

**CITY OF EL PASO, TEXAS  
AGENDA ITEM  
DEPARTMENT HEAD'S SUMMARY FORM**

**DEPARTMENT:** Economic and International Development Department  
**AGENDA DATE:** Work Session December 17, 2018  
**CONTACT PERSON/PHONE NUMBER:** Jessica Herrera, Director 915-212-1624  
**DISTRICT(S) AFFECTED:** Districts 3 & 8

**SUBJECT:**

**APPROVE a resolution / ordinance / lease to do what? OR AUTHORIZE the City Manager to do what? Be descriptive of what we want Council to approve. Include \$ amount if applicable.**

Presentation and discussion by Medical Center of the Americas "MCA" on their annual report on status of activities during the fiscal year, use of grant funds, and progress in the performance measures required under the agreement with the City of El Paso.

**BACKGROUND / DISCUSSION:**

Discussion of the what, why, where, when, and how to enable Council to have reasonably complete description of the contemplated action. This should include attachment of bid tabulation, or ordinance or resolution if appropriate. What are the benefits to the City of this action? What are the citizen concerns?

On February 7, 2012 City Council approved a Chapter 380 Economic Development Program Grant Agreement between the City of El Paso and the Medical Center of the Americas Foundation; in relation to undertaking of an economic development project consisting of biomedical cluster specific and infrastructure programs.

Per the agreement, MCA is required to deliver an annual presentation to City Council, on status of activities during the fiscal year, use of funds and progress in the performance measures.

**PRIOR COUNCIL ACTION:**

**Has the Council previously considered this item or a closely related one?**

Yes, MCA presented their first annual report on October 15, 2013.

**AMOUNT AND SOURCE OF FUNDING:**

**How will this item be funded? Has the item been budgeted? If so, identify funding source by account numbers and description of account. Does it require a budget transfer?**

Impact Fund

**BOARD / COMMISSION ACTION:**

Enter appropriate comments or N/A

N/A

\*\*\*\*\*REQUIRED AUTHORIZATION\*\*\*\*\*

*for*  
**DEPARTMENT HEAD:** Edde Surcci



MEDICAL CENTER  
OF THE AMERICAS  
FOUNDATION

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# The Medical Center of the Americas Foundation: Annual Report to the City of El Paso

December 17, 2018

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# MCA Impact Fund Grant: Status Report

Project #	Project Name	Status	Completion Date, if any	COMMENTS
<b>Non-Building Components</b>				
A	Baseline Staffing	Complete & On-Going	N/A	No change
B	Planning & Design	Complete & On-Going	N/A	<ul style="list-style-type: none"> <li>✓ MCA Master Plan #3, including traffic &amp; utility study in being finalized; the public presentation of the MP was held on 9/20/2018</li> <li>✓ MCA updated its strategic plan for 2019-2020</li> </ul>
C.1	Commercialization Institute	Complete & On-Going	N/A	<ul style="list-style-type: none"> <li>✓ Proof-of-Concept Cohort #1 graduation was in June 2018 (11 companies accepted; 9 graduated)</li> <li>✓ New Innovation Center cohort includes over 35 companies &amp; individuals</li> </ul>
C.2	Clinical Research Organization	Complete & On-Going	N/A	<ul style="list-style-type: none"> <li>✓ MCA launched a Clinical Trial "Consortium" to map and improve sponsored clinical research in El Paso, including 30+ stakeholders</li> <li>✓ 3 non-El Paso Clinical Research Companies are now investing in El Paso</li> </ul>
C.3	Proof-of-Concept Fund	Complete & On-Going	N/A	MCA distributed \$250,000+ in POC awards to 11 companies (2017-2018)
D	Land Acquisition	Complete & On-Going	11/11/2014	\$2.2 million (to date)
<b>Building Components</b>				
D.1	Parking	Complete	06/01/2014	Included in Cardwell Collaborative, more parking to come with VA & roads
E	Tech Building	Complete	06/01/2016	\$28 million Cardwell Collaborative
F	TTUHSC Nursing School Building	Complete	12/14/2014	\$11 million through 18 annual installments at \$612,000

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# MCA Strategy



### 2017-2018 Strategy:

1. Planning
2. Places
3. Programs
4. People
5. Promotion
6. Platform



#### INFRASTRUCTURE

- MCA Campus Master Planning
- Land Acquisition
- Infrastructure Development
- Cardwell Collaborative
- VA Wellness Center
- MCA Medical Plaza

#### PROGRAMS

- Innovation Center
- Clinical Trials Consortium
- BIO El Paso-Juarez
- Workforce/STEM
- Promotion

#### PLATFORM

- Board
- Staff
- Partnerships
- Financial
- Fundraising

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# MCA Strategy

## 2019-2020

*"A vision without a strategy remains an illusion."*

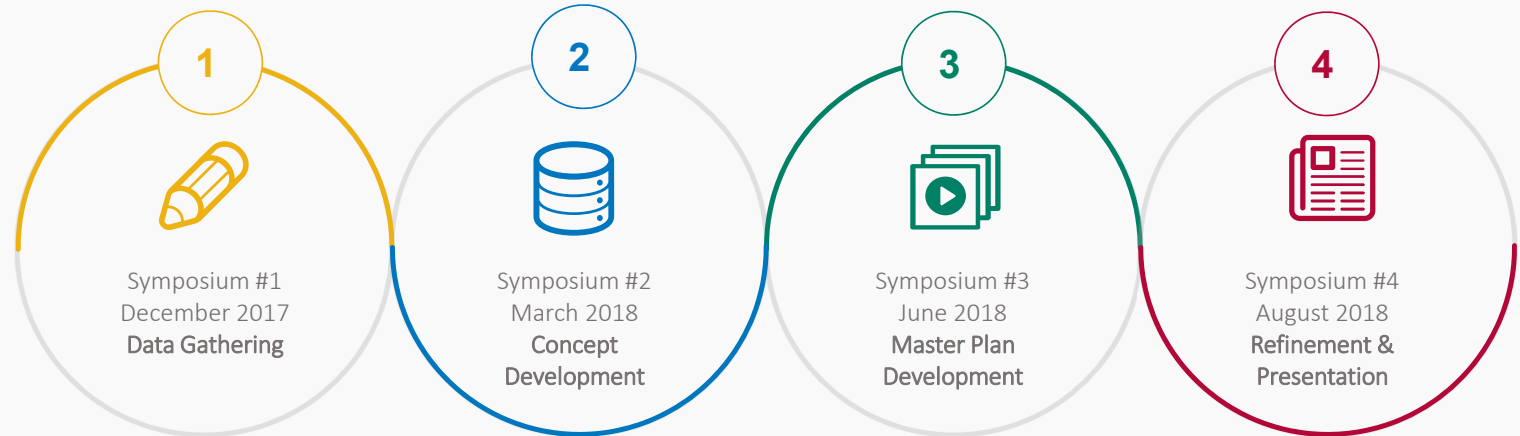
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# Planning



## Steering Committee

MCA Foundation  
TTUHSC El Paso  
UMC El Paso  
El Paso Children's Hospital  
City of El Paso (ED, Planning)  
City Public Health  
Utility Companies



## Public Presentation

September 20, 2018  
@ Silva Auditorium

## Next Steps:

- ✓ Incorporate into City's Comp Plan – January 2019
- ✓ Update TIRZ #6
- ✓ Update MCA SmartCode Regulating Plan
- ✓ Update City Incentive Map
- ✓ Potential creating of Parking Benefit District
- ✓ Participate with TxDOT on future transportation needs on campus

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# MCA Campus Plan 3: Utility and Transportation Plans

*Perkins + Will Master Planning*





# FRAMEWORK PLAN

## STREET NETWORK

IH-10 / Gateway Dr.

IH-110 / US 54

	Existing Street
	Existing Street to be vacated
	Existing Street - may be converted to limited access / pedestrian
	Proposed Street
	Proposed Street - may be built as limited access / pedestrian












# FRAMEWORK PLAN

## STREET IMPROVEMENTS

IH-10 / Gateway Dr.

IH-110 / US 54

-  New CS-70-48
-  New CS-60-34
-  New CS-50-28
-  Upgraded CS-70-48
-  Upgraded CS-60-34
-  Upgraded CS-50-26
-  May be limited access / ped only





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# Street Character

- 1- DURAZNO AVE - EXISTING
- 2- DURAZNO AVE - PROPOSED
- 3- ALBERTA AVE - EXISTING
- 3- ALBERTA AVE - PROP





# Places



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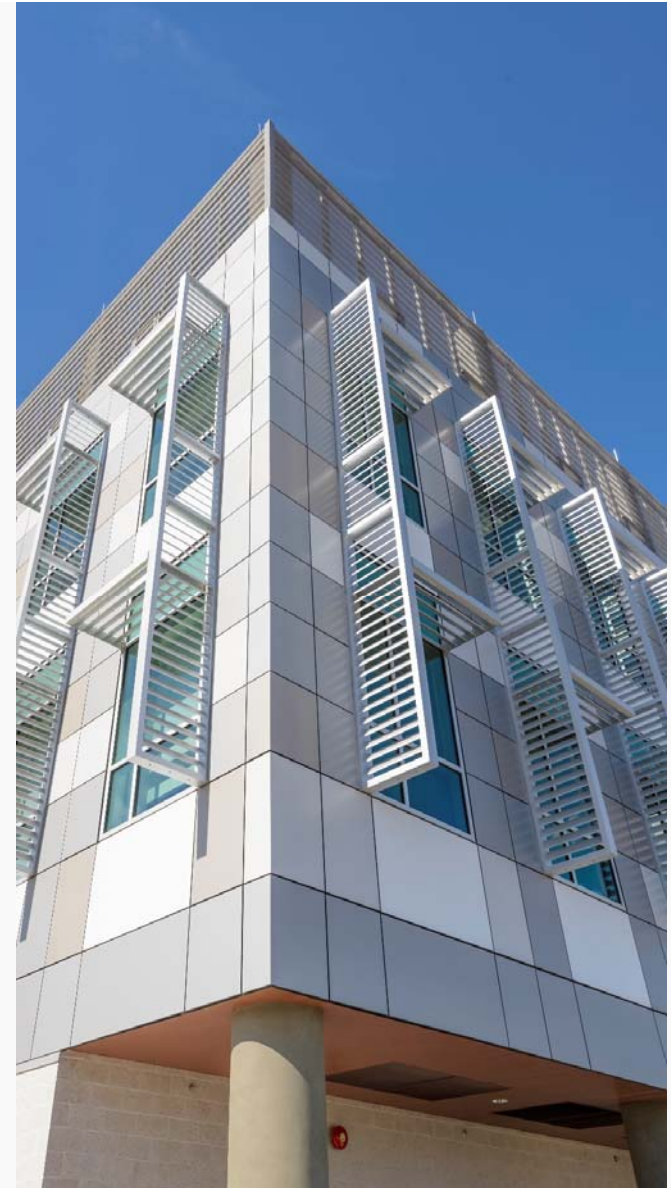
# Cardwell Collaborative

*“Some people look for a beautiful place,  
others make a place beautiful.”*

- \$28 million project
- Opened June 2016
- 80+ events held at the CC in 2018
- Occupancy:
  - 75% whole building
  - 50% 3<sup>rd</sup> floor incubator

Video:

<https://youtu.be/ovutscDEKYw>





# VA Wellness Center



- \$16 million project
- 33,000 GSF - ~24,000 USF
- Ground Breaking Ceremony = Aug. 15, 2018
- Construction Start = October 2018
- Grading and sitework currently underway
- Anticipated Completion = November 2019

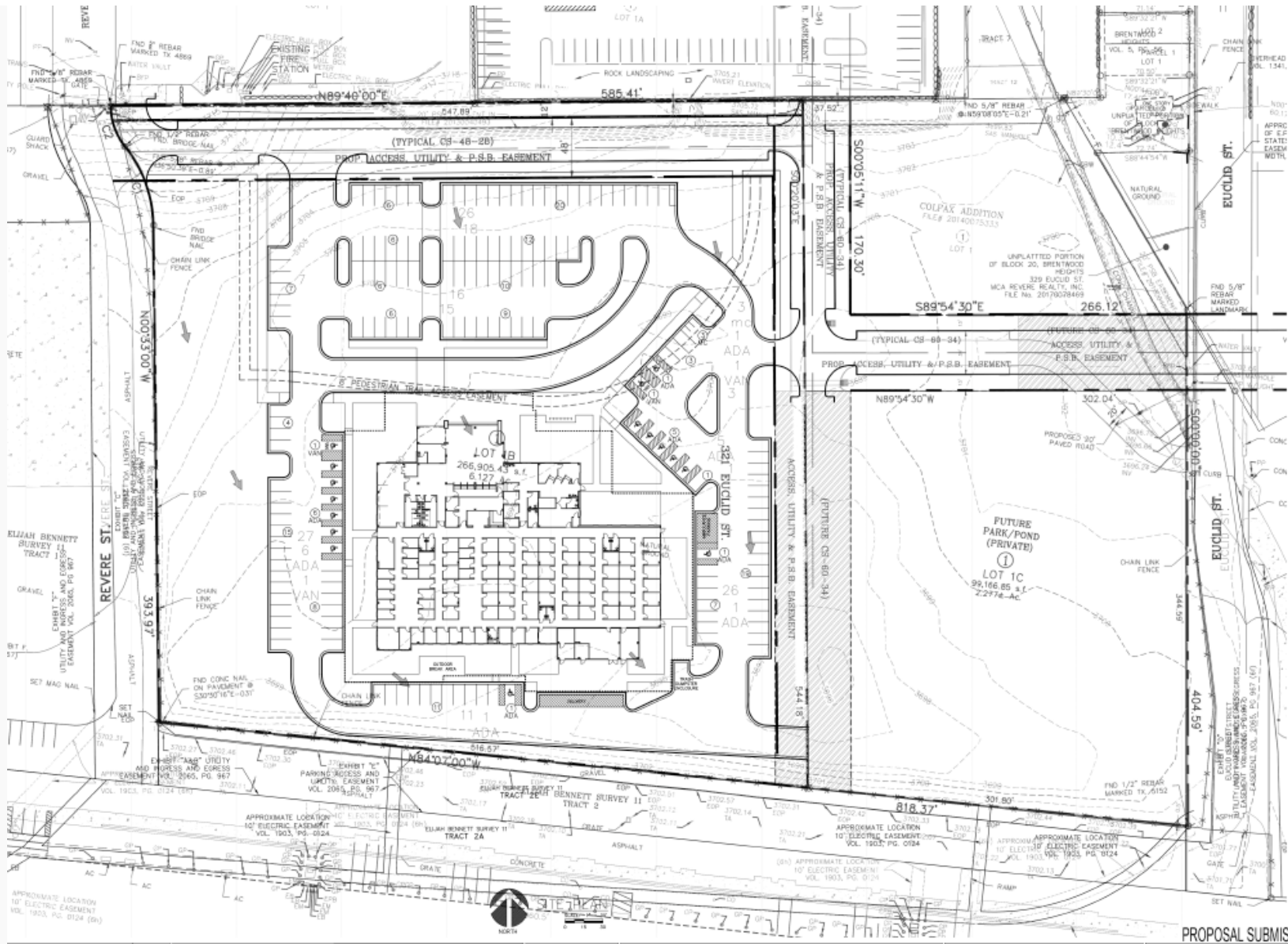


- Construction Loan = WestStar Bank
- Permanent Financing = NMTCs w/
  - WestStar Bank
  - Wells Fargo Community Investment Holdings
  - TransPecos Development Corp









**PARKING REQUIRE**  
**PROVIDE**  
EMPLOY  
PATIENT  
HANDIC (VAN)  
HANDIC (ADA)  
MOTOR



NOT  
PROPOSAL SUBMISSION - FULL

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# Programs



PLEASE JOIN THE MEDICAL CENTER OF THE AMERICAS FOUNDATION IN  
SUPPORTING EL PASO ENTREPRENEURSHIP

## DEMO DAY 1.1

AN EVENING OF INNOVATION AND  
EMERGING ENTERPRISE!

THURSDAY 10.18.18

4:30PM - 6:30PM

CARDWELL COLLABORATIVE BUILDING, 5130 GATEWAY BLVD. EAST

COME MEET EL PASO'S NEWEST TECH VENTURES AND SEE THEIR  
INVESTOR PITCHES AS THEY COMPETE FOR MCA PRIZE MONEY.

FOOD AND REFRESHMENTS WILL BE PROVIDED.

RSVP BY 10.11 TO [JEFF@MCAAMERICAS.ORG](mailto:JEFF@MCAAMERICAS.ORG)



CHECK IT OUT!

WATCH ATLAS  
REGENERATION  
TECHNOLOGIES'  
INVESTOR  
PITCH NOW  
ON OUR  
YOUTUBE  
PAGE!



For more information visit  
our YouTube channel or  
[mcamericas.org](http://mcamericas.org)



SECOND PLACE



# Innovation Center: Proof-of-Concept Competition Graduates

LivePlan, 2-pagers,  
pro-forma financials,  
pitch videos

Atlas Regeneration  
Technologies  
\$20,000

OTEN Medical  
\$15,000

VemiDoc  
\$10,000

Star Innovations  
\$5,000

# Innovation Center: Innovator Program

**October:** Onboarding, Competition Survey & Feature Matrix

**November:** Business Model Canvas – Value Proposition & Customer Segments

Name	Brief description of concept
Bonifacio Alvarado Tenorio	Recycled rubber water filter for dissolved contaminants
Carlos Eduardo Ortuno	Solution to inconvenient blood donation process in Mexico
Charles Stinard	App assisting patients who are seeking to improve their cognitive abilities
Chia Wollschlager	App to aid post traumatic cancer healing
Dr. Craig Field	App to reduce alcohol intake among Hispanic binge drinkers
Dr. Fadi Khasawneh	Biological activity of a translational TPR-based vaccine/immunization in the context of thromboembolic diseases
Jesus Gonzalez	Innovation to manage scalable, organic farming in a fully-controlled indoor environment
Jorge Celestino Triana Mendoza	Comprehensive health service for patients with Type 1 and 2 Diabetes
Jorge Ruiz	Entrepreneur interested in working with a tech startup
Jose Ochoa	Software to serve the packaging market (increase efficiency)
Juan Hernandez	Construction technology to see the final product of a building in AR
Leticia Danira Miranda Mojica	3D printed medical accessory equipment
Louie Alvarado	The E-curriculum tree to enhance education
Nancy Avila	Software for the diagnosis of asthma in children
Rachel Lozano	Incontinence product with improved moisture barrier
Sergio Delgado	Apple watch app (Nujible) aids focus for easily distracted people
Dr. Wen-Yee Lee	Diagnostic tech to detect cancer with high accuracy
Zachary P Zuniga	Business that leverages a proprietary care platform to incorporate Telehealth, remote care management, etc.
Alejandro Figueroa	Lab automation systems development
Dr. Diane H Bryan	Ghost Stym device uses bilateral stimulation to enhance therapy
Hector Nunez	Portable Smart Workout Instructor based on colored light and vibration
Lino Romero Toledo	Platform of sensors that connect magnetically
Manuel Palacios Delgado	Artificial intelligence to help people with cardiovascular diseases
Dr. Gustavo Arriaga	Surgical platform for small animal research that simplifies path planning, and allows semi-automated, repeatable surgeries to be performed with less training and error
George Chidiac	Contact management application called "Contact Point" (CP). Ties all of your points of contact (email, phone, address, social media) to 1 ID
Dr. Eva Deemer	Materials to support innovation by helping to enhance the thermal, electrical, and physical performance while replacing existing harmful and expensive additives

# Innovation Center: Startup Development Program

Name	Product or Service	Prior Programs, Funding, Notes
Parabeac	Platform tech to standardize communication between IOT devices with common user interface	\$127,000
Elevated Solutions	Video and SMS communication and payment platform for nonprofit fundraising campaigns	Bootstrapped revenues
GlucosAlarm	Device that measures glucose, ketones, protein, etc. in urine for diabetes and weight loss	\$50,000 Zero to 510(k) accelerator TR 35 under 35 Mexico
Novotronic	Device to detect and mitigate stress	\$10,000 Juarez Shark Tank
Exports.tv	Platform to connect entrepreneurs	Bootstrapped revenues
Insight 4D	360-degree video for construction and punchlist management	Bootstrapped development
Alex DMR	App capable of finding and quantifying the number of potential customers for any business anywhere in the world	\$30,000 Orion Startups
Byeo	platform combining organizing tools and biography timeline to be prepared for your death	\$70,000 Orion Startups Global Insurance Accelerator

**October:** Onboarding, Executive Summary & Business Model Review

**November:** LivePlan –Problem/Solution, Target Market & Segments, Alternatives & Competitive Advantage

**Program Update:** Kickoff, Business Plan Overview, Business Model Canvas Presentations, Founders Agreements

**Ahead:**

- 11/8 - Intellectual Property
- 11/15 – Naming & Branding for Entrepreneurs (Public Session)

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# Cohort #1: Success Stories

Guest Speakers



Aldo Maspons, MD  
VemiDoc



Erik Pavia  
Pantheon



Ernesto Holguin  
OTEN Medical



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# 2018 Regional Innovation Strategies Program - i6 Awardee!

## MCA Innovation Center: Activating Tech Entrepreneurship

- Selected from a pool of more than 230 applicants, among 24 awardees
  - Federal Share: \$750,000
  - Local Match: \$750,000
  - i6 Challenge was launched in 2010 as part of the Startup America Initiative and is now in its fifth iteration
  - EDA investment will expand program reach and impact, and launch and scale high- tech startups across the County of El Paso
- Three-year project period
  - MCA expects to have recruited **99 program participants**, and assisted the launch of **25 startup companies** that create at least **20 high-impact jobs** by the end of the period
  - MCA has already partnered with the County's Economic Development Department, the town of Anthony and the City of Socorro to extend the reach of the MCA's innovation center programs for the development of tech start-ups in more rural areas



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# Clinical Trials Consortium

*“I have often wondered if there are medical treatments that never made it to patients because of the lack of clinical trial participation.”*

**Mission:** to expand and accelerate our region’s infrastructure and competitiveness in clinical research and innovation.

**30+ key industry stakeholders** from the **US and Mexico**

- Improve health of individuals in our region
- Improve regional access to healthcare innovators
- Lead in the development of new medicines, medical devices/diagnostics
- Expand the region’s attractiveness for biomedical research
- Facilitate clinical trial innovation, operational excellence & collaboration
- Advance niche areas matching our region’s core capabilities and health disparities

## **COLLABORATIVE PARTNERSHIPS**

- Association(s)
  - El Paso Medical Society
  - Association Clinical Research Professionals (ACRP)
  - MCA presentation at the “Clinical Research as a Care Option Conference” – April 2019
- Integrated Research Organizations
  - HD Research (Houston)
  - Elligo Health Research (Austin)
  - Javara Research (South Carolina)

**Guest Speaker:  
Mary Costello, Elligo**



## BIO El Paso- Juarez

- Hosting FDA training courses for medical device professionals:
  - Good Manufacturing Practices – October 15 – 17
  - Overview of FDA Regulatory Compliance – November 6 – 7
  - Intro to Medical Device Submissions – December 11 – 12
  - Design Control – January 28– 29
  - Design Validation, Verification, and Risk Analysis – January 30 - 31
- Exhibitor at The **MedTech Conference** in Philadelphia, PA – September 24 - 27
- Hosted **COFEPRIS** Summit in Ciudad Juarez – October 31





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# BIO El Paso- Juarez

- November 8, 2018 Events:
  - THBI and CPRIT for Legislative Briefing
  - BIO-EPJ Launch Press Conference and Reception
- Guests from THBI, CPRIT, Genentec, J&J, Cardinal Health, Seisa, Dynatec, Borderplex Alliance, Secretaria de Innovacion, UTEP, TTUHSC....

# BIO El Paso- Juarez Founding Members



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FOUNDATION





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## **BIO El Paso- Juarez Exciting Announcements**

- EDA Grant Award to Workforce Solutions Borderplex and MCA:
  - \$200,000 grant
  - Bi-national assessment of the regional medical device industry
  - Preparation of a strategic plan & site selection package
- BIO-EPJ Annual Meeting
  - Thursday, January 31, 2018 @ Convention Center
  - Keynote Speaker: Fernando Oliveros, VP Medtronic Mexico

**Guest Speaker:  
Mylena Walker, Cardinal Health**





### STEM and Healthcare Skills

#### Jefferson/Silva Reimagined

- Health professions & occupations
- 3 Phase Plan to add a middle school and combine all 3 schools under 1 TEA number

#### STEM Middle School Camp

- \$25k Andeavor Planning Grant
- Henderson Middle School Pilot
  - Partnership with WSB



### RESET Workshop

#### Robotics First Demo

- Loretto Team
- Juarez Team



### Vision Symposia

February & September 2018

Guests from Pittsburg, India

Local attendees include pediatricians, eye industry, med students

**Guest Speaker:**  
**VJ Smith, Marathon Foundation**

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## Workforce

*“A successful economic development strategy must focus on improving the skills of the area’s workforce.”*

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**Promotion**



## MCA Website & Collateral

BIO-EPJ website went live in May 2018  
MCA website went live on August 15, 2018  
Brochures for Innovation Center, BIO El Paso-Juarez, etc.  
New letterhead, PPP templates

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## Promotion

*“Either write something worth reading, or do something worth writing about.”*

## Conferences

INBIA – April 2018: Schwartz Presentation: Regional Collaboration

THBI Summit – May 2018

- 2019 Summit – Schwartz on panel for “Texas Innovation Ecosystem”

BIO International – June 2018: MCA/BIO-EPJ Exhibit in the Texas Pavilion

Women in Life Sciences – August 2018

MedTech – September 2018: BIO-EPJ Exhibit

International Economic Development Conference – October 2018

- Award: 2018 IEDC Silver Award, presented to the City of El Paso Economic Development, in recognition of the MCA Foundation for Regionalism and Cross-Border Collaboration
- Schwartz Presentation: Economic Development through Eds & Meds



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OF THE AMERICAS  
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# Accelerating innovation, improving health, building prosperity.

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[Clinical Trials](#)

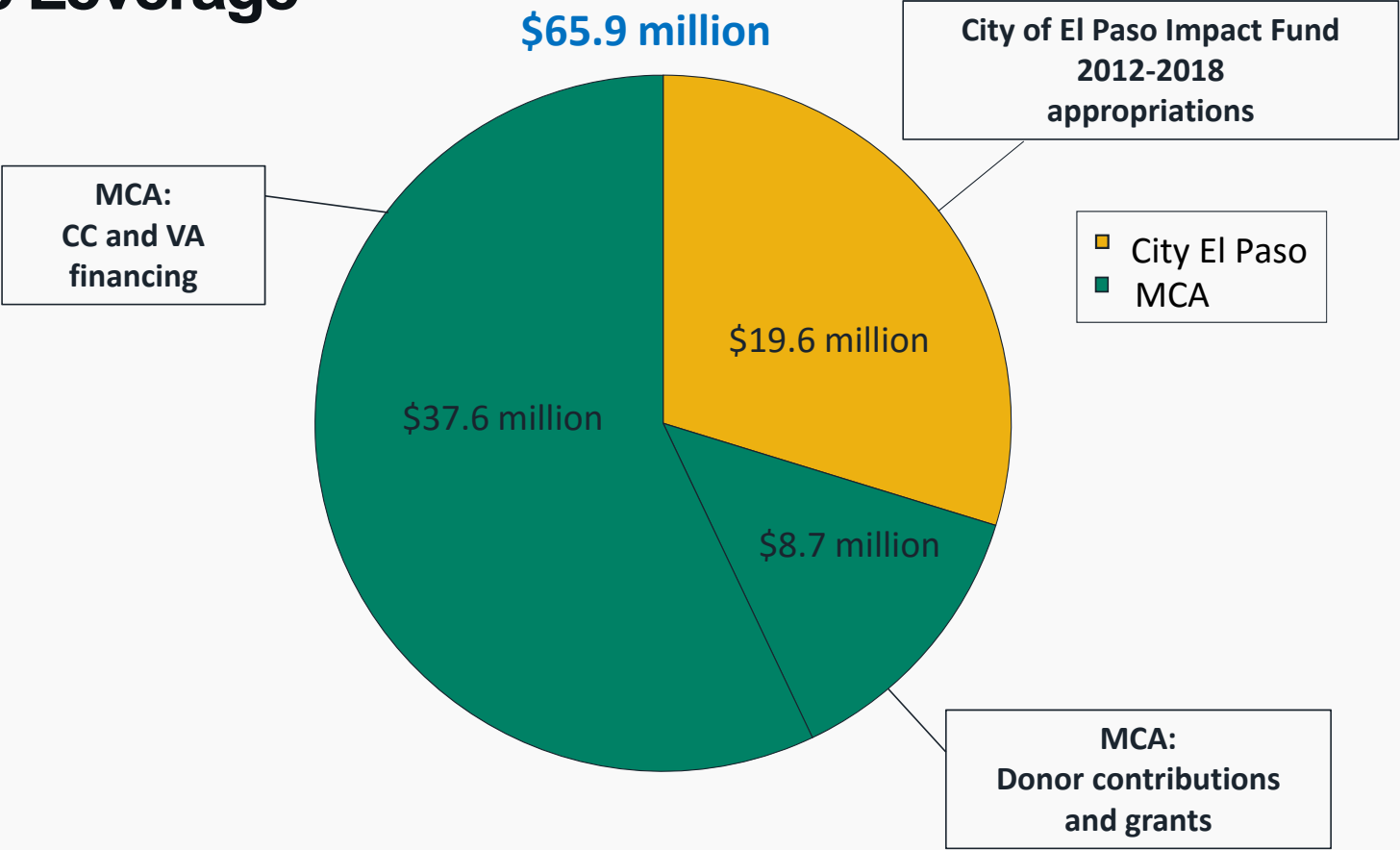
[Real Estate](#)

[BIO El Paso-Juarez](#)

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# Financial Reports: Leverage

# Economic Development MCA Cumulative Financial Resource Leverage



**Project Status Report Summary**  
**For the Period September 1, 2017 through August 31, 2018**

**Economic Development Program Grant (Impact Fund):**

2018 appropriation	\$ 2,993,316
Total grant revenues	<b>2,993,316</b>

**Grant expenditures by category:**

Non-building components:

Salaries, wages & benefits <sup>1</sup>	\$ 1,055,144	
Other personnel expenses (Supplement A)	40,201	
Professional fees & contract services (Supplement B)	148,698	
Other administrative expenses (Supplement C)	88,109	
Program expenses (Supplement D)	305,540	
Lab & EHS expenses (Supplement E)	69,343	
Total non-building components	1,707,035	

Building components:

TTUHSC Hunt School of Nursing funding	612,000	
MCA Tech Park Cardwell Collaborative (Supplement F)	318,748	
Total building components	930,748	

Total expenditures	<b>2,637,784</b>
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Surplus	<b>\$ 355,532</b>
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<sup>1</sup> A detailed schedule of salaries, wages & benefits is available for review at the MCA offices.

**Medical Center of the Americas Foundation and Affiliates  
Project Status Report**

**Supplement A  
Other Personnel Expenses**

**September 1, 2017 through August 31, 2018**

<b>Personnel expenses</b>		
Professional expenses	\$	1,334
Employee training		8,299
Travel		13,139
Business meals		904
Local mileage		1,356
Employee services		3,425
Meetings & events		9,822
Conferences & symposia		<u>1,922</u>
<b>Total personnel expenses</b>	<b>\$</b>	<b>40,201</b>



**Medical Center of the Americas Foundation and Affiliates  
Project Status Report**

**Supplement C  
Other Administrative Expenses  
September 1, 2017 through August 31, 2018**

**Other administrative expenses**

Office supplies	\$	5,322
Computer supplies		4,121
Printing & copying		7,952
Memberships & dues		11,487
Publications & subscriptions		1,279
Postage & shipping		1,026
Telecommunications		26,783
IT Services		11,615
Software & licenses		6,687
Insurance		10,149
Other		<u>1,687</u>
<b>Total other administrative expenses</b>	<b>\$</b>	<b>88,109</b>

**Medical Center of the Americas Foundation and Affiliates  
Project Status Report**

**Supplement D**

**Program Expenses**

**September 1, 2017 through August 31, 2018**

**Program expenses**

Innovation Center (Proof of Concept)	\$	286,770
Clinical research/clinical trials		2,211
Workforce assessment		7,500
Biomedical cluster		<u>9,059</u>
<b>Total program expenses</b>	<b>\$</b>	<b>305,540</b>

**Medical Center of the Americas Foundation and Affiliates  
Project Status Report**

**Supplement E**

**Program Expenses**

**September 1, 2017 through August 31, 2018**

**Lab & EHS expenses**

Lab equipment & supplies	\$	3,378
Lab testing & calibration		2,440
Lab maintenance & repair		125
EHS consulting expenses		61,302
EHS biological & chemical waste disposal		<u>2,099</u>
<b>Total lab &amp; EHS expenses</b>	<b>\$</b>	<b>69,343</b>

Medical Center of the Americas Foundation and Affiliates  
Project Status Report

Supplement F  
MCA Tech Park Cardwell Collaborative  
September 1, 2017 through August 31, 2018

**Cardwell Collaborative expenses**

Building operating expenses

Janitorial Services	\$	42,865
Waste Disposal		1,426
Electricity		85,797
Natural Gas		5,673
Water		11,863
Security		66,985
Grounds Maintenance		3,781
Pest Control		1,331
Monitoring		1,483
Preventive maintenance		64,431
Insurance		19,523
General Occupancy Supplies		1,061
Water Maintenance		5,815
Other		<u>3,319</u>

**Total Cardwell Collaborative operating expenses** \$ **318,748**

**Medical Center of the Americas Foundation and Affiliates**  
**Project Status Report**  
**Impact Fund Resource Allocation**  
**September 1, 2017 - August 31, 2018**

	<u>Programs</u>		<u>Management &amp; General</u>	<u>Fundraising</u>	<u>Total Sep 17-Aug 18</u>
	<u>Biomedical Cluster</u>	<u>Infrastructure</u>			
<b>Expenses</b>					
Salaries, wages & benefits	\$ 412,804	236,196	400,555	5,589	1,055,144
Personnel expenses	28,685	2,058	9,444	14	40,201
Professional fees & contract services	74,915	12,062	61,310	410	148,698
Other administrative expenses	34,794	17,132	35,823	360	88,109
Program expenses	305,540	-	-	-	305,540
Grant & contribution expense	-	612,000	-	-	612,000
Building expenses	141,652	163,199	13,706	191	318,748
Lab & EHS expenses	66,903	2,440	-	-	69,343
<b>Total expenses</b>	<b>\$ 1,065,293</b>	<b>1,045,088</b>	<b>520,838</b>	<b>6,566</b>	<b>2,637,784</b>
% of total	40.4%	39.6%	19.7%	0.3%	100.0%

## Insight Consultancy – Grant Update

Funder	Purpose	Status	Amount	Probability of Award
El Paso Electric	Demo Day	Awarded	\$5,000	
Andeavor Foundation	STEM Innovation Lab pilot	Awarded	\$25,000	
Microsoft	General Operating	Awarded	\$10,000	
Moleen Foundation	General Operating	Awarded	\$10,000	
Union Pacific	Innovation Center	Awarded	\$10,000	
EDA I6 Challenge	Innovation Center	Submitted	\$750,000	75%
EDA - Co-applicant with Workforce Solutions Borderplex	Life Sciences Assessment – update Flour report	Submitted	\$205,105	75%
JPMorgan Chase - Lead applicant is Workforce Solutions Borderplex	STEM Innovation Lab and MCA Campus	Submitted	\$750,000	5%
Atlantic Award	Innovative approach to drive change	In Development	\$20,000	10%
Rudy Bruner Award	Urban Design Award	In Development	\$50,000	10%
TOTAL SUBMITTED			\$1,835,105	

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**Thank You**