

Council Meeting Backup : November 20, 2025

Austin Economic Development
Business Incentives and Expansion
Place-Based Enhancement Program
Dance Studio

Company Name: Balance Dance Studios Expansion Plan**Industry:** Creative Space**Category:** Category II – Community Impact

Project Summary: Balance Dance Studios is launching the Austin Performing Arts Center and Training Complex (APAX), a 33,000-square-foot expansion at its South Lamar location. The facility will include the Lux Theater, green rooms, and multi-use spaces for performing arts productions, youth programs, childcare, educational workshops, and community events. The project will activate underutilized commercial property, create local jobs, and expand Austin’s year-round event capacity. Designed as a solar-powered green facility, APAX also supports sustainability goals. It will serve as a vital cultural hub and flexible civic resource, supporting families, small businesses, freelancers, and the great creative community across Central Texas.

Current Status:**Jobs**

	<u>Direct</u>		<u>Spin-Off</u>	<u>Total</u>
	<u>Created</u>	<u>Retained</u>		
Employment Impact	2	18	4.5	24.5

Fiscal Impact

Summary of Estimated Ten Year Fiscal Impact	
Total Capital Investment	\$10,523,642
Benefits	\$ 3,135,660
Costs	\$ 381,501

Summary of Potential Local Incentive Package & Net Benefit

Estimated Net City Fiscal Benefit	\$2,754,159
Proposed Incentive:	\$547,623
Net Benefits Over 10 Years	\$2,206,537

Summary of Community Benefits

Construction of new Creative Space and/or Venue	Providing Multi-use Creative Space
Local Small Business, Creative Space, and Childcare	

Council District: 5

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