



Item 26

**FY 2023 EDA Distressed Area  
Recompete Pilot Program: Phase I  
Economic & International Development**  
Goal 1 - Cultivate an Environment Conducive to Strong,  
Economic Development



September 26, 2023

## Council Requested Action

- Discussion and action requesting City Council support for the submission of the staff recommended grant application to the FY23 Distressed Area Recompete Pilot Program Phase 1 for the Borderplex Region Workforce Recompete Initiative.

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# Overview: Distressed Area Recompete Pilot Program

The **Recompete Pilot Program** is designed to catalyze economic revitalization in distressed communities where prime-age (25-54 years) employment significantly trails the national average. The program is run in two phases: (add data EP vs Usa)

- **Strategy development (Phase I)**
- **Implementation investments (Phase II)**
  1. Workforce development initiatives
  2. Business and entrepreneur development
  3. Infrastructure
  4. Additional planning, predevelopment, and technical assistance





# Borderplex Region Workforce Re compete Initiative

## Core Partners



## Support Partners



## Business Partners



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## Technical Assistance Grant Awarded

WALTON FAMILY  
FOUNDATION



**Delivery  
Associates**

### **\$300,000 TA Grant**

Awarded to the Recompete Initiative Coalition by the Walton Family Foundation to hire consultants to develop a Recompete grant application (Phase I) and preliminary EDA Recompete Plan.



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# **FY 2023 EDA Distressed Area Recompete Pilot Program: Phase I**

## **Phase I (Oct 2023) Strategy Development:**

\$500,000 request

**Local Match: \$0**

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## **Phase II (Early 2024) Strategy Implementation:**

\$20M - \$50M

**Local Match: \$0**

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# Recompete Phase 1 Scope of Work

## Strategy Development Grant

Develop a **comprehensive regional strategy (EDA Recompete Plan)** to address high prime-age (25-54) **underemployment**

**Task 1:** Strengthen partnerships with Workforce Solutions Borderplex, Community of Excellence Partners, Entrepreneur Support Organizations, and local businesses

**Task 2:** Engage underserved communities through partners

**Task 3:** Scope 3-8 grant-funded workforce and business development programs (Phase II budget \$20M - \$50M)

**Task 4:** Prepare for **Phase II implementation**



# City Owned Business One Stop Shop (BOSS) Alignment (6M to Programming)

## Preliminary Phase II Plan for BOSS

### Business Services Alignment

- Technical assistance for planning and marketing
- Support businesses to bid for Federal procurement contracts (including Fort Bliss and TxDOT)
- Entrepreneurial assistance programs
- Legal advice and resources
- Assistance in accessing capital
- Accelerator services through partners



### Foreign Direct Investment (FDI)

- FDI attraction strategy development
- FDI land site development
- Workforce development

### Preliminary Phase II Budget Request for BOSS

- \$3M Programming for BOSS
- \$2M Capital improvements for BOSS building
- \$1M FDI programming under BOSS

## Current BOSS Programming

 <b>ACCESS TO CAPITAL</b>	→ Community Development Financial Institutions (CDFI) <ul style="list-style-type: none"><li>• LiftFund</li><li>• PeopleFund</li><li>• El Paso Collaborative</li><li>• JUST Community</li></ul>	<b>\$500 - \$5M LOANS RANGE</b>
 <b>BUSINESS SERVICES</b>	→ <ul style="list-style-type: none"><li>• Business Planning</li><li>• Training and Mentorship</li><li>• Marketing Tools</li><li>• E-Commerce</li></ul>	<ul style="list-style-type: none"><li>• Procurement Preparedness</li><li>• Small Business Certifications</li><li>• Market Research</li><li>• Incubator &amp; Accelerator Programs</li></ul>
 <b>FOREIGN DIRECT INVESTMENT</b>	→ <ul style="list-style-type: none"><li>• 5 International Ports of Entry</li><li>• Ranked #2 in the total trade value of U.S-Mexico border ports of entry</li><li>• 20% of total trade value crossing the US-MX border passed through the Paso Del Norte region</li><li>• Comprehensive support on development strategies to promote international business</li></ul>	<b>Largest Texas City on the US/Mexican Border</b>

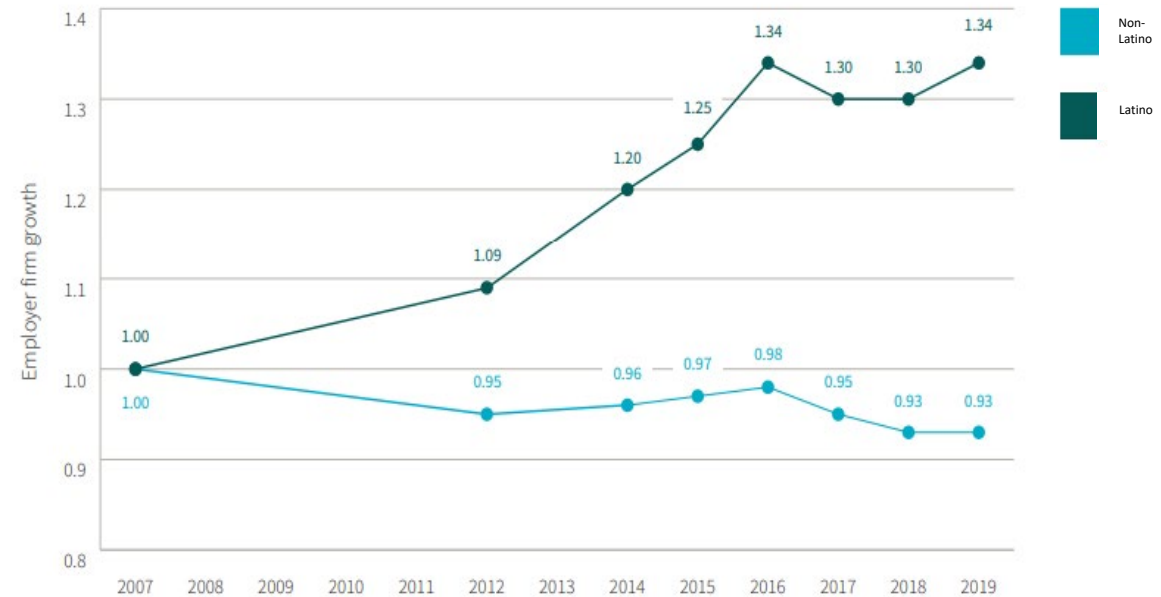


# Foreign Direct Investment (FDI) Strategy

## Recompete FDI Strategy Alignment

- Increasing interest in foreign companies expanding or relocating to El Paso (~80 hiring companies in 6 months)
- Letters of commitment to hire and program participation
- Participation and hosting of trade missions to identify, attract, and retain prospective FDI partners
- Leveraging Sister City agreements for the strategic development and growth of targeted industries and technology exchange
- Engagement in binational entrepreneurship and support through partnership development

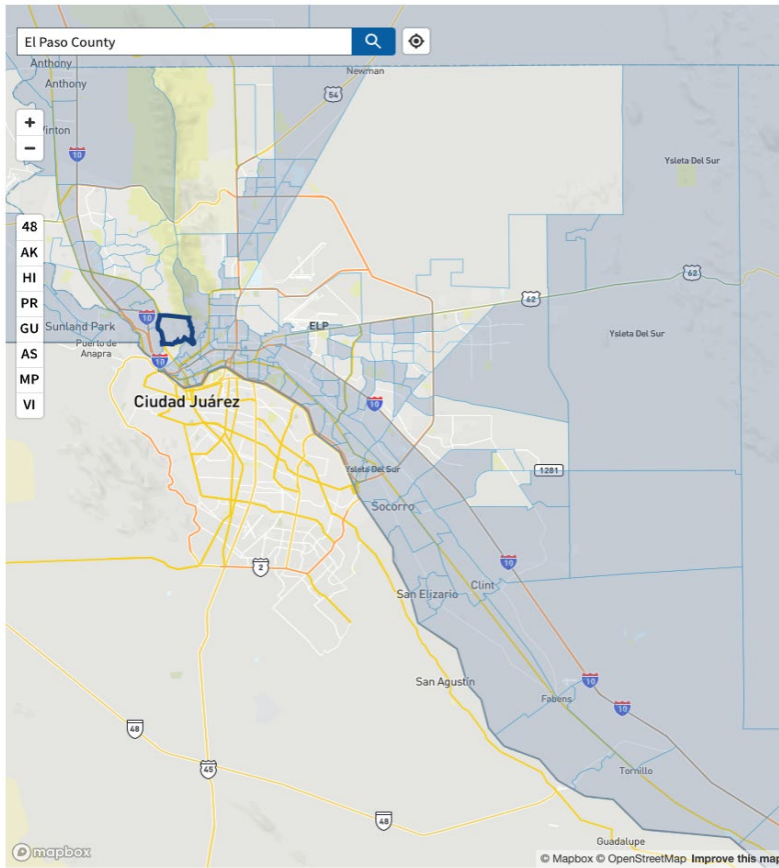
Employer firm growth (base year 2007)



SOURCE: U.S Census - Annual Business Survey, 2017-19; American Survey of Entrepreneurs, 2014-2016; and Survey of Business Owners, 2007 and 2012.

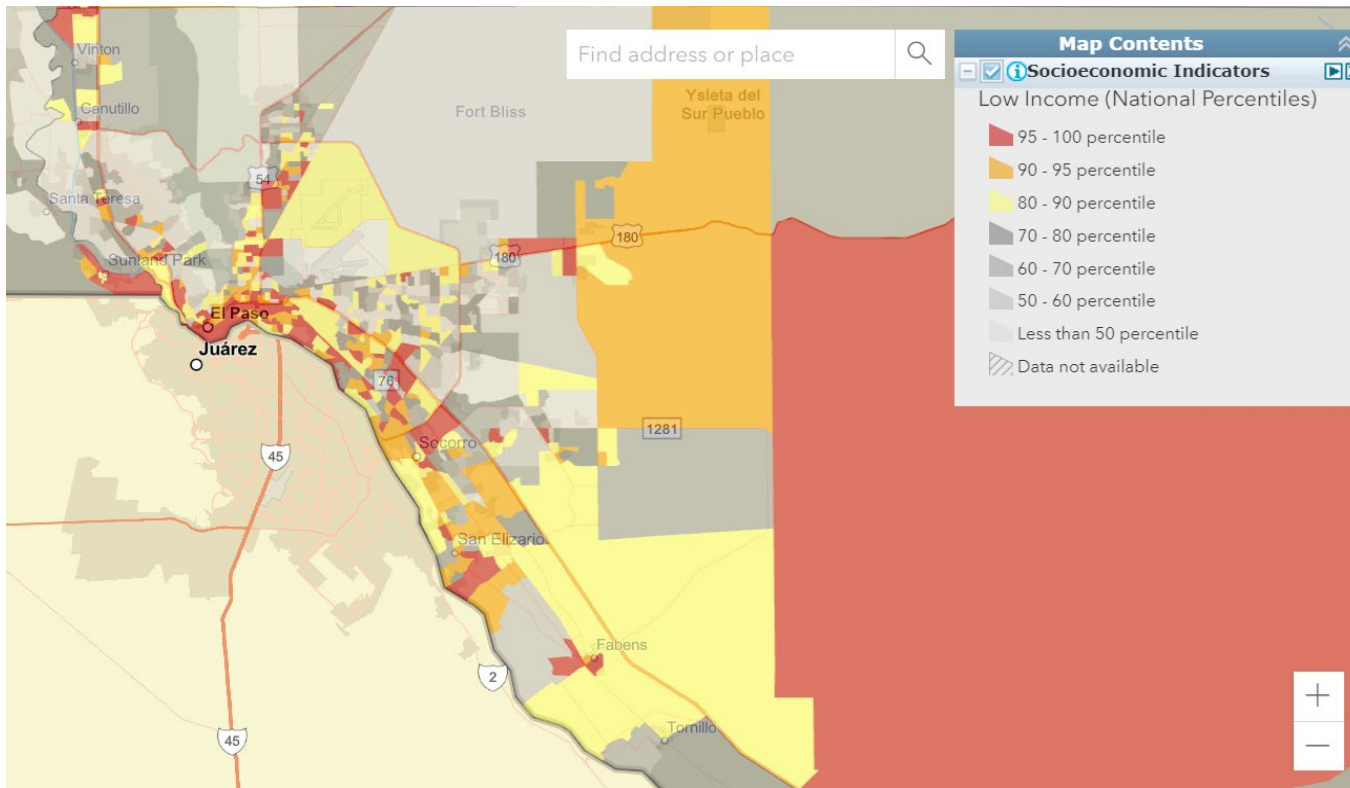
# Overview: Distressed Area Reconnect Pilot Program

## Climate and Economic Justice Screening Tool



- Targeted communities (Justice40) are:**
- At or above the 90th percentile for linguistic isolation; or
  - Low median income (65<sup>th</sup> percentile) ; or
  - Poverty (80<sup>th</sup> percentile); or
  - Unemployment (varies); and
  - More than 10% of people ages 25 years or older with less than a high school diploma

# Overview: Distressed Area Re compete Pilot Program



[USDOT Equitable Transportation Community \(ETC\) Explorer](#)

Most competitive Census Tracts are in **RED**

## Council Requested Action

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## Mission

Deliver exceptional services to support a high quality of life and place for our community



## Values

Integrity, **R**espect, **E**xcellence,  
**A**ccountability, **P**eople



## Vision

Develop a vibrant regional economy, safe and beautiful neighborhoods and exceptional recreational, cultural and educational opportunities powered by a high performing government

