

**OF EL PASO, TEXAS  
AGENDA ITEM DEPARTMENT HEAD'S SUMMARY FORM**

**DEPARTMENT:** Office of Economic Development  
**AGENDA DATE:** November 10, 2009 -Regular Agenda  
**CONTACT PERSON/PHONE:** Kathy Dodson, PhD, Director 541-4670  
**DISTRICT(S) AFFECTED:** ALL

**SUBJECT:**

Presentation regarding Business Retention & Expansion program results for Fiscal Year 2009. [All Districts] [Economic Development, Kathryn Dodson, Ph.D., Director (915) 541-4670]

**BACKGROUND/DISCUSSION:**

Economic Development works proactively with local businesses to identify and remove barriers to growth and explore opportunities for increased economic vitality. This presentation is designed to inform Council of program results for FY 2009.

**PRIOR COUNCIL ACTION:**

**Has the Council previously considered this item or a closely related one?**

N/A

**AMOUNT AND SOURCE OF FUNDING:**

**How will this item be funded? Has the item been budgeted? If so, identify funding source by account numbers and description of account. Does it require a budget transfer?**

N/A

**BOARD/COMMISSION ACTION:**

**Enter appropriate comments or N/A.**

N/A

\*\*\*\*\*REQUIRED AUTHORIZATION\*\*\*\*\*

**LEGAL:** (if required) \_\_\_\_\_ **FINANCE:** (if required) \_\_\_\_\_

**DEPARTMENT HEAD:**  \_\_\_\_\_

(Example: If RCA is initiated by Purchasing, client department should sign also). *Information copy to appropriate Deputy City Manager*

**APPROVED FOR AGENDA:**

**CITY MANAGER:** \_\_\_\_\_ **DATE:** \_\_\_\_\_



# Economic Development

## Business Retention & Expansion

### FY-09

## Program Results

*Improving El Paso's economy through job creation & revitalization*



# **Purpose of Business Retention & Expansion program**

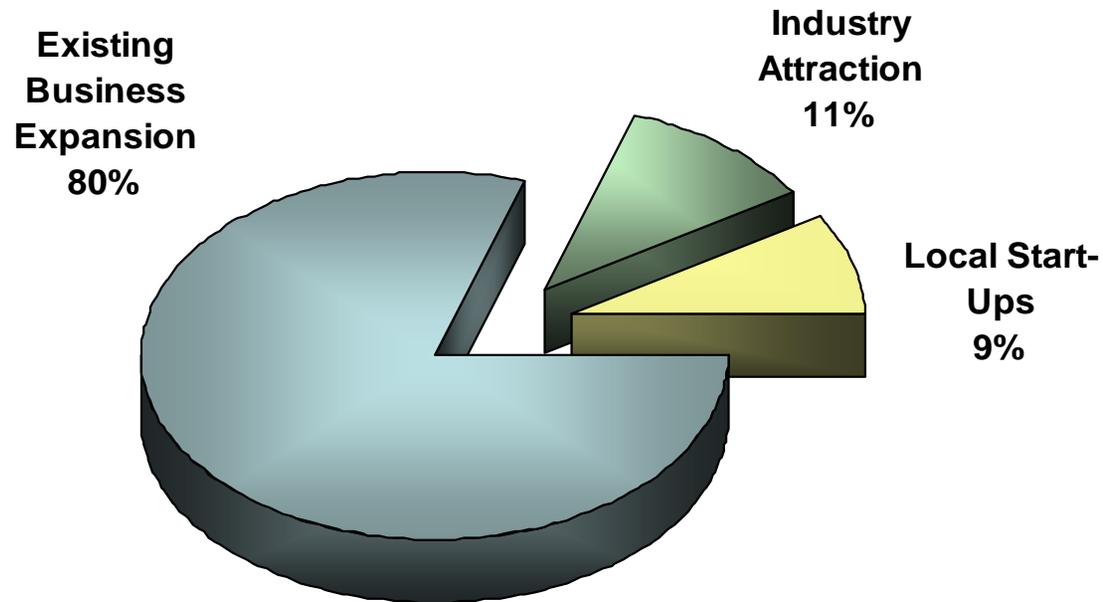
Work proactively with local businesses to identify and remove barriers to growth and explore opportunities for increased economic vitality.

*"We needed assistance to get our permit completed. The City moved quickly to help us get what we needed to move our business forward."*

Andres Torres  
BRK Distribution Center Manager



Up to 80% of all NEW job creation comes from existing businesses.

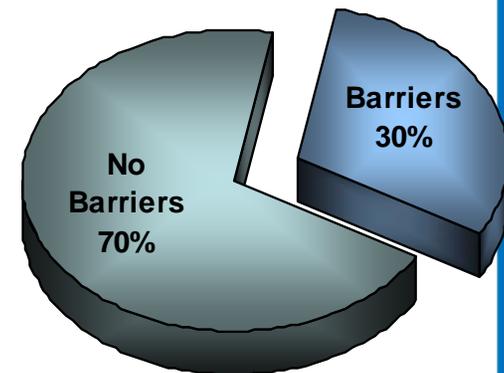




## Identifying Barriers to Growth

***“If you want job growth, remove a business’ barriers to growth and employment will surge.”***

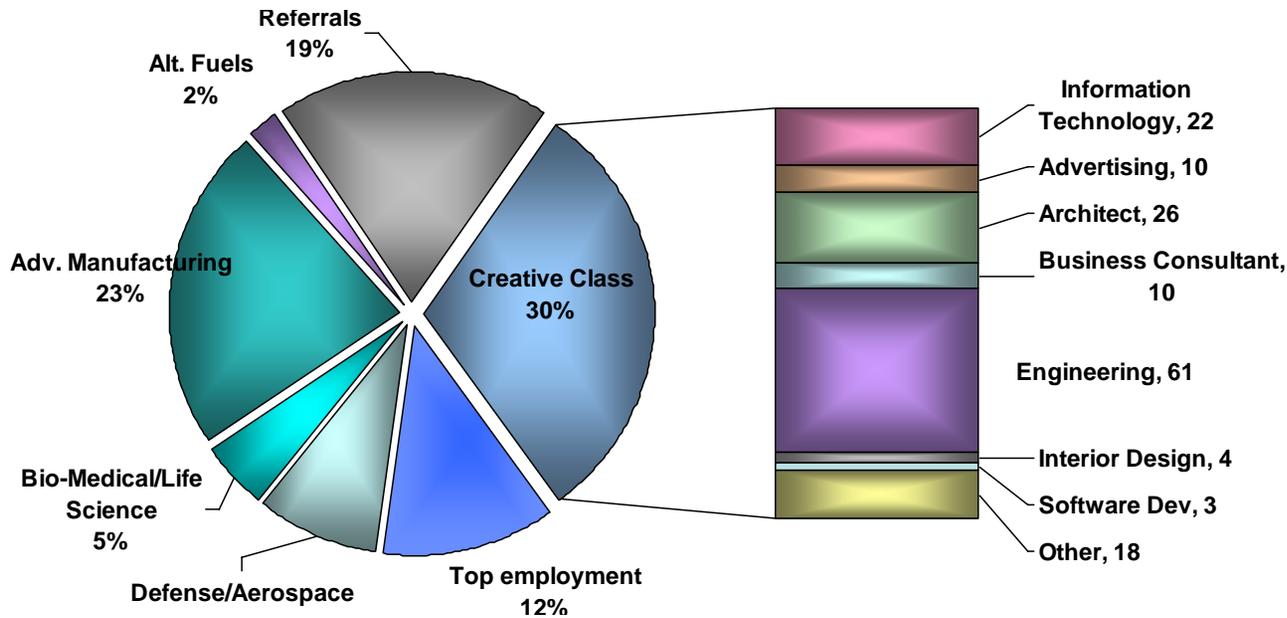
- Establish a dialogue with business
- Inform business of available resources
- Identify barriers to growth and facilitate assistance through programs & partners
- Identify opportunities for expansion and new job creation





# 510 Companies Visited

***“If you want the right kind of job growth, then target your existing companies in industries you want to grow and remove their barriers to growth.”***

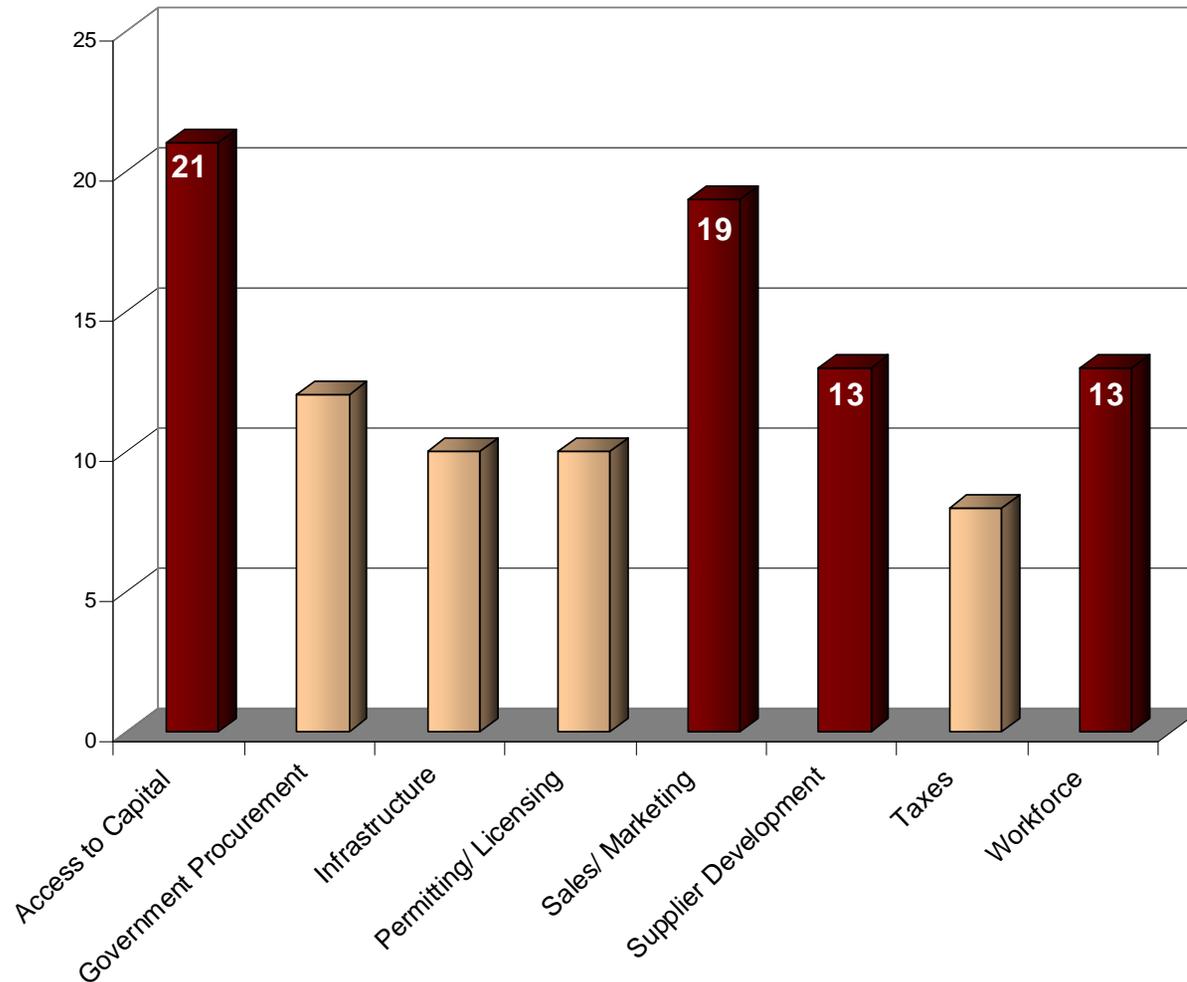


*"We discussed opportunities within the community and (the City) pointed us toward the resources of El Paso Community College and the Hispanic Chamber of Commerce, as well as helping give us some defense contract leads. I look forward to building a continued relationship."*

Mike Roth, Innovei, Business Development Manager



# Barriers to Growth



Note: The largest barrier to growth category was “Other” (60 companies or 39%). Analysis of responses show that the majority of these companies feel the recession/state of national economy was the biggest barrier to growing their company.



# Barriers by Industry

Target Industry	Companies Visited	No. of employees (range)	No. of employees (avg.)	Top Barrier to Growth
Advanced Mfg.	115	1-400	43	Supplier Development *
Alternative Fuels	12	1-150	16	Access to Capital
Bio Medical/Life Science	25	2-600	54	Access to Capital
Creative Class	153	1-290	14	Permitting/Licensing *
Defense/Aerospace	44	1-475	53	Government Procurement & Access to Capital *
Top Employers	63	50-3,800	670	Workforce *
Referrals	97	1-300	24	Access to Capital *

\* Removing "Other" from consideration



# Addressing Barriers to Growth

## Access to Capital

- *Mailing campaign to distribute literature on various lending options*
- *Entrepreneur Resource Guide*
- *On-line mentoring program being developed. Launch FY10.*
- *Revolving Loan Fund & Empowerment Zone Loans (when applicable)*

## Sales / Marketing

- *Counseling provided by BR&E team with 65 years combined sales/marketing experience*
- *On-line mentoring program being developed. Launch FY10.*

*"At the time, we had not thought about getting any minority business certification. We met with Tom Ingle from the City and he explained to us why it was important."*

James Guerra, Owner  
Milestone Industrial Hydraulics



# Addressing Barriers to Growth

## Supplier Development

- *Continued expansion of Supplier Database*
- *Visits with 50 Maquila Purchasing Managers to promote use of Supplier Database*
- *Supplier fairs with local manufacturers (3 in the past 6 months, 1 planned)*

## Workforce

- *Continued collaboration with workforce partners*
- *DoL \$250,000 grant – **Great plan: must implement***

Lina Peña, HR Representative  
MIRATEK

*"We really appreciate the City's efforts to help us find quality people."*

*"The City's Economic Development team helped us out greatly during our transition from the cramped offices on Texas Avenue to our brand new spacious facility on Welch Street"*

Lorraine Wardy, Owner  
Sarabias Portable Jons



# Supplier Development

**2009 Excellence in Economic Development Awards**  
**Honorable Mention,**  
**Regionalism & Cross-Border Collaboration**

The screenshot shows the "El Paso / Juárez SUPPLIER DATABASE" website. At the top is a banner image of the city skyline with the City of El Paso seal and the text "economic development". Below the banner are three search options:

- SEARCH ALL**: A large magnifying glass icon over a document.
- SEARCH BY COMPANY NAME**: A search box with the text "Search by Company:" above it, a text input field, and a "Find Company" button.
- SEARCH BY INDUSTRY**: A search box with the text "Search by Industry:" above it, a dropdown menu showing "Contract Manufacturing", and a "Find by Industry" button.
- SEARCH BY KEYWORDS**: A search box with the text "Search by Keywords (No punctuation):" above it, a text input field, and a "Find Keywords" button.

On the left side of the interface, there are several logos and links:

- [List All Companies](#)
- AMAC** Association of Assembly Plants of Cd. Juárez
- REDCO** Where The World Gets To Work EL PASO REGIONAL ECONOMIC DEVELOPMENT CORPORATION
- MAQUILANEWS**
- PDF** Add company to supplier database.



INTERNATIONAL  
ECONOMIC DEVELOPMENT  
COUNCIL

**Supplier Database**  
**153 companies**



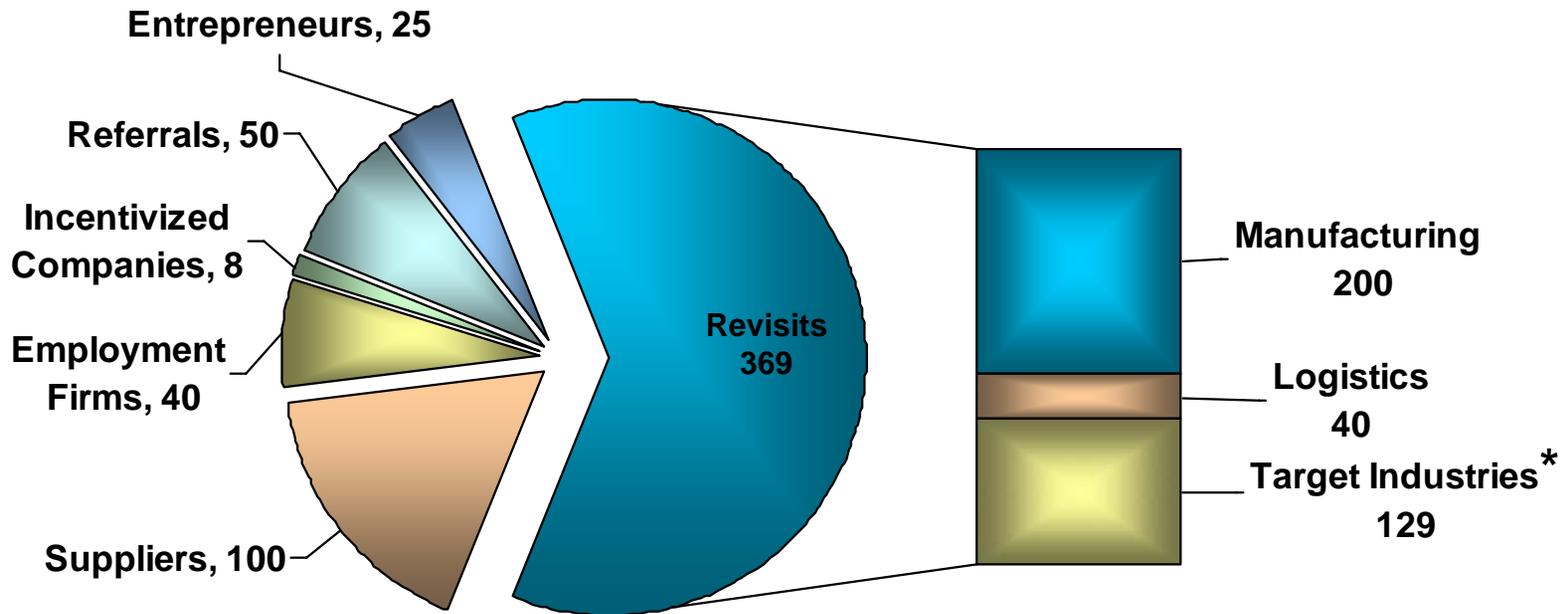
## Airport Marketing Plan

- Surveyed tenants in the Butterfield Industrial Park
- Implementing marketing plan for Butterfield Industrial & Global Reach Parks
- Working with airport to identify potential master developer and resort developer





# FY 2010 Goal - 500 Company Visits



* Target Industries	
50 Top Employers	50
Defense	42
Biomed/Life Science	25
Alternative Fuels	12