

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

# SOUTH BY SOUTHWEST (SXSW) 2019 INTERLOCAL AGREEMENT

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





# 2018 OVERVIEW

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

- 735 Trade Show spaces
- 27 different countries
- 75,000 people in attendance
- Exhibitors included - Kuka Robotics, Experimental Aircraft Association, Institute for Quantum Computing, Lockheed Martin, Mitsubishi Electric Corp., etc.





# 2018 OVERVIEW

- Destination El Paso, City of El Paso and County of El Paso came together to showcase El Paso 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.
- 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 attend.





# SXSW

## Connect:

- Scanned 500-600 individual badges throughout the trade show
- Engaged with 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.

## Raise Awareness:

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





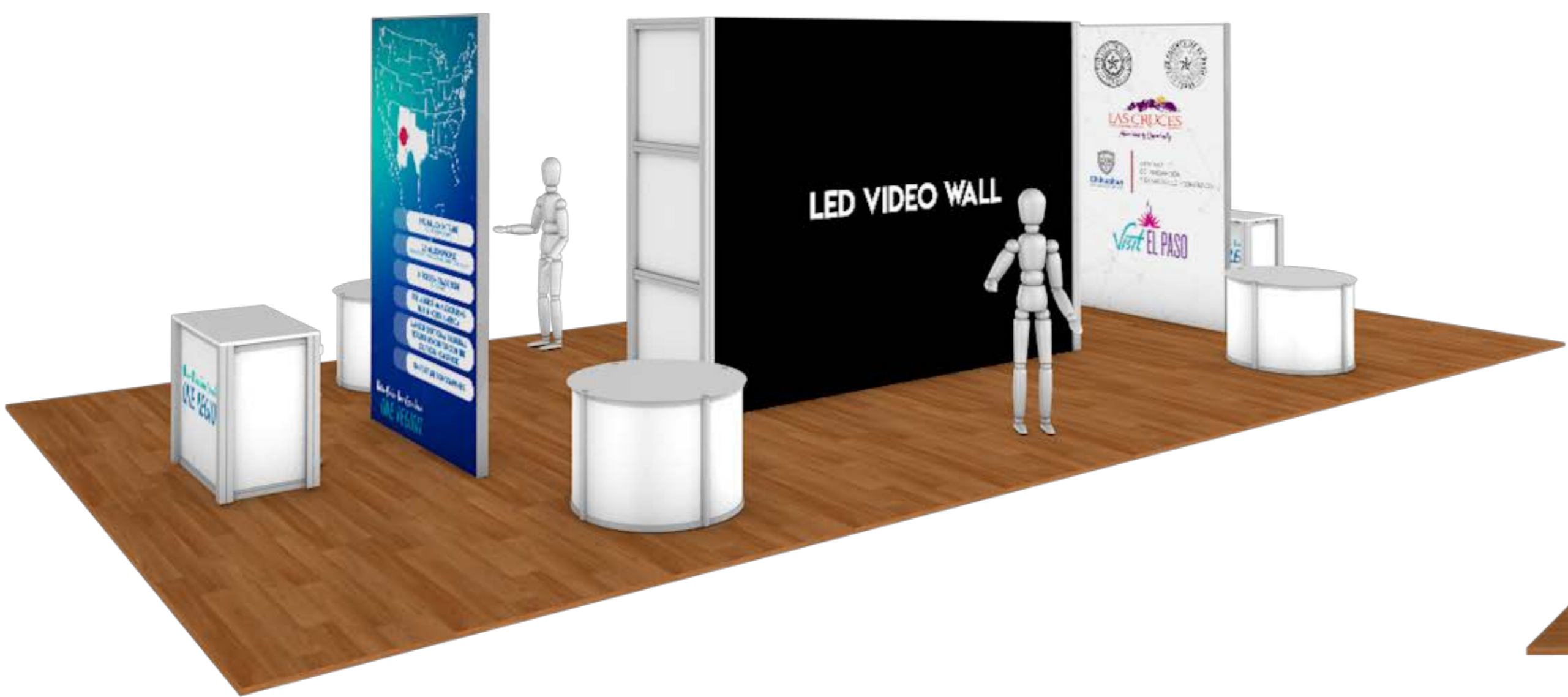
# 2019 SXSW

- 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 SXSW BOOTH





# 2019 SXSW BOOTH

THE CITY OF EL PASO TEXAS

THE COUNTY OF EL PASO TEXAS

**LAS CRUCES**  
ECONOMIC DEVELOPMENT NEW MEXICO  
*Mountains of Opportunity*

SECRETARÍA DE INNOVACIÓN Y DESARROLLO ECONÓMICO

Chihuahua GOBIERNO DEL ESTADO

Visit EL PASO

**\$93.1 BILLION IN TRADE**  
AUG. 2018 (FEDERAL RESERVE)

**2.5 MILLION PEOPLE**  
(EL PASO COUNTY, JUAREZ, DONA ANA COUNTY, OTERO COUNTY)

**#1 FOREIGN TRADE ZONE**  
(US FTZ BOARD)

**7TH LARGEST MANUFACTURING HUB IN NORTH AMERICA**

**LARGEST BINATIONAL BILINGUAL BICULTURAL WORKFORCE IN THE SOUTHERN HEMISPHERE**

**70+ FORTUNE 500 COMPANIES**

*Three States. Two Countries.*  
**ONE REGION.**



# 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 Actual Costs capped at \$50,000





# THANK YOU

Economic and International Development

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