Kasasa is a provider of innovative financial products and services to community banks and credit unions.
- Dosh
 - Dosh is a cash-back rewards app that helps users save money on their everyday purchases.
- Aplazo
 - Aplazo is an innovative lending platform that provides consumers with flexible payment plans.
- Self
 - Self is a financial technology company that helps consumers build credit and savings.

KNOWLEDGE INTENSIVE BUSINESS SERVICES

TARGET CLUSTERS

FINTECH

The fintech industry has had a significant impact on the regional economy, creating jobs, driving innovation, and attracting investment. According to a report by the Austin Technology Council, the city's tech sector, which includes fintech, generated \$21.5 billion in economic activity in 2018 and employed over 130,000 people.

The growth of the fintech industry in Austin has also had a positive impact on the regional financial services sector. Fintech companies have helped to improve access to financial services, reduce costs, and increase efficiency, benefiting both businesses and consumers.

The fintech industry is a vibrant and growing sector that is driving innovation and creating new opportunities for businesses and individuals. With a supportive business climate, a skilled workforce, and a thriving startup culture, the region is well-positioned to continue to attract and develop fintech companies that can drive economic growth and innovation in the years to come.

KNOWLEDGE INTENSIVE BUSINESS SERVICES

TARGET CLUSTERS

SOFTWARE ENGINEERING

As one of the fastest-growing tech hubs in the United States, the Austin MSA has become a hotbed for software engineering talent and innovation. The region's strong entrepreneurial spirit, world-class universities, and a thriving startup scene make it an ideal location for software engineers to establish their careers.

The Austin MSA's software engineering industry is primarily centered around startups, such as Trendkite, uShip, and Zenoss. However, larger tech companies such as Google, Apple, Dell, IBM, Indeed, and Oracle have also established a presence in the region.

These companies offer a range of software engineering roles, from backend development to front-end design and user experience. The region is also home to a number of technology incubators and accelerators, which provide support and resources for startups and early-stage companies. The region is also one of the top locations for venture capital investment in the tech industry.

Software engineering has been experiencing significant growth in recent years. According to the Bureau of Labor Statistics, the Austin metro employed around 31,730 software developers in 2019. The software engineering market in the area is projected to grow at a rate of 8.8% over the next five years, which is higher than the national average.

One of the key factors that make the area great place for software engineering is its diverse and highly skilled workforce. The region boasts a high concentration of computer science and engineering graduates from top universities such as the University of Texas at Austin, Texas A&M, and Rice University. Additionally, the culture of innovation and creativity attracts a talented and diverse workforce from all over the world.

KNOWLEDGE INTENSIVE BUSINESS SERVICES

TARGET CLUSTERS

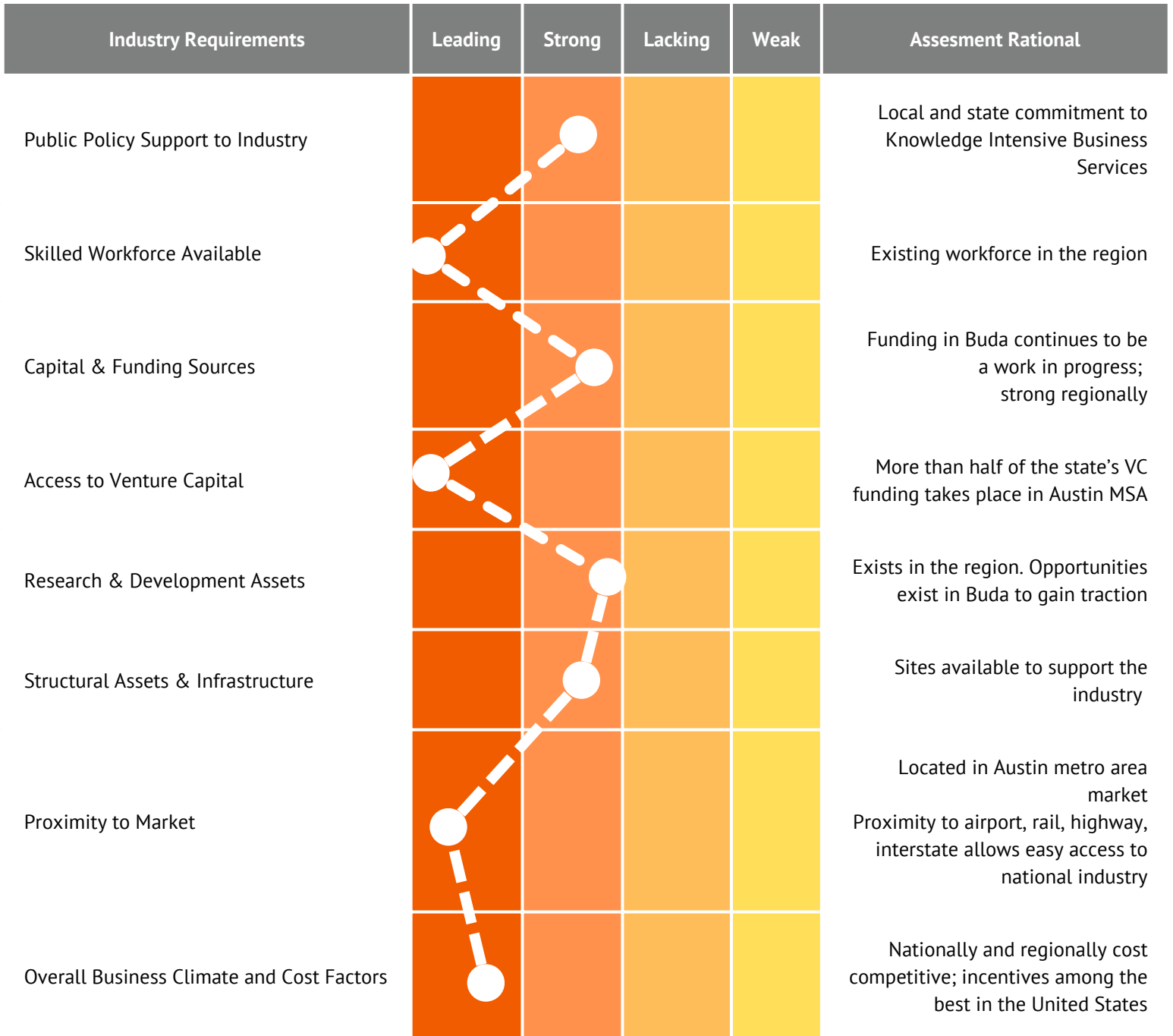
SOFTWARE ENGINEERING

One of the biggest challenges is the competition for top talent. With so many companies vying for the same pool of skilled engineers, companies need to offer competitive compensation packages and a great work-life balance to attract and retain talent.

Overall, the software engineering industry is a dynamic and exciting space for tech talent. With a strong startup ecosystem, world-class universities, and a diverse and skilled workforce, the region is well-positioned to continue its growth as a top tech hub in the United States.

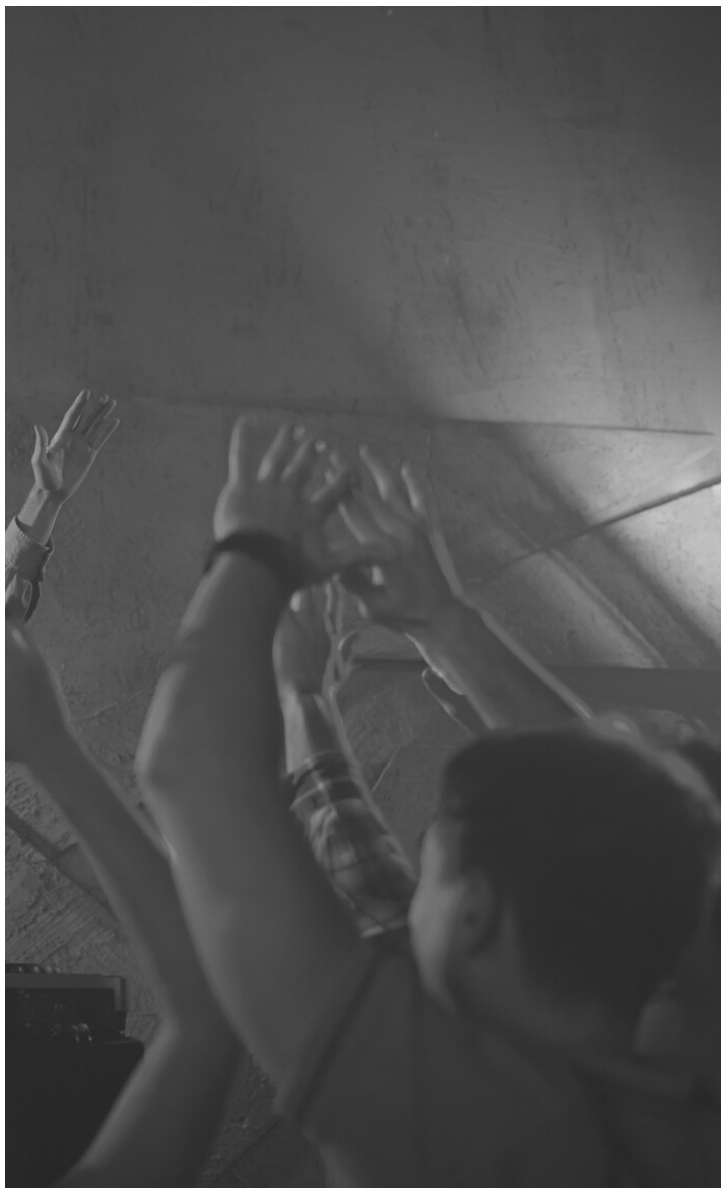
KNOWLEDGE INTENSIVE BUSINESS SERVICES

SNAKE CHART





ARTS & ENTERTAINMENT



ARTS & ENTERTAINMENT

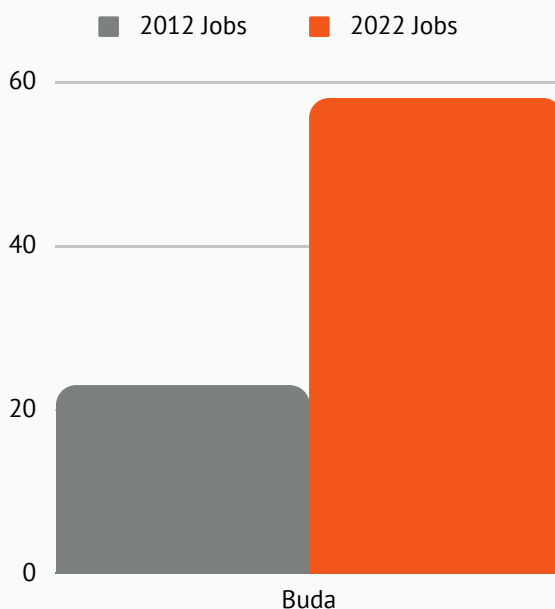
INDUSTRY OVERVIEW

For the purposes of this study, the arts and entertainment industry includes those businesses involved in the production of cultural contributions to society. These can range from music to theater to TV and film productions. It is a broad, multifaceted industry that caters to all demographic groups and serves as one of the most reliable ways for communities to establish themselves as enticing to outsiders, locals, and everyone in between.

- Young Professionals
- Creative
- Business Retention
- Entrepreneur Friendly
- Downtown Redevelopment

BUDA MEDIAN WAGE

\$37,773



Existing Occupations In Buda

- Personal Care and Service Occupations
- Management Occupations
- Protective Service Occupations
- Transportation and Material Moving Occupations
- Installation, Maintenance, and Repair Occupations

ARTS & ENTERTAINMENT

INDUSTRY OVERVIEW

As a diverse and multicultural country, the United States has a thriving arts and entertainment scene. From music and film to literature and theater, there are a wide range of cultural offerings to suit every taste and interest.

Music is one of the most popular forms of entertainment in the US, with a vibrant and diverse scene that encompasses everything from pop and rock to hip-hop, jazz, and country. Many of the world's most famous musicians and bands hail from the US, and there are countless music festivals, concerts, and live events held throughout the year.

Film is another key component of the American entertainment industry, with Hollywood being the most iconic film industry in the world. The US film industry produces many of the world's most popular movies and TV shows, and American actors and directors are renowned worldwide for their talent and skill.

The US literary scene is also thriving, with numerous writers, poets, and authors creating works that reflect the country's diverse culture and history. From classic literature to contemporary bestsellers, there is no shortage of compelling and thought-provoking literature available in the US.

Theater is also an important part of American culture, with Broadway in New York City being one of the most famous theater districts in the world. Numerous plays, musicals, and other live performances are held throughout the country, showcasing a diverse range of talents and styles.

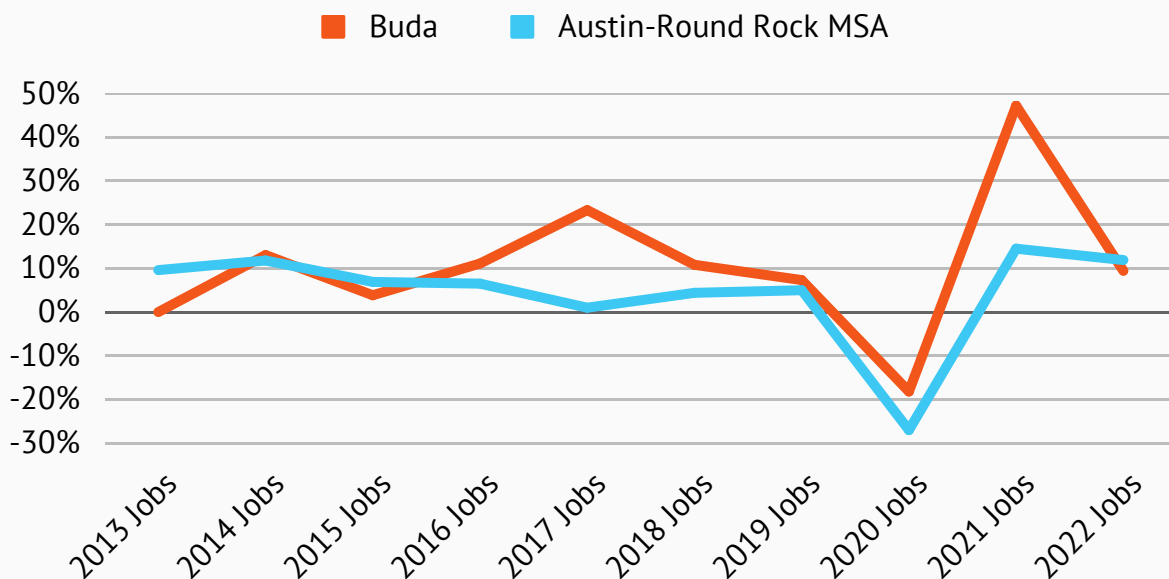
In addition to these traditional forms of entertainment, the US also has a vibrant and growing art scene, with numerous museums, galleries, and exhibitions showcasing works by some of the world's most talented artists. From traditional paintings and sculptures to modern installations and interactive experiences, there is no shortage of exciting and engaging art to discover in the US.

ARTS & ENTERTAINMENT

INDUSTRY OVERVIEW

As with every other part of the globe, Buda and Austin saw drops in arts and entertainment jobs during the pandemic. However, the quick recovery and increase in arts and entertainment jobs in Buda has outpaced Austin. This percent change increase suggests there is a sustained and growing interest in supporting the arts in Buda.

Annual % Change in Jobs 2013-2022



ARTS & ENTERTAINMENT

OCCUPATION GROUPS % CHANGE FROM 2017 TO 2022

The percent change of occupation groups within knowledge intensive business services is almost exclusively positive when referencing the table below. Positive double digit growth has been observed in nine of the top ten largest occupation groups with management occupations seeing a 156% increase. Architecture and engineering occupations saw a slight decrease. Again, this is due in part to the rapid growth of that sector in Austin. As commercial and industrial real estate costs rise, Buda has the opportunity to recruit firms out of Austin to take advantage of better rents and subsequently, recover some of those jobs that had matriculated to Austin.

Largest Occupation Groups	Median Hourly Earnings
Personal Care and Service Occupations	\$11.40
Management Occupations	\$43.60
Protective Service Occupations	\$25.65
Transportation and Material Moving Occupations	\$17.35
Installation, Maintenance, and Repair Occupations	\$20.84
Office and Administrative Support Occupations	\$17.30
Sales and Related Occupations	\$13.64
Building and Grounds Cleaning and Maintenance Occupations	\$13.68
Business and Financial Operations Occupations	\$32.03
Food Preparation and Serving Related Occupations	\$11.20

ARTS & ENTERTAINMENT

OCCUPATION GROUPS % CHANGE FROM 2017 TO 2022

The percent change of occupation groups within arts and entertainment is staggering when referencing the table below. Positive triple digit growth has been observed in eight of the top ten largest occupation groups with management occupations seeing a 490% increase. Food preparation and serving related occupations saw the only dip, and it was a modest one at 2%. Given the rapid increase in such occupations coupled with the expanding music, television, and film industries across Central Texas, Buda is primed to create a vibrant arts scene all its own.

Largest Occupation Groups	% Change (2017-2022)
Personal Care and Service Occupations	153%
Management Occupations	490%
Protective Service Occupations	189%
Transportation and Material Moving Occupations	226%
Installation, Maintenance, and Repair Occupations	347%
Office and Administrative Support Occupations	238%
Sales and Related Occupations	113%
Building and Grounds Cleaning and Maintenance Occupations	94%
Business and Financial Operations Occupations	251%
Food Preparation and Serving Related Occupations	(2%)

ARTS & ENTERTAINMENT

TARGET CLUSTERS

MULTI-PURPOSE AMATEUR ATHLETIC COMPLEXES

Multi-purpose amateur athletic complexes are facilities designed to accommodate multiple types of sports and activities. These complexes are typically used by amateur athletes, including high school and college teams, local sports clubs, and recreational users. They are essential components of the sports industry, providing space for training, competition, and community engagement.

The multi-purpose amateur athletic complex market has experienced significant growth in recent years. The increasing popularity of amateur sports, as well as the growing demand for high-quality facilities, has driven the market expansion. The complex market is expected to continue growing, as more cities and communities invest in sports infrastructure.

The market is highly competitive, with a range of facilities offering various amenities, such as indoor and outdoor fields, tracks, courts, and pools. The top players in the industry include large-scale sports complexes, such as the ESPN Wide World of Sports Complex and the United States Olympic Training Center. Smaller, community-based facilities also play a significant role in the market, providing accessible, affordable options for local athletes.

Several trends and drivers are fueling the growth of the multi-purpose amateur athletic complex market. These include:

- Increase in amateur sports
 - As amateur sports continue to gain popularity, the demand for high-quality facilities has increased.
- Community engagement
 - Multi-purpose athletic complexes offer opportunities for community engagement and social interaction, promoting health and wellness.
- Technological advancements
 - The use of technology, such as wearable devices and virtual reality training programs, is becoming more prevalent in amateur sports.

ARTS & ENTERTAINMENT

TARGET CLUSTERS

MULTI-PURPOSE AMATEUR ATHLETIC COMPLEXES

- Sustainability
 - The construction of eco-friendly facilities, which incorporate sustainable materials and energy-efficient systems, is a growing trend.
- Corporate partnerships
 - Many multi-purpose athletic complexes have formed partnerships with corporate sponsors, providing financial support and creating mutually beneficial relationships.

While the multi-purpose amateur athletic complex market has seen significant growth, several challenges exist. These include:

- High construction and maintenance costs
 - Building and maintaining high-quality sports facilities can be expensive, limiting the availability of such complexes.
- Accessibility
 - Access to high-quality facilities is often limited to affluent communities, creating an unequal playing field for athletes.
- Weather conditions
 - Outdoor facilities are subject to weather conditions, which can limit usage and revenue.

Multi-purpose amateur athletic complexes are critical components of the sports industry, providing high-quality facilities for amateur athletes and promoting community engagement. The market has seen significant growth, driven by the increasing popularity of amateur sports and the demand for high-quality facilities. While challenges exist, the outlook for the industry remains positive, with continued growth and innovation expected in the years to come.

ARTS & ENTERTAINMENT

TARGET CLUSTERS

INDEPENDENT RECORDING STUDIOS

Independent music artist recording studios in Austin have become an important part of the city's music scene. These studios cater to the growing number of independent musicians who are looking for professional-grade recording facilities that can help them produce high-quality music.

Austin, is well known for its vibrant music scene, and it has become a hub for independent music artists. The city has a wide range of recording studios that cater to the needs of independent musicians. These studios offer a variety of services, including recording, mixing, mastering, production, and post-production.

The independent music artist recording studios in the region cater to various genres of music, including rock, country, hip hop, blues, jazz, and more. They also offer a range of recording packages that cater to the different needs of independent musicians, from those just starting to those looking to create a full album.

Independent recording studios offer a wide range of services. These include:

- Recording: studios have state-of-the-art recording equipment that allows independent musicians to record their music in a professional setting.
- Mixing: studios have experienced mixing engineers who can help musicians achieve the desired sound for their music.
- Mastering: studios offer mastering services that can enhance the sound quality of the music and make it ready for distribution.
- Production: studios offer production services that can help musicians create a polished and cohesive album.
- Post-production: studios offer post-production services that can help musicians create music videos, promotional material, and other content to promote their music.

Independent music artist recording studios make significant contributions to the music industry. As the demand for independent music continues to grow, these studios are likely to play an even more critical role in the region's music scene and reputation.

ARTS & ENTERTAINMENT

TARGET CLUSTERS

INDEPENDENT RECORDING STUDIOS

There are several independent music artist recording studios in Austin, Texas. Some of the key players in this industry include:

- **Arlyn Studios:** Arlyn Studios is one of the most iconic recording studios in Austin. The studio has been in operation for over 30 years and has recorded music for renowned artists such as Willie Nelson, Ray Charles, and Stevie Ray Vaughan.
- **Orb Recording Studios:** Orb Recording Studios is a state-of-the-art recording studio that offers a comfortable, creative environment for musicians to record their music. The studio has worked with artists such as Gary Clark Jr., Black Pumas, and White Denim.
- **512 Studios:** 512 Studios is a recording studio that offers top-of-the-line recording equipment and experienced sound engineers. The studio has recorded music for artists such as Spoon, Explosions in the Sky, and Okkervil River.

The music industry in the region is continually evolving, and the independent music artist recording studios are keeping pace with the changing landscape. One of the significant trends in the industry is the increasing popularity of digital recording technology. Many studios are investing in new digital recording equipment, allowing them to produce high-quality recordings more efficiently.

Another trend in the industry is the increasing use of social media and online platforms to promote music. Independent music artist recording studios in Austin are working closely with artists to help them leverage social media platforms and promote their music to a global audience.

As Austin's costs of doing business increase, independent artists will continue to seek out nearby studios to make their records as economically as possible. Such studios can help to elevate the growing arts and entertainment sector in Buda and attract younger demographic groups to the community.

ARTS & ENTERTAINMENT

TARGET CLUSTERS

PRODUCTION STUDIOS

The Austin MSA has become a major hub for the film industry in the United States, offering an array of film services and resources to filmmakers from around the world. From production companies to equipment rentals, post-production services, and sound stages, the region has everything a filmmaker needs to produce a quality film.

The film industry in the Austin MSA is a booming business, generating millions of dollars in revenue each year. The city has become a top destination for filmmakers, thanks to its diverse locations, highly-skilled crew, The University of Texas Film School, and state-of-the-art film studios.

Some of the most prominent players in the film services industry in Austin, Texas include the following:

- Rooster Teeth Productions
 - This award-winning production company specializes in digital content creation, including animation, web series, and feature films.
- Troublemaker Studios
 - Troublemaker Studios is a film production company founded by director Robert Rodriguez. It is famous for producing the Spy Kids and Machete series.
- Soundcrafter
 - Soundcrafter is a full-service audio post-production studio specializing in sound design, music composition, and Foley art.
- Austin Film Society
 - The Austin Film Society provides funding, equipment rentals, and educational programs to help emerging filmmakers realize their vision.
- AMS Pictures
 - AMS Pictures is a full-service production company that specializes in commercial and documentary film production.

ARTS & ENTERTAINMENT

TARGET CLUSTERS

PRODUCTION STUDIOS

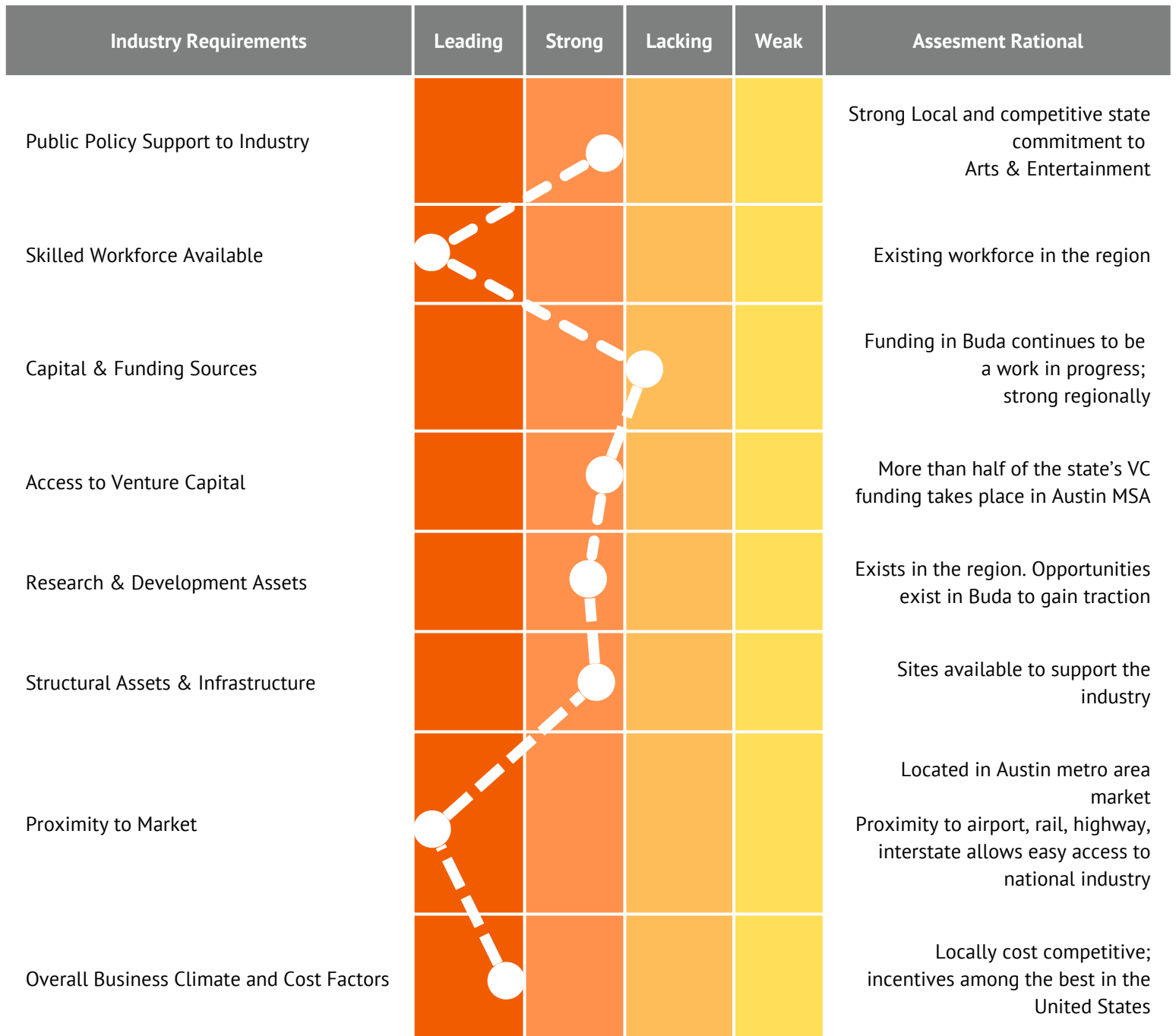
The Austin MSA offers a wide range of resources and facilities to support the film services industry. These include:

- Production Studios
 - Austin has several state-of-the-art production studios, including the Austin Film Studios, Stunt Ranch, and the Troublemaker Studios.
- Equipment Rentals
 - Filmmakers can rent cameras, lighting, and sound equipment from companies like MBS Equipment Co. and Bulldog Lighting.
- Post-Production Services
 - There are several post-production companies in the area, including 383 Productions, Pixel Peach Studios, and Reel FX Creative Studios.
- Film Festivals
 - Austin hosts several film festivals throughout the year, including the Austin Film Festival, Fantastic Fest, and the South by Southwest (SXSW) Film Festival.

The film industry is a vibrant and thriving community. With a diverse range of resources and facilities available to filmmakers, the MSA has quickly become a top destination for the film industry in recent years. From production studios to equipment rentals, post-production services, and film festivals, the region has everything a filmmaker needs to produce a successful film.

ARTS & ENTERTAINMENT

SNAKE CHART



APPENDIX



APPENDIX

SITE SELECTOR RESULTS: SITE ANALYSES & SURVEYS

EXECUTIVE SUMMARY

Overall, Buda is a warm and quiet community, nestled just beyond the downtown skyline of Austin. With immediate access to I-35, Buda is connected to the major north-south thoroughfare in the state, but it maintains a feeling of being removed from the hustle and bustle. Buda's relative location offers its current residents and businesses the advantage of reduced commute times while still maintaining access to needs and wants. Proximity to I-35, SH45, SH21, and FM 1626 provide Buda ample opportunities to connect with its immediate neighbors and growing business opportunities. With a relatively low median home price (\$450,000), Buda offers its residents a more affordable pathway to home ownership compared to Austin (\$599,000) and Round Rock (\$473,000). It is also competitive with Pflugerville (\$449,000). While Kyle's median price is lower (\$376,000), Buda is a place where the American middle-class dream is alive and well. With a relatively low cost of living, home ownership is possible whereas in many other communities throughout the United States, home ownership is becoming less possible. Buda is home to many locational advantages. In addition to its easy highway access, Union Pacific rail access (assisting in the transportation of commercial and industrial goods), and proximity to Austin Bergstrom International Airport. Like many communities, there are advantages and disadvantages present. Some are realities while others are perceptions. Site selector professionals are not immune to the perceptions of place. Their insights are appreciated and represent a very useful datapoint, there are pathways forward to address perceptions (and realities) to enhance the overall appeal of Buda for potential businesses and residents.

The high-level recommendations below are derived from site selector survey responses and the residential, commercial, and industrial locational scorecards. These recommendations are drawn from the lowest ranked elements of the aforementioned scorecards.

High-level recommendations:

- Establish a more business friendly atmosphere
- Provide a FAQ page for doing business in Buda (i.e., available incentives, programs, etc.)
- Highlight the proximity to advanced manufacturing industries and multimodal transportation network
- Celebrate the advantages (i.e., low cost of living, low crime, quality schools) of Buda

APPENDIX

SITE SELECTOR RESULTS: SITE ANALYSES & SURVEYS

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APPENDIX

SITE SELECTOR RESULTS: SITE ANALYSES & SURVEYS

INTRODUCTION: SITE SELECTOR COMMUNITY TOUR

There are many different tools available for site selector professionals in the evaluation of a place or individual sites within a community. One of the methods to capture a snapshot of a community's staff's preparedness is to undertake a community tour. A community tour led by a member of the city government staff or the economic development team sheds light into the overall ability to highlight the community. Highlighting a community may include knowledge of land including available or soon to be available greenfield and brownfield sites. It may also include descriptions of ongoing development projects and their type (i.e., residential, commercial, industrial, mixed use, etc.). Beyond site and development knowledge, community highlighting can include sharing utilities' information inclusive of availability, capacity, rates, and providers. A well-informed city government or economic development team member can make the difference between a site selector considering a community or removing a community from consideration.



APPENDIX

SITE SELECTOR RESULTS: SITE ANALYSES & SURVEYS

SITE SELECTOR COMMUNITY TOUR / MOCK SITE SEARCH

In fall 2022, two AngelouEconomics site selectors participated in a window tour of Buda, TX. An economic development specialist led the window tour. The tour proved to be highly informative. The economic development specialist was very knowledgeable about sites and current strengths and weaknesses related to those sites. Additionally, the window tour provided an explanation of the ongoing efforts to diversify the tax base for the community. Updates were given about the continued revitalization and expansion of the downtown area. It is becoming a catalyst for attracting younger demographic groups. Similarly, it is supportive of entrepreneurs, and locally owned businesses, all of which resonate strongly with younger demographic groups.

The extended tour demonstrated the easy access to the multiple transportation modalities (i.e., interstates, state highways, railroads, and airport). It also included detailed descriptions of current industries, locations, employers, and estimates of current employees and current employee shortages (opportunities for new hires). A review of the limited available sites included estimates of available acreage and a knowledge of utility hookup costs and availability. Questions were welcome and most were readily answered.

This tour provided site selectors with a wealth of information that would be instrumental in determining if a site or a variety of sites would be appropriate for a commercial or an industrial project. The site selectors were also provided with zoning regulations regarding mixed use potentials such as work/shop/live developments and home-based businesses. The tour guide / economic development specialist also provided frank assessments of the desire to attract more young professionals into the community.

Succinct, yet thorough, the economic development specialist provided the site selectors with a depth of knowledge that could not be gleaned from a website or a series of information packets.

Data collection methods for the site selector community tour / mock site search include extensive in-situ data collection (i.e., interviews), review of property maps, physical terrain analysis, transportation network (and traffic congestion) analyses, cost of living analyses. Data collected was compared against like communities and aspirational communities.

APPENDIX

SITE SELECTOR RESULTS: SITE ANALYSES & SURVEYS

SITE SELECTOR SURVEY METHODOLOGY

The site selectors survey is a tool used to gain expert thoughts on the perceptions of a community. These thoughts are limited to considerations of Buda for site selection. In short, this tool captures the perceptions of site selection professionals as they relate to expanding or relocating a business to Buda. In order to narrow the focus of the survey, site selectors are first asked to describe the state of Texas before responding to more granular evaluations of Buda.

Site selection professionals are asked to rate Texas on specific development factors:

1. Business Friendliness
2. Cost of Doing Business
3. Current Economy
4. Access to Capital
5. Infrastructure
6. Workforce
7. Technology/Innovation
8. Quality of Life
9. Effective Corporate Tax Rate
10. Government

*It is important to note and remind users of this document that these results speak to perceptions, not actual individual policies. If there are discrepancies between perceptions and realities, these discrepancies can be used as opportunities to better communicate the realities of doing business in Buda and in Texas.

APPENDIX

SITE SELECTOR RESULTS: SITE ANALYSES & SURVEYS

SITE SELECTOR SURVEY METHODOLOGY

Business Friendliness	· <i>Businesses feel welcome and are perceived by city officials to be valuable contributors to the community</i>
Cost of Doing Businesses	· <i>Costs incurred in the ordinary course of business</i>
Current Economy	· <i>The present state in the overall economy within a geographical region</i>
Access to Capital	· <i>The level of difficulty for someone to get money or resources for their business</i>
Infrastructure	· <i>The basic physical systems for a business involving the production of public goods or production processes</i>
Workforce	· <i>The people engaged in or available to work, either in a country or area or in a particular company or industry</i>
Technology/Innovation	· <i>A new or improved product or process whose characteristics are significantly different from before</i>
Quality of Life	· <i>The standard of health, comfort, and happiness experienced by an individual or group</i>
Effective Corporate Tax Rate	· <i>The rate at which pre-tax profits are taxed</i>
Government	· <i>The governing body of a nation, state, or community</i>

APPENDIX

SITE SELECTOR RESULTS: SITE ANALYSES & SURVEYS

SITE SELECTOR SURVEY METHODOLOGY

From there, site selection professionals are asked to pick which community they most often consider for business locations. Communities to choose from include Buda and like communities in the region. Like communities include New Braunfels, TX, Kyle, TX, Katy, TX, Waxahachie, TX, Hendersonville, TN, Shawnee, OK, and Marietta, GA. These like communities share regional locations and have similar populations. Site selection professionals are also given the opportunity to write in a preferred community if it does not appear on the list provided.

These results can shed light onto Buda's relative appeal in the region. Using the same list of like communities, site selection professionals are asked to rate the aggressiveness of Buda and like communities. Aggressiveness here, is in terms of their economic development marketing activities. Aggressiveness can be interpreted as frequency and breadth of modality. Site selection professionals' perceptions, again, can be viewed as opportunities for evaluation and improvement.

Similarly, site selection professionals ranked communities' aggressiveness as it pertains to economic development incentive programs. Here, aggressiveness may include responsiveness to RFIs, vetting processes, and communication of incentive programs (i.e., easy to find, interpret, etc.). The comparative nature of this sequence of questions allows Buda staff to evaluate other communities, to see those communities' relative marketing aggressiveness/economic development incentive programs' aggressiveness and look for areas of improvement (if applicable).

APPENDIX

SITE SELECTOR RESULTS: SITE ANALYSES & SURVEYS

SITE SELECTOR SURVEY METHODOLOGY

Site selection professionals were then asked to comment on direct Buda agencies' interactions in the past. If site selection professionals had worked with Buda previously, they were asked to comment on:

1. Availability of business incentive tools
2. Ability/willingness to coordinate with local economic development officials
3. Responsiveness
4. Accessibility

Next, site selection professionals reported if they had previously considered a site in Buda as a potential location for a client and if they had site a project in Buda. These datapoints provide Buda a better understanding of initial interest and end results. As an extension, site selection professionals are then asked what they are looking for in relation to successfully working with a local economic development organization. This qualitative piece is instrumental in comparing current analyses of Buda's efforts and what site selection professionals are looking for.

The final question seeks to better understand Buda's perception:

- Positive
- Neutral
- Negative
- (or N/A)

Again, the responses here provide opportunities for internal evaluation and growth.

Overall, the utility of this survey is to understand current perceptions, evaluate those perceptions against on-the-ground realities, and determine how to best improve upon/or overcome such perceptions. The survey and its results provide a platform for Buda to make qualitative datapoints actionable.

APPENDIX

SITE SELECTOR RESULTS: SITE ANALYSES & SURVEYS

SITE SELECTOR SURVEY

Summarized within this section are the results of a survey responses from 8 national top site selectors to give an outsider's insight into the perceptions of what it is like to do business in Texas and specifically the Buda area. While not statistically significant, these findings shed light into the perceptions of Buda and more broadly, Texas, as a place to do business.

Reviewing the results, it is recommended that two questions are asked:

1. What are realities?
2. What are perceptions?

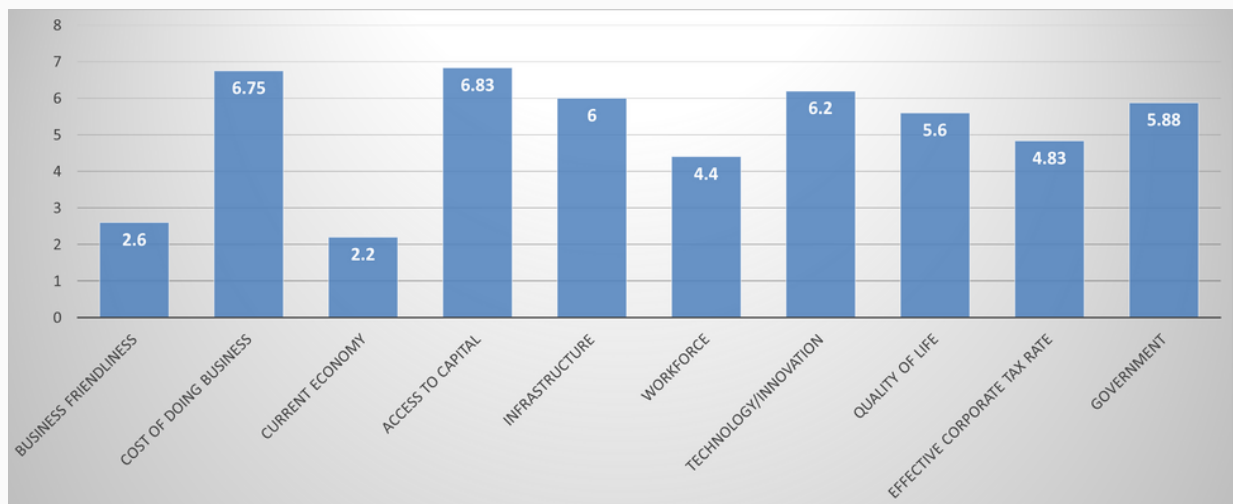
If the result is determined to be a perception, addressing the narrative is paramount. If the result is determined to be a reality, addressing the structural challenge becomes more pressing (if possible).

APPENDIX

SITE SELECTOR RESULTS: SITE ANALYSES & SURVEYS

SITE SELECTOR SURVEY

Please rate the state of Texas on the following economic development factors (10 being the highest)
n=8 responses



The highest rated category is Access to Capital. Out of a maximum rating of 10, its average score is 6.83. Cost of Doing Business is the next highest at 6.75. Technology/Innovation was rated 6.2, Infrastructure was rated 6.0, and Government was rated 5.88. The lowest rated factor was Current Economy (2.22), followed by Business Friendliness (2.6).

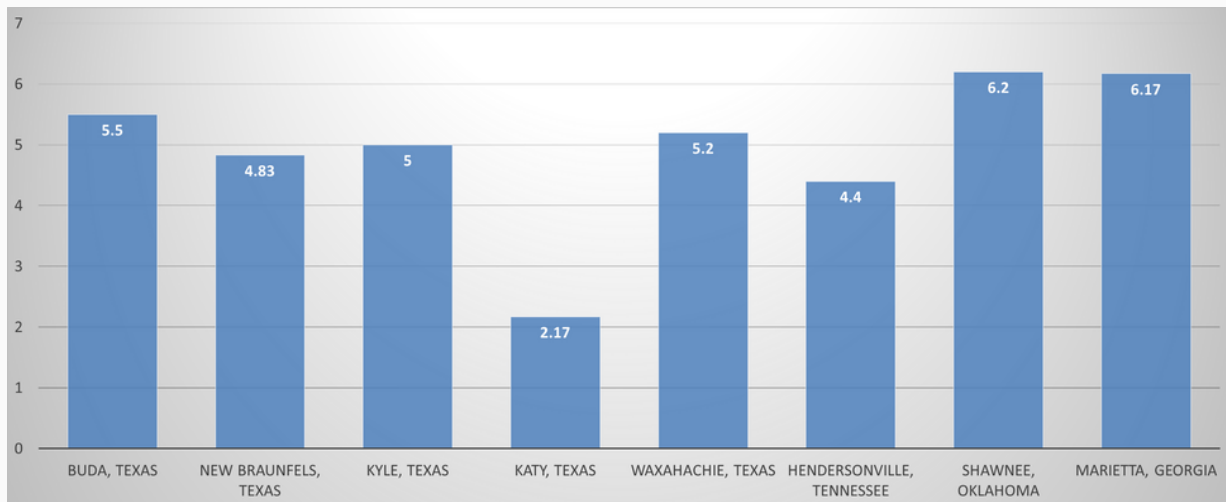
Category	Average Score
Business Friendliness	2.6
Cost of Doing Business	6.75
Current Economy	2.2
Access to Capital	6.83
Infrastructure	6.0
Workforce	4.4
Technology/Innovation	6.2
Quality of Life	5.6
Effective Corporate Tax Rate	4.83
Government	5.88

APPENDIX

SITE SELECTOR RESULTS: SITE ANALYSES & SURVEYS

SITE SELECTOR SURVEY

Which of the following cities have you considered most often for business locations for your clients (7 being the highest)
n=7 responses



The highest rated community is Shawnee, OK. Out of a maximum rating of 7, its average score is 6.2. Marietta, GA and Buda, TX are the next highest at 6.17 and 5.5. Waxahachie, TX was rated 5.2 and Kyle, TX was rated 5.0. The remaining business locations were below 5.0. The lowest rated community was Katy, TX (2.17), followed by Henderson, TN (4.4) and New Braunfels, TX (4.83).

Community	Average Score
Buda, Texas	5.5
New Braunfels, Texas	4.83
Kyle, Texas	5
Katy, Texas	2.17
Waxahachie, Texas	5.2
Hendersonville, Tennessee	4.4
Shawnee, Oklahoma	6.2

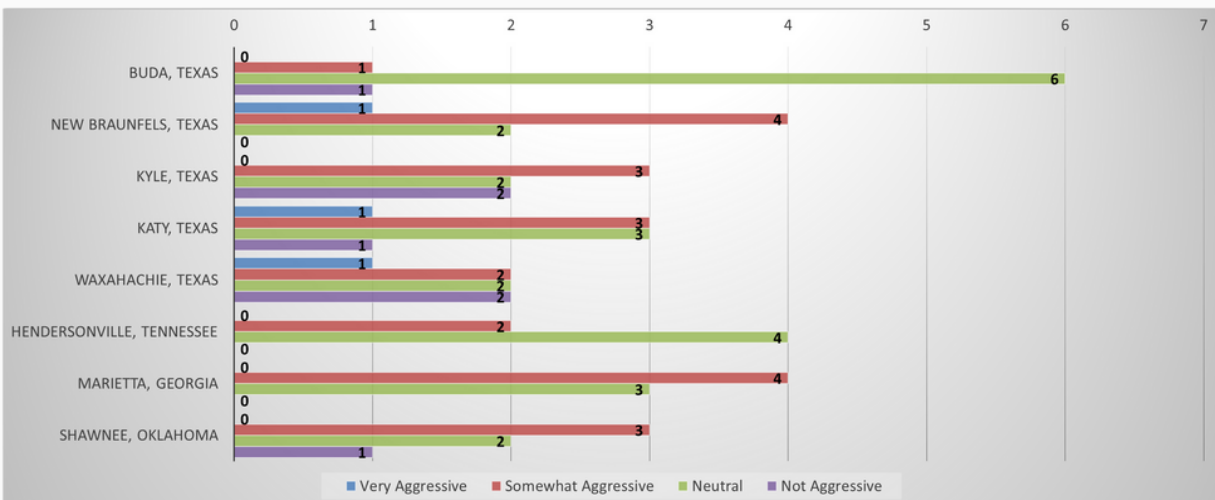
APPENDIX

SITE SELECTOR RESULTS: SITE ANALYSES & SURVEYS

SITE SELECTOR SURVEY

Based on your experience, please rate the aggressiveness of the economic development marketing activities for the following cities.

n=8 responses



The most aggressive community in terms of economic development marketing activities is New Braunfels, TX. 71% of responses reported this community is very or somewhat aggressive. Waxahachie, TX, and Katy, TX also had very aggressive responses. The majority of respondents reported Buda is neutral in its aggressiveness. A purely qualitative question, the level of aggressiveness is more difficult to measure, but does suggest that there is room for more ambitious tactics.

Community	Very Aggressive	Somewhat Aggressive	Neutral	Not Aggressive
Buda, Texas	0	1	6	1
New Braunfels, Texas	1	4	2	0
Kyle, Texas	0	3	2	2
Katy, Texas	1	3	3	1
Waxahachie, Texas	1	2	2	2
Hendersonville, Tennessee	0	2	4	0
Marietta, Georgia	0	4	3	0

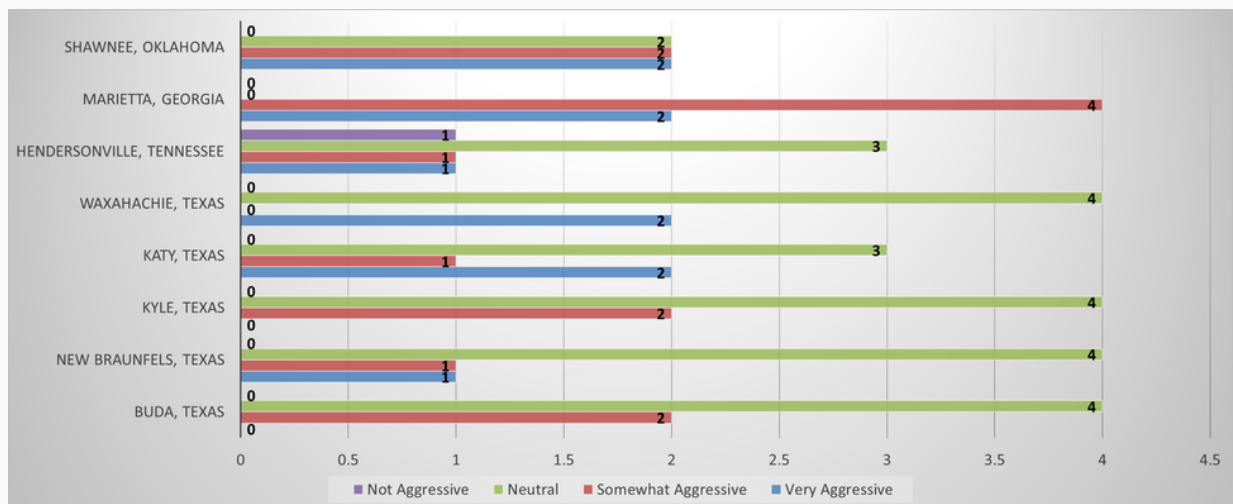
APPENDIX

SITE SELECTOR RESULTS: SITE ANALYSES & SURVEYS

SITE SELECTOR SURVEY

Based on your experience, please rate the aggressiveness of the economic development incentive programs for the following cities.

n=8 responses



The most aggressive community in terms of economic development incentive programs is Marietta, GA. 100% of responses reported this community is very or somewhat aggressive. Shawnee, OK, Waxahachie, TX, Katy, TX also had very aggressive responses. The majority of respondents reported Buda is neutral in its aggressiveness. A purely qualitative question, the level of aggressiveness is more difficult to measure, but does suggest that there is room for more ambitious tactics.

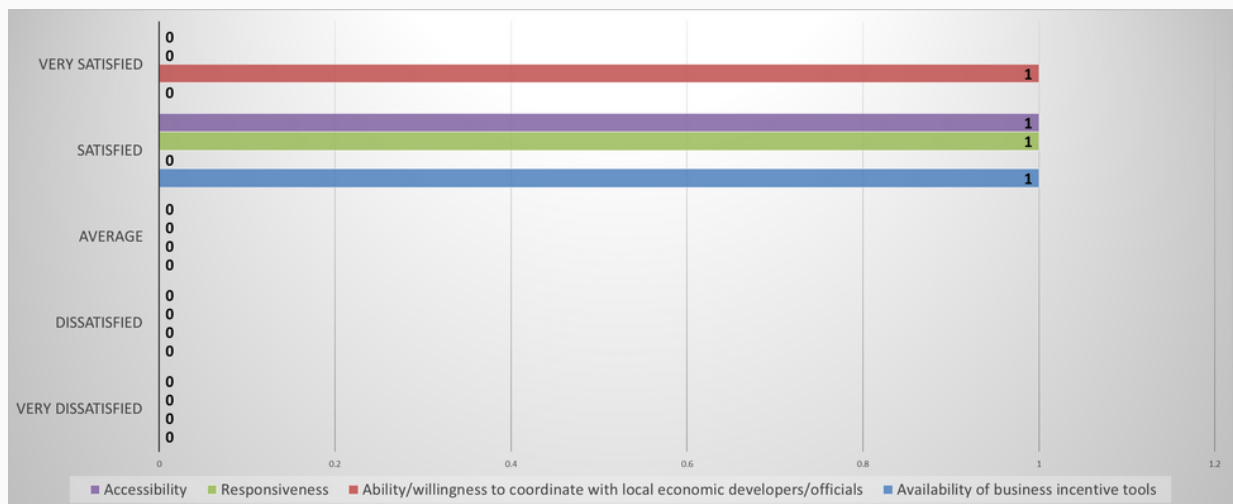
Community	Very Aggressive	Somewhat Aggressive	Neutral	Not Aggressive
Buda, Texas	0	2	4	0
New Braunfels, Texas	1	1	4	0
Kyle, Texas	0	2	4	0
Katy, Texas	2	1	3	0
Waxahachie, Texas	2	0	4	0
Hendersonville, Tennessee	1	1	3	1
Marietta, Georgia	2	4	0	0

APPENDIX

SITE SELECTOR RESULTS: SITE ANALYSES & SURVEYS

SITE SELECTOR SURVEY

If you have worked with Buda in the past, please rate your satisfaction with the agency:
n=1 response



Overall, no item was ranked as Very Dissatisfied, Dissatisfied, or Average. The respondent marked everything as Satisfactory with the ability/willingness to coordinate with local economic developers/offices marked as Very Satisfied. A purely qualitative question, the level of satisfaction is more difficult to measure, but does suggest that there is an opportunity for improvement.

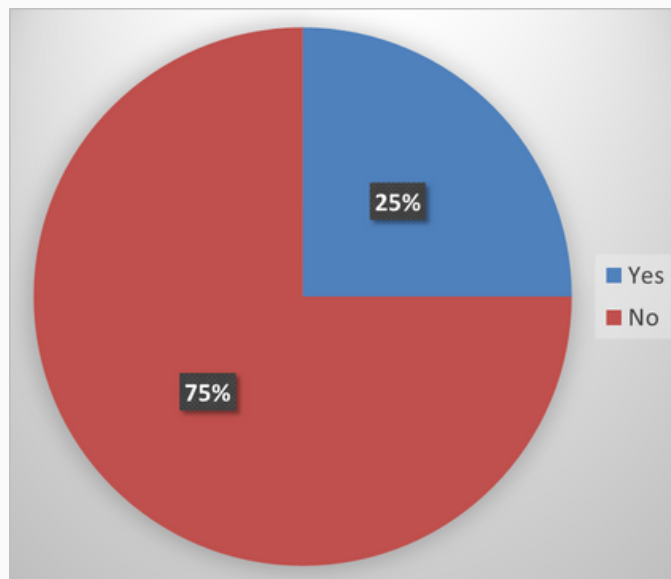
Item	Very Dissatisfied	Dissatisfied	Average	Satisfied	Very Satisfied
Availability of business incentive tools	0	0	0	1	0
Ability/willingness to coordinate with local economic developers/officials	0	0	0	0	1
Responsiveness	0	0	0	1	0
Accessibility	0	0	0	1	0

APPENDIX

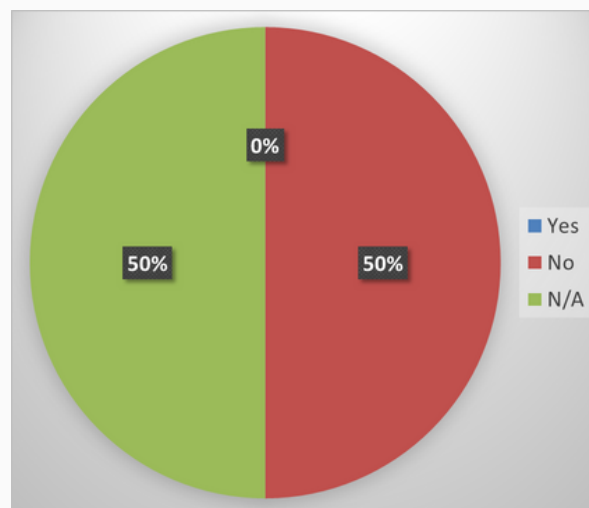
SITE SELECTOR RESULTS: SITE ANALYSES & SURVEYS

SITE SELECTOR SURVEY

Have you ever considered a site in Buda as a potential location for a client?
n=8 responses



If you have considered Buda as a potential location, have you ever sited a project there?
n=6 responses



APPENDIX

SITE SELECTOR RESULTS: SITE ANALYSES & SURVEYS

SITE SELECTOR SURVEY

As a site selector, what are you looking for in relation to successfully working with a local economic development organization?

n=7 responses

- Having sites and/or buildings that can be considered and be able to answer questions to my RFP fully and quickly.
- Local market knowledge and contacts.
- Responsiveness. Eyes and ears with boots on the ground. Helping to navigate the local officials. Completing RFIs in a timely manner. Being honest and transparent.
- Good website, response to RFI, response to questions, arranging field visits, conducting virtual tours.
- Competent replies to RFPs. The EDO should know their real estate and utilities.
- Professionalism. Preparation (info on critical criteria). Understanding business needs.

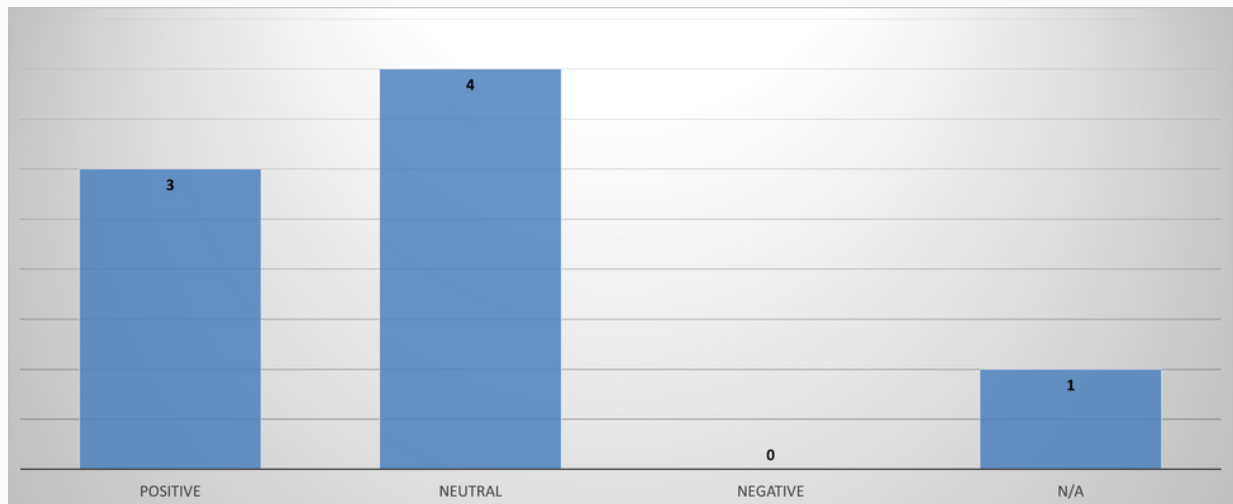
Overall analysis: site selectors are looking for quick, knowledgeable, and professional EDO staff.

APPENDIX

SITE SELECTOR RESULTS: SITE ANALYSES & SURVEYS

SITE SELECTOR SURVEY

What is your current perception of Buda, Texas?
n=8 responses



Three respondents currently have a positive perception of Buda. Four respondents have a neutral perception of Buda. No respondents have a negative perception of Buda. One respondent selected "N/A".

APPENDIX

SITE SELECTOR RESULTS: SITE ANALYSES & SURVEYS

SITE SELECTOR SURVEY

Overall, site selectors acknowledge value and opportunity when discussing Buda and Texas in the context of business development. While the number of responses is low, the candidness of responses is appreciated. One of the generalized takeaways is that Buda does not “stick out” to site selectors. They acknowledge Buda exists, but it doesn’t stick out in terms of business attraction.

The questions and results have been accompanied by two questions throughout:

1. What are realities?
2. What are perceptions?

These questions, next steps, action items, and scorecards are discussed on subsequent slides.

APPENDIX

SITE SELECTOR RESULTS: SITE ANALYSES & SURVEYS

SITE SELECTOR SURVEY: CONCLUSION

Site selectors have provided their insights into topics that can be identified as realities and as perceptions. Realities are structural, tangible things such as the cost of land or utilities or wages. Perceptions are those initial thoughts about a place, that are based in from-a-distance thinking and can include casual thoughts such as an absence of nightlife or a general feeling or thought that the community simply exists. There is no great attracting force pulling people into the community. These perceptions can be addressed head on, and Buda can begin to shape its own perception and control the narrative about Buda.

Owning the realities, acknowledging them, and addressing them are the first steps to improving upon those realities. Acknowledging the perceptions of Buda allows Buda to shape its responding messaging and to, over time, reshape those perceptions.

Over time, the introductory remarks about the points below will become historical inflection points where Buda's leadership began to change its future course.

- Establish a more business friendly atmosphere
- Provide a FAQ page for doing business in Buda (i.e., available incentives, programs, etc.)
- Highlight the proximity to advanced manufacturing industries and multimodal transportation network
- Celebrate the advantages (i.e., low cost of living, low crime, quality schools) of Buda

Each of the above represent elements that ranked lowest on the location scorecards. Our professional experience reminds us that people don't know what they don't know. In that void, stereotypes and perceptions exist. Getting ahead of those stereotypes and perceptions is critical to shaping the perception of Buda moving forward.

The next steps include reviewing the survey items results and determining which are realities and which are perceptions. Internal discussions within the municipal government can begin to determine reality versus perception. It can also be beneficial to discuss these survey items in a broader way with key stakeholders and leader of key groups throughout the city (i.e., large employers, entrepreneurs, educationists, etc.). A broader understanding of these survey items through the lens of local leaders can further determine which are realities and which are perceptions. From there, strategies can be designed, workshopped, and implemented to make substantive, positive changes.

