



Mayor John F. Cook

Presentation to City Council

by the El Paso Lyceum on

Tuesday, May 14, 2013

Accomplishments and the future
of the Lyceum and its Cabinets





HISTORY

- In 2005 – El Paso Regional Economic Summit to bring the community and the private and public sectors together to work on projects and ideas for the benefit of the community and to promote an open and productive dialogue.
- RESULT – the creation of the El Paso Lyceum and advisory cabinets:
 - Manufacturing
 - Medical
 - Military
 - Next Generation Economy
 - Qualify of Life/Tourism
 - Transportation





HISTORY

These advisory cabinets met monthly and brought forward recommendations to Mayor and Council on projects that benefited the El Paso community.

The following cabinets were disbanded after the completion of their function:

- **Medical** – after the establishment of the Medical Center of the Americas
- **Military** – after joining forces with the Greater El Paso Chamber of Commerce to avoid duplicate efforts
- **Transportation** – after the establishment of the Camino Real Regional Mobility Authority



HISTORY

The El Paso Lyceum was re-structured with the remaining cabinets:

- **Manufacturing**
- **Next Generation**
- **Quality of Life/Tourism**

These cabinets meet to brainstorm and formulate ideas and projects. Upon completion, the cabinet introduces the project to the El Paso Lyceum and Mayor John Cook who in turn accepts or rejects the recommendation. If approved by the Lyceum, the project is introduced to Mayor and Council at a Council Meeting for their consideration as the policy making body.



El Paso Lyceum

Objective: Approve or reject recommendations from the different cabinets

Vision: To realize projects recommended to Mayor and Council

Mission: To submit viable projects for Mayor and Council's consideration and/or recommendation, with the ultimate goal of the project becoming a reality, or to partner with an organization who would be interested in developing and financing the projects

Meetings: Fourth Thursday of the month



Manufacturing Cabinet

- Objective:** To act as an advisory committee to the Mayor and Council on matters that deal with manufacturing and logistics
- Vision:** To be a premier international manufacturing center
- Mission:** To create regional economic prosperity by facilitating public and private sector organizations to coordinate their activities, thus improving the competitiveness of this area
- Meetings:** The members have not collectively met but continue to promote our border region to entice trade and economic growth.



Manufacturing - Accomplishments

- Analyzed the various organizations that are involved in Economic Development and encouraged communication to coordinate activities.
- Developed marketing tools to assist small and medium size businesses to increase their business activities in this region. Worked with other organizations to identify their marketing tools and to make them available to businesses. One major tool was the Canacintra Video that promoted the benefits of locating in this region. This was done at no additional expense to local taxpayers.
- Developed a Regional Supplier's Data Base to serve this region and other border communities in identifying business who can become suppliers to the Maquiladora industry. This project has been adopted by the U.S. Commercial Services Border District Export Council. It was a joint project of the Small Business Development Center, the El Paso Community College and the Mayor's Lyceum Manufacturing Cabinet.
- Worked with various entities to encourage the Department of Commerce to put a Commercial Services Office in El Paso.
- Supported the FTZ Small Manufacturing Business Accelerator project, which acts as a catalyst for development of business by reducing the start up cost and accelerating the approval process for a small manufacturing business to set up a foreign trade zone and take advantage of the benefits.



Manufacturing – Working Projects

- Analyzing changes to reduce the cost of doing business in this region.
- Promotion of more regional supplier purchases for the Maquiladora input.
- Promote changes to increase the economic growth or this region.
- Provide the Mayor feedback from the Maquila industry on various issues.



Next Generation Cabinet

Objective: To act as an advisory committee to the Mayor and Council on matters that deal with the Next Generation Economy for the Paso Del Norte Region.

Vision: To develop a modern, innovation-driven, high-value-add economy that relentlessly grows regional wealth, wages, and prosperity.

Mission: To create a dynamic and regional industry with increased productivity and an improved infrastructure that constantly creates new, unique value by commercializing research and turning those opportunities into high-growth entrepreneurial ventures.

Meeting Times: Third Thursday of the month

Additional Info: The greater region has a wealth of research (over \$6B in annual research expenditures) and capital, but lacks trained entrepreneurs and supporting infrastructure. Attacking those gaps is the work of the NextGen Cabinet, in partnership with many other organizations and individuals, including the Paso del Norte Group, University of Texas at El Paso, Texas Tech, Camino Real Angels, TPEP-RCIC, BNSL, Intel, and Cisco Systems.



Next Gen - Accomplishments

- The creation of the downtown free wireless network, along with training services, the PC giveaway program, and the development of a community broadband project.
- The formation of the Digital El Paso Committee, overseeing the continued development of the above projects - www.digitalelpasso.com.
- The development and support of the Emerging Technology Showcase for the El Paso Hispanic Chamber of Commerce, BizTech Show, including: demonstrations of regionally developed technology, highlighting numerous research institutions and programs from El Paso to Los Alamos; emerging technology startup companies, Angel and venture capital providers, and the first annual “Elevator Pitch” contest.
- The development and support for the first annual Camino Real Venture competition, showcasing eleven high-tech companies from eight regional universities in Texas, New Mexico, Colorado, and Chihuahua, México. The initial competition awarded \$50,000 in cash and prizes and was one of the largest first-year venture competitions in the United States. The winner is an automated entrant into the Global Moot Corp competition, the largest annual competition worldwide.
- The development with Dr. Frank Hoy, UTEP, of the concept for the Paso del Norte Group’s Innovation Economy Committee, focusing on areas of capital availability and regional prosperity.



Next Gen – Working Projects

- Mechanisms to speed the development of National Research University status for UTEP (TIER 1)
- Efforts to recruit one or more venture capital company offices to El Paso
- Development of an annual metrics report for a Next Generation Economy
- Development of a biotech Research and Development cluster in El Paso
- Creation of an Entrepreneur's Forum
- Community education regarding the role of innovation in the development of a growth economy



Quality of Life/Tourism Cabinet

Objective: To act as an advisory committee to the Mayor and Council on matters that deal with tourism, cultural enhancement, and quality of life improvements.

Vision: To develop short-term, mid-term, and long-term initiatives that will enhance the quality of life for the City of El Paso

Meeting Times: Second Thursday of the month.



Quality of Life/Tourism– Accomplishments

- The creation of the Union Plaza market administered by the Downtown Entertainment District to attract public interest in the downtown area and revive interest in the downtown area and the Union Plaza by producing continuous fun entertainment for a relative low cost.
- The installation of Wayside signage and additional parking.
- The installation of kiosks throughout downtown with ATM and change machines to facilitate business and accommodate visitors in the downtown area.
- Bus stops were moved from the south side of the Plaza Park on Mills Street to the north side of the park on Main Street in order to eliminate the congestion on the south side and have the busses in closer proximity to the Sun Metro kiosk on the corner of Oregon and Main Street.
- Promoted the 2010 Quality of Life Bond Issue

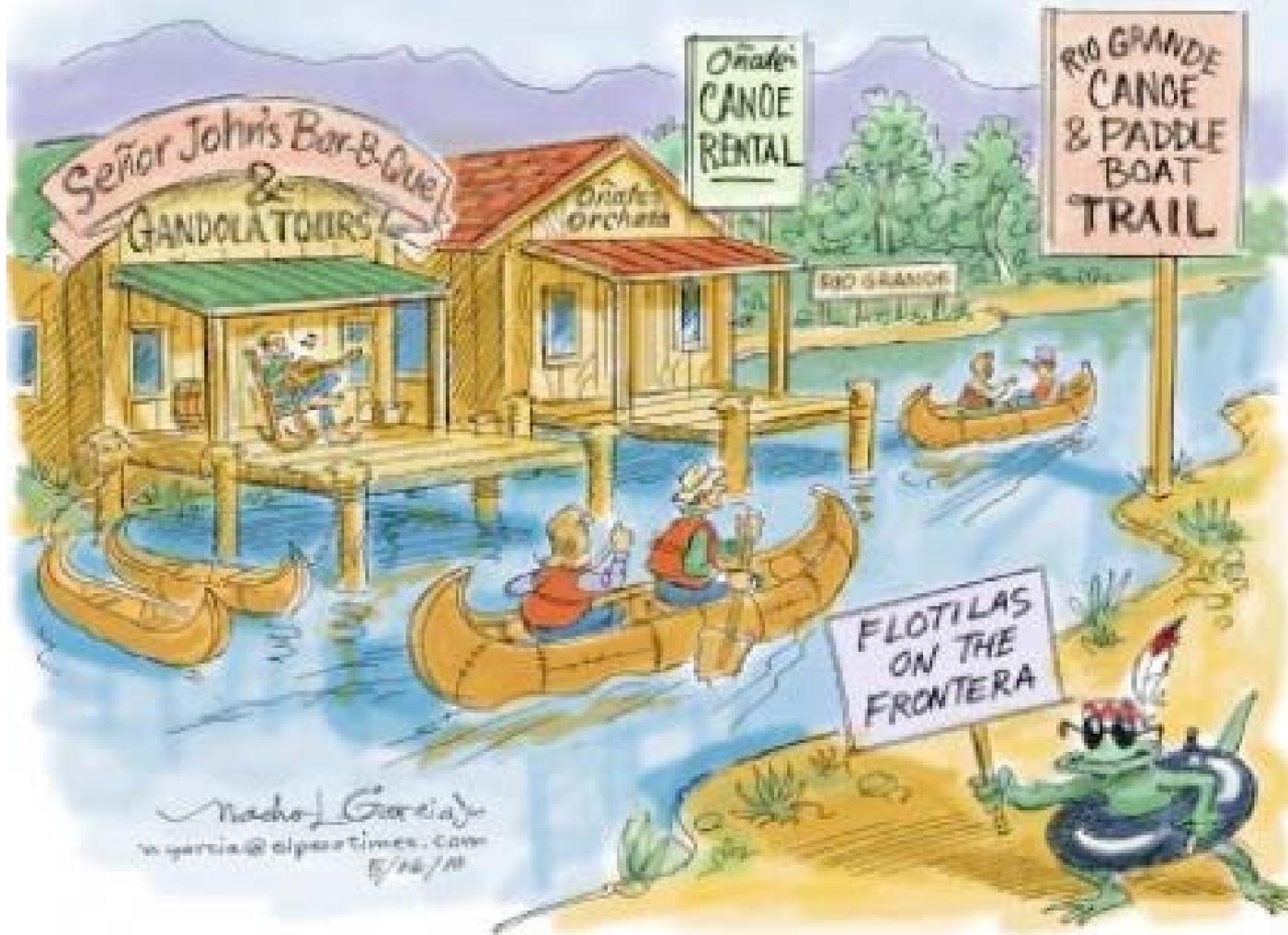


Quality of Life/Tourism – Working Projects

- Development of a Tour Certification Curriculum and Strategic Plan to implement it
- Visionaries in Preservation Program – provided training to aid in the preservation of historic resources to successfully funding local preservation projects.
- El Paso Paddling Trail
- Promote and support the Coronado High School International Baccalaureate (IB) program students on a proposed park project along the banks of the Rio Grande river



Rio Grande canoe & paddling trail seen as boost to tourism





Future?

