

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

**DEPARTMENT:** Office of Economic Development

**AGENDA DATE:** November 27, 2007

**CONTACT PERSON/PHONE:** Kathy B. Dodson, PhD, Director 541-4670

**DISTRICT(S) AFFECTED:** ALL

**SUBJECT:** Creative Economy Conference

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**BACKGROUND/DISCUSSION:**

Presentation by City Manager Joyce Wilson, to report on an update on Representative Steve Ortega, Representative Beto O'Rourke, City Manager Joyce Wilson and Economic Development Director Kathy Dodson's participation in the Creative Economy Conference, and an update of their visit, with the addition of Representative Melina Castro to Arlington, Virginia.

**PRIOR COUNCIL ACTION:**

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

No

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



“Post-Katrina recovery and poor care of Iraq veterans at Walter Reed Army Medical Center are failures resulting from a bureaucratic model that stifles innovation and paralyzes organizations.”



-- Alvin Toffler, futurologist



“Private enterprise has already moved rapidly from an industrial age to a technology-driven, knowledge-based economy.”

-- Alvin Toffler, futurologist



# Leaders in Private Sector Innovation



**Linux**

Toffler said in order to achieve economic growth, governments must remain innovative and free to the transfer of information within their society.



**WIKIPEDIA**  
*The Free Encyclopedia*

Pro •su •mer (*n*) – the individual who is motivated both by production and consumption, but not necessarily by the traditional economic measurement of value: money.

“In a flat world, our competitive advantage is our culture of openness and freedom.”

-- Thomas Friedman, author

**Microsoft**<sup>®</sup>

## Canadian Operations Expanding in Greater Vancouver Area New software development center to be opened in fall 2007.

**REDMOND, Wash., and TORONTO — July 5, 2007** — Microsoft Corp. today announced that it intends to expand its presence in Canada by opening a new software development center in the greater Vancouver, British Columbia, area. The Microsoft Canada Development Centre will open in the fall of 2007 and will be home to software developers from around the world.

“Microsoft is a global company, and our greatest asset is smart, talented, highly skilled people,” said S. Somasegar, corporate vice president of the Developer Division at Microsoft. “Our goal as a company is to attract the next generation of leading software developers from all parts of the world, and this center will be a beacon for some of that talent.”

“We should cultivate the arts, our education and the freedoms that allow us to compete even with fast-growing, but less open, societies around the world.”

-- Thomas Friedman, author





“By 2010, 50% of federal workers will be eligible to retire, as will 50% of utility workers.

More than 40% of registered nurses will be over the age of 50 by 2010.

By 2013, the largest groups of workers will either be over the age of 50 or under 35.”

-- David DeLong, author

# Six Keys for Leveraging the Aging Workforce

- Identify who you really can't afford to lose and the most critical roles at risk in your organization.
- Increase your organization's understanding of your employees' retirement plans, create strategies for mitigating knowledge loss and make the case for investing in knowledge retention.
- Do everything possible to retain high-performing older workers. Flexibility and phased retirement are options to consider.

# Six Keys for Leveraging the Aging Workforce

- Teach your experts how to teach. Create mentoring programs and reassure veterans that they are still valued.
- Rehire retirees, but do it the right way by formalizing the process.
- Don't overlook the expertise and resources of the "working retired."



Richard Florida, author of three best-selling books – “Rise of the Creative Class,” “Flight of the Creative Class” and “Cities and the Creative Class” – mentioned El Paso twice during his keynote address.

## Principle #1

We are currently experiencing an economic shift on the level of the industrial revolution.

## Principle #2

Creativity exists naturally in every single human being. Therefore, tolerance of all people, all races, all lifestyles and all cultures is crucial in a creative economy.

## Principle #3

Place is the most important factor in the emerging creative economy. Where you choose to live has the greatest influence on an individual's ability to succeed in a creative economy.



We need to have grand visions to think big for El Paso.



## Key Themes & Lessons



The City of El Paso delegation met with officials from Arlington County, Va. to learn about its redevelopment efforts and determine best practices that might be applied locally.



# Key Themes & Lessons Learned

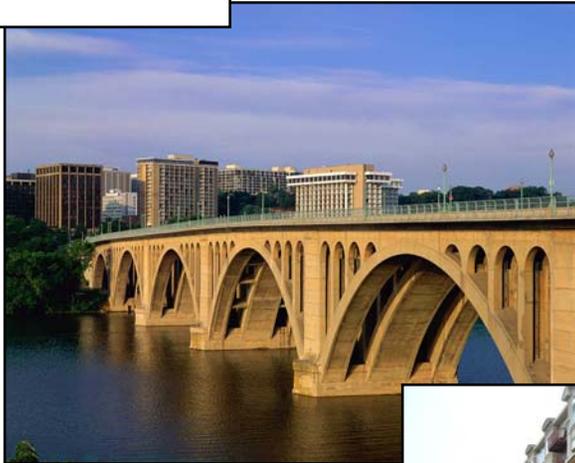


Arlington, Virginia is known for maintaining residential neighborhoods while allowing for dense mixed use and commercial development along public transportation corridors.

This commitment to balanced growth has allowed for a high quality of life within a dynamic, growing economy.



## Key Themes & Lessons Learned



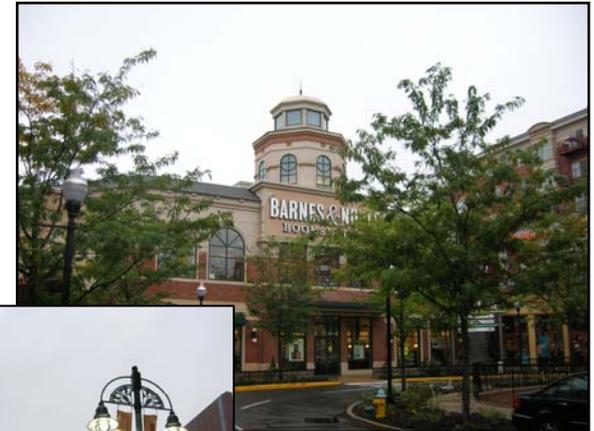
Arlington's success is tied to having a strong plan in place

and consistent adherence to the plan over the long run regardless of challenges in doing so.



## Key Themes & Lessons Learned

- Change has occurred over 20 years. Not automatically, but through sustained commitment to the vision.
- Stable political leadership is key to the ability to remain focused on a course of action.
- Good planning with engaged community process.
- Commitment to quality of life and quality development, regardless of tension with the development community.





# Key Themes & Lessons Learned

- Lots of innovations
- Strong commitment to pedestrian, bike and transit-oriented development (i.e. not afraid to be auto-unfriendly)
- LEED Program





## Key Themes & Lessons Learned

- Great traffic calming policies
- Good street designs/very pedestrian friendly
- Great amenities

