

Memorandum



CITY OF DALLAS

DATE September 12, 2014

TO Members of the Economic Development Committee:
Rick Callahan, (Vice-Chair), Jerry R. Allen, Scott Griggs, Adam Medrano, Lee Kleinman

SUBJECT **World Affairs Contract Renewal**

At the September 24 Council meeting, Council will consider an agenda item to authorize the fourth 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 eleven 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 fourth term of the contract will expire on September 30, 2014.

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 \$137,000 in Fiscal Year 2014 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 annual fund raising goal of \$35,000, to support international

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initiatives, specifically protocol activities, hospitality, and business development and this amount was raised in FY14.

The renewal amount for FY 2014-15 is \$250,000 which is appropriated in the Public/Private Partnership Fund (\$200,000) and in General Fund (\$50,000).

Information related to FY14 performance is attached.

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



Ryan S. Evans
First Assistant City Manager

CC: The Honorable Mayor and City Council
A.C. Gonzalez, City Manager
Warren M.S. Ernst, City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Ryan S. Evans, First Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Mark McDaniel, Assistant City Manager
Forest E. Turner, Assistant City Manager

Joey Zapata, Assistant City Manager
Charles M. Cato, (I) Assistant City Manager
Theresa O'Donnell, (I) Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Sana Syed, Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor & Council
Karl Zavitkovsky, Director, Office of Economic Development
J. Hammond Perot, Assistant Director, Office of Economic Development

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2014 PROTOCOL ANNUAL PERFORMANCE MEASURES

Activity	Goal	Actual
City of Dallas Partnership Events	24	24
City of Dallas Protocol Services & Promotions	28	29
Number of business related inbound delegations assisted to promote international business	30	29
Number of business referrals from Mexico, Canada, China plus Dallas' top 10 trading partners	60	135
MIRF Funding	\$35,000	\$35,075
Support for Outbound Mayor Led Trade Missions as part of DFW International Airport's "Connect the World" Initiative	1-2	1

ACTIVITY OVERVIEW

World Affairs Council (WAC), through its protocol partnership with the City of Dallas, has had a very busy and successful year of international activities and has made significant contributions to the City's international initiatives. "Connect the World" launched by DFW International Airport is a new regional initiative and the World Affairs Council participated in this by aggressively marketing DFW International Airport to foreign governments, international companies and potential trading partners. The WAC is supporting the upcoming Mayor's Mission to China which will promote the Airport's existing international connection service to Shanghai and Hong Kong and will target an expansion route in Beijing.

The World Affairs Council has raised over \$35,000 in direct financial support to carry out the Mayor's international initiatives by hosting the Mayors International Relations Committee. The MIRF lunch was held at the Meadows Museum and showcased the Sorolla Exhibition. The Mayor worked with the Meadows Museum and the Honorary Consul of Spain to bring this important exhibit to the City which has attracted numerous tourists.

The World Affairs Council serves as the Secretariat of the DFW Consular Corps which provides strong international connections for the City and leveraging on this relationship, the City and World Affairs Council hosted the Consular Corps Summit in October at the beginning of the fiscal year. These visiting diplomats experienced the City's vibrant Arts District and received economic briefings at the Federal Reserve Bank and the Dallas Regional Chamber. This effort proved most successful with over 30 countries participating.

Through this unique public /private partnership, the World Affairs Council has provided support and expertise to the City through WAC's strong board of directors, programs, and relationships with international corporations and organizations not just in the region but throughout the world.