

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

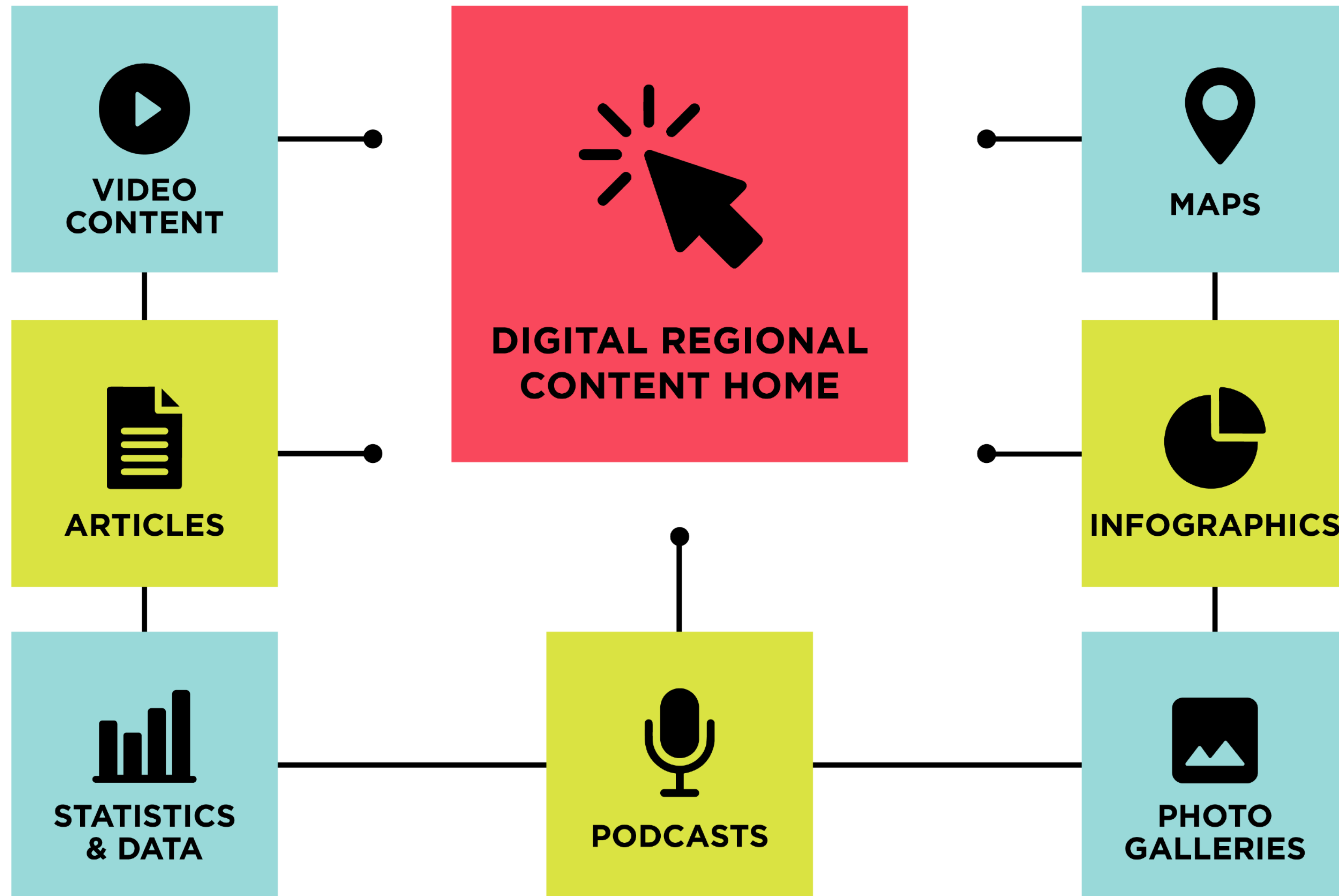
+ AGRICULTURE

+ HIGHER EDUCATION

+ BUSINESS SERVICES

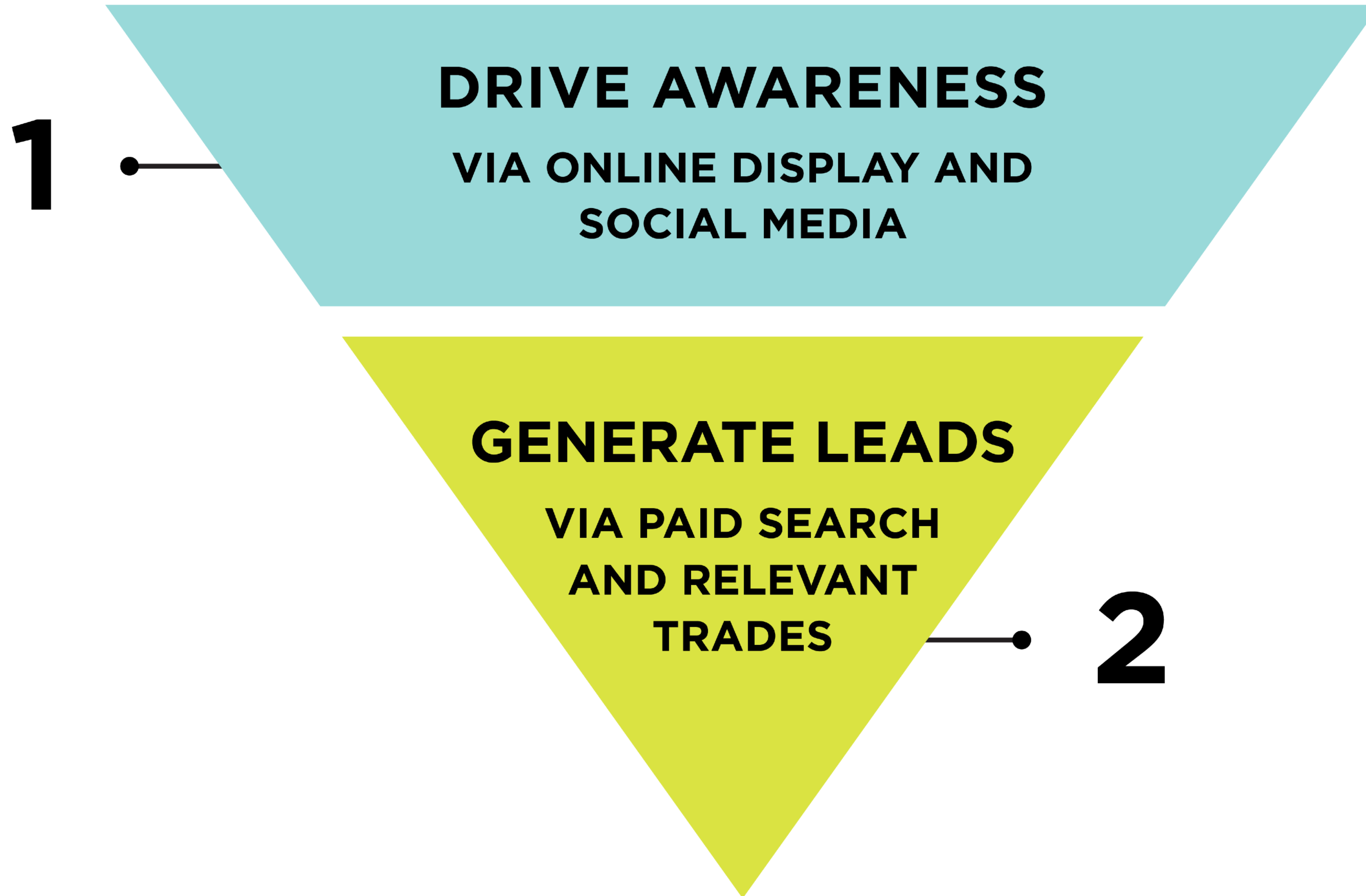
**This is how we'll
tell those stories
to the world:**

A content marketing approach



(EXAMPLES OF CONTENT WE MAY CREATE)

A content marketing approach



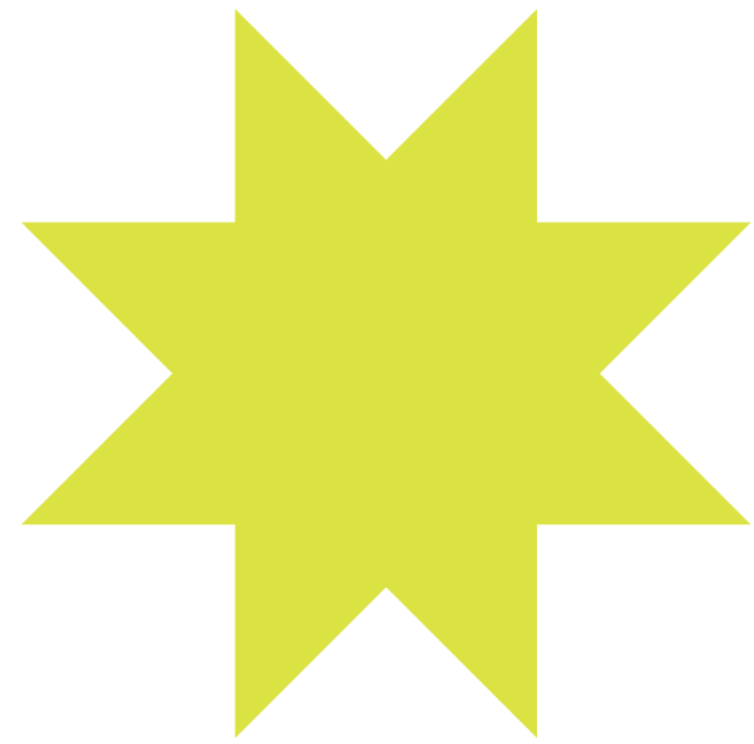


THIS IS IN SUPPORT OF

THE BORDERPLEX ALLIANCE

**Marketing + Relationship
Building**

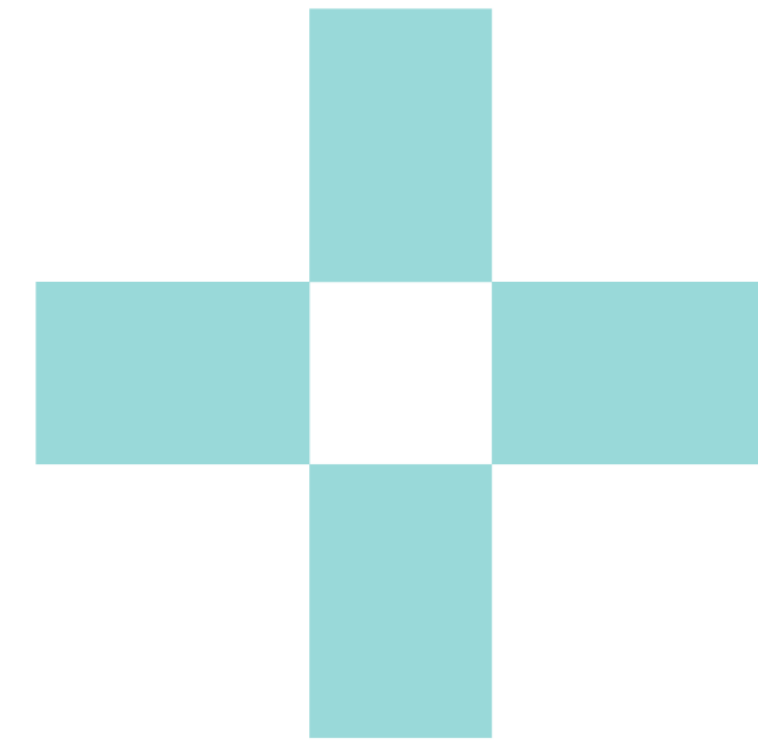
**Our strong economic
future starts with a unique
and ownable brand.**



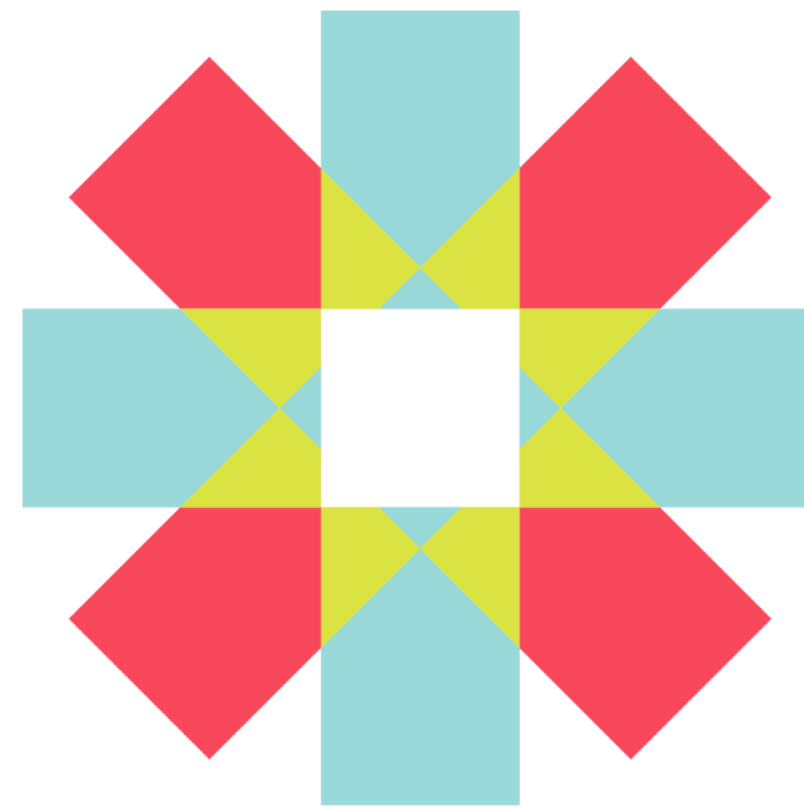
EL PASO
THE SUN CITY



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://www.intersectionofpossibilities.com)
TO WATCH AND SHARE THE VIDEO**