

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

DEPARTMENT: Economic and International Development

AGENDA DATE: CCA Regular, January 21, 2020

CONTACT PERSON: Elizabeth Triggs, Assistant Director (915) 212-1619
triggsEK@elpasotexas.gov

DISTRICT(S) AFFECTED: All Districts

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 on Regional Marketing Initiative

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?

The City of El Paso, Juárez, and Las Cruces, collectively, are making efforts to come together as a region to expand economic development. The intersection of possibilities is an effort to change the narrative in the Borderplex region.

This presentation highlights some of the region's economic indicators and current efforts to spur economic prosperity.

PRIOR COUNCIL ACTION:

Has the Council previously considered this item or a closely related one?
N/A

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?
N/A

BOARD/COMMISSION ACTION:

Enter appropriate comments or N/A
N/A

*******REQUIRED AUTHORIZATION*******

DEPARTMENT HEAD.





REGIONAL MARKETING INITIATIVE LAUNCH

Goal I: Create an Environment Conducive to Strong Sustainable
Economic Development

January 21, 2020

MARKETING INITIATIVE

BACKGROUND

Five years ago, we adopted our
Strategic Plan

Our Mission is to deliver
exceptional services to support
a high quality of life and place
for our community

But **who** as a region are we?

- What is our region's brand?
- What is our region's message?
- What is our region's story?





MARKETING INITIATIVE

OUR STORY

We need to **tell our region's story** to the world.

- **Investing** our Hotel/Motel Occupancy Tax dollars

- This the New El Paso



- **Investing** our Airport dollars

- Fly ELP



MARKETING INITIATIVE

WE ARE MORE

We are at the **center** of where
3 states and 2 countries meet

- Home to 2.5 million people
- Large binational workforce
- 5 universities
- 3 medical schools
- 3 military installations
- Manufacturing hub
- 290+ days of sunshine





MARKETING INITIATIVE

WE ARE MORE

- Every community partner is doing its own marketing and branding
- The City has taken a **leadership role** in tying these efforts together under one umbrella to showcase our region's assets and capabilities.
- We have looked to marketing and messaging **best practices** in other cities, such as New Orleans, Dallas, Oklahoma City and Houston, to inform our regional marketing effort and strategy.

MARKETING INITIATIVE

A REGIONAL EFFORT

The **RESULT:**

A **Public-Private partnership** with local and regional partners to better tell our story and promote regional economic development.

Raised **\$1.26 million**

- \$540k Public (\$290k from City)
- \$720k Private (22 donors)



WELCOME BIENVENIDOS

THE EL PASO + JUÁREZ + LAS CRUCES
REGIONAL MARKETING INITIATIVE LAUNCH

**We are here today
to talk about our
destiny as a region.**



**We must be
the arbiters of
our own story!**

Opportunities flourish at the points of intersection that come together in our region.

**We are turning
the page and
broadcasting
to the world.**



Some of these stories include:

+ TOURISM & QUALITY OF LIFE

+ WORKFORCE

+ ADVANCED MANUFACTURING

+ AEROSPACE & DEFENSE

+ CONSTRUCTION & REDEVELOPMENT

+ ADVANCED LOGISTICS

+ LIFE SCIENCES & HEALTHCARE

+ AGRICULTURE

+ HIGHER EDUCATION

+ BUSINESS SERVICES



**We have
so many
stories to tell.**



48
MONTHS

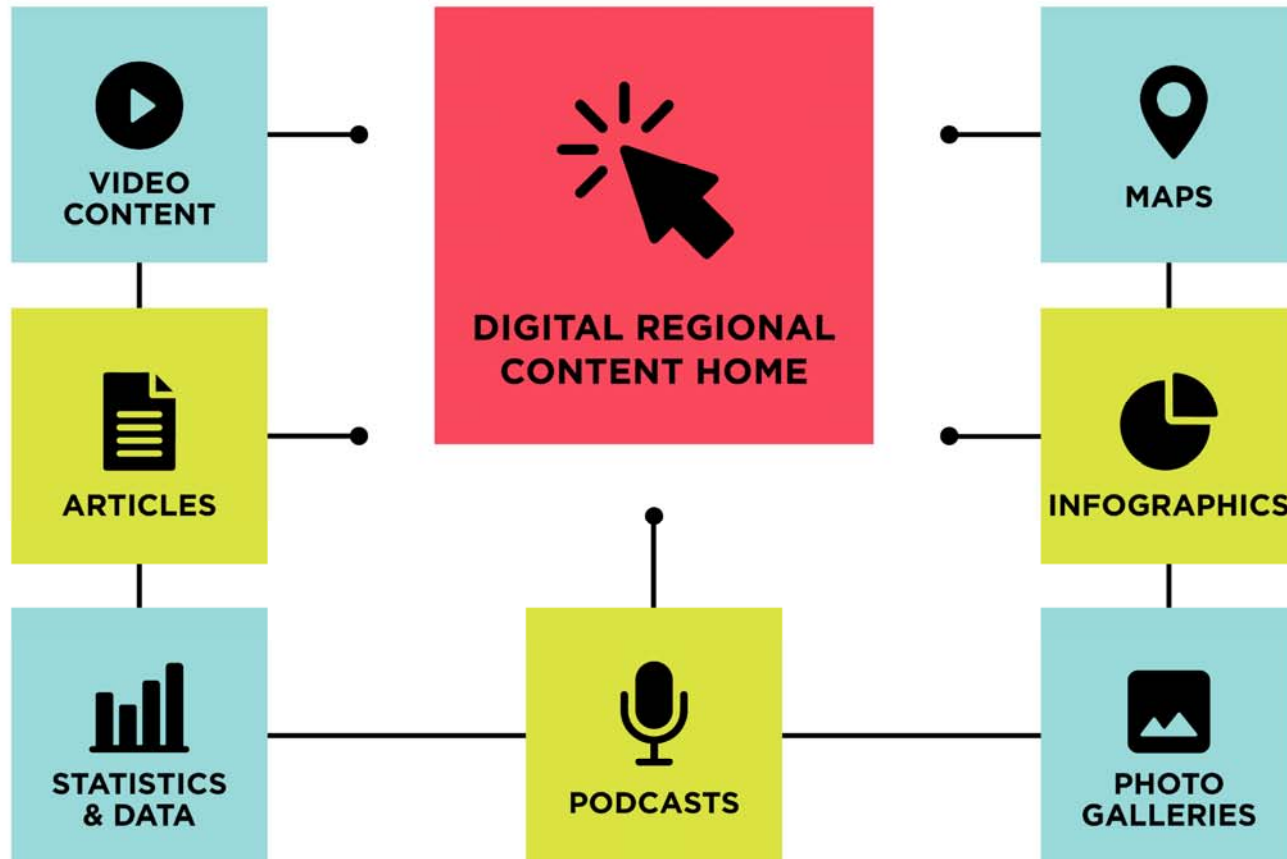


To do that for our region, we must have ...

- + A UNIQUE AND OWNABLE BRAND**
- + A STRATEGIC MESSAGE**
- + A COLLECTION OF VALUABLE CONTENT THAT WILL TELL OUR REGION'S STORY TRUTHFULLY**

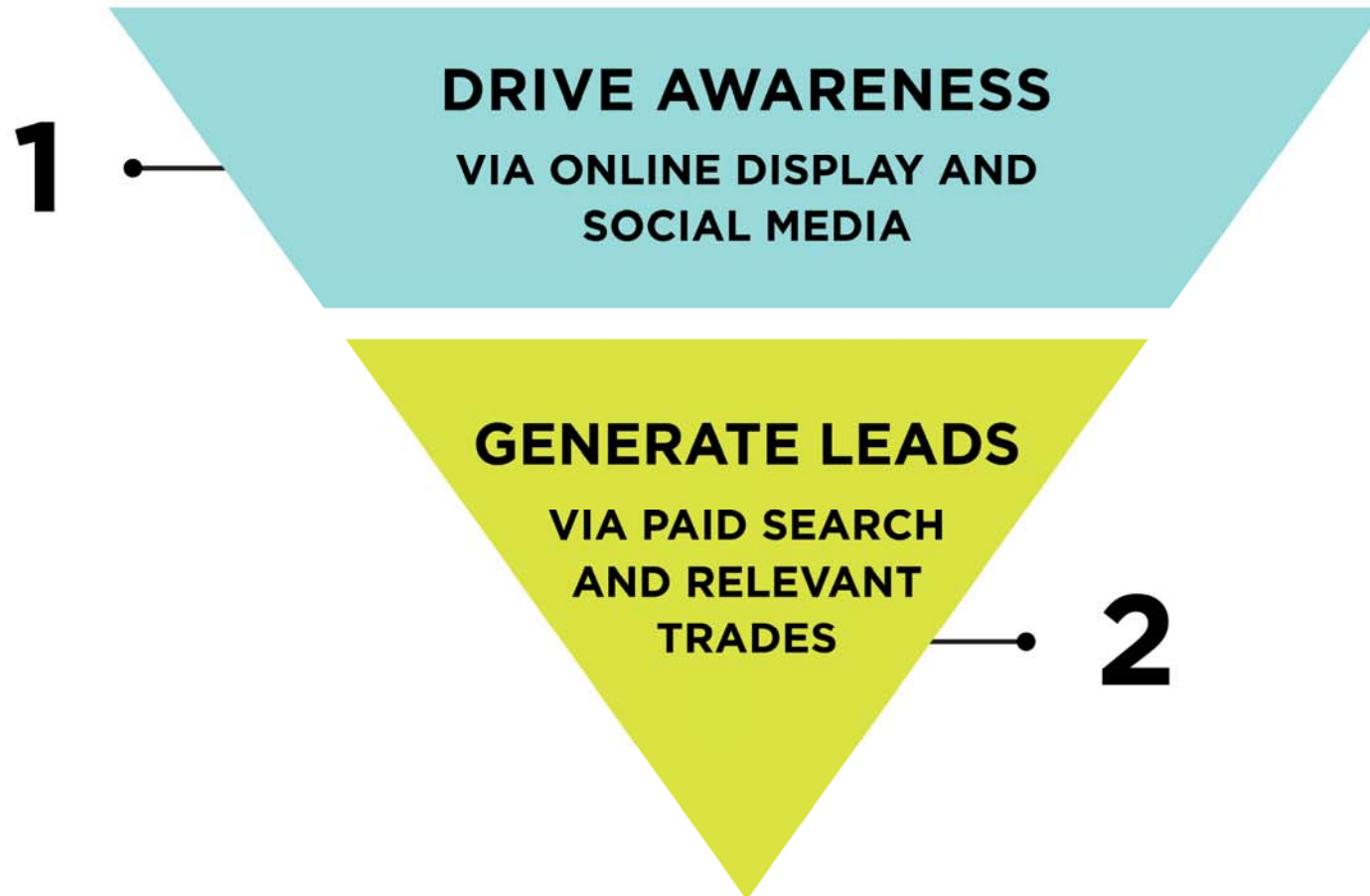
**This is how we'll
tell those stories
to the world:**

A content marketing approach



(EXAMPLES OF CONTENT WE MAY CREATE)

A content marketing approach





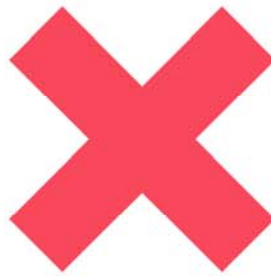
THIS IS IN SUPPORT OF
THE BORDERPLEX ALLIANCE

**Marketing + Relationship
Building**

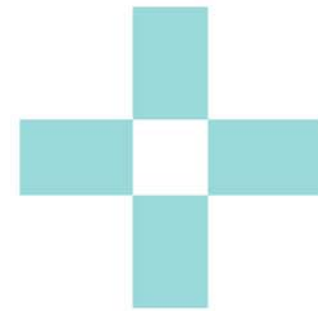
**Our strong economic
future starts with a unique
and ownable brand.**



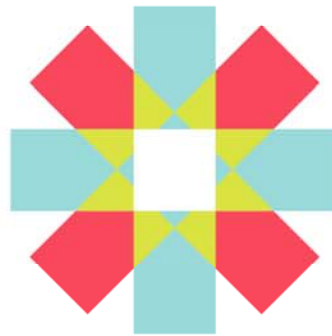
EL PASO
THE SUN CITY



JUÁREZ
LA EQUIS



LAS CRUCES
THE CITY OF CROSSES



EL PASO + JUÁREZ + LAS CRUCES
THE INTERSECTION OF POSSIBILITIES



**What does the
intersection
of possibilities
mean to us?**

OUR BIG PICTURE



**This is just
the beginning ...**

**WE NEED
YOUR HELP!**



THANK YOU GRACIAS

VISIT [INTERSECTIONOFPOSSIBILITIES.COM](https://intersectionofpossibilities.com)
TO WATCH AND SHARE THE VIDEO