

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

**DEPARTMENT:** Office of Economic Development  
**AGENDA DATE:** December 18, 2007  
**CONTACT PERSON/PHONE:** Kathy Dodson, PhD, Director 541-4670  
**DISTRICT(S) AFFECTED:** ALL

**SUBJECT:**

The annual presentation for REDCo's contract renewal. The City of El Paso desires to maintain a relationship in which REDCo provides specific, measurable economic development recruitment services to the City, in accordance with the Scope of Services described in the Agreement in exchange for a specific amount of monetary remuneration. For the City to accept the existing Agreement between the City and REDCo, approved August 6, 2006, with new **Exhibit A** Scope of Duties for fiscal year 2008. The term of the Agreement commenced on June 1, 2006 and expires on December 31, 2007. The Agreement shall automatically renew for three (3) successive one (1) year terms, subject to REDCo's satisfaction of the Performance Metrics and subject to the City's appropriation of funds for payment under the Agreement. The City shall pay to REDCo an amount not to exceed Two Hundred Thousand and No/100 Dollars (\$200,000.00) during fiscal year 2008.

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**BACKGROUND/DISCUSSION:**

The City has maintained a contract for services with the El Paso Regional Economic Development Corporation (REDCo) with respect to the recruitment of business and industry to El Paso.

**PRIOR COUNCIL ACTION:**

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

Yes, August 8, 2006 Council approved the REDCo Contract.

**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?**

72010268-01101-72000-505200

**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.  
07DEC11 AM 9:47



R E D C O

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EL PASO REGIONAL ECONOMIC DEVELOPMENT CORPORATION

# City Council

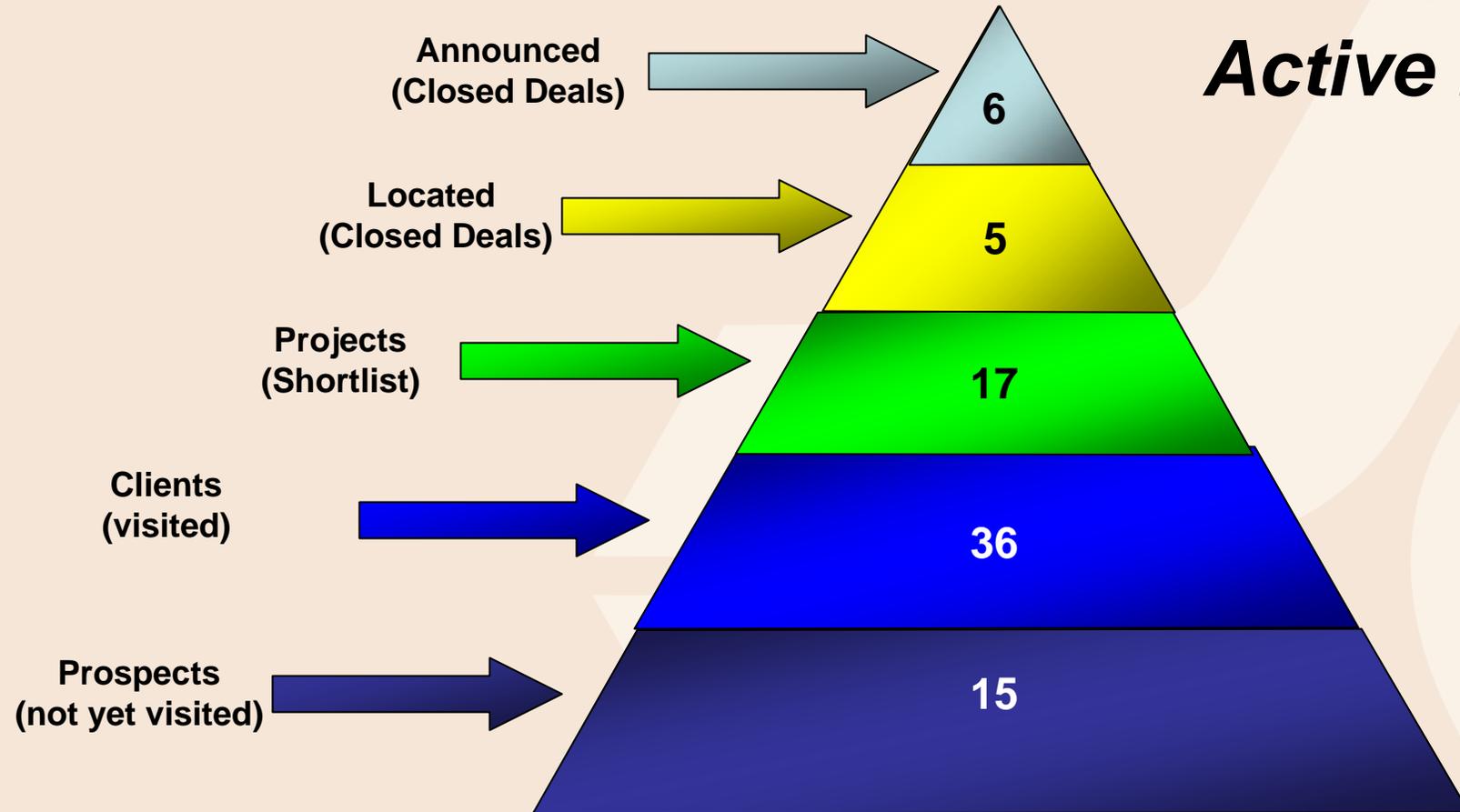
## Year-End Performance Report

**December 18, 2007**

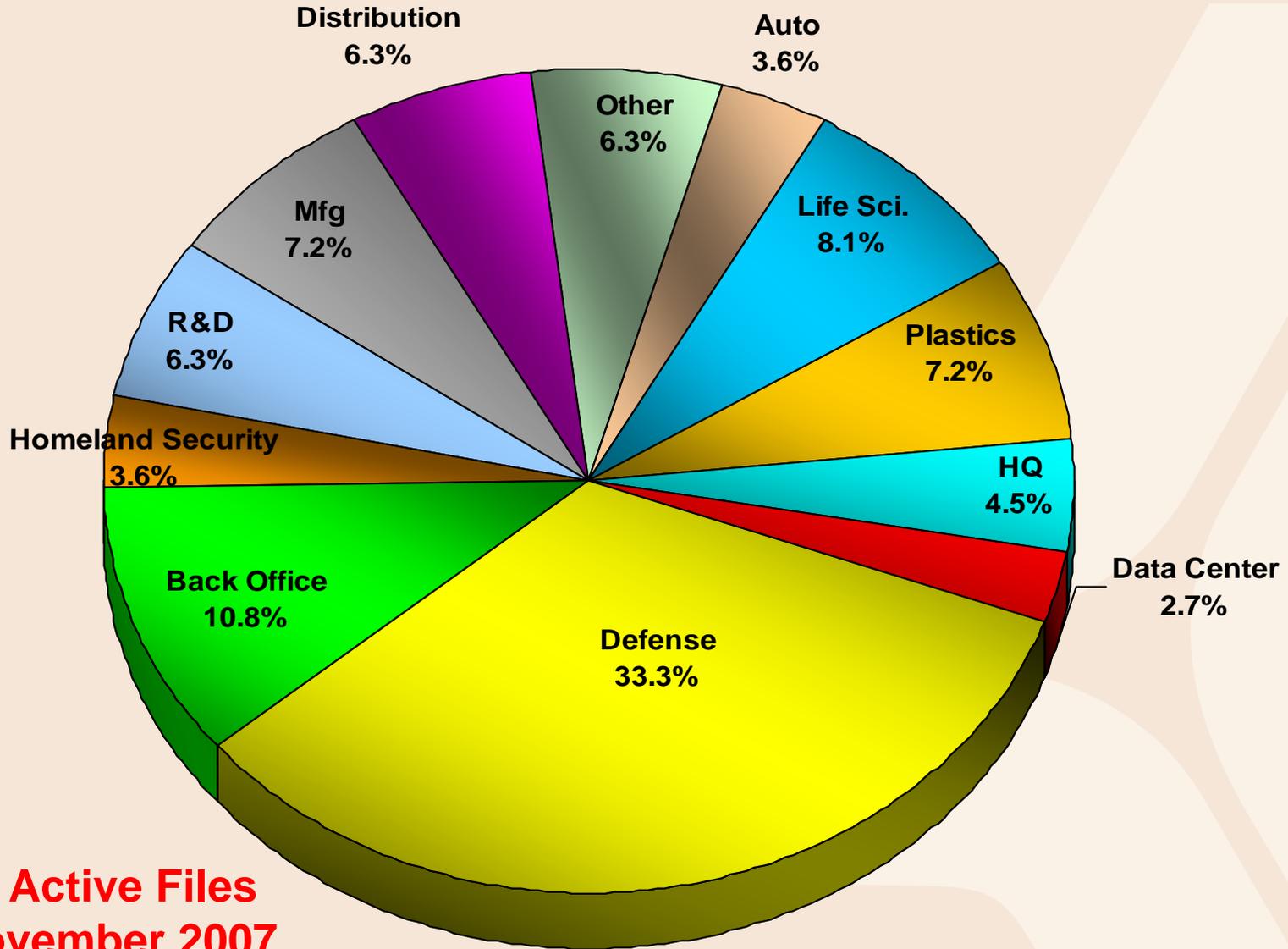
# *Activity Reports*

# Activity Report November 2007

**El Paso**  
**79**  
**Active Files**



# *El Paso Activity*



**79 Active Files**  
**November 2007**

# Jobs Announcements

18 month Contract Period  
(June 2006 – December 2007)

Company	Type	Min Jobs	Max Jobs	New Sq Ft	Year Ann.
Werner Ladder Co	Warehouse/Distrib	59	64	326,000	2006
Bronco Communications	Call Center	100	300	30,000	2006
Bourbon Plastics	Plastic Molding	30	30	25,000	2006
Venture Plastics	Plastic Molding	35	35	35,000	2006
AT&T	Tech Support	424	424	10,000	2007
Autoflug	Defense	20	50	10,000	2007
Champlain Cable	Cable Mfg	30	40	100,000	2007
Empire Today	Call Center	333	333	40,000	2007
Sky City Communications	Cabling	10	10	5,000	2007

**1,041      1,286      581,000**

ADP	Back Office	600	600	80,000	2007
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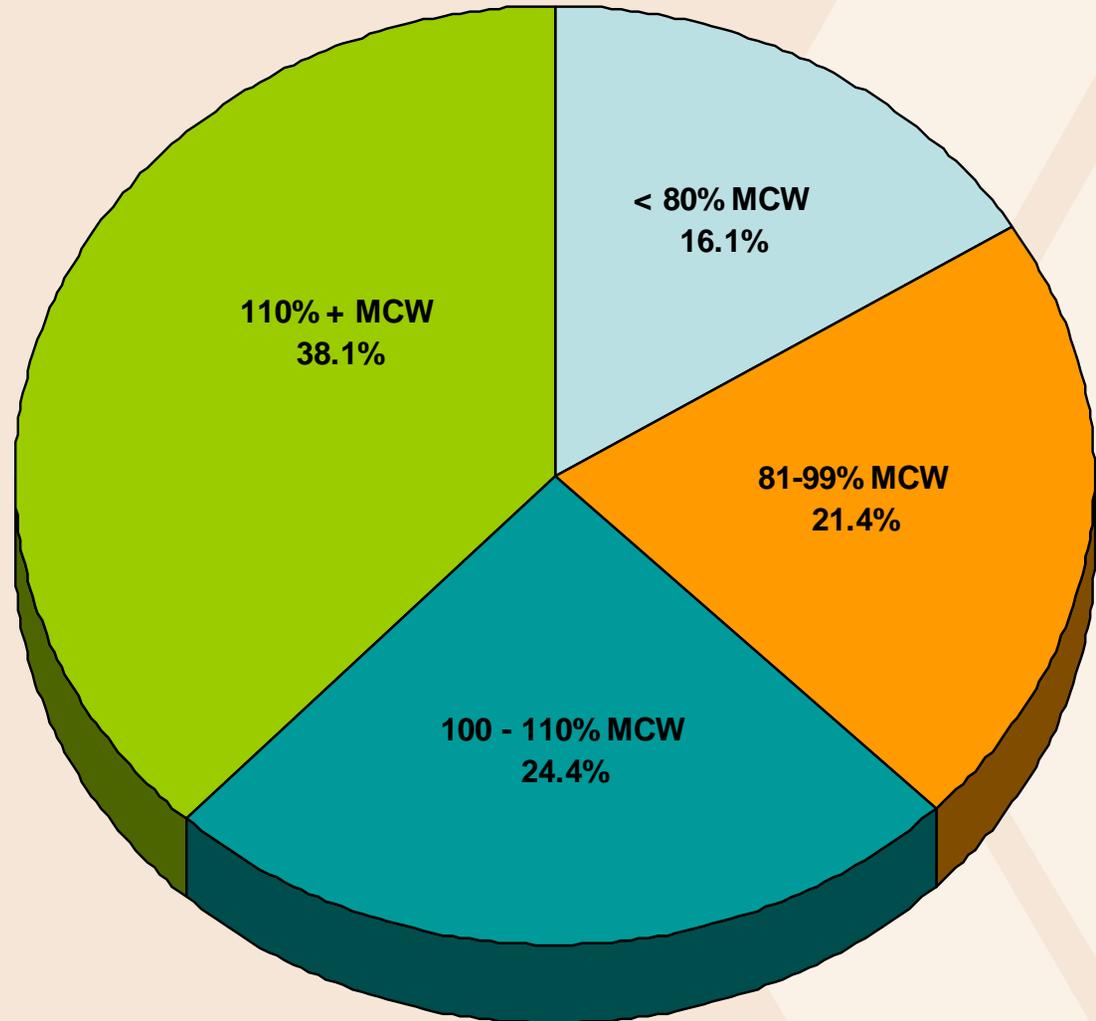
**1,641      1,886      661,000**

# *Jobs Announcement Summary*

REDCO – Led (announced)	1,041	1,286
REDCO – Assisted (announced)	600	600
Announced Sub-Total	1,641	1,886
REDCO – Led (TBA)	908	1,158
REDCo- Assisted (TBA)	100	191
TBA Sub-total	1,108	1,358
<b>Totals</b>	<b>2,649</b>	<b>3,235</b>

# ***Wages Compared to MCW***

## ***REDCO – Led & Assisted*** **(Announced Projects)**



62.5% of jobs at or above MCW

35.6% of jobs at or above ACW

\$24.315 new capital investment

# ***2007 Initiatives (selected)***

- **Completion of phase I automotive study, McCallum-Sweeney**
- **Hired national media Consultant, DCI**
  - Hosted 3 media fam tours
- **Secured Spring 2008 TEDC Conference for El Paso**
- **Participated in 2 consultant forums**
- **BIO trade show (Boston)**
- **SAE Automotive trade show (Detroit)**
- **AUSA National Symposium/Show (Washington, DC)**

# Public Relations Campaign



## Program to Date

<u>Publication/ Month Released/Country</u>	<u>Feature</u>	<u>Circulation</u>	<u>Advertising Equivalency</u>	<u>Editorial Impact</u>
<i>Defense News</i> March U.S.	"First Big Test for FCS"	40,211	\$8,400	\$42,000
<i>Flight International</i> April U.K.	"Countdown to Space Tourism Speeds Up"	42,115	\$8,434	\$42,170
<i>Munhwa Daily</i> May Korea	"Mexican Labor – U.S Money and Technology Benefit Each Other in Greater El Paso Region"	400,000	\$10,769	\$53,845
<i>Jiji Press</i> May Japan	"El Paso as the Future of America"	TBA	TBA	TBA
<i>Government Security News</i> June U.S.	"On the Scene: GSN visits the U.S. – Mexican Border"	35,000	\$8,131	\$40,655
<i>Munhwa Daily</i> June Korea	"Military base vitalizes local economy"	400,000	\$10,769	\$53,845
<i>Jiji Top Confidential</i> July Japan	Topic – World Affairs	4,000	\$19,550	\$97,750
<i>Der Tagespiegel</i> July Germany	"The Golden Banks of the Rio Grande"	300,000	\$14,500	\$72,500
<i>Commercial Property News</i> September U.S.	Topic - Airport Expansion	35,000	TBA	TBA
			<b>Total = \$80,553</b>	<b>Total = \$402,765</b>