



ITEM 16.1

# FOCUSED ADVOCACY, LLC A PROFESSIONAL SERVICES AGREEMENT

Goal I: Create an Environment Conducive to Strong Sustainable  
Economic Development

December 17, 2019

FOCUSED ADVOCACY

# PURPOSE

- To provide professional consulting services related to increasing investment opportunities in El Paso
- Specifically, to assist in securing participation in State Convention Center Hotel Program for relevant hotel projects.





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# KEY DELIVERABLES

- Assist City in submission of requests for private letter rulings to the State Comptroller for convention center hotel projects:
  - Assist in drafting requests
  - Prepare of ancillary materials
  - Prepare of responses to subsequent requests
- Represent City's interests before the State Comptroller
  - Arrange meetings between City and Comptroller
  - Brief and prepare City for such meetings

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# KEY DELIVERABLES

- Assist with other economic development projects:
  - Stay abreast of relevant State laws related to public financing programs
  - Review documents (i.e. development agreements, 380 agreements, etc.)
  - Provide general advice and guidance regarding finance structure, ownership structure, etc.





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# TERMS

- Term: 6 months
- Fee: \$72k in 6 equal monthly payments plus reimbursable travel expenses