



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

G R E A T W O L F L O D G E

STRATEGIC REGION-WIDE DEVELOPMENT

KEY INDUSTRY SECTORS



TRANSFORMING EL PASO INTO
**A DESTINATION
LOCATION**



NATIONAL TRENDS

Workforce is Getting Younger

- Median Age in El Paso – **31 Years**
 - Hispanic Demographic is the Youngest Category
 - Ranked **8th** in top cities for Millennial home buyers (**USA Today**)

Quality of Life—Important Factor for Millennials + Families

Quality of Place—A Balance Between Work and Lifestyle

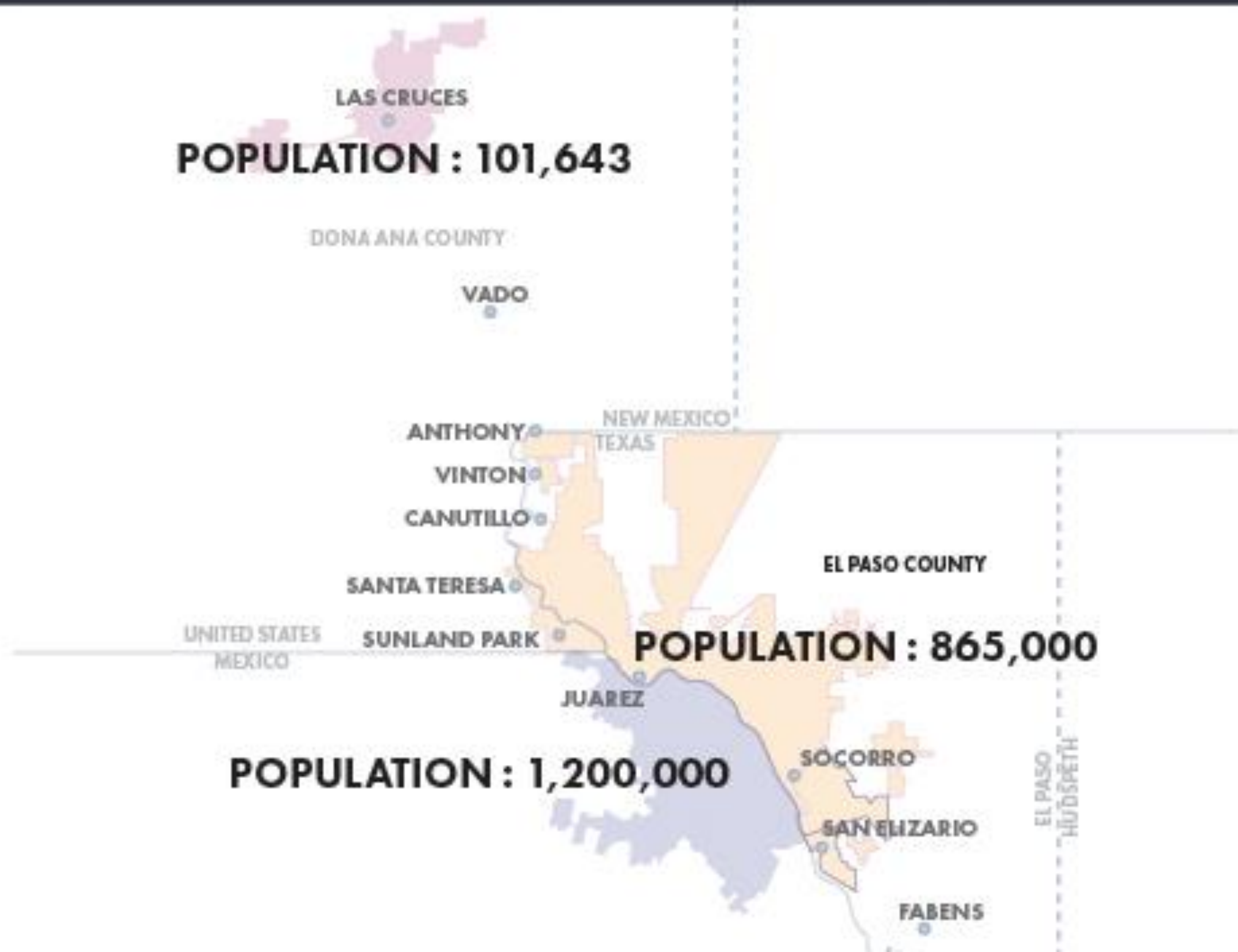


STRATEGIC REGION-WIDE DEVELOPMENT

STRENGTHEN REGIONAL RELATIONSHIPS



TOTAL METRO POPULATION 2.7 MILLION



REGIONAL POPULATION - 17,767,290





GREAT WOLF LODGE

“A FAMILY RESORT”





RIVER CANYON
RUN



HOWLER PEAK
ROPES
COURSE

MAGIQUEST

CAMP HOWL





WITHOUT GREAT WOLF LODGE

JLL EL PASO 2017 STUDY

BENEFIT	IMPACT
Jobs During Construction	0
Jobs During Operation	0
Capital Investment	\$0
Economic Impact to the City (10 Year Period)	\$0
Annual Visitors	0



WITH GREAT WOLF LODGE

JLL EL PASO 2017 STUDY

BENEFIT	ESTIMATED IMPACT
Jobs During Construction	1,190+
Jobs During Operation	385+
Capital Investment	\$100MM+
Economic Impact to the City (10 Year Period)	\$680MM+
Annual Visitors	500,000+

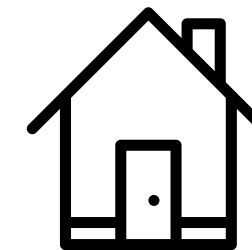
ADDITIONAL BENEFITS



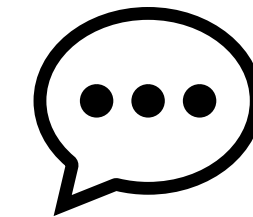
WORKFORCE
DEVELOPMENT
OPPORTUNITY



SUPPORTS
BUSINESS
RECRUITMENT



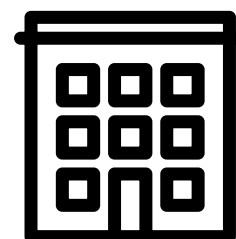
YEAR-ROUND
FAMILY RESORT



NATIONAL +
INTERNATIONAL
MARKETING



REGIONAL
DESTINATION



UNIQUE
CONVENTION
SPACE



DRAW FOR
FORT BLISS
SOLDIERS +
FAMILIES



STRONG
COMMUNITY
PARTNERSHIP



*Source: JLL El Paso 2017 Study

GREAT WOLF LODGE

POTENTIAL SITE

- Site consists of 44 acres bound by Paseo del Norte to the north, Desert Blvd North to the west, Harvest Christian Center to the south and Northwestern Drive to the east



T I R Z # 1 0

EXPANDED BOUNDARIES

- Originally created by City Council Ordinance on December 19, 2017.
- The expanded boundaries for TIRZ #10 include approximately 3,874 acres.
- Base Year: 2018
- Expires December 31, 2054
- City participation set at 33%.



PROPOSED BOUNDARY

- Originally created by City Council Ordinance on October 02, 2018.
- General Mixed Use (GMU) site for Mixed Use Development
- Base Year: 2018
- Expires December 31, 2054
- Proposed City participation set at 33%.



G R E A T W O L F L O D G E

PROPOSED STATE INCENTIVES

STATE PROGRAMS

10 Year 100% State Sales Tax Rebate

10 Year 100% State HOT Rebate

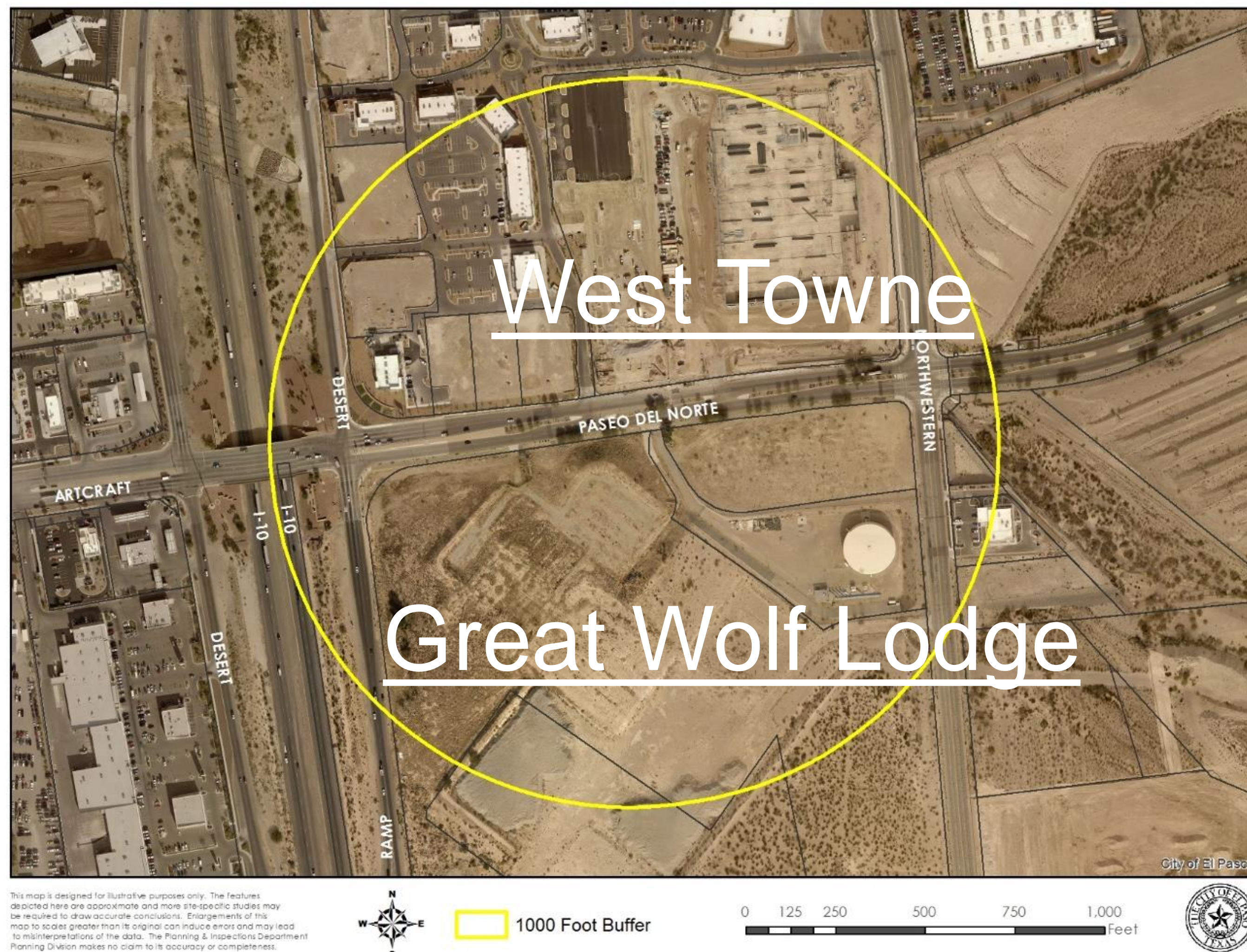
*State Convention Center and Hotel Program – 1,000ft Capture

*Pending review and approval by Texas State Comptroller

- \$4 Million Annually (10 Year Period) Contingent on State Convention Center and Hotel Program

GREAT WOLF LODGE

STATE PROGRAM – 1000FT CAPTURE



PROPOSED CITY INCENTIVES

FUNDED BY PROJECT NOT FROM GENERAL REVENUE

15 Year 100% Property Tax Rebate (Incremental)

*15 Year 50% City HOT Rebate

*15 Year 100% City Sales Tax Rebate

\$520,000 in Infrastructure and Safety Improvements – TIRZ Funded

\$5 Million Development Grant

Land Exchange - \$18.6 Million

***NO CITY HOT AND CITY SALES TAX IS BEING COLLECTED CURRENTLY**



WITHOUT GREAT WOLF LODGE

JLL EL PASO 2017 STUDY

BENEFIT	IMPACT
Jobs During Construction	0
Jobs During Operation	0
Capital Investment	\$0
Economic Impact to the City (10 Year Period)	\$0
Annual Visitors	0



WITH GREAT WOLF LODGE

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