



Business Retention & Expansion

Business Outreach



Current Economic Development Initiatives

- Ongoing business outreach program
- Supplier database and supplier days program
- Development Assistance Center
- Program and Organizational Review with Ed Feser
- Incentives Analysis

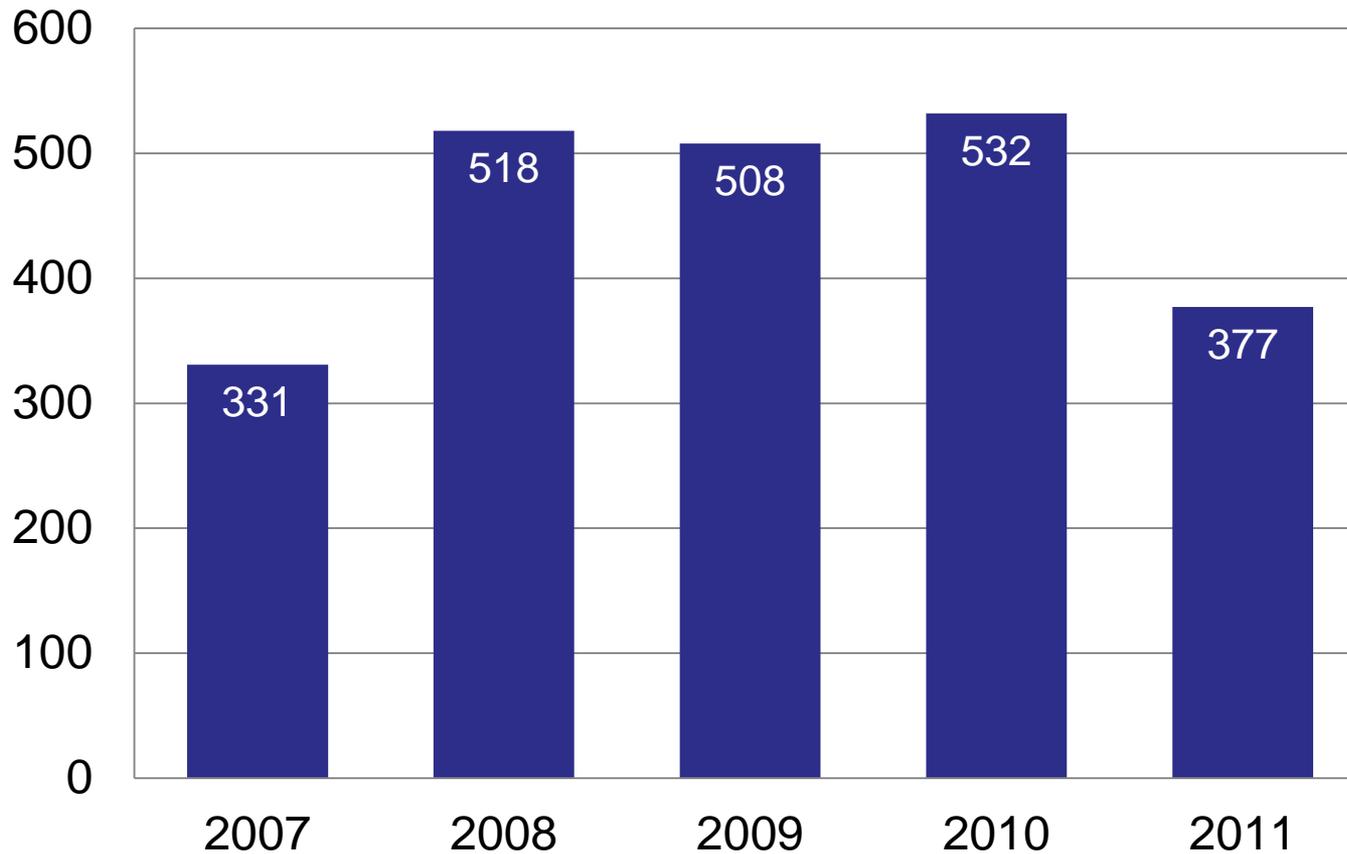


BR&E Goals Under Existing Program

- Meeting and building relationships with local businesses
- Connecting businesses to partner organizations and resources
- Helping businesses resolve issues and addressing barriers to growth
- Target Visits
 - Top Employers
 - Advanced Manufacturing
 - Aerospace / Defense
 - Biomedical
 - Creative Class
 - Technology/Innovation
 - Gazelles (fast growth)

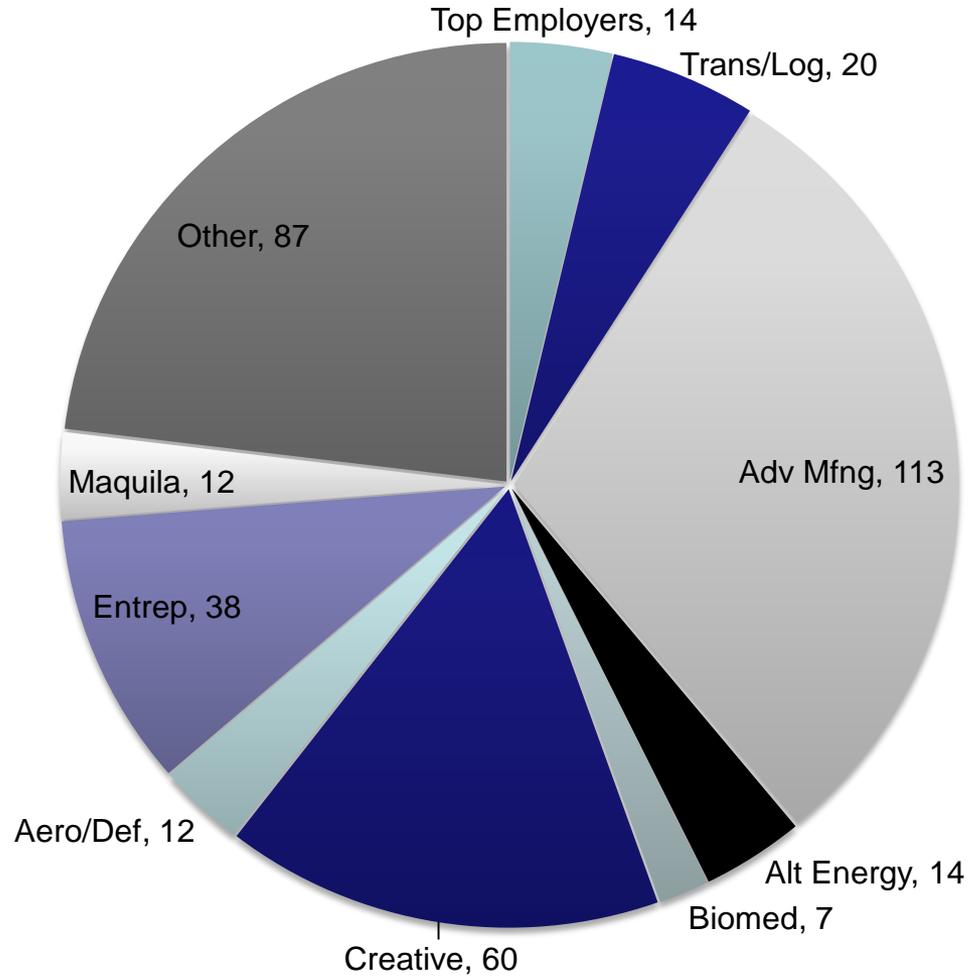


Since FY 2007, the BR&E Team has conducted more than 2,260 visits to date



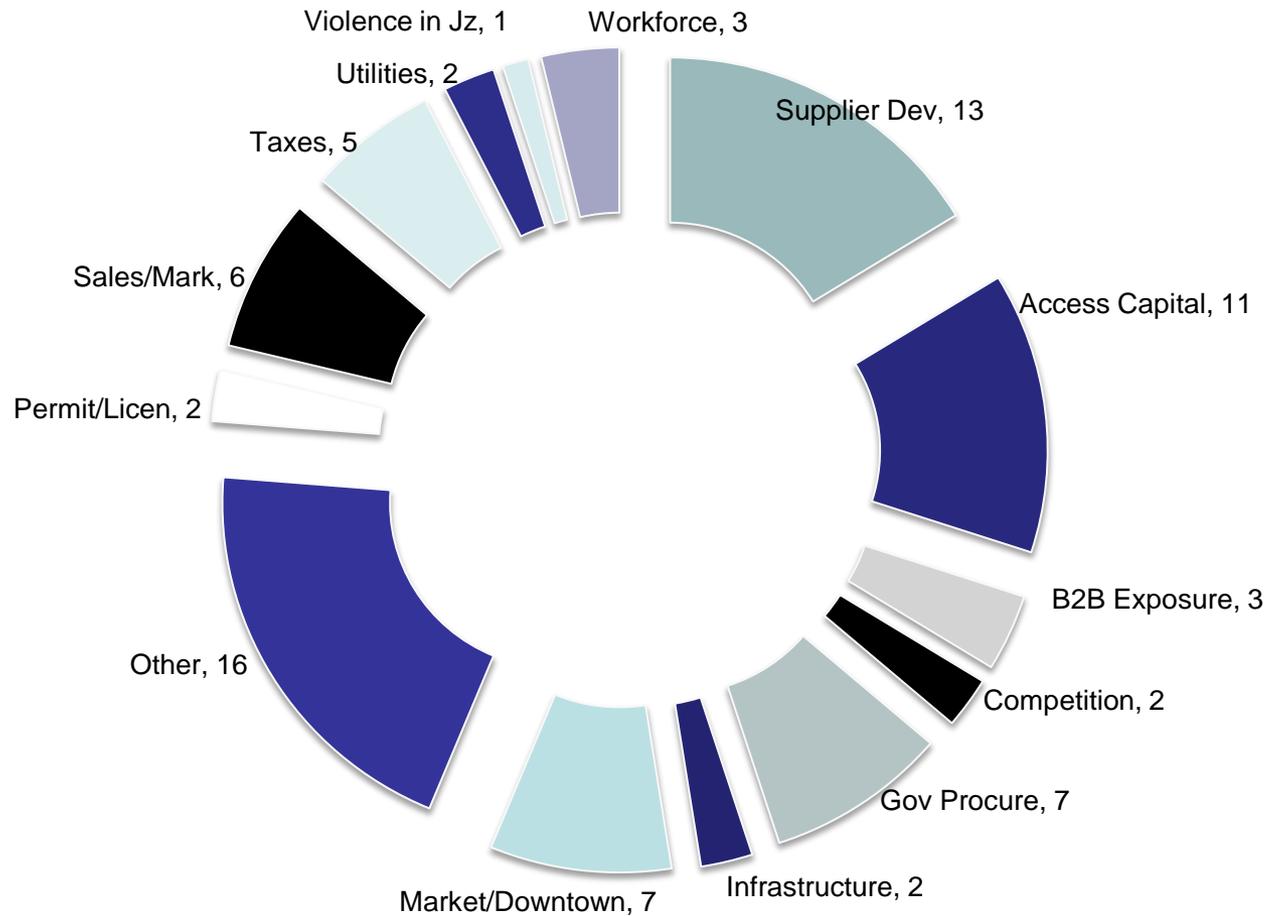


BR&E Visits - 2011





Barriers Faced by Businesses





Response & Assistance

- Companies are provided with information or assistance necessary to maintain and grow their businesses
 - Internal resources—Ombudsman assistance, liaison with other departments for assistance (Sun Metro), economic indicators, demographics, etc.
 - Partner referrals—technical assistance, loans, contracting, training, etc.
- FY2010 – 2,263 assists
- FY2011 – 1,817 assists





Response and Assistance Examples

- **Mills Plaza New Market Tax Credit Allocation**
 - Played key role in securing an allocation for this project; financing will allow redevelopment of Plaza Hotel to be accelerated
- **Texas Enterprise Zone Project Designation**
 - Department nominated Western Refining for 'Project Designation,' Incentive granted to retain 354 jobs and \$250 million of capital investment
- **ReadyOne Industries Inc.**
 - Traffic issue resolved; worked with the Dept. of Transportation to ease traffic and adjust traffic lights during peak hours
- **SunBulb Inc. & Mid-West Textile Co.**
 - Local energy-efficient lighting manufacturer, helped Mid-West Textile cut their electric bill through an order for 20 light fixtures.
- **Redcats**
 - 380 Agreement tied to local sales tax and 430 FT jobs



Supplier Database

- Online resource designed to promote capacity of local manufacturing suppliers
 - Regional manufacturing base represents more than \$8 billion worth of purchases
- Outreach efforts to date:
- 185 suppliers in the database (components, raw materials, parts, commodities)
- 8 “Supplier Days” (B2B sessions with suppliers and buyers)
- 9 “Connect Meetings” (Networking meetings for manufacturing industry)



Other Business Assistance Programs

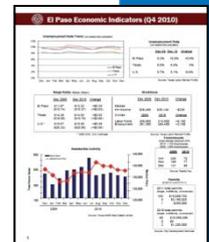
- **Business Incentive Programs:**
 - Development Coordinator – Assists with navigating through permitting and planning processes
 - Infill development incentive
 - Revolving Loan Fund - Gap financing for startup and expansion
 - Various Downtown Incentives

Development Assistance Center

Online Mentoring Website- Guide to start and grow your business

Entrepreneurship Guide

Demographic and El Paso Market Area Information





Focus for this Year

- Targeted areas
- Downtown
- Butterfield Trail
- Additional industries
- Medical
- Alternative Energy
- Re-targeting top and high profile employers
- Joint visits with Greater and Hispanic Chambers and other partners
- Business roundtables by industry clusters
- IEDC (Int'l Economic Development Council)
 - Leadership Summit – Jan 2012



Economic Development Program and Organizational Review

- Consultant hired to review Economic Development (Dr. Ed Feser) strategy, program activities, positioning within larger organization
 - 35 interviews with business leaders, community leadership and stakeholders
 - Major recommendations
 - Organizational strategic plan, regional strategic plan
 - Adjustment of city organization
 - Staffing types and capabilities, Director and new hires
- Assessment of existing economic development delivery, selection of industry clusters, workforce development and other related areas
- Job specification for department director



Competitiveness Analysis: Incentives

- Scope designed as a partnership of two nationally recognized centers
 - State and national context
- Final product due in March



Competitiveness Analysis Scope

- Scope:
 - Review existing city/county policies relevant to the use of economic development incentives.
 - Summarize relevant announcements of major U.S. company location decisions made during the past year.
 - Examine the relevance of the City and County of El Paso's available incentive programs to likely prospects as represented by recent company announcements.
 - Conduct a competitive assessment of El Paso compared with other communities.
 - Recommend policy or program changes that the City and County of El Paso should make



Making Development Easier

- Code reviews in multiple areas:

Area of Review	Time Frame
Title 5	Nov. 2011
Building Code Effectiveness Grading Schedule (BCEGS)	Nov. 2011
Title 18	Dec. 2011
El Paso ICC existing building code	Dec. 2011
New Jersey rehabilitation code - building restoration cost effectiveness	Dec. 2011
Fresno and Los Angeles Historic & existing building codes	Dec. 2011
Customized Plan Review –current practice & overview	Dec. 2011



Making Development Easier

- Downtown incentives expansion-goal of expanding historic and area of potential effect tax incentives to County to make projects more competitive
- Downtown \$50,000 retail and residential interior incentive
- 100 percent fee waiver for 10 years on all downtown development



Customer Service: Improving the One-Stop-Shop

- **Reduce congestion at shop and on the 5th floor**
 - Eliminate unnecessary licensing and permitting processing
 - 30% of traffic is routine transactions
- **Relocate cashiering function (January 31, 2012)**
 - At end of tax rush, cashiering function moving to 1st floor
- **Relocate One Stop Shop (April 2012)**
 - Tax Office vacating City Hall
 - Relocating One Stop Shop functions to 1st floor
 - Reorganizing layout



Customer Service: Improving the One-Stop-Shop

- **Speed processing times (60-75 days)**
 - Improve initial intake and Qflow
 - Match routing and response to service needs
 - Enhance, facilitate and expand 3rd party services
- **Improve service delivery and customer service experience**
 - Evaluate and improve point of contact service delivery
 - Assess and make recommendations on staffing and development
 - Refine customer service metrics and provide feedback loops
- **Improve business policies and practices—BP&I and Planning (90 days)**
 - Target development community needs
 - Development Assistance Center
 - Evaluate and improve code regulations
 - Make organizational structural and coordination recommendations



Questions/Comments