INNOVATION DISTRICTS

Tuesday, June 19, 2018

INNOVATION DISTRICTS

Staff presentation and discussion regarding the creation of an Innovation District.

01

BACKGROUND
Brookings Institution framework.

02

EXAMPLES
Local and national Innovation District examples.

03

RECOMMENDATION
Next steps for San Marcos.

Understand the Innovation District concept and discuss the creation of an Innovation District to serve our community.

01

Why an Innovation District?

"We envision San Marcos with economic, educational and cultural opportunities that develop a stronger middle class and grow our local economy.

We foresee a vibrant community that strategically leverages the University and all available community assets to support environmentally sustainable industry, technological excellence, local business development and the arts."
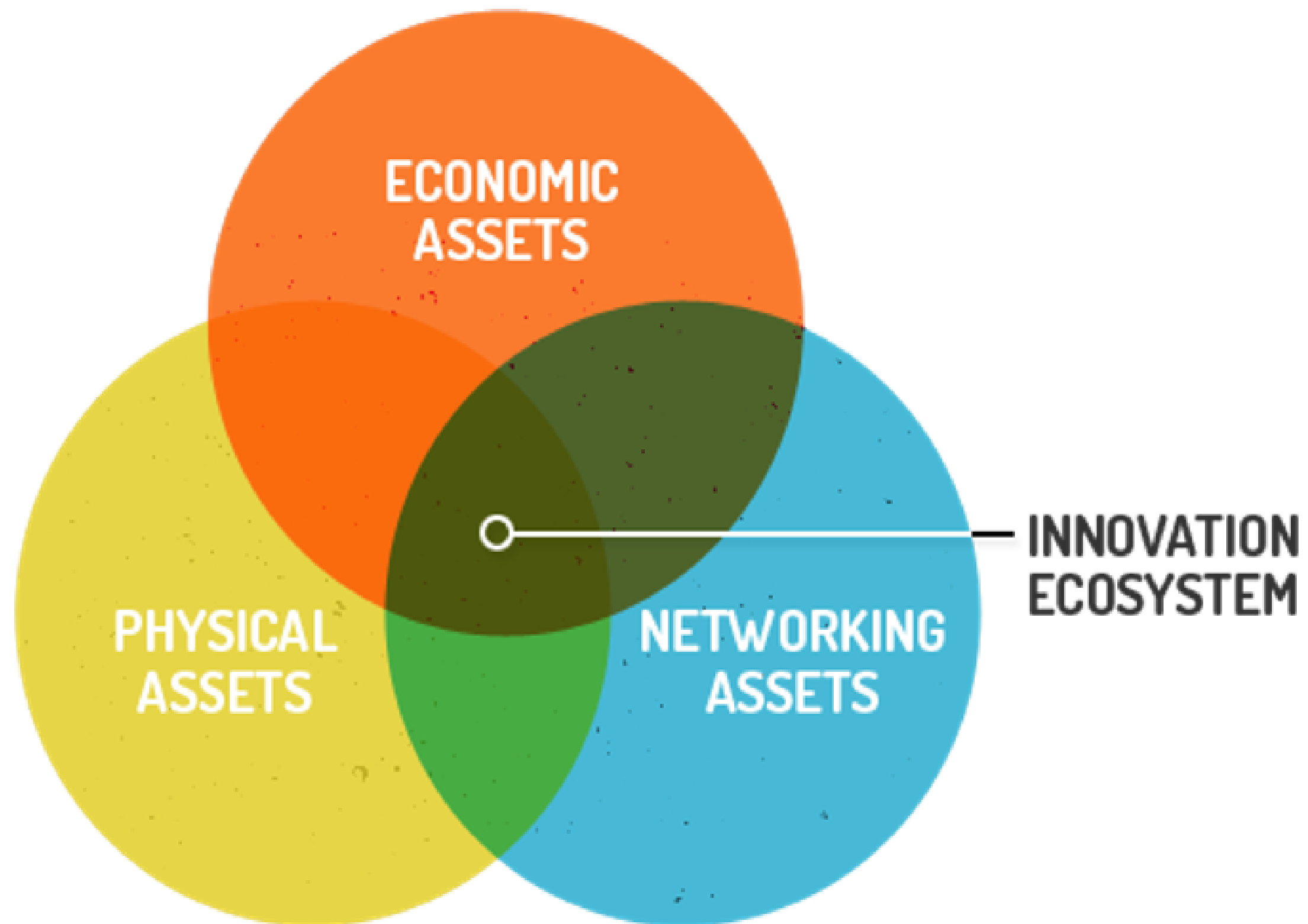
THE RISE OF INNOVATION DISTRICTS:

A New Geography Of Innovation In America

01

BROOKINGS INSTITUTION FRAMEWORK

"A geographic area where leading-edge anchor institutions and companies cluster and connect with start-ups, business incubators and accelerators.
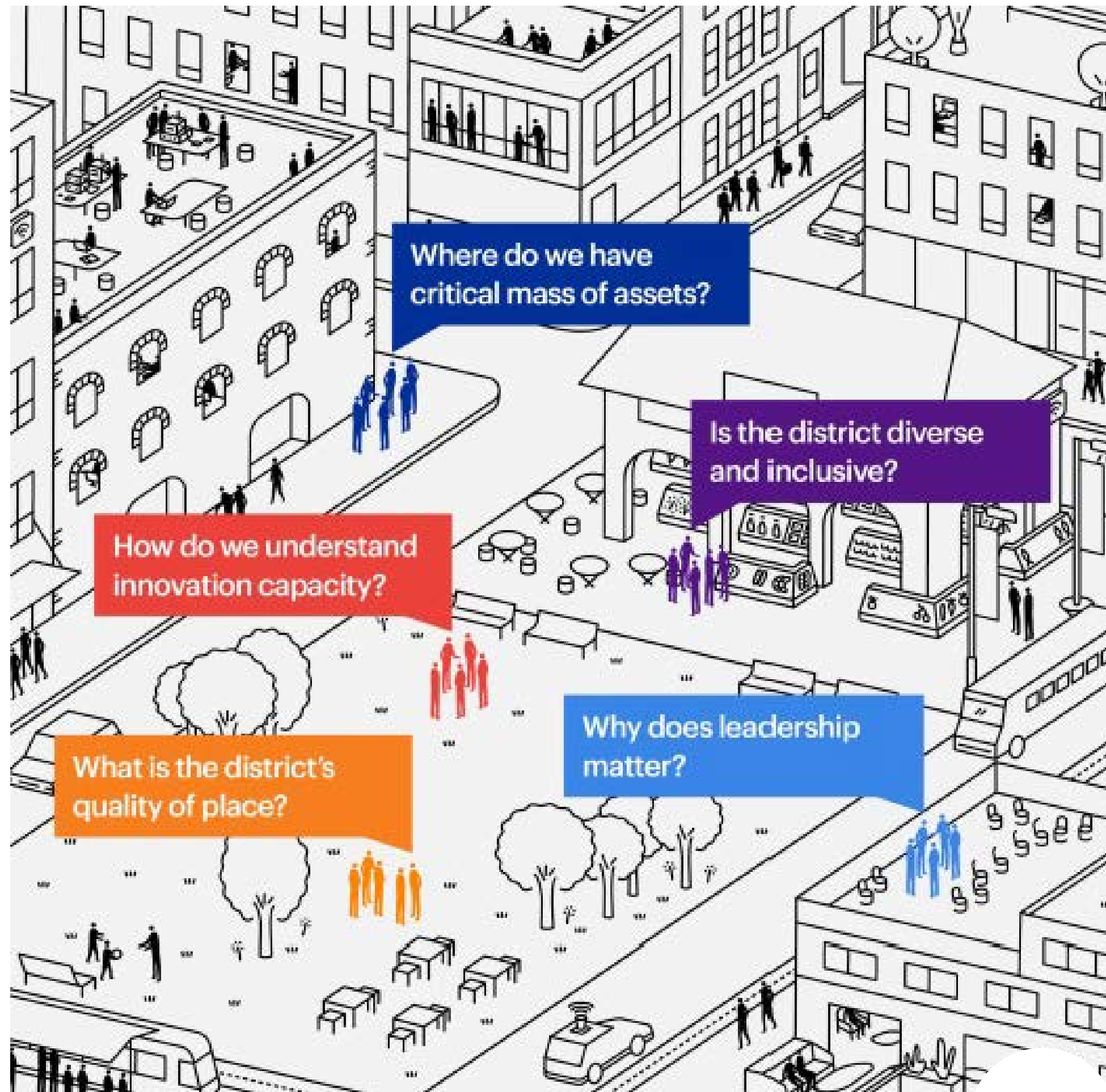
They are physically compact, transit-accessible, technically-wired, and offer mixed-use housing, office and retail."

01

GUIDING PRINCIPLES

The Brookings Institution describes 12 principles guiding innovation districts…

Where do we have critical mass of assets?

Is the district diverse and inclusive?

How do we understand innovation capacity?

What is the district's quality of place?

Why does leadership matter?

02

NOTABLE EXAMPLES

- Philadelphia University City
- Seattle South Lake Union
- Oklahoma City
- Cambridge, MA Kendall Square
- St. Louis Cortex Innovation Community
- San Antonio SmartSA

Comcast

Independe

PECO

FMC

Drexel University

University City Science Center

Hospital of the Universit

CHOP

University of Pennsylvania

VA Medical Center

02

CAPITAL CITY INNOVATION

Central Austin innovation district focused on healthy communities.

Anchored and supported by:

- Dell Medical School
- Dell Seton Medical Center
- Central Health Brackenridge
- Austin Chamber
- Downtown Austin Alliance

03

STAFF RECOMMENDATION

Adopt a Resolution to:

1) Identify a district boundary around Downtown and STAR Park, and

2) Establish an "Innovation District Stakeholder Group" charged with:

   - Conducting an audit of assets
   - Establishing a governance structure
   - Developing an action plan