



**Purchasing Contract  
CITY OF AUSTIN  
RECOMMENDATION FOR COUNCIL ACTION**

**AGENDA ITEM NO.:** 31  
**AGENDA DATE:** Thu 01/13/2005  
**PAGE:** 1 of 2

**SUBJECT:** Authorize execution of a 12-month service agreement with GREATER AUSTIN ECONOMIC DEVELOPMENT CORPORATION, Austin, TX, for participation in the Opportunity Austin Campaign in an amount not to exceed \$350,000 (\$100,000 is for the Clean Energy business recruitment initiative through this Campaign), with four 12-month extension options in an amount not to exceed \$350,000 per extension option, for a total amount not to exceed \$1,750,000.

**AMOUNT & SOURCE OF FUNDING:** Funding in the amount of \$350,000 is available in the Fiscal Year 2004-2005 Approved Operating Budget of Austin Energy.

**FISCAL NOTE:** There is no unanticipated fiscal impact. A fiscal note is not required.

**REQUESTING** Purchasing **DIRECTOR'S**  
**DEPARTMENT:**for Austin Energy; **AUTHORIZATION:** Vickie Schubert

**FOR MORE INFORMATION CONTACT:** Carole Martindale, Purchasing Manager/322-6155

**PRIOR COUNCIL ACTION:** N/A

**BOARD AND COMMISSION ACTION:** N/A

**PURCHASING:** Sole Source

**MBE / WBE:** This contract will be awarded in compliance with Chapter 2-9 of the City Code (Minority Owned and Women-Owned Business Enterprise Procurement Program). No subcontracting opportunities were identified; therefore, no goals were established for this solicitation.

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The Greater Austin Economic Development Corporation (GAEDC) has launched the Opportunity Austin Campaign to improve the economic future of the greater Austin area. The campaign began with an economic assessment that identified the following areas to be in need of immediate attention: new primary jobs, diversification of Austin's business base, elimination of impediments to start, grow, or relocate businesses in the area, efforts to insure a quality workforce, and overall transportation improvements.

The Opportunity Austin program was created in spring of 2004. Austin Energy will provide funding of \$350,000 per year to assist the GAEDC's campaign to strengthen and diversify the economy by attracting and recruiting new businesses, retaining and expanding existing businesses, and encouraging and supporting local entrepreneurs. This proposal includes \$250,000 for GAEDC's Opportunity Austin Campaign. An additional \$100,000 is being proposed to accelerate the clean energy recruitment portion of the project. Opportunity Austin has a five year goal of adding 72,000 jobs to the economy and \$2.9 Billion aggregate increase in payroll. GEADC will also execute a strategy to market Austin and Central Texas and establish a dynamic website that will provide regional information.

This is a sole source procurement because GEADC has already begun the program and has completed surveys, meetings, and has developed a focus for activity.



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