



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

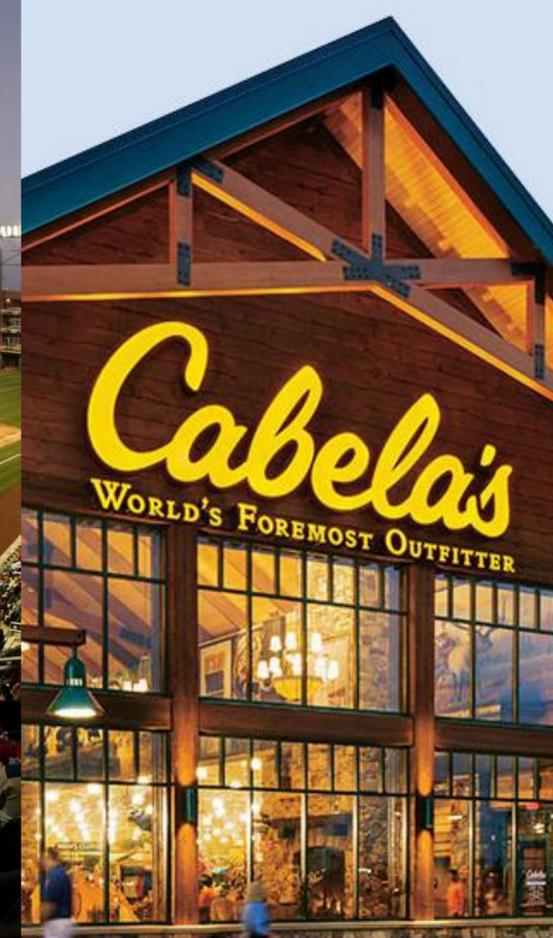
# G R E A T W O L F L O D G E

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 **8<sup>th</sup>** 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**

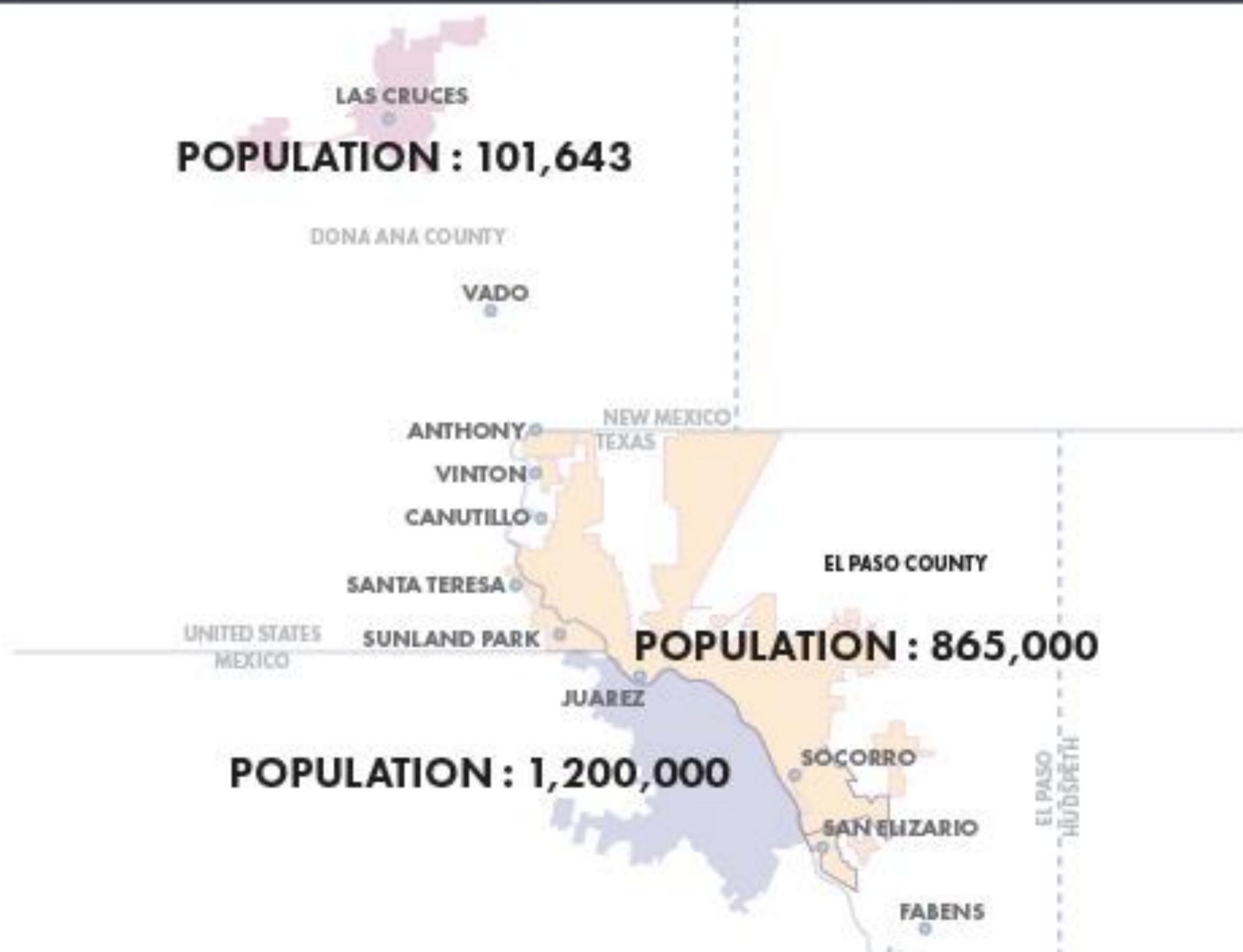


STRATEGIC REGION-WIDE  
DEVELOPMENT

# 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



TIRZ #10

# EXPANDED BOUNDARIES



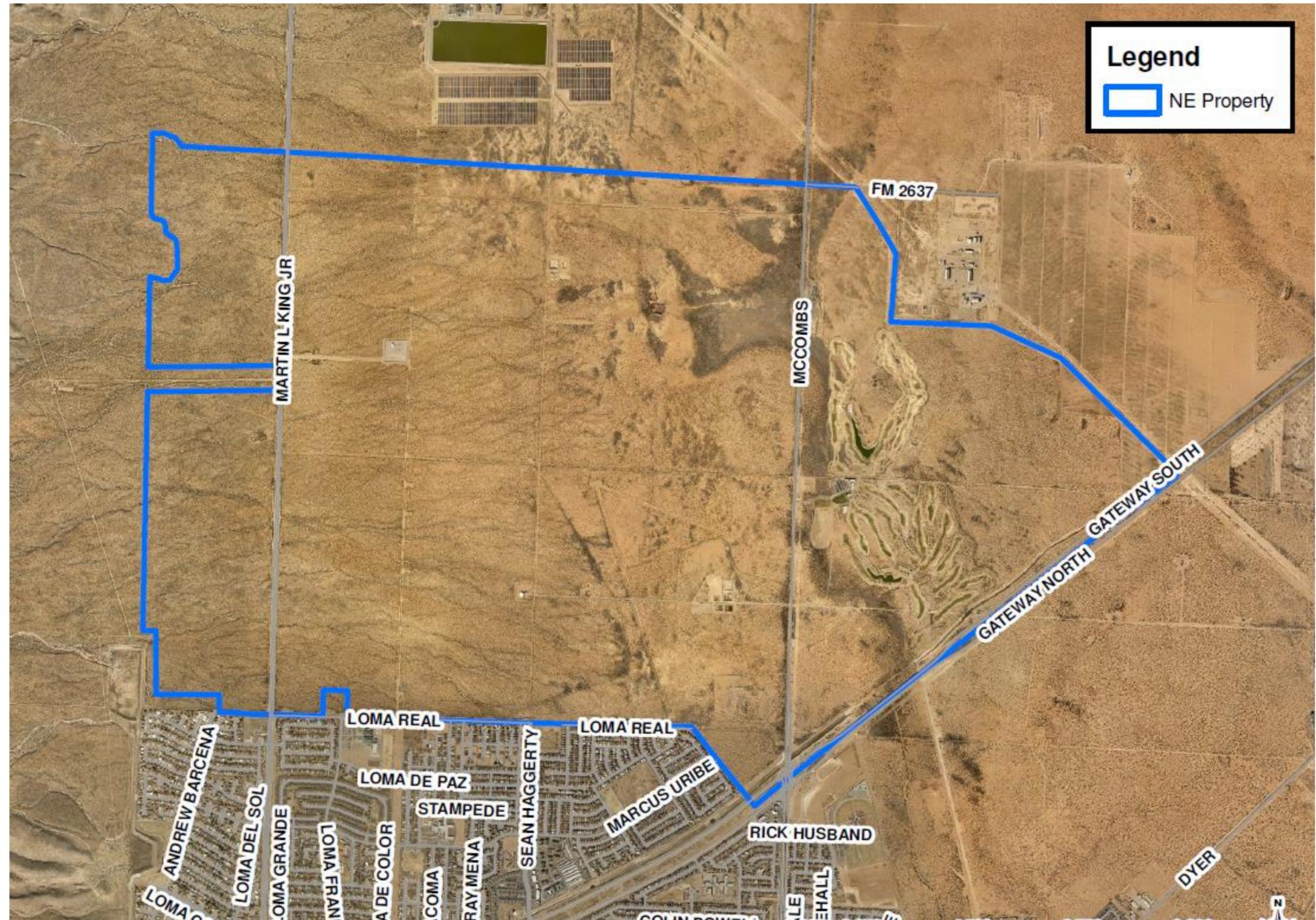
10A

10

- 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



This map is designed for illustrative purposes only. The features depicted here are approximate and more site-specific studies may be required to draw accurate conclusions. Enlargements of this map to scales greater than its original can induce errors and may lead to misinterpretations of the data. The Planning & Inspections Department Planning Division makes no claim to its accuracy or completeness.



 1000 Foot Buffer



# 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

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



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