

Memorandum



CITY OF DALLAS

DATE August 17, 2012

TO Members of the Economic Development Committee:
Tennell Atkins (Chair), Ann Margolin (Vice-Chair), Jerry Allen, Monica Alonzo,
Sheffie Kadane

SUBJECT **World Affairs Council Contract Renewal**

At the September 12th Council meeting, you will consider an agenda item to authorize the second of four 12-month renewal options to the grant agreement with the World Affairs Council of Dallas / Fort Worth (WAC/DFW) for economic development and protocol services.

Since February 2003, the City has entered into a series of grant agreements for economic development and protocol services with the World Affairs Council of Dallas/Fort Worth. The World Affairs Council of Dallas/Fort Worth's responsibilities include:

- Supporting the International Business Division of the Office of Economic Development to promote foreign investment and attract foreign companies to Dallas, particularly in the southern sector
- Working with the Office of the Mayor, City Council Members and City Officials to market Dallas to the international community and provide protocol and logistical support for international delegations visiting Dallas
- Managing the Sister Cities International Program

For the past nine years, the World Affairs Council of Dallas/Fort Worth has received annual grants from the City to fund the City of Dallas Protocol Office. The grant agreements stipulated funding to pay for salaries of two full time persons to work exclusively for the City of Dallas, plus a portion of the salaries and overhead of the executive staff of the World Affairs Council of Dallas/Fort Worth.

The grant agreement with the World Affairs Council of Dallas/Fort Worth is currently managed by International Business Development Division within the Office of Economic Development. The second term of the contract, with four renewal options, will expire on September 30, 2012.

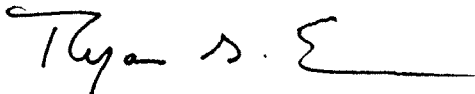
Since economic development is a high priority of the City, in addition to measuring protocol related responsibilities, the grant agreement also measures economic development criteria such as promoting business referrals from targeted trading partners; providing logistical and technical assistance to business-related inbound delegations and supporting partnership events such as trade workshops.

Furthermore, the World Affairs Council of Dallas/Fort Worth committed approximately \$130,000 in Fiscal Year 2012 in private sector funding and in-kind support for City of Dallas economic development and protocol activities. The goal is to leverage this agreement to create more synergy with economic development programs and priorities. The ultimate objective is to encourage more international companies to move to Dallas, thereby creating a higher tax base and more jobs.

A restricted fund, the "Mayor's International Relations Fund", was established in 2009 under the World Affairs Council's (WAC) 501(c)(3) charter. WAC will seek to capitalize the "Mayor's International Relations Fund" by membership contributions with an annual fund raising goal of \$30,000, to support international initiatives, specifically protocol activities, hospitality and business development. \$30,000 was committed in FY'12.

The renewal amount for FY 2012 -13 is \$200,000, which is the same amount as the current year.

Should you have any questions, please contact me at (214) 670-3296



Ryan S. Evans
Assistant City Manager

C: The Honorable Mayor and Members of the City Council
Mary K. Suhm, City Manager
Rosa Rios, City Secretary
Tom Perkins, City Attorney
Craig Kinton, City Auditor
Judge C. Victor Lander, Administrative Judge Municipal Court
A.C. Gonzalez, First Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Forest Turner, Assistant City Manager
Joey Zapata, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Karl Zavitkovsky, Director, Office of Economic Development
J. Hammond Perot, Assistant Director, Office of Economic Development
Stephanie Pegues-Cooper, Assistant to the City Manager