

1. Introduction

In the past few years, Austin, Texas has been widely recognized by many media as the best city to live in the United States (<https://www.cnbc.com/2019/04/15/us-news-world-report-best-places-to-live-in-the-us-in-2019.html>). With an ever increasing cluster of high-tech companies, this growing Austin metropolitan area is thus nicknamed silicon hills. The name is analogous to Silicon Valley, but refers to the hilly terrain on the west side of Austin. High tech industries in the area include enterprise software, semiconductors, corporate R&D, biotechnology, the video game industry, and a variety of startup companies.



Seattle and San Francisco are the two existing gravity centers of the tech industry. Among the five largest tech companies in the United States, three (Apple, Alphabet, Facebook) headquartered in San Francisco area and two (Microsoft and Amazon) based their roots in Seattle area. Therefore, one would ask the question how different is the emerging Austin from the two existing tech centers on the west coast? How can Austin develop its city to better catch up with the two leading champions?



This project compares distribution of venues in Austin to that in Seattle and San Francisco. The comparison aims to explore how Austin can develop itself with respect to venues to catch up with Seattle and San Francisco.