

DECA PROSPERITY TOGETHER

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REED PLAN

DECA



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.

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.



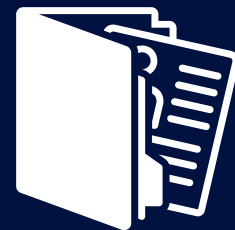
SOLUTION

REED Plan: Regional Equity and Economic Development

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



REGIONAL ECONOMIC PLANS



The REED Plan is a 1st of it's kind in the nation. A regional economic development plan built by and for minorities economies.



REED Plan is **not** meant to replace other regional plans but rather to compliment the work with a micro lens on assisting minority businesses.

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 to reduce barriers and create access to prosperity for our minority communities under the stewardship of DECA

REED ADVISORY COUNCIL



Alison Alter
 Local
 Government



Ryan
 Coaxum
 Banking



Kate Garza
 Travis
 County



Patricia
 Hayes
 Education



Jesus Garcia
 Community
 Leader



Carlos
 Gaztambide
 Housing Finance



YaLecia
 Love
 Elgin CM



Rudy Metayer
 Pflugerville CM



Theresa
 McShan



Eric Ploch
 Transporttio



Taylor
 Smith



Harold
 Strong



Amber
 Warne



Lavonia Horne-
 Williams



Dr. Linda
 Webb
 Education

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



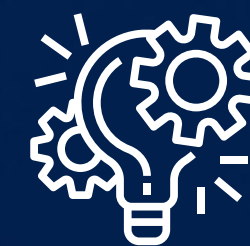
REED PLAN COMMUNITY DRIVEN

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.

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.



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

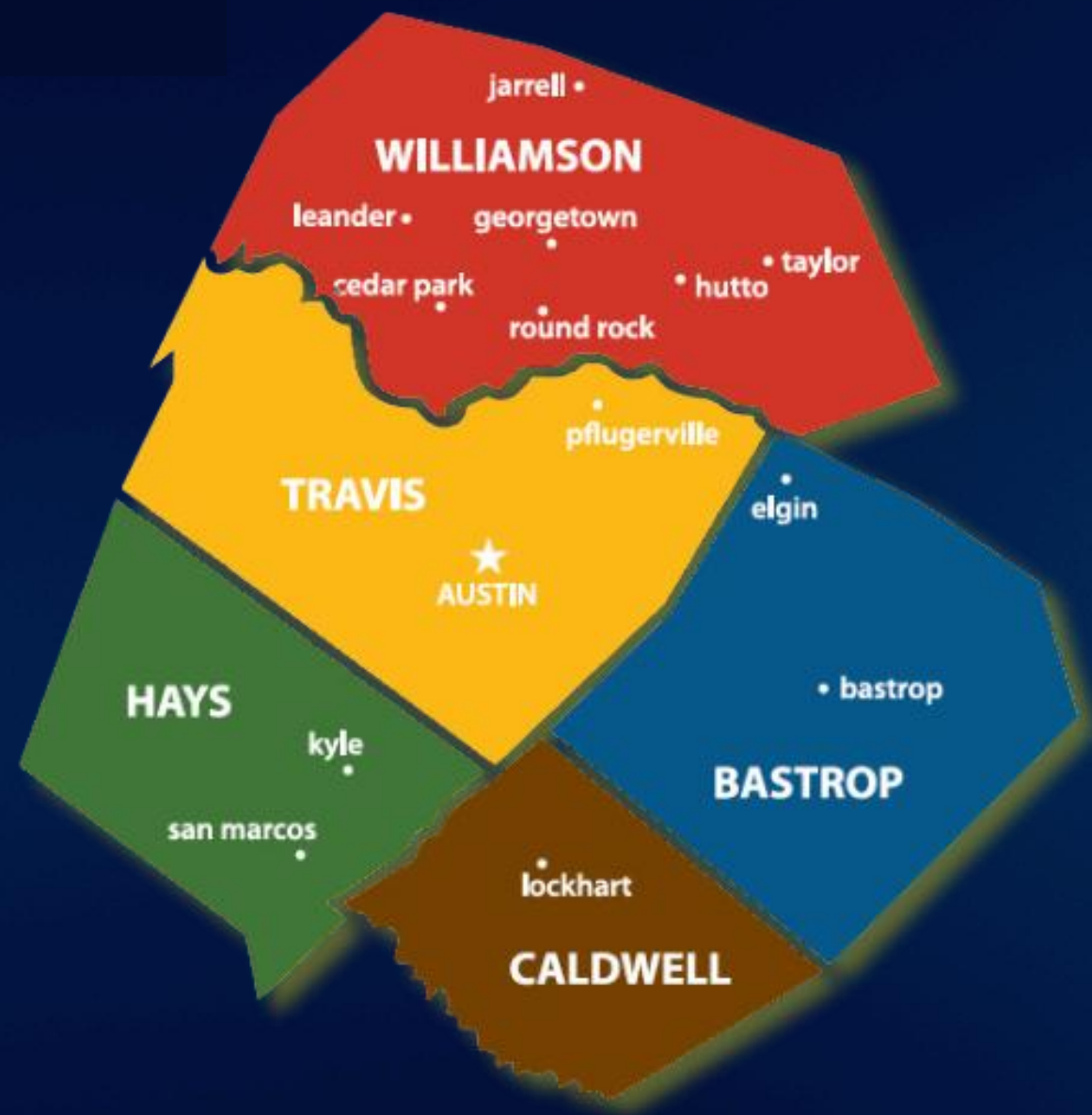
Active engagement in regional planning is vital for creating inclusive strategies that benefit the community and ensure sustainable development.



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.

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
China
Malaysia
Thailand
Singapore

Israel
El Salvador
Panama
Poland
Taiwan

Mexico
Ireland
United Kingdom
South Korea
Japan



INTERCITY 2024 IRELAND

MARCH 24th-27th 2024



AUGUST 3RD-5TH, 2025



INTERCITY TRIP

**AUSTIN <>
SEATTLE!**





THE GREATER AUSTIN ASIAN CHAMBER OF COMMERCE AND
THE WILLIAMSON COUNTY ECONOMIC DEVELOPMENT PARTNERSHIP PRESENT

Business with Korea | 2025

한국 방문 상공회 대표단

SHOWCASE YOUR COMPANY. CONNECT WITH BUSINESS OPPORTUNITY.

회사를 알리고, 다양한 비즈니스 기회를 마주하세요.

TITLE SPONSOR

PMI | U.S.



HOSTED BY



OCT 11 - 17, 2025



DECA SMALL BUSINESS SUMMIT

AUGUST 1, 2025 | 11:30AM-2PM

City of Austin Permitting and Development Center
6310 Wilhelmina Delco Dr., Austin, TX 78752

IN PARTNERSHIP WITH





Recieve
\$10K to \$50K

**BCL of Texas Launches \$1M Loan
Pool for DECA Small Businesses**

**To learn more about the loan
program and to schedule a lending
inquiry, contact BCL today!**



AUSTIN SMALL BIZ WEEK

LEVERAGING YOUR DECA CHAMBERS

MAY 6TH, 2025 – 4:30PM-7:00PM - Austin Energy Headquarters (4815 Mueller Blvd)

IN PARTNERSHIP WITH:



**Economic
Development**
CITY OF AUSTIN



VENUE PARTNER:



Diversity Ethnic Chamber Alliance



AUSTIN LGBT
CHAMBER
OF COMMERCE



AUSTIN ASIAN
CHAMBER OF COMMERCE



Greater
Austin
BLACK
CHAMBER



Greater Austin Hispanic
Chamber of Commerce

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....





DECA PROSPERITY TOGETHER

Thank
you!



Diversity Ethnic Chamber Alliance



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