

C I T Y O F C E L P A S O

# SOUTH BY SOUTHWEST 2019 INTERLOCAL AGREEMENT

Goal 1: Create an Environment Conducive to Strong, Sustainable Economic Development





# Overview of 2018 SXSW

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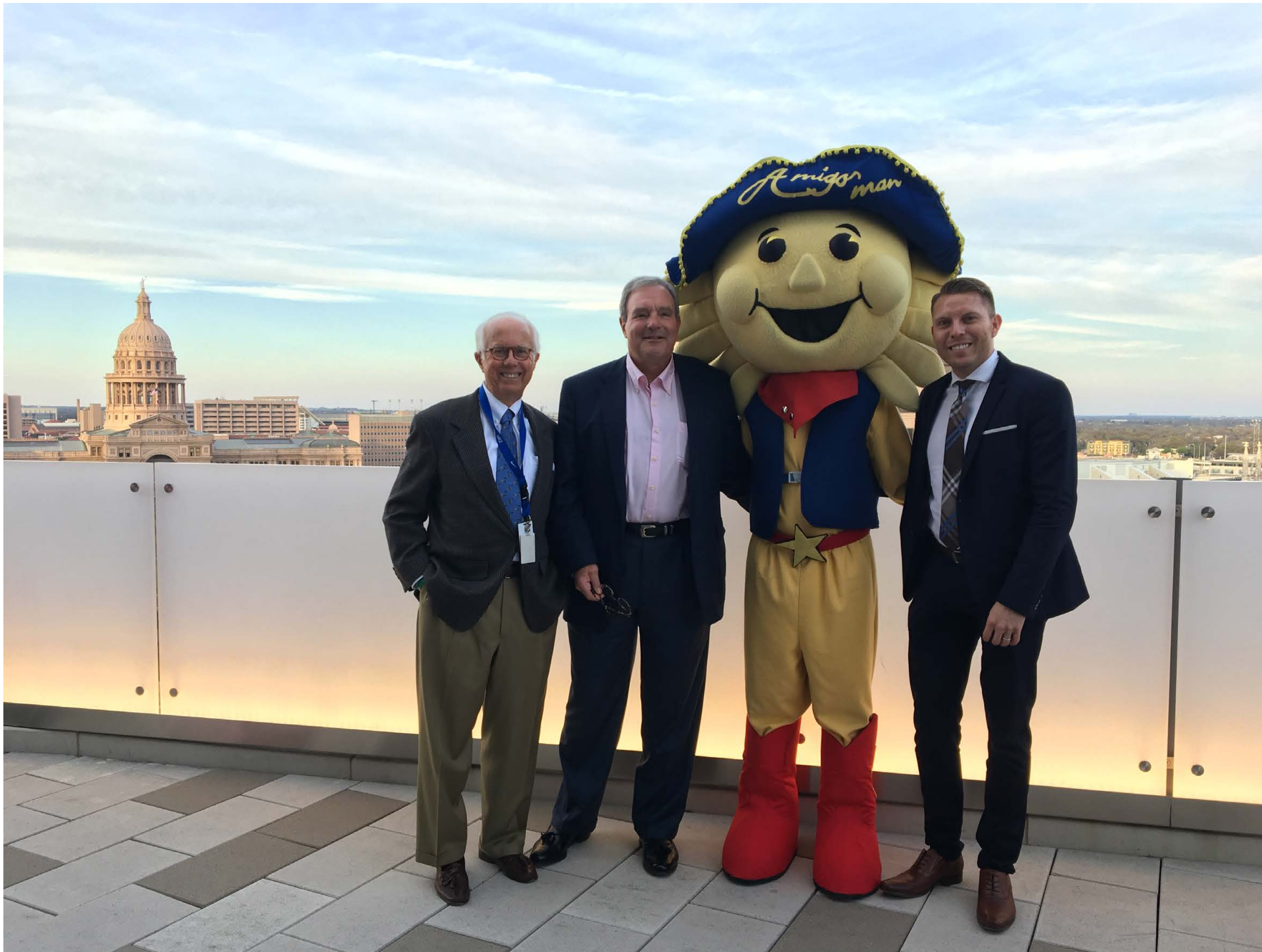
As the **largest exhibition** at SXSW, the Trade Show **enhances** and **complements** conference programming with endless unexpected **discovery opportunities**.

In 2018, there were **735** Trade Show spaces from **27** different countries, with over **75,000** people in attendance. The Trade Show saw exhibitors including **Kuka Robotics**, **Experimental Aircraft Association**, **Institute for Quantum Computing**, **Lockheed Martin**, **Mitsubishi Electric Corp.**, and countless others.



# Overview of 2018 SXSW

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**Destination El Paso Team, City of El Paso and County of El Paso** came together to showcase El Paso during the 2018 SXSW event in Austin from **March 11<sup>th</sup> – 14<sup>th</sup>**. City of Las Cruces, the University of Texas at El Paso, New Mexico State University and 6 regional start-up companies were also in attendance to showcase the strengths, talent and economic vitality of the region.

In conjunction with SXSW we partnered with **Texas Monthly** to host a reception at the Texas Monthly Headquarters. State officials, state and national meeting planners, UTEP alumni based in Austin and business executives were invited to this event.



# South by Southwest

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- **Connect:**

- Overall, we scanned around **500-600** individual badges throughout the trade show and engaged with an additional **200-300** individuals without badges
- Large number of **Ex-Pats** approached our booth and interacted with us.

- **Build Relationships:**

- Interacted with staff from the **City of Las Cruces Economic Development Department**.
- Exchanged information with the **City of Scottsdale ED, Kyle, TX ED, Greater Phoenix Economic Council, and the Greater San Marcos Partnership**, among others.

- **Bring Awareness (of El Paso):**

- Bring up key regional assets in conversation with individuals from around the world.





# 2019 South by Southwest Trade Show

- **2019 Trade Show**
  - March 10<sup>th</sup> – 13<sup>th</sup>, 2019
- Trade Show highlights promising startups and industry leaders in this four-day exhibition
- **Partnerships**
  - New
    - Juarez CVB
    - Desarrollo Economico de Ciudad Juarez
  - Ongoing
    - County of El Paso
    - City of Las Cruces
    - UTEP
    - Borderplex Alliance





# 2019 Interlocal Agreement



- City and County will share expenses and send delegation from Destination El Paso and Economic Development
- Will be coordinating logistics and the event during exposition
- County will reimburse the City 50% of the actual costs, up to \$100,000



# THANK YOU

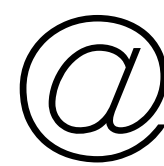
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