



AGENDA MEMORANDUM
for the City Council Meeting of July 24, 2012

DATE: July 9, 2012
TO: Ronald L. Olson, City Manager
THROUGH: Wes Pierson, Assistant City Manager
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Texas South - International Alliance Memorandum of Understanding

CAPTION:

Resolution approving the Texas South - International Alliance Memorandum of Understanding between the cities of San Antonio, Brownsville, Edinburg, Laredo, San Marcos and Corpus Christi.

PURPOSE:

Participation in Texas South-International Alliance via the MOU will ensure that labor, transportation, educational, infrastructure, and cultural assets and other amenities existing within these cities and the region are marketed collectively to provide a stronger case for attracting foreign investors and trade.

BACKGROUND AND FINDINGS:

Resulting from the participation in the 2010 Shanghai World Expo, San Antonio's Councilwoman Chan visited several South Texas mayors in the fall of 2010 to develop a regional international economic development vision focused on strategic collaboration.

The initial dialogue led to preliminary meetings of an international economic development alliance hosted by Corpus Christi Mayor Joe Adame on October 31, 2011 and Brownsville Mayor Tony Martinez on March 5, 2012. The mayors of Brownsville, Corpus Christi, Edinburg, Laredo, San Antonio, and San Marcos agreed that collaboration on regional international economic development and trade showcases regional business networks, supply chains, and infrastructure assets that strengthen the region's ability to attract foreign direct investment.

The group agreed the name Texas South-International Alliance represented the collaborative vision for the group. The Alliance received supportive feedback from Texas Secretary of State Hope Andrade and Chinese Consul General Xu Erwen in Houston. Secretary Andrade suggested a formal organizational structure to help the Alliance survive changes in political leadership. The Alliance decided to initiate a Memorandum of Understanding (MOU) among participating cities, while continuing to work on the final formal organizational structure.

The MOU contains the following major action items:

- Planning a delegation to China in early 2013
- Developing a “Cultivating Relations Document” for marketing purposes
- Participating in the NAFTA 20 Business Summit in November 2012 hosted in San Antonio

ALTERNATIVES:

Without the Approval/Endorsement from Council for this initiative, Corpus Christi would miss a major opportunity to engage in a collaboration that would enhance jobs and investment to the City. In addition, the Alliance efforts have already received positive feedback from the media, supporting partner cities, and economic development organizations.

OTHER CONSIDERATIONS:

This approach will enhance Corpus Christi’s profile as a global city with regional strengths in energy, healthcare, logistics, heavy manufacturing, and tourism.

CONFORMITY TO CITY POLICY:

This MOU aligns with the City Council’s goals of encouraging economic development.

EMERGENCY / NON-EMERGENCY:

NON-EMERGENCY

DEPARTMENTAL CLEARANCES:

FINANCIAL IMPACT:

Operating Revenue Capital Not applicable

Fiscal Year: 2011-2012	Project to Date Expenditures (CIP only)	Current Year	Future Years	TOTALS
Line Item Budget				
Encumbered / Expended Amount				
This item				
BALANCE				

Fund(s):

Comments:

RECOMMENDATION:

Staff recommends signing the Memorandum of Understanding with the Texas South-International Alliance.

LIST OF SUPPORTING DOCUMENTS:

Texas-South International Alliance Memorandum of Understanding