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CITY OF DALLAS

Memorandum

DATE September 12, 2008

TO Members of the Economic Development Committee:
Ron Natinsky (Chair), Tennell Atkins (Vice-Chair), Dwaine Carraway, Jerry R. Allen, Mitchell Rasansky, Linda Koop, Sheffie Kadane, Steve Salazar

SUBJECT **Renewal of World Affairs Council of Dallas/Fort Worth Grant Agreement Council Agenda, September 24, 2008**

BACKGROUND

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:

- 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
- 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
- Managing the Sister Cities International Program

For the past four 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.

In October 2005, the City created an International Business Development Division within the Office of Economic Development. The goal of this division is to increase foreign investment and create jobs by recruiting foreign companies to Dallas, with concentration on Canada, China, Mexico and other target trading partners.

The grant agreement with the World Affairs Council of Dallas/Fort Worth is currently managed by this division. The second of 3 twelve month renewal options will expire on September 30, 2008.

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 target trading partners; providing logistical and technical assistance to business-related inbound delegations and supporting partnership events such as trade workshops.

BACKGROUND (continued)

Furthermore, the World Affairs Council of Dallas/Fort Worth has committed to provide an average of \$97,428 annually 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.

The term of the current grant agreement was from October 1, 2007 through September 30, 2008, in the amount of \$233,005. The renewal amount for FY 2008-09 is \$230,005 which is appropriated in the Operating Budget for the Office of Economic Development. The agreement is renewable for an additional 12-month period, in the amount of \$240,936, subject to annual appropriations and City Council approval.

PRIOR ACTION/REVIEW (COUNCIL, BOARDS, COMMISSIONS)

On February 12, 2003, the City Council authorized a grant agreement with the World Affairs Council of Greater Dallas for the period March 1, 2003 through February 29, 2004, by Resolution No. 03-0664.

On February 11, 2004, the City Council authorized a three-year grant agreement with the World Affairs Council of Dallas/Fort Worth for the period March 1, 2004 through February 28, 2007, by Resolution No. 04-0560.

On February 20, 2007, the Economic Development and Housing Committee was briefed on the World affairs Council of Dallas/Fort Worth grant agreement.

On February 28, 2007, City Council authorized a grant agreement with the World Affairs Council of Dallas/Fort Worth for the period March 1, 2007 through September 30, 2007, by Resolution No. 07-0692.

On January 23, 2008, the City Council authorized the first of three twelve-month renewal terms to the grant agreement with the World Affairs Council of Dallas/Fort Worth for the period October 1, 2007 through September 30, 2008 by Resolution No. 08-0307.

On September 16, 2008, a memo was submitted to the Economic Development Committee regarding the renewal of the World Affairs Council of Dallas/Fort Worth grant agreement.

FISCAL INFORMATION

Public/Private Partnership Funds - \$233,005

STAFF

George Chee, Assistant Director, Office of Economic Development International Business & Protocol Services

Eugene Shen, ECO Analyst / Asian Coordinator, Office of Economic Development International Business & Protocol Services

RECOMMENDATION

Staff recommends approval of the subject item.

Should you have any questions or concerns, please contact me at (214) 670-3314.



A.C. Gonzalez
Assistant City Manager

- C: The Honorable Mayor and Members of the City Council
Mary K. Suhm, City Manager
Ryan S. Evans, First Assistant City Manager
Deborah Watkins, City Secretary
Thomas P. Perkins, City Attorney
Craig Kinton, City Auditor
Judge C. Victor Lander, Judiciary
David O. Brown, Interim Assistant City Manager
Ramon Miguez, P.E., Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Dave Cook, Chief Financial Officer
Jeanne Chipperfield, Interim Budget Director, Office of Financial Services
Karl Zavitkovsky, Director, Office of Economic Development
Hammond Perot, Assistant Director, Office of Economic Development
George Chee, Assistant Director, Office of Economic Development
Helena Stevens-Thompson, Assistant to the City Manager