



City of Austin

Steve Adler, Mayor

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To our friends and future collaborators,

Let me begin by expressing the appreciation of a region that already benefits from Amazon's substantial investment to date and the promise for a collaborative future. Now, Amazon is looking for a new headquarters, and Austin is seeking new ways to help preserve the spirit and soul of a magical community.

In front of us is an incredible opportunity for a precedent-setting partnership. We can together build a new model for how cities and private enterprise can collaborate at significant scale. What if your new headquarters was more than just a building or a campus, but rather an integral part of the economic, cultural, and social fabric and future of an entire city?

Austin's response to your request for proposals surely articulates what makes this city unique. But it is the soul of this place and its people that matter most. Austin has an innovative and collaborative spirit that you'll find nowhere else. This provides Amazon with a rare, if not unique, opportunity to expand from community member to community catalyst. Imagine the feeling of co-founding with your community something substantively new.

Austin's history shows that we have a talent for turning ambition and vision into action. Austin's renowned quality of life is in large part due to our beautiful natural environment. The region's environmental track record is just one example of what can happen when a city thinks and plans and consistently acts with long-term quality of life in mind, and in partnership with an involved community, a socially-minded private sector, innovative nonprofits, and supportive elected officials. Our region is lauded for our water and air quality, waste management, alternative energy investments, and sustainability initiatives.

In another example of creating new collaborations to accomplish the unprecedented, Austin recently drove veteran homelessness to net effective zero. The private sector, real estate community, nonprofits, and community advocates pulled together as a team for the first time in innovative ways to meet this community challenge. As with our environmental accomplishments, this achievement and its extension to other homeless populations is just the beginning of a decades-long commitment and has changed how this community sees its own capabilities.

Our strong workforce and low unemployment is another success story, but again, it is the future that we are most concerned about today. Long-term thinking must rule the day if we are to be an inclusive, equitable and sustainable community. Aligned regional governments and entities are working with the

private sector, notably Samsung and others, to create new career pathways for residents eager to share in opportunities that will change the future of working families for decades to come.

Visit Manor New Tech high school and you'll see the best STEM curriculum in the country firsthand in a historically disenfranchised part of town. Austin Community College is not just nationally ranked in liberal arts; we are using cutting edge predictive analytics to usher in what SXSW last year called a "golden age" of precision learning. The University of Texas system as you surely know is already world-class in every regard, but new efforts such as the Dell Medical School and the Dell Seton Medical Center are themselves the result of a unique community collaboration (where residents approved new taxes to create this vital engine) never before thought possible. Huston-Tillotson, a historically black university, has been an essential part of East Austin for more than 140 years and will be a cornerstone for the whole city in the decades to come with Business, Management, Marketing, and Related Support Services among their most popular majors.

Our leadership in these areas is the result of committed early action by engaged residents, a socially conscious business community, innovative nonprofits, and elected officials who acted long before it was popular and who found new pathways forward.

Mobility is our new frontier and a priority around which unprecedented investments are being made, new regional cooperation is being built, and new technologies employed. In October, 2015, Austin became the Kitty Hawk of autonomous vehicles when a visually impaired passenger drove a car on our streets in regular traffic.

Our long-term goal in Austin is to both preserve the soul of our community and make it accessible to all – even as we excel as a community that continues to attract top talent. What new solutions and long-term investments in workforce development, affordability and mass transportation might we achieve together that would not have been possible otherwise?

Austin is a special city and Amazon is a special company. I firmly believe that Austin and Amazon can help each other achieve solutions to our biggest challenges. Even as you assess our community's great assets, I ask you to look at our community's greatest challenges as an opportunity to help craft a story for Amazon and for Austin that will be told for a long time. You'll find in Austin a hospitable, purposeful collaborator that knows its strengths as well as its needs, and is thoroughly committed to building for the future.

I look forward to speaking with you soon.

Sincerely,



Steve Adler

Mayor, City of Austin