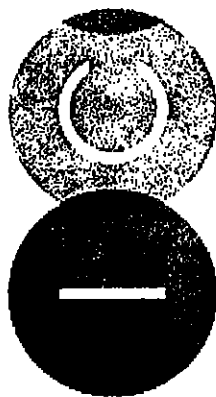


#55
8/26/04



INTERNATIONAL CENTER OF AUSTIN
A PARTNERSHIP OF BUSINESS, EDUCATION & CULTURE

Status Report to City Council

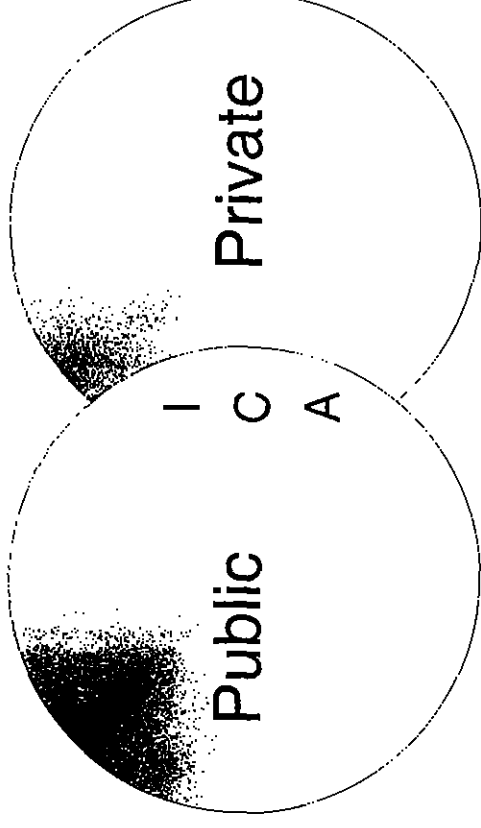
Ed Jones, Executive Director

August 26, 2004



ICA – A Partnership of Public & Private

Sectors

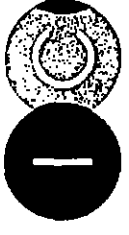


- Economic Development
- Local Jobs
- Inward Investment
- Cultural Diversity
- Opportunity
- Synergy

History 1999 - 2004



- ☐ 1999 Report Presented to Mayor Watson
Positive response from community
- ☐ 2000 Mayors Task Force formed
- ☐ 2001 Task Force reports
International Partnership (IPGA) formed
- ☐ 2003 ICA Committee formed
- ☐ 2003 ICA opened at GACC : International Day in Austin
declared by Mayor Wynn (Oct, 24)
- ☐ 2004 IPGA name changed to ICA to reduce confusion



The Center is;

Office base for center staff and affiliates;

one stop shop

offices

meeting rooms

events

facilitation

- ☐ **City of Austin, International Programs**
- City of Austin, Sister Cities Program**
- ☐ **WCIT 2006**
- ☐ **US Export Assistance Center (USDOC)**
- ☐ **Camino Real District Export Council**
- ☐ **BIBET (Education Committee)**
- International Hospitality Council of Austin**
- District Export Council**

information

communications

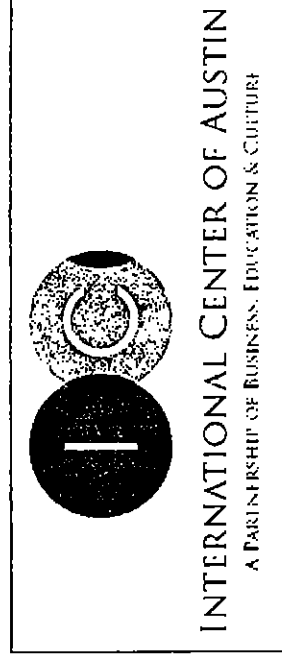
collaboration

synergy

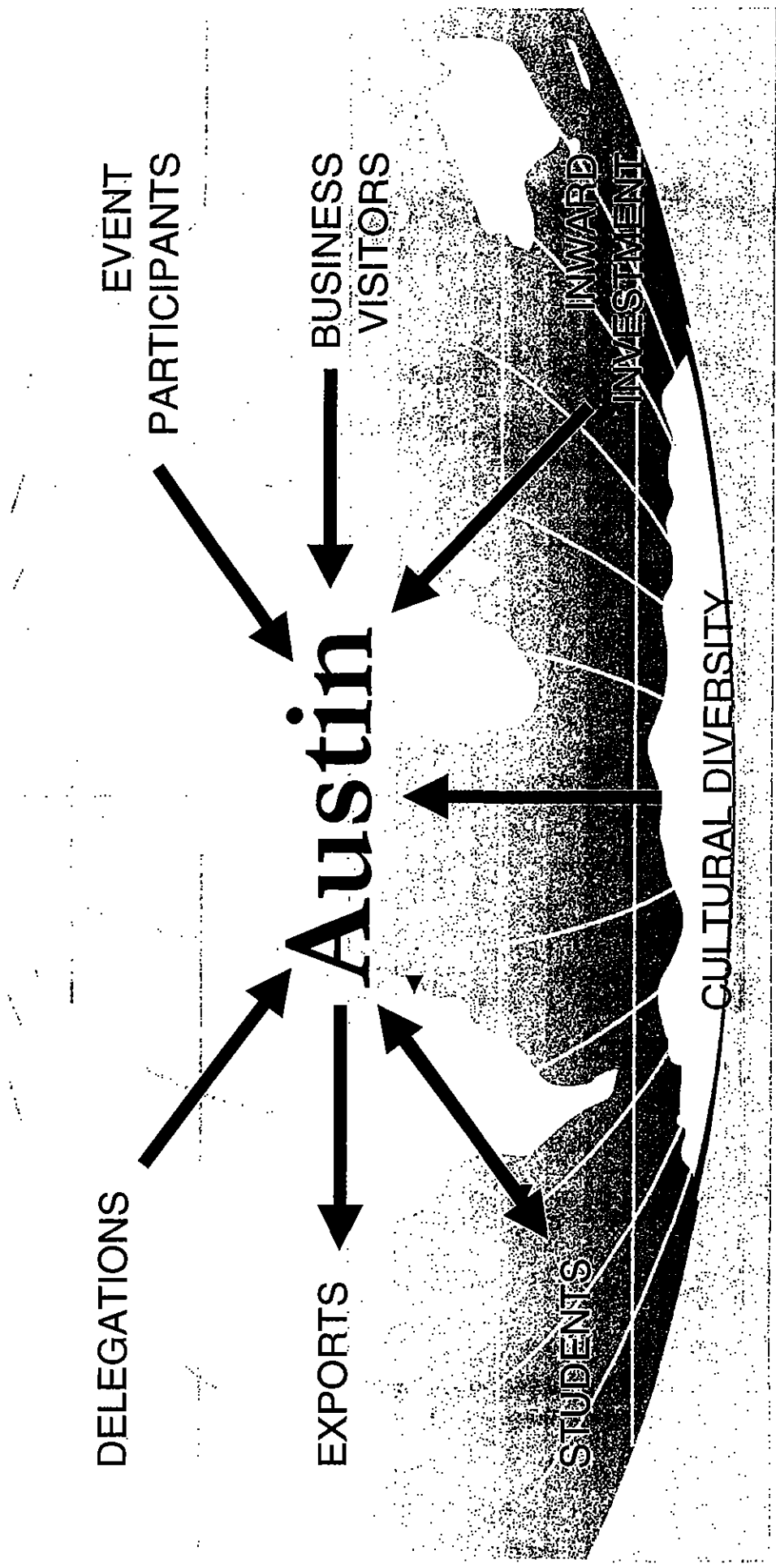
enabling



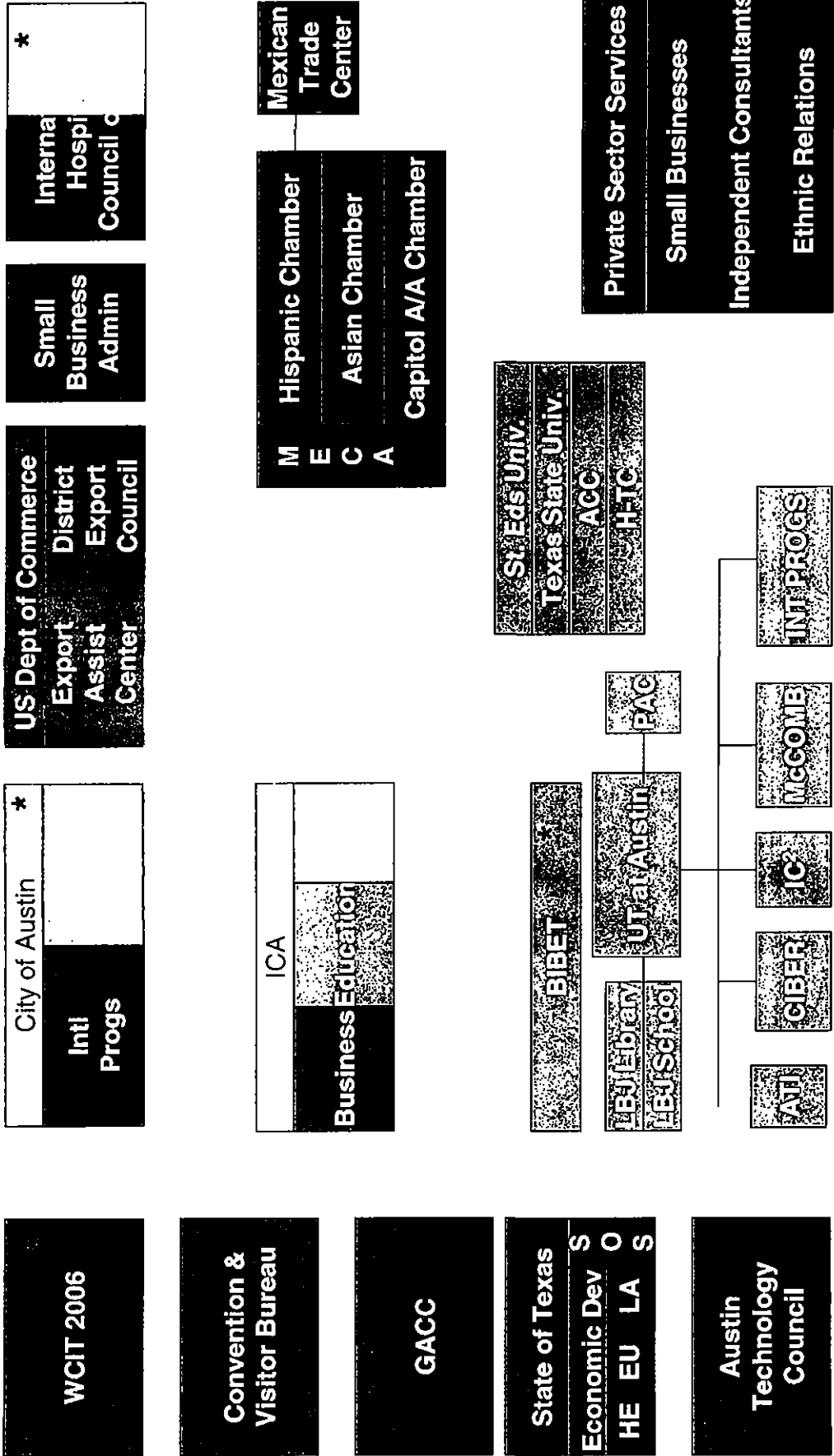
Organization



Why is International Important?



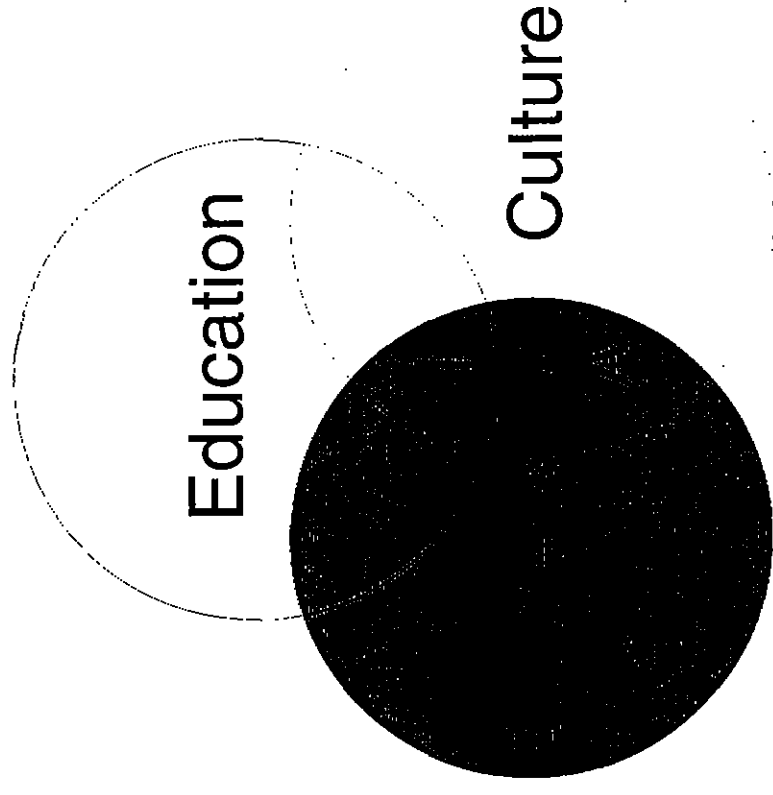
The International Stakeholders



* Affiliates



Synergy Delivers Economic Growth



BUSINESS, EDUCATION, and

working together



Accomplishments

- Center opened at GACC, October 2003
- Entire facility utilized (Offices and Cubes) 2500 sq ft
- Outfitted with donated furniture and computers
- Volunteers and Interns recruited
- 30+ international delegations welcomed and briefed
- Co-Sponsored International Consular Ball
- Volunteer Committees formed and functioning
 - Marketing, Visioning, Education, Communications, Events
- Joint programs held with USDOC, ACC, MTC
- Numerous briefings given to community organizations
- ICA, City and affiliates working together bringing volunteer resources to the community

2004/2005 Plan

- Website and Marketing materials to be completed 9/15
- Fall 2004 fund raising campaign to kick off in October
- Annual Visioning Conference, November 9 at Hyatt
- Continuing cooperation with City and WCIT 2006
- Develop metrics to measure success
- Outreach to Cultural/Arts community
- Outreach to Ethnic Chambers and Minority community
- Expand to new Facility by year end. 10,000 sf needed
 - MTC, JETRO, Consuls,
 - Display Areas, Classrooms, meeting rooms



Request for City space

- Ongoing discussions with the city indicate a mutual desire to locate the expanded ICA in City owned space
- Former Convention and Visitor Bureau space would be ideal location for an expanded ICA
- FY 05 WCIT Federal funding includes \$200K to build out the expanded ICA as the home of WCIT and a lasting legacy to the City of Austin
- This funding would make the C&VB space a first class facility in the heart of downtown at no cost to the City
- We formally request that Council approve use of the former C&VB for an expanded ICA on a no cost basis

