

# WELCOME BIENVENIDOS

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



**The City of El Paso, in partnership with El Paso County,  
spearheaded this initiative with the support of Las Cruces,  
Juárez and private investors.**

**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.**

# 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**





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





48

**MONTHS**



# Some of these stories include:

**+ TOURISM & QUALITY OF LIFE**

**+ WORKFORCE**

**+ ADVANCED MANUFACTURING**

**+ AEROSPACE & DEFENSE**

**+ CONSTRUCTION & REDEVELOPMENT**

**+ ADVANCED LOGISTICS**

**+ LIFE SCIENCES & HEALTHCARE**

**+ AGRICULTURE**

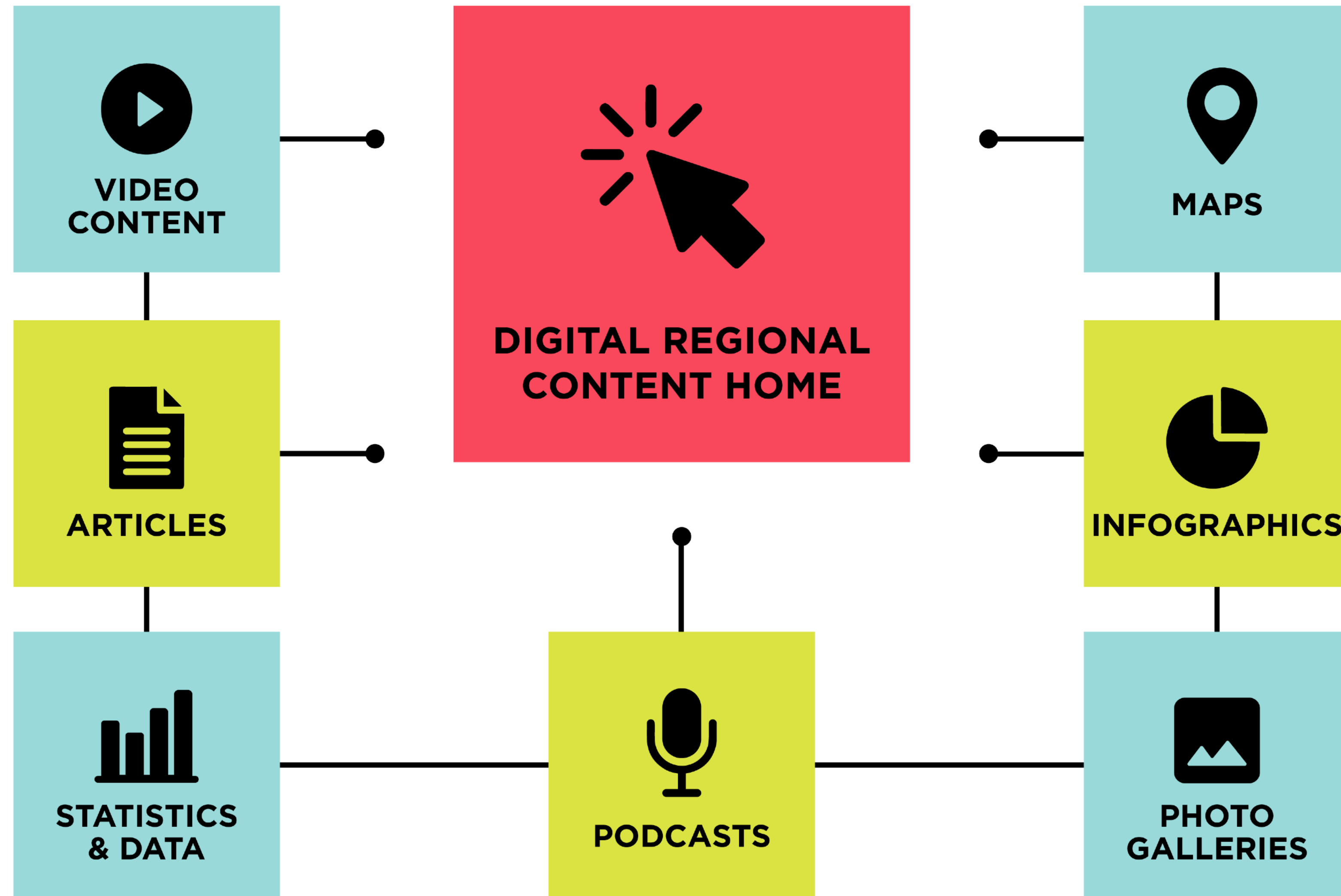
**+ HIGHER EDUCATION**

**+ BUSINESS SERVICES**

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

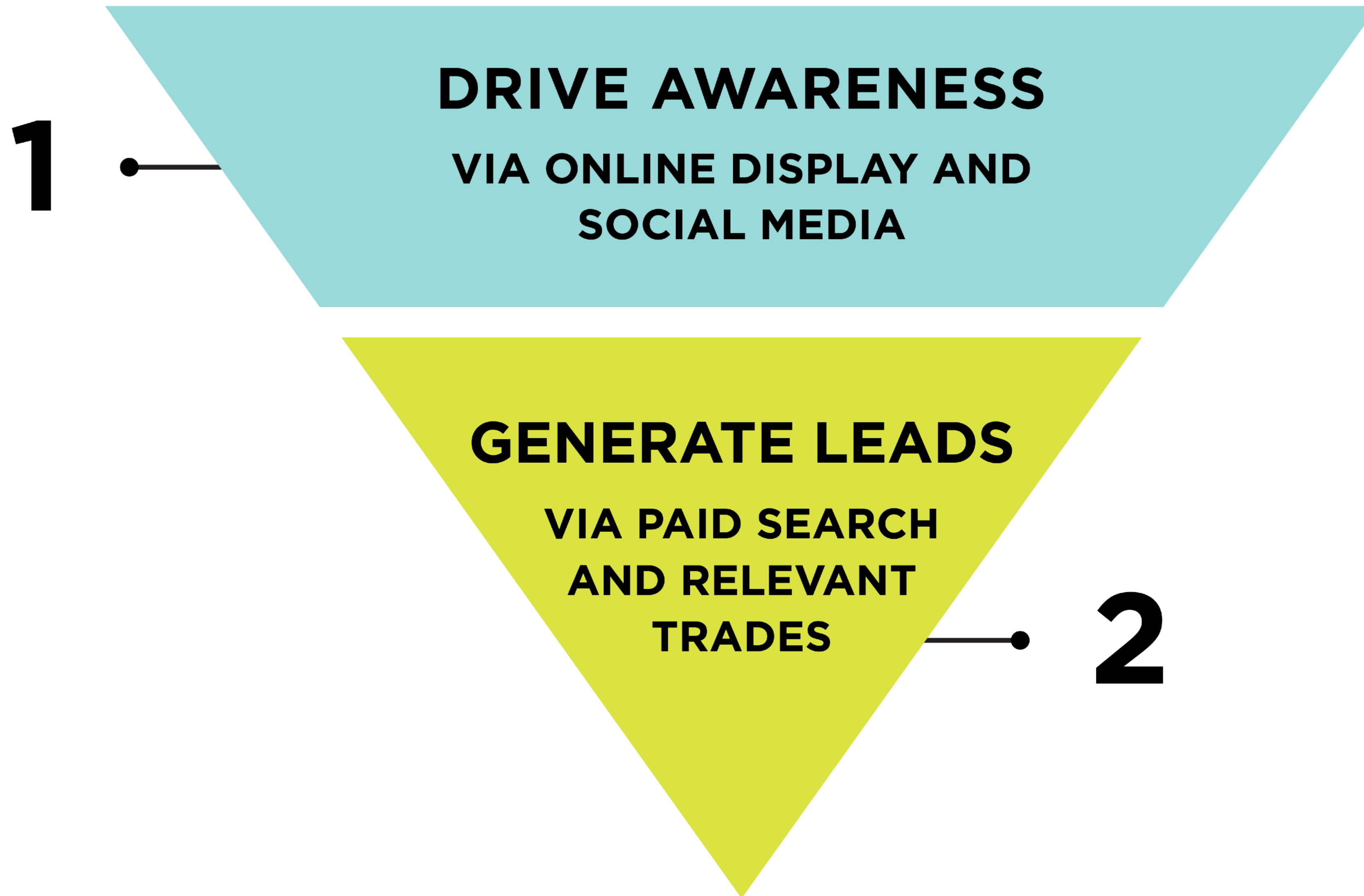


# A content marketing approach



(EXAMPLES OF CONTENT WE MAY CREATE)

# A content marketing approach



**THIS IS IN SUPPORT OF**

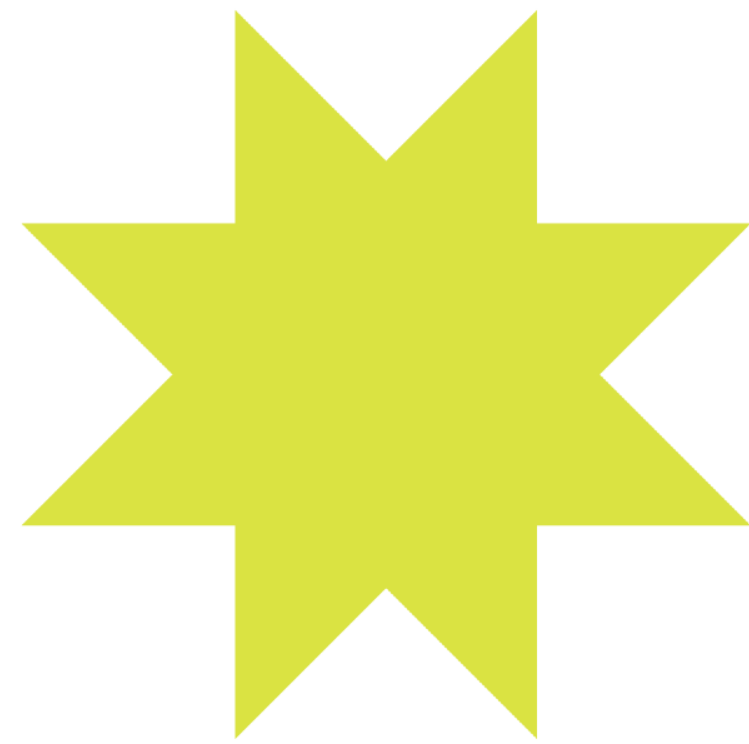


**THE BORDERPLEX** ALLIANCE



**Marketing + Relationship  
Building**

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



**EL PASO**  
THE SUN CITY

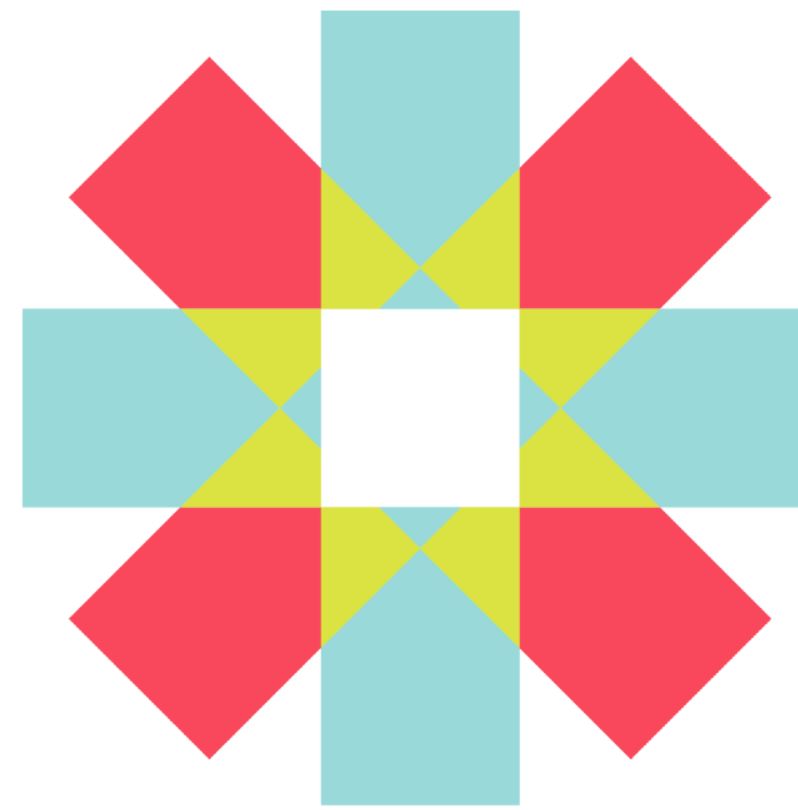


**JUÁREZ**  
LA EQUIS



**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





The intersection of possibilities is here.

Here, the future of economic development is dynamic and wide-open.

Here, the cross-pollination of concepts and creativity is happening all the time.

It's a meeting place of innovation, excellence and industry where the Rio Grande,

Chihuahuan Desert and three separate mountain ranges unite,

and the flow of products and exchange of ideas is never-ending.

This is where languages, geography and histories seamlessly blend.

This is where El Paso + Juárez + Las Cruces are one.

Our people, our workforce and our universities are all together.

Our manufacturing power, military might and tech innovation are all interwoven.

Our past, present and future are all intrinsically connected.

Three cities. One region. One shared vision.

Welcome to the intersection of possibilities.





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

**WE NEED  
YOUR HELP!**

**THANK YOU  
GRACIAS**

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