

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

**DEPARTMENT:** Office of Economic Development  
**AGENDA DATE:** November 18, 2008 -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 2008. [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 2008.

**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:** \_\_\_\_\_

CITY CLERK DEPT.  
08 OCT 30 PM 12:37

 economic development

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



We make El Paso a better place to live, work and play through revitalization and improve the local economy by making El Paso a better place to start, grow and locate businesses.

 economic development

**Vision**

BR&E  
Fiscal Year '08  
Results

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

## The Cycle of Jobs

BR&E  
Fiscal Year '08  
Results

A community's economic health is dependent on the number and quality of jobs provided by employers in the community.

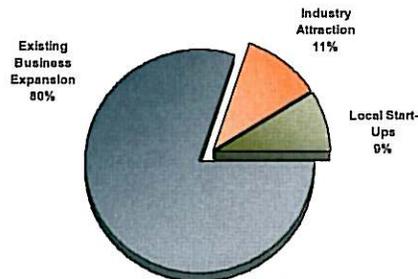


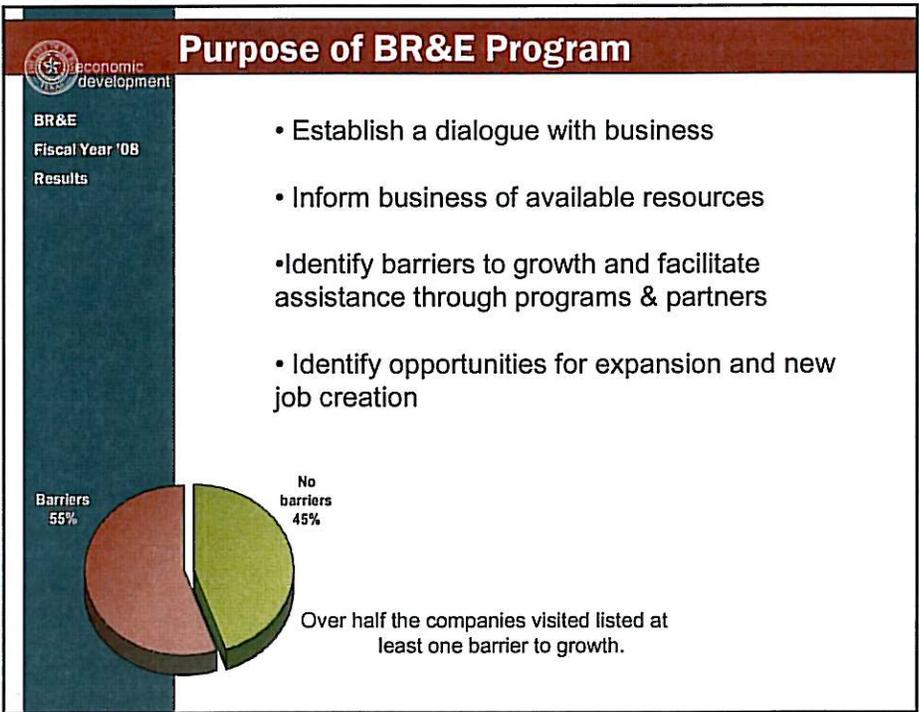
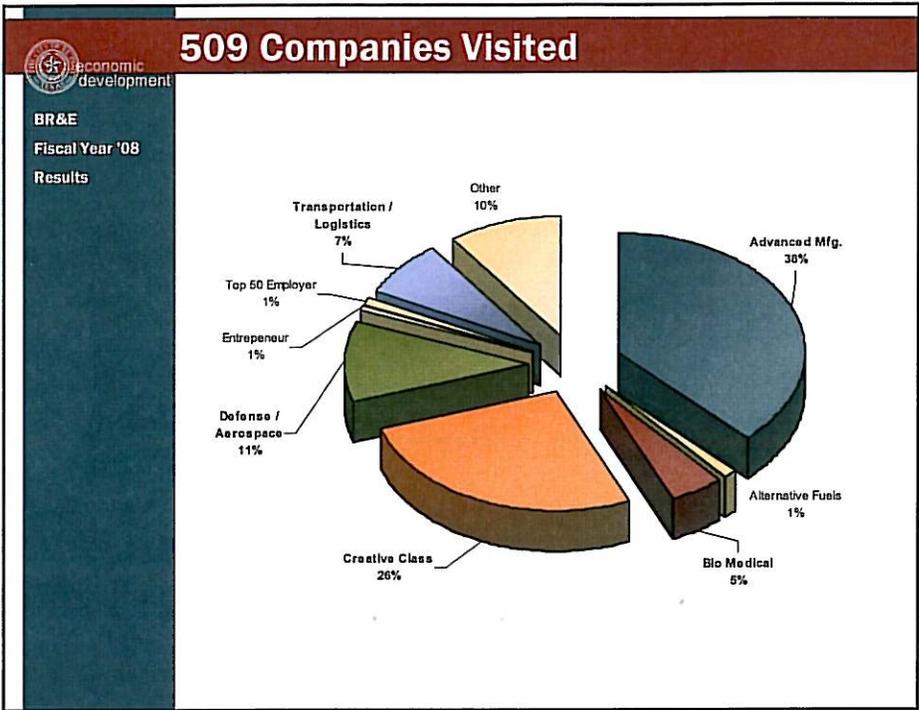
## Sources of Job Growth

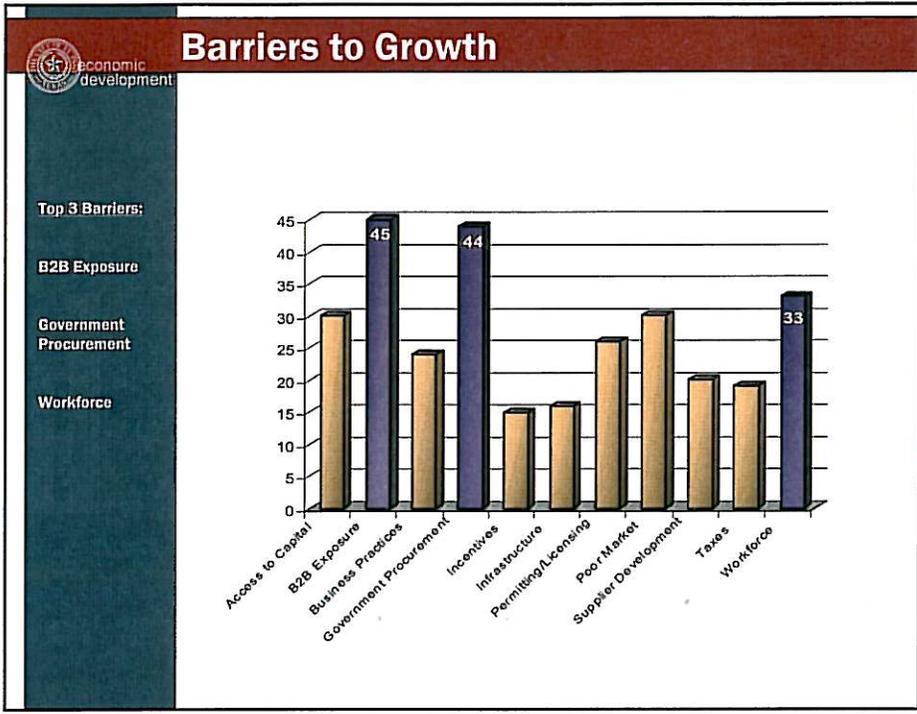
BR&E  
Fiscal Year '08  
Results

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

Source: "The Job Creation Process," by Dr. David Birch, MIT







### Barriers by Industry

| Target Industry          | Companies Visited | No. of employees (range) | No. of employees (avg.) | Top Barrier to Growth |
|--------------------------|-------------------|--------------------------|-------------------------|-----------------------|
| Advanced Mfg.            | 192               | 1-450                    | 42                      | Workforce             |
| Creative Class           | 134               | 1-160                    | 12                      | B2B Exposure          |
| Defense/Aerospace        | 55                | 1-506                    | 41                      | Govt. Procurement     |
| Transportation/Logistics | 38                | 3-1300                   | 71                      | Poor Market           |
| Biomedical               | 24                | 4-525                    | 49                      | Business Practices    |
| Top Employer             | 6                 | 90-1141                  | 548                     | Workforce             |

**BR&E**  
Fiscal Year '08  
Results

|   |                                      |   |
|---|--------------------------------------|---|
|  Economic<br>development | <b>Addressing Barriers to Growth</b> |   |
|   | BR&E<br>Fiscal Year '08<br>Results   | <p><b>B2B</b></p> <ul style="list-style-type: none"> <li>• <i>Programs being developed</i></li> <li>• <i>Mentoring program</i></li> </ul> <p><b>Government Procurement</b></p> <ul style="list-style-type: none"> <li>• <i>Mentoring program</i></li> <li>• <i>"Secret shopper" program</i></li> </ul> <p><b>Workforce</b></p> <ul style="list-style-type: none"> <li>• <i>Continued collaboration with workforce partners</i></li> <li>• <i>DoL \$250,000 grant</i></li> </ul> |

|   |                                      |  |
|---|--------------------------------------|--|
|  Economic<br>development | <b>Addressing Barriers to Growth</b> |  |
|   | BR&E<br>Fiscal Year '08<br>Results   | <p><b>FY 07 - 08</b></p> <p><b>Workforce</b></p> <ul style="list-style-type: none"> <li>• <i>Identify funding source for business centric approach to regional workforce development - ongoing DoL grant</i></li> <li>• <i>Closer collaboration with workforce partners to identify training programs for incumbent workers – ongoing</i></li> </ul> <p><b>Supplier Development</b></p> <ul style="list-style-type: none"> <li>• <i>IPED Study to determine needs - completed</i></li> <li>• <i>Supplier Database of local companies that supply to maquila/manufacturers. – developed; in marketing stage</i></li> </ul> <p><b>Permitting/Planning</b></p> <ul style="list-style-type: none"> <li>• <i>Hire development coordinator to facilitate businesses through the permitting/planning process - completed</i></li> </ul> |



## DoL Grant

"I'm not surprised to see labor availability continue to be a high priority, and I expect that this factor will only continue to be more important for location strategy in the United States. Eventually, availability of skilled labor will become the most critical factor for a great number of companies."

- Darin Buelow,  
Principal, Deloitte  
Consulting, LLP

Source: The 22<sup>nd</sup> Annual  
Corporate Survey, Area  
Development

- Dept. working in collaboration with Workforce Solutions Upper Rio Grande
- \$250,000 awarded to formulate and implement a strategic workforce plan
- Goal is to improve how workforce dollars and workforce training are delivered in our community.



## Additional Programs

BR&E

Fiscal Year '08

Results

### Year of the Partner

Focus on partner collaboration and accountability  
Ongoing for Fiscal Year 2009

### IPED Survey

6,000+ employers surveyed on business climate and barriers to growth  
Ongoing, estimated completion date Dec. 08