



Item 12.1

# REGIONAL MARKETING INITIATIVE LAUNCH

Goal 1: 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?





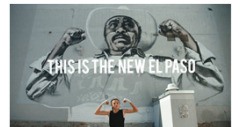
MARKETING INITIATIVE

# 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





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# 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





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# 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)

