

# DECA

## INVESTING IN ALL OUR FUTURES

[www.decacentx.com](http://www.decacentx.com)





# DECA

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**Diversity and Ethnic Chamber Alliance** (“DECA”) is comprised of the Austin LGBT Chamber, Greater Austin Asian Chamber, Greater Austin Black Chamber, Greater Austin Hispanic Chamber of Commerce.

DECA will work with community stakeholders over the next year to build REED Plan components. REED Plan is a one of kind model setting a new national standard of community collaboration to impact opportunities for minority businesses and workforce REED Plan better aligns the needs/desires/capacity of large private-sector economic actors with broader community needs for mutual benefit

DECA is the heartbeat of Austin's economic landscape, championing diversity and inclusion to shape the city's future. With a mission rooted in fostering diverse economies, DECA stands as a pillar supporting Austin's vibrant tapestry of businesses and entrepreneurs. From the tech startups that redefine innovation to the local artisans preserving tradition, DECA embraces them all, recognizing their collective contribution to Austin's identity. Just as Austin evolves, DECA adapts, ensuring that every opportunity is not just seized, but shared across the mosaic of communities that define our city.



## PROBLEM

It is no secret that, in the aggregate, Central Texas has done exceptionally well economically in recent decades. It's also no secret, that the benefits of this overall prosperity have been unevenly distributed.

## SOLUTION

REED Plan: Regional Equity and Economic Development

REED: A visionary blueprint for nurturing our region's diverse economies over the next five years.

# DECA'S REED PLAN

## VISION

Enhanced integration of individuals, businesses, and communities that have been excluded from the overall increase in local prosperity.

## APPROACH

Align requirements, aspirations, and capabilities of major private sector entities with those of regional governments to advance a more inclusive community benefit.

## GOAL

The REED plan sets will reduce barriers and create access to prosperity for our minority and LGBT communities under the stewardship of DECA

# REED ADVISORY COUNCIL



Alison Alter



Ryan Coaxum



Kate Garza



Patricia Hayes



Jesus Garcia



Carlos Gaztambide



YaLecia Love



Rudy Metayer



Theresa McShan



Eric Ploch



Taylor Smith



Harold Strong



Amber Warne



Lavonia Horne-Williams



Linda Webb



# DECA CEOS



Tina Cannon  
Austin LGBT  
Chamber



Tam Hawkins  
Greater Austin  
Black Chamber



Monica Andry  
Greater Austin  
Hispanic Chamber



Mark Duval  
Greater Austin  
Asian Chamber



# REED PLAN COMMUNITY DRIVEN

Incorporating community voices in a plan ensures it reflects diverse needs and fosters ownership, leading to more effective and equitable outcomes.



**12k+**

Surveys sent



**180**

Focus Group



**15 members**

Advisory Council



**4k+**

Collective members

# REED PLAN

REED is a comprehensive regional economic equity plan with specific target areas aimed at positively influencing minority and LGBT workforce participation and businesses.



## HOUSING

In Austin's housing crisis, limited supply leads to bidding wars, hindering workforce capacity and causing community-wide repercussions. Addressing this is a top economic priority.



## TRANSPORTATION

DECA will back regional transportation by focusing on infrastructure and connectivity to boost accessibility and efficiency, aiming to spur economic growth and enhance quality of life.



## SMALL BUSINESS

Minority-owned small businesses often lack resources, hindering their ability to secure key contracts and further grow.



## WORKFORCE

DECA will support minority-owned firms by aiding community workforce initiatives, fostering better communication between employers and labor force developers.

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## CHILDCARE

Investing in accessible and affordable childcare is essential to support workforce participation and foster economic growth.



## CREATIVE ECONOMIES

Investing in Austin's creative economies means supporting artistic talent and cultural initiatives to drive economic growth and attract global talent.



## REGIONALISM

Active engagement in regional planning is vital for creating inclusive strategies that benefit the community and ensure sustainable development.



## GLOBAL

DECA's unique position empowers it to impact global business in our region by fostering partnerships and driving initiatives for international growth.

# REGIONAL APPROACH



DECA's economic plan and outreach initiatives prioritize the inclusion of the entire five-county region. By encompassing a broader geographical area, we aim to address the diverse needs and opportunities present across the region. Our approach acknowledges the interconnectedness of local economies and seeks to foster collaboration and synergy among neighboring communities.

Through targeted outreach efforts, we aim to engage stakeholders from each county to ensure their voices are heard and their perspectives are considered in our economic strategy. Ultimately, our goal is to promote inclusive economic growth that benefits residents and businesses across all five counties.

# GLOBAL OUTREACH

DECA has been actively engaged in global outreach and fostering connections to enhance business relations with entrepreneurs in Austin. Here is a brief list of the countries DECA partners have already interacted with.

Hong Kong

Israel

Mexico

China

El Salvador

Ireland

Malaysia

Panama

United Kingdom

Thailand

Poland

South Korea

Japan



# COMMUNITY LANDSCAPE

The DECA Chambers are intricately woven into the fabric of the entire Central Texas community. Rooted in the core value of "service," our dedicated staff actively engages with various community boards and committees in our area, embodying our commitment to uplift and support our vibrant communities. here are just a few...



ECONOMIC PROSPERITY COMMISSION



URBAN RENEWAL BOARD & COMMISSION



EAST AUSTIN CONSERVANCY



# ROADMAP TO REED

Since DECA's inception in early 2022, the collaborative has worked to determine the needs of our collective business communities and design plans, events, and opportunities to address those needs.

## PHASE 1

City of Austin Contract  
Supporting REED

Community Survey Launched

DECA Business Essential Workshop

REED Plan Outlined

## PHASE 2

DECA Business Small  
Business Summit

DECA REED Plan Focus Groups

Travis County  
Contract Supporting REED

REED Advisory Council

## PHASE 3

Final REED Plan

REED 1.0 Kick off

Ongoing Work On Each  
Pillar of REED Plan



# INVESTMENT

Become a DECA Founding Investor. Secure your sponsorship by Sept 1, 2024.

**IMPACT PARTNERSHIP**

**\$75,000**

**LEAD PARTNERSHIP**

**\$50,000**

**COMMUNITY PARTNERSHIP**

**\$25,000**

**SUPPORTING PARTNERSHIP**

**\$10,000**





# INVESTMENT

	SUPPORTING PARTNER \$10K	COMMUNITY PARTNER \$25K	LEAD PARTNER \$50K	IMPACT PARTNER \$75K
Listed as investor on DECA specific website	✓	✓	✓	✓
Logo on DECA specific communications (newsletters, email blasts, etc.)		✓	✓	✓
Logo placement at DECA specific in-person events			✓	✓
Attendance at DECA Annual Investor Meetings			✓	✓
Free attendance at DECA breakfasts/luncheons**			✓	✓
Seat on REED Advisory Council			✓	✓
Basic directory level membership with all four DECA Chambers			✓	✓
Corporate DECA Investor designation includes logo placement on each chamber website as a DECA Investor				✓
Gala table at each DECA Chamber annual gala				✓

## Options:

- Invest in DECA

- Invest in all 4 Chambers at *Lead and Impact* Partner levels

DECA partnership fees are incurred annually over a five year pledge

\*\*Limited to 2 attendees per event. Advanced registration required



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Thank  
you!



Diversity Ethnic Chamber Alliance

