



Equity Communities Cohort Participation

**International Economic
Development Council**

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February 1, 2022

Strategic Goal 1

Cultivate an Environment Conducive to Strong, Sustainable Economic Development

Small Business Resiliency Through Equity, Diversity & Inclusion



What We Are Requesting

That the City Manager be authorized to execute a Memorandum of Understanding with the International Economic Development Council (IEDC), to provide support to IEDC's Equity Communities Cohort to create an Equity Action Plan in accordance with the terms and conditions of the MOU and Council's authorization.

Small Business Economic Recovery Initiatives

- ❖ Aspen Institute Latinos & Society's: City Learning & Action Lab (June 2021)
- ❖ National League of Cities – Working with Community Development Financial Institutions (CDFI) November 2021
 - City of El Paso Access to Capital**
 - LiftFund, PeopleFund, El Paso Collaborative, Small Business Development Center & Pioneers 21
 - Virtual Events | English: March 3, 9:00am | Spanish: March 3, 2:00pm
- ❖ *International Economic Development Council: Equity Action Plan (February 2022)*

Background

- ❖ Based in Washington D.C., the International Economic Development Council (IEDC) is a nonprofit, non-partisan membership organization designed for economic developers.
- ❖ Equities Communities was developed in response to the Race & Justice Movement from the summer of 2020
- ❖ City of El Paso's Economic & International Development... applied October 2021 and was selected to participate in IEDC's Equity Communities Cohort.



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

IEDC City Selection Process

- ❖ **The City of El Paso was 1 of 5 cities chosen out of 45 applicants**
- ❖ Selected based off our community's diverse demographics and geographic location
 - ❖ Binational region/Border city
 - ❖ Minority-dominant population – 84% Hispanic
 - ❖ Room for growth in equitable economic development practices

Consistent City Recognition & Participation



- ❖ The City of El Paso was also selected as 1 of 14 cities to participate in Bloomberg Philanthropies' Innovation Training
- ❖ Partnership with Stanford University's d.school led El Paso to be first organization to pilot virtual workshop.
- ❖ Led to the City of El Paso being selected as one of first local governments to participate in Stanford's d.leadership program.
- ❖ City of El Paso invited to participate in the National League of Cities' (NLC) City Innovation Ecosystems program.



Equity Action Plan



- ❖ El Paso will be part of the first Equity Communities cohort
- ❖ Participating communities will work with IEDC and subject matter experts for one year to create an individualized Equity Action Plan *based on local needs and challenges*
- ❖ IEDC will provide technical assistance to promote equitable practices and standards.
- ❖ Communities will engage in peer activities to share experiences and best practices, and become members of IEDC's Racism and Economic Development (RED) Committee



Equity Communities Cohort Cities

❖ **El Paso, TX**

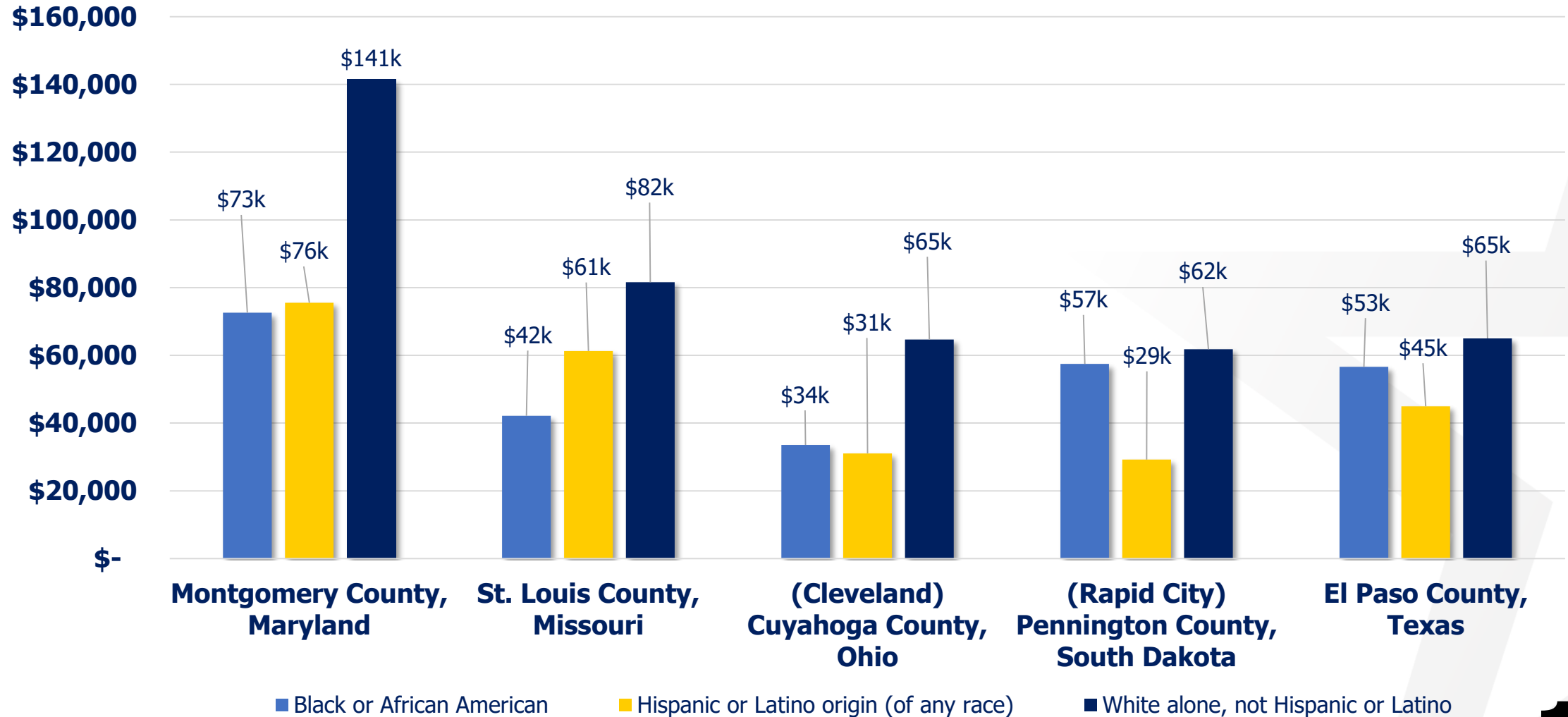
❖ **St. Louis, MO**

❖ **Rapid City, SD**

❖ **Cleveland, OH**

❖ **Montgomery County, MD**

Median Income by County & Race (2019)



Source: US Census

City of El Paso Project Commitments

- ❖ Coordinate a site visit for the designated technical assistance team to meet and interview local stakeholders
- ❖ Participate in RED committee calls
- ❖ Submit a fully developed Equity Action Plan by December 31, 2022
- ❖ Partake in the closing convening in January 2023 and in two final virtual check-ins by February 1, 2024

Next Step

City Manager be authorized to execute the MOU the International Economic Development Council (IEDC), to provide support to IEDC's Equity Communities Cohort to create an Equity Action Plan

Thank You.

