

# #1 Growth Potential in Next DECADE

## austin

Austin has 2020 vision for the next ten years. According to *Kiplinger's Personal Finance* magazine, Austin is the best-positioned city for growth in the next decade. The determination was made after Kiplinger's quantitative evaluation of two key indicators of economic success, growth and growth potential.

Austin has an abundance of innovation, technology and creativity. But what makes Austin visionary is the way it leverages these attributes. The magazine notes that the real secret to supercharging a city's economic engine is collaboration of governments, universities and business communities which serves to strengthen a city's economy and livability. A shining example of collaboration is the 10-year old **City of Austin Small Business Development Program (SBDP)**. Fully funded by the City, SBDP works with government, non-profit and university resources to help local entrepreneurs create and develop their unique business visions.

According to Robert Frick, Kiplinger's senior editor, the top 10 cities are not just great places to live, "they're also great places to start a business or find a job." Austin's local

small business population contributes significantly to its economic vitality and livability. Home to over 38,600 small businesses, Austin currently leads the nation for small business development, according to Portfolio.com. And SBDP has established itself as a leader for its innovative services and programs like *Meet the Lender*, a national award-winning conference that links entrepreneurs to lenders in an informal setting. This is only one of the many no-cost or low-cost programs and services sponsored by SBDP.

The **Small Business Development Program** is proud of Austin's national recognition as the top city for growth potential. Our vision for the next decade is to continue contributing to Austin's small business growth by refining and expanding our programs and services to local entrepreneurs. For more information, please view the entire Kiplinger's Personal Finance article found [here](#).

