

Memorandum



CITY OF DALLAS

DATE: January 15, 2016

TO: Members of the Economic Development Committee:
Rickey D. Callahan (Chair), Casey Thomas, II (Vice Chair), Adam Medrano, Lee M. Kleinman, Carolyn King Arnold, B. Adam McGough

SUBJECT: **North Texas Commission**

On Tuesday, January 19, 2016, the Economic Development Committee will be briefed on the North Texas Commission by Mabrie Jackson, CEO & President of the North Texas Commission.

The briefing materials are attached for your review.

Please contact me if you have any questions or need additional information.

A handwritten signature in black ink, appearing to read 'Mark McDaniel'.

Mark McDaniel
Assistant City Manager

C: Honorable Mayor and Members of City Council
A.C. Gonzalez, City Manager
Warren M.S. Ernst, City Attorney
Rosa A. Rios, City Secretary
Craig D. Kinton, City Auditor
Daniel F. Solis, Administrative Judge
Ryan S. Evans, First Assistant City Manager

Jill A. Jordan, P.E., Assistant City Manager
Joey Zapata, Assistant City Manager
Eric D. Campbell, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Sana Syed, Public Information Officer
Elsa Cantu, Assistant to the City Manager



NORTH TEXAS COMMISSION

CITY OF DALLAS
ECONOMIC DEVELOPMENT COMMITTEE
JANUARY 19, 2016





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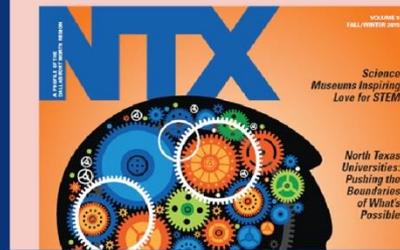


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MARKET
North Texas internationally and domestically



ADVOCATE
on critical issues with no city or county boundaries

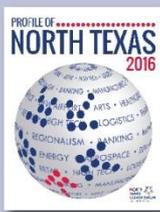
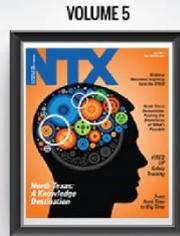


COLLABORATE
with leaders on regional goals and initiatives

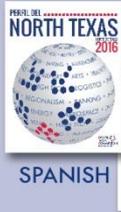


MARKETING

NTX Magazine



ENGLISH



SPANISH



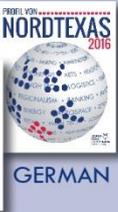
MANDARIN



FRENCH



JAPANESE



GERMAN



North Texas Profile

International and Domestic Presentations

- Primary Focus
 - Asia
 - South America

Additional Emphasis Going Forward on Content

- Case Studies
- White Papers
- More PR Showcasing Regional Success



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PRO  JECT
North Texas





THANK YOU

MABRIE@NTC-DFW.ORG

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