



## Recommendation for Action

**File #:** 20-2505, **Agenda Item #:** 22.

7/29/2020

### Posting Language

Approve an ordinance amending the Fiscal Year 2019-2020 Economic Development Department Operating Budget Special Revenue Fund (Ordinance No. 20190910-001) to accept and appropriate \$250,000 in grant funds from the U.S. Embassy in Egypt for the ATX+EGY: Launch Grant Program to provide training and development for Austin businesses.

### Lead Department

Economic Development.

### Fiscal Note

Funding in the amount of \$250,000 will be available from the U.S. Embassy in Egypt. A City funding match is not required. A fiscal note is attached.

### For More Information:

Veronica Briseño, Director, Economic Development (512) 974-2156.

### Additional Backup Information:

Funding in the amount of \$250,000 is anticipated to be awarded in September from the U.S. Embassy in Egypt, which is the second time the City has been awarded this grant and is similar to the award the City received from the U.S. Embassy in Pakistan.

ATX+ is a global business and cultural program by the City of Austin's Economic Development Department in partnership with the U.S. State Department. The ATX+ program started in 2015 with the ATX+PAKISTAN program and expanded in 2018 with the ATX+EGYPT program. Upon completion of year 1 of the program with Egypt, and based on the success that program has attained, the City of Austin Economic Development Department was awarded a new grant for \$250,000 to commence programming in the Fall of 2020. There is no matching requirement from the City of Austin.

The new grant comes at a time where the world is facing a pandemic, where many businesses have been affected by closure. ATX+ provides our local creatives and business leaders the opportunity to engage with and explore the potential in emerging markets.

In the first year of the ATX+EGYPT program, nine Austinite business leaders and creatives travelled to Cairo, Egypt for a week of programming. They attended and participated as panelists in the Middle East and the North Africa region's largest entrepreneurship summit called "Rise-Up," and engaged in business development meetings curated by the City of Austin, the U.S. Embassy in Egypt, and local Egyptian partners. The second grant will focus on the fashion industry in Austin and Egypt, which is one of the expanding industries in both locations.

The program will kick off virtually in late 2020, and will focus on technical assistance provided through a subcontract with the Austin Community College Fashion Incubator, Fashion by Texas, and 3-Day Startup.

The physical travel for the program will not occur before June 2021, once travel restrictions are lifted and it is

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safe to travel. The program will continue to monitor travel guidance and adjust travel expectations in order to ensure the safety of participants.

The programming details are below:

- December 2020: Technical assistance phase carried out virtually by ACC Fashion Incubator for a mix of Egyptian and Austin-based designers.
- June 2021: Egyptian and Austin designers will participate in a retail pop-up shop in Austin, Texas as a market testing exercise for the brands looking for testing the U.S. market.
- September 2021: Austin designers will travel to and participate in Egypt fashion week.
- October 2021: Egyptian designers will attend and participate in Austin fashion week.

The General Fund will not be required to contribute additional funds beyond those currently budgeted to this grant. When the grant funds expire, Economic Development Department's need for continuing funding will be evaluated and may be denied.

**Strategic Outcome(s):**

Economic Opportunity and Affordability.