

CITY OF EL PASO, TEXAS  
AGENDA ITEM  
DEPARTMENT HEAD'S SUMMARY FORM

**DEPARTMENT:** Economic and International Development Department

**AGENDA DATE:** CCA, December 19, 2017

**CONTACT PERSON/PH. No.:** Jessica Herrera, Director 915-212-1624

**DISTRICT(S) AFFECTED:** All

**SUBJECT:**

**APPROVE a resolution / ordinance / lease to do what? OR AUTHORIZE the City Manager to do what? Be descriptive of what we want Council to approve. Include \$ amount if applicable.**  
Management update. [Economic Development, Jessica L. Herrera (915) 212-1624]

**BACKGROUND / DISCUSSION:**

**Discussion of the what, why, where, when, and how to enable Council to have reasonably complete description of the contemplated action. This should include attachment of bid tabulation, or ordinance or resolution if appropriate. What are the benefits to the City of this action? What are the citizen concerns?**  
Economic Development staff to provide incentive policy update.

**PRIOR COUNCIL ACTION:**

**Has the Council previously considered this item or a closely related one?**  
Yes, 380 Incentive Policy approved on November 3, 2015.

**AMOUNT AND SOURCE OF FUNDING:**

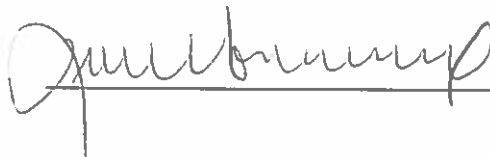
**How will this item be funded? Has the item been budgeted? If so, identify funding source by account numbers and description of account. Does it require a budget transfer?**  
N/A

**BOARD / COMMISSION ACTION:**

**Enter appropriate comments or N/A**  
N/A

\*\*\*\*\*REQUIRED AUTHORIZATION\*\*\*\*\*

**DEPARTMENT HEAD:**



23.5

# RESOLUTION

CITY CLERK DEPT.  
2017 MAY 23 AM 10:55

## BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF EL PASO:

That the City of El Paso Transit Oriented Development Incentive Policy attached hereto be adopted and that the Sustainable Cities Center Incentive Policy and Downtown Sustainable Cities Center Incentive Policies be repealed; all items with the effective date of May 30, 2017.

APPROVED this 30<sup>th</sup> day of May 2017.



ATTEST:

Richarda Duffy Momsen  
City Clerk

CITY OF EL PASO

Oscar Leeser  
Mayor

APPROVED AS TO FORM:

Karla M. Nieman  
Senior Assistant City Attorney

APPROVED AS TO CONTENT:

For

Jessica Herrera, Interim Director  
Economic & International  
Development Department

# Transit Oriented Development Incentive Policy

## SECTION I: PURPOSE

The success of the Rapid Transit System (RTS) and the Streetcar Project will hinge on the quality of urban spaces that surround the transit stations, corridors and stops and the nature of development within the defined incentive areas. It is the policy of the City of El Paso to provide incentives within designated Transit-Oriented Development (TOD) incentive areas (more specifically depicted on the maps attached hereto as Exhibit A, the "Transit-Oriented Development Incentive Areas") to improve mobility and travel choices, spur economic development, support downtown revitalization, and stimulate investment in established neighborhoods.

Transit-Oriented Development is a design and development strategy that links higher-density, walkable neighborhoods to transit stations and corridors. Transit-Oriented Development strengthens the urban fabric that surrounds public transportation with a mix of daily uses, including housing, retail and office. Most transit riders begin and end their trips as pedestrians and the streets around transit stations and stops should be safe, interesting and convenient for pedestrians.

The purpose of this policy is to define the incentives available to encourage the growth and development of sustainable city centers and to jumpstart economic development in the selected locations to improve the quality of life for El Paso residents while reducing the City's carbon footprint.

## SECTION II: DEFINITIONS

**Adaptive reuse** - means the conversion or change of use of all or any part of an existing building to a residential use, a mixed-use or any use allowed in the underlying district or any construction to expand or modify an existing building located in an area designated with an adaptive reuse overlay that meets the development guidelines adopted in the city's comprehensive plan for the area.

**Mixed Use** – The combination of multiple functions or uses, including but not limited to residential, office or commercial uses, within the same building, development or project.

**New Construction Projects** - The construction of a new building or the demolition of existing building(s) to create a new structure. If a development includes both rehabilitation and new construction, a project is defined as new construction if the combined square footage of the new building(s) exceeds the square footage of the rehabilitated structures.

**Rehabilitation** - The act or process of returning a building or structure to a state of utility through repair, remodeling or alteration that makes possible an efficient contemporary use while preserving those portions or features of the building or structure that are significant to its historical, architectural and cultural values.

**Transit-Oriented Development (TOD) Incentive Area** – The geographic districts more fully described in Exhibit A designated in proximity to the current and planned Rapid Transit System (RTS) stations and

stops and the Streetcar Corridor. Transit-Oriented Development (TOD) Incentive Areas are located in the following eight areas: Streetcar Corridor, Greater Downtown Area, El Dorado, Five Points, Mission Valley, Northgate, the El Paso International Airport Southern Industrial Park (EPIA SIP), and the Medical Center of the Americas (MCA).

Vertical Mixed Use – The combination of different functions or uses, including residential, office or commercial uses, within the same building. More public uses such as retail shops, restaurants or commercial businesses are provided for on the lower floor, while more private uses such as residential units, or office space are provided for on the upper floors.

### **SECTION III: ELIGIBILITY CRITERIA**

To be eligible for incentives under this policy, the property must meet the following eligibility criteria:

1. **Location.** The project must be located within the Transit-Oriented Development incentive areas, as depicted in Exhibit A.
2. **Design.** Applicants requesting Transit-Oriented Development incentives for new construction and rehabilitation projects shall comply with the mandatory design requirements and no less than three (3) of the selective design requirements as identified in Subsection 20.10.280(c).
3. **Use.** The new construction and/or rehabilitation project must be for a mixed use project.
4. **Legal.** The project is in compliance with all local, state and federal laws.

### **SECTION IV: EXCLUSIONS**

For the purposes of this policy, industrial uses will not qualify for incentives.

Any project proposing development activity that does not comply with all of the eligibility criteria contained herein may be eligible for incentives through the Infill Incentive Policy if all Eligibility Criteria and Program Policies are met.

### **SECTION V: PROGRAM POLICY**

The City of El Paso will review Transit Oriented Development incentive policy applications for adherence to the eligibility criteria and compliance with the procedural and program guidelines as detailed in this policy. Project consideration will include the potential impact of the reinvestment project on the immediate and surrounding area.

In order to be considered for incentives under this policy, the proposed project shall comply with the mandatory design requirements and no less than three (3) of the selective design requirements as identified in Subsection 20.10.280(c). In addition proposed projects must also adhere to the following Transit-Oriented Development policy-specific criteria:

1. **New construction projects shall demonstrate the following qualitative criteria:**

- a. Maximize the permitted density of the base zoning district as outlined in Title 20 Appendix B Table of Density and Dimensional Standards of the El Paso City Code.
  - b. The structure will be a minimum of two-stories.
  - c. Within the proposed structure, provide vertical mixed use.
2. Rehabilitation projects shall maximize the permitted density of the base zoning district as outlined in Title 20 Appendix B Table of Density and Dimensional Standards of the El Paso City Code.
3. Minimum Investment. For the purposes of this policy, all applicants will have to comply by the following minimum investment requirements to be considered eligible to receive incentives.
  - A. The minimum investment required for a new construction project is \$400,000.
  - B. The minimum investment required for an adaptive reuse or rehabilitation project is \$200,000.
4. Project must demonstrate the potential to generate revenues to the City which outweigh costs associated with incentives through:
  - a. a net increase or retention of jobs in the City; or
  - b. will add to the tax base; or
  - c. will result in additional rental housing units.
5. APPLICANT/PROPERTY OWNER must provide proof that they neither caused nor contributed to the present blighted condition.
6. Project must not include the demolition of properties with a historic overlay that are deemed historic or contributing.

In addition, the project must:

1. Provide proof that the APPLICANT/PROPERTY OWNER has the financial stability and capacity to complete the project. Proof can include financial statements for a corporation or tax statements for an individual; and
2. Demonstrate compliance with all local, state and federal laws. All proposals must comply with the City's Zoning regulations as to the uses being proposed. In the event that a proposed use is not permitted in the base zoning district the applicant will be required to apply for a rezoning of the property.

In order to receive any such incentives from the City of El Paso, APPLICANT/PROPERTY OWNER will make available credible information to enable the City to prepare a fiscal impact analysis. The APPLICANTS/PROPERTY OWNERS will update this information annually during the term of any incentives contract. The decision to provide any economic development incentives will be considered on a project-

by-project basis, in accordance with the criteria set forth in this policy, at the discretion of the City Manager or his designee, and the City Council of the City of El Paso. In order to be eligible for incentives, businesses or individuals must be current on all city taxes or any other obligation to the City.

Incentives approval for applicants applying for ad valorem property tax rebate incentives for properties located within Tax Increment Reinvestment Zone (TIRZ) boundaries and Transportation Reinvestment Zone (TRZ) boundaries will only be eligible for real ad valorem property tax rebate incentives upon the approval of the respective Tax Increment Reinvestment Zone (TIRZ) and Transportation Reinvestment Zone (TRZ) board of directors' and that of the City Council of the City of El Paso.

#### **SECTION VI: PROCEDURAL AND PROGRAM GUIDELINES**

Any person, partnership, organization, corporation or other entity which requests transit oriented development incentives under this policy shall be required to comply with the following procedural guidelines. No representations made herein are considered binding unless and until approved by the City Manager or designee.

**Application required.** APPLICANTS/PROPERTY OWNERS shall submit a completed "Application for Transit Oriented Development Incentives" form for consideration of financial incentives to the Economic and International Development Department, 801 Texas- Economic Development and International Development Department, El Paso, Texas 79901.

**Detailed site development plan required.** Applications for rehabilitation or new construction shall require submittal of a detailed site development plan in accordance with Section 20.04.160 of the City Code for review by the Planning Division. The Planning Division shall review the application for conformance with the base zoning district density and dimensional standards found in Section 20.12.020 (Appendix B) of the City Code, as well as the design requirements and guidelines found Subsection 20.10.280(C) of the City Code. In order to be eligible to receive the incentives detailed herein, all applications for rehabilitation or new construction shall comply with the requirements of the Sections 20.12.020 (Appendix B) and 20.10.280(C) of the City Code.

In the event the base zoning district density and dimensional standards are not met, the applicant may request reductions in accordance with Section 20.10.280 or of the City Code. Such request must be filed with the Planning Division prior to consideration as part of the Transit Oriented Development Incentive Policy.

**Consideration of the Application.** The City Manager or designee will consider requests for financial incentives in accordance with these policies, the City Code, the Texas Tax Code, and the Texas Local Government Code. Additional information may be requested as needed. APPLICANTS/PROPERTY OWNERS satisfying the criteria detailed in the program policy and meeting the location criteria will be considered. When authorized by City Council, the City may enter into a Chapter 380 agreement/incentives contract that outlines the terms and conditions between the City and the

APPLICANTS/PROPERTY OWNERS, and governs the provision of the incentives to be provided for the project.

**Pre-submission conference required.** A pre-submission conference will be required for rehabilitation or new construction projects receiving incentives under this policy. The pre-submission conference will be scheduled through the Planning and Inspections Department prior to meeting with appropriate project staff to review proposed development and receive instruction/requirements to expedite the review and permitting of the project. The conference will be scheduled and conducted in advance of any plan submittals to the City for plan review and building permit issuance.

**Inspection of the Project.** During the term of such agreement, the City of El Paso will have the right to inspect the project facility during regular business hours to ensure compliance with the agreement and accuracy of the APPLICANTS/PROPERTY OWNERS certification.

**Recapture.** If a project is not completed as specified, or if the terms of the agreement are not met, the City has the right to cancel or amend the incentive agreement, recapture any rebated or exempted taxes, and assess penalty payments for the amounts previously paid, which can be secured by City liens against the property and all previously waived fees and abated taxes shall become due to the City.

**Effect of Sale, assignment or lease of property.** No incentives rights may be sold or assigned without the approval of the City Council. Any sale, assignment or lease of the property may trigger the recapture provision, as outlined above. Incentives cannot be transferred as a result of a change in ownership of the property without the expressed written consent of the City of El Paso. Any new owner shall file a new application for an economic development incentive. It shall be the responsibility of the APPLICANTS/PROPERTY OWNERS to notify the City of any change in ownership.

**Additional Information.** A project is limited to receiving incentives from only one incentive program. With the exception of work associated with a demolition and/or grading permit, the applicant shall not submit for construction permits or begin construction of the project prior to approval of the Chapter 380 Agreement by the El Paso City Council.

## **SECTION VII: DIRECT FINANCIAL INCENTIVES**

**Building and Planning Permit Fee Rebates.** For properties located in the Downtown 2015 Plan Area, up to 100% of certain planning, land development and building construction fees will be waived based on the fee schedule established in Ordinance 017725. For properties located outside of the Downtown 2015 Plan Area, up to \$10,000 of certain planning, land development and building construction fees will be rebated based on the fee schedule established in the Ordinance 018581.

**Construction Materials Sales Tax Rebate.** An approved project may receive a 100% rebate of the City's portion of sales tax collected on the purchase of materials and labor associated with the incentivized project.

**Property Tax Rebate.** An approved project may have the City's portion of the project's incremental ad valorem property taxes collected over the base year, rebated according to the following schedule.

New Construction and Rehabilitation - Incremental Property Tax Rebate Table														
Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Year 11	Year 12	Year 13	Year 14	Year 15
100%	100%	100%	100%	90%	90%	90%	75%	75%	75%	50%	50%	50%	25%	25%

**Retail Sales & Use Tax Rebate.** An approved project may have the City's portion of the project's sales & use taxes rebated according to the following schedule.

New Construction and Rehabilitation - Sales Tax Rebate Table				
Year 1	Year 2	Year 3	Year 4	Year 5
100%	75%	50%	25%	25%

**SECTION VIII: SUPPLEMENTAL BENEFITS**

**Lien Waivers.** In conjunction with receipt of a direct finance incentive contract, an APPLICANT/PROPERTY OWNER may take advantage of the Lien Waiver Program to be implemented under this Policy. This program will provide APPLICANT/PROPERTY OWNER a release of liens which are attached to properties as the result of condemnation, demolition, sanitation, or other city-imposed non-property tax liens, but excluding Community Development or other federally-funded liens. Release of such liens would only be allowed in consideration for the Applicant's investment in new construction or renovation of eligible facilities and are only waived upon sale of the property to a new owner, upon confirmation that the APPLICANT/PROPERTY OWNER did not contribute to the liens being attached to the property.

**SECTION IX: TERM OF FINANCIAL INCENTIVES**

The availability of financial incentives under this Policy shall remain in effect for four (4) years from May 30, 2017.



# EXHIBIT A: TRANSIT ORIENTED DEVELOPMENT INCENTIVE AREAS

## Streetcar Corridor Incentive Area



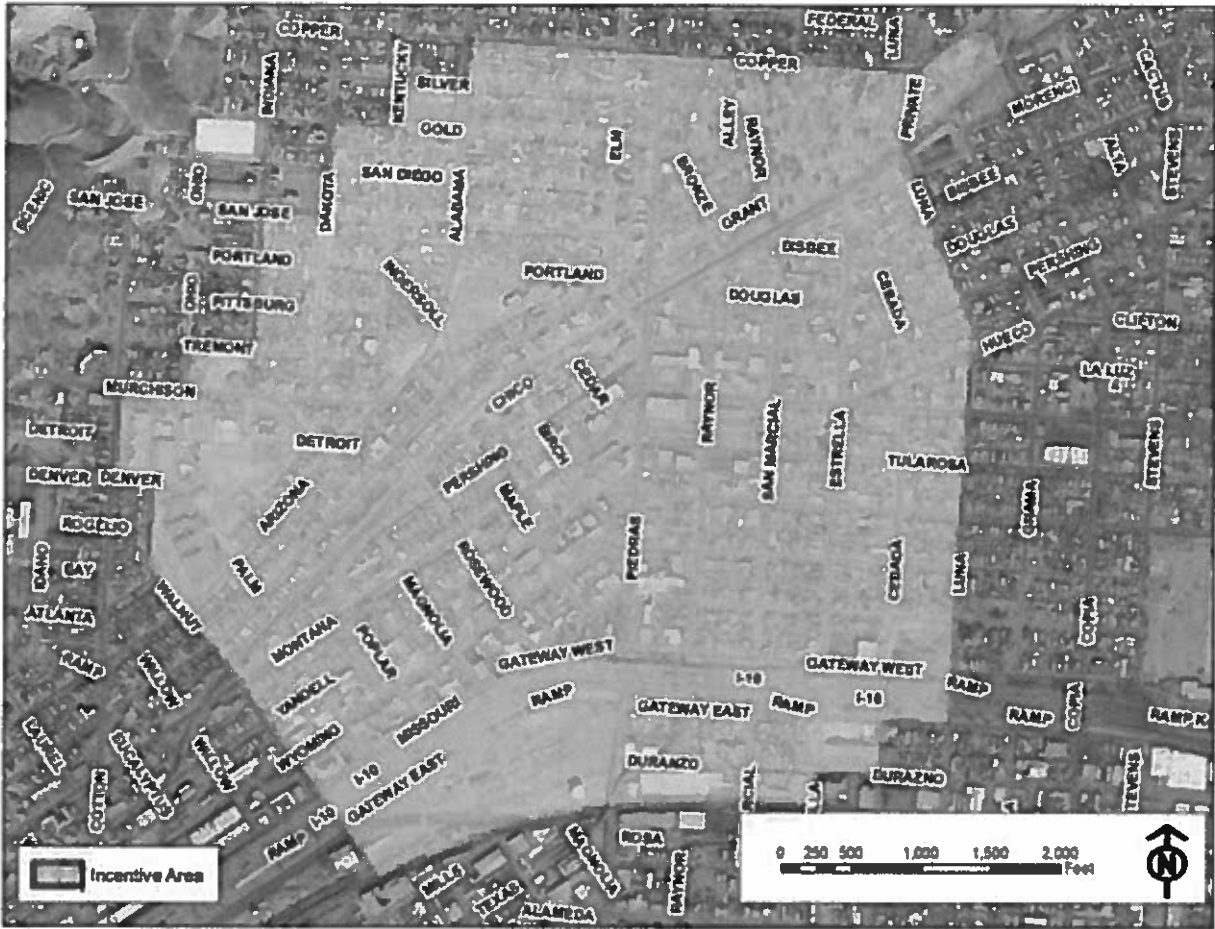
Greater Downtown Incentive Area



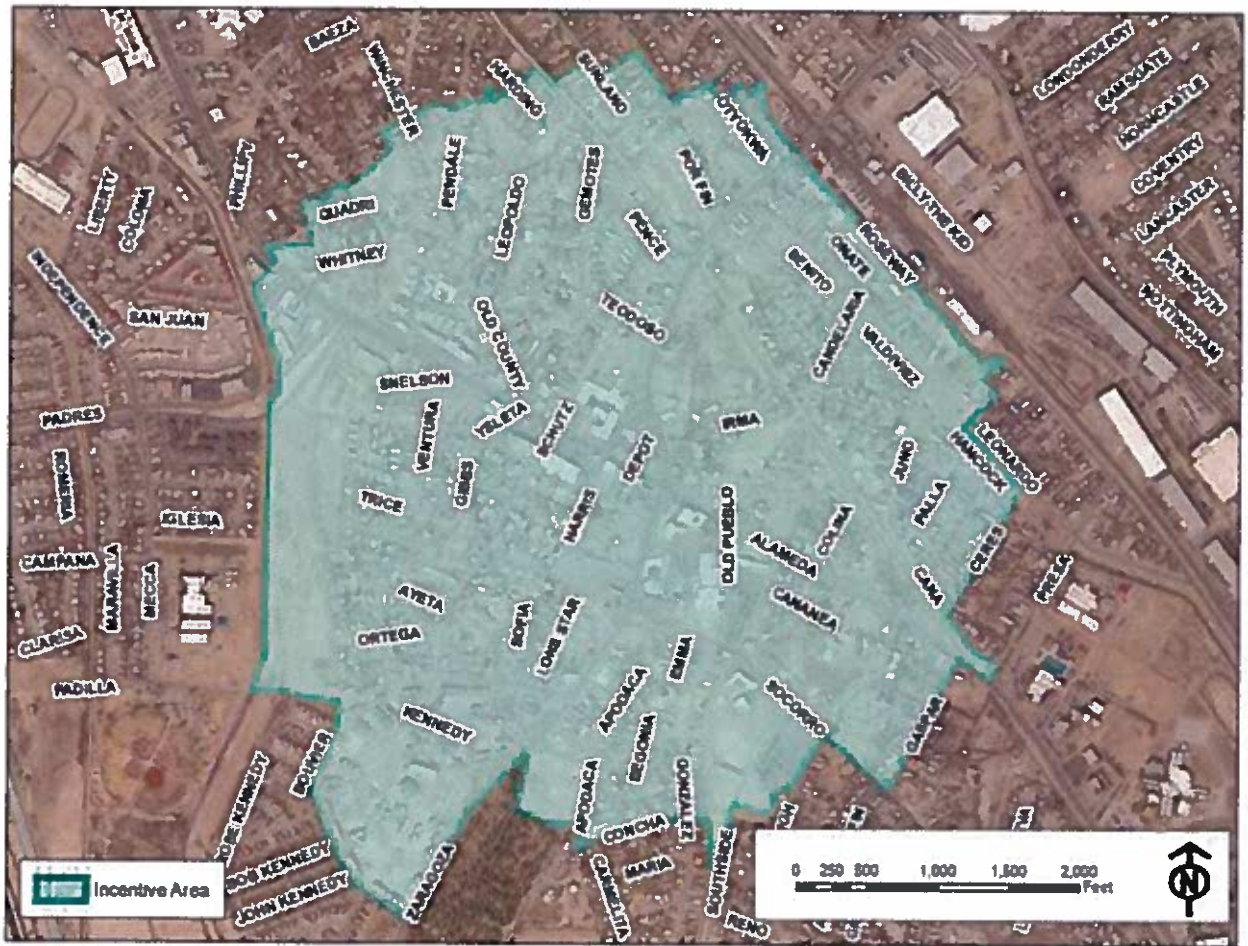




# Five Points Incentive Area



## Mission Valley Incentive Area





# Medical Center of the Americas

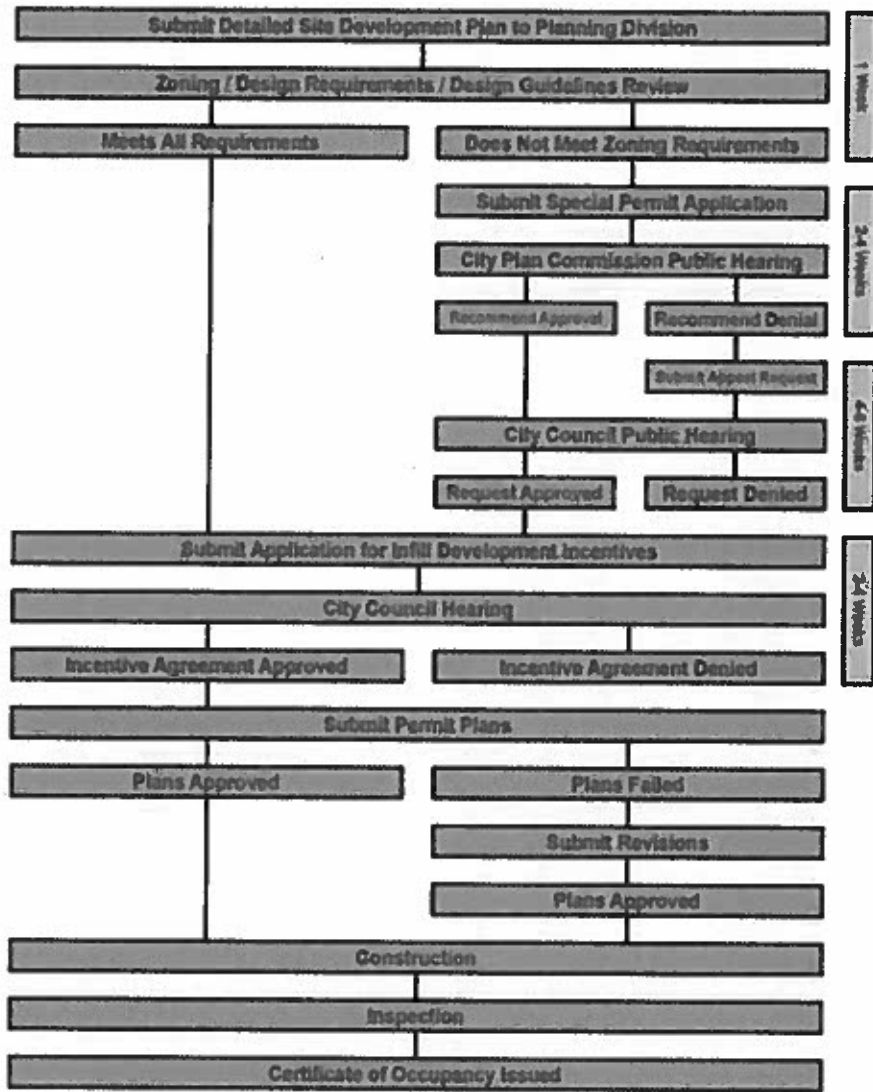




# EXHIBIT B: DOWNTOWN PLAN AREA



## EXHIBIT C: APPLICATION AND TIMELINE



**City of El Paso Incentives Policy – Guidelines & Criteria  
2015**

**SECTION I. PURPOSE**

It is the policy of the City of El Paso to provide incentives to selected private businesses that make or will make a **measurable** difference in achieving economic growth and development, expanding and diversifying the tax base, and creating new quality jobs within the City of El Paso.

The purpose of this policy is to define the financial incentives and establish standards for implementation. New businesses or the expansion of existing businesses can be considered for financial incentives. In order to be eligible for incentives, businesses or individuals must be current on all city taxes or any other obligation to the City of El Paso.

Incentives cannot be transferred as a result of a change in the majority ownership of the business without the expressed written consent of the City of El Paso. Any new owner shall file a new application for an economic development incentive (Exhibit A). It shall be the responsibility of the business to notify the City of El Paso of any substantive changes.

*The City is under no obligation to approve any requested incentive and no right to these incentives is neither intended nor implied. Applicant's meeting the criteria under this policy does NOT guarantee receipt of incentives. Policy allows staff to exercise discretion in deciding which projects will receive incentives. Additional evolving policy considerations may influence Staff's analysis of applicant's application.*

Council has directed that this policy be reviewed on a biennial basis. This policy will remain in effect until it is expressly revised by Council.

Economic Development will provide Council with an annual report reviewing the implementation of this policy and the resulting effects of Council's approved incentives under this policy.

**SECTION II. DEFINITIONS**

**Attraction** – Process of attracting, recruiting, and selecting companies that make substantial capital investments and create new jobs. These attraction efforts are deployed thoughtfully in the context of an overall economic development strategy to create sustainable growth for the community.

**Corporate Headquarters** – The company's principal and legal location for its corporate headquarters will be in the City of El Paso.

**Destination Retail Projects** – A development that contains a retailer or group of retailers who will offer a product and or good (subject to sales tax) that is unique to the market and which is not otherwise available for purchase at a retail business physically located in the City of El Paso. A destination retailer is expected to attract new sales tax dollars or retain sales tax dollars in the City of El Paso that may

otherwise go to a nearby city or metro area. Each destination retailer must have a minimum of \$20.0 million in annual sales (subject to sales tax).

**Economic Impact Analysis** – Examines the effect of the investment and/or job creation on the economy and measures the cumulative effects of that economic activity. The Economic Development Department will conduct an economic impact analysis on every project considered for incentives.

**Expansion** – The expansion and growth of an existing business which includes new capital investment and/or new job creation providing new capacity or capability.

**Innovation** – Companies or individuals that create revolutionary products or technologies making advances in technology or processes.

**Quality Job** – Jobs that provide education, training, or career development opportunities for continued career advancement in addition to meeting wage and benefit requirements.

**Retention** – Existing businesses in need of resources and/or assistance for employee retention and to maintain current operations.

**STEM** – Science, Technology, Engineering, and Mathematics are key academic disciplines promoting a competitive global workforce.

**Strategic Areas** – City of El Paso’s business attraction, expansion, and retention strategic areas listed on Exhibit B. The Strategic Areas may be revised from time to time to reflect current market conditions and promote sustainable economic development opportunities.

**Target Industries** – City of El Paso’s business expansion and attraction target industry priorities listed on Exhibit B. The Target Industries may be revised from time to time to reflect current market conditions and promote sustainable economic development opportunities.

**Wage Requirement** – Wage or salary equal to or greater than the current El Paso Median County Wage as computed annually by the Bureau of Labor Statistics and provides health insurance benefits to employees for which the employer pays at least 50%. Exceptions to wages may be made on a case-by-case basis if the jobs are Quality Jobs in Target Industries or Strategic Areas whereby such wages meet industry standards for such Target Industries and/or Strategic Areas and whereby the company can evidence education, training, or career development activities. If wages fall below the El Paso Median County Wage, exceptions to wages may be made on a case-by-case basis if the investments are promoting economic development in a distressed area and the jobs are sourced from Workforce Solutions Borderplex to deploy and enhance the employment of underutilized low skill workers or the unemployed and whereby the company can evidence education, training, or career development activities.

### **SECTION III. STRATEGIC OBJECTIVES**

The City of El Paso, through the implementation of this policy, shall endeavor to accomplish the following strategic objectives:

1. The City of El Paso supports incentives that reduce business costs to create significant new Quality Jobs, investment, tax revenues, and consumer spending.
2. The City of El Paso supports the retention and expansion of existing businesses within the City, acknowledging that over 80% of the annual job growth comes from the retention and expansion of existing businesses.
3. The City of El Paso supports the attraction, expansion, and retention of Target Industries and Strategic Areas modified from time to time to reflect new market realities as more specifically detailed in Exhibit B.
4. The City of El Paso supports large private, commercial, recreational, destination retail, and tourism ventures that attract a Regional or National client base.
5. The City of El Paso supports the employment of STEM graduates and Veterans.
6. The City of El Paso supports the revitalization of designated redevelopment areas.
7. The City of El Paso supports the attraction and retention of companies that have strong Regional and National markets for their products or services.
8. The City of El Paso supports efforts that enhance economic development in the region to create a more robust regional economy.
9. The City of El Paso supports efforts to build human capital by improving skills in the workplace through education, training, and career development to promote career advancement. The City of El Paso acknowledges that the educational attainment of the region's workforce is the greatest driver for economic success.

### **SECTION IV. General Criteria**

The City of El Paso may provide incentives for any business or commercial development project if that project:

1. Will substantially enhance the economic health of the City of El Paso;
2. Will result in a net increase or retention of jobs in the City or add to the tax base or will otherwise improve or enhance the economic welfare of the residents or businesses of the City; or
3. Demonstrates the potential to generate revenues to the City which outweigh costs associated with incentives.

In addition, the following criteria must be satisfied.

The project MUST:

1. Show a clear demonstration of public purpose and economic benefit through advancement of the City's economic goals which include expanding the tax base, creating quality jobs, increasing private capital investment in the community, spurring development in targeted City locations, or encouraging development of targeted businesses or clusters desirable to enhance the City's economy;
2. Include solid evidence provided by the business that demonstrates the business's financial stability and capacity to complete the project; and
3. Be in compliance with all local, state and federal laws.

The business, in order to receive any such incentives from the City of El Paso will make available credible information, including but not limited to capital investment and employment projections, to enable the City to prepare a fiscal impact analysis. The recipient will also make available an update of this data available annually after business operations have begun. The decision to provide any economic development incentives will be considered on a project by project basis, in accordance with the criteria set forth in this policy, and at the discretion of the City Council of the City of El Paso.

#### **SECTION V. QUALIFICATION CRITERIA**

In order to be eligible for incentives, a project must meet qualifying standards in at least ONE of the categories below.

- a. For projects not meeting Wage Requirement, the City of El Paso may qualify the project, provided the applicant commits to hiring through our local workforce board, Workforce Solutions Borderplex. Workforce Solutions Borderplex provides employers with skilled workers and assists individuals in developing the skills needed to thrive in the workplace.

#### **Category 1 – Quality Jobs – 80% of jobs must be at or above the prevailing Median County Wage (MCW).**

If 80% of the jobs pay at least MCW the company is eligible for a 40% Grant.

#### **Category 2 – Business Type**

- a. **Target Industry Cluster as identified by The Borderplex Alliance Regional Strategic Plan in Exhibit B,**
- b. **Market for service of product is Regional, National, or Global, or**
- c. **Enhances El Paso's supply chain by providing a service or capability currently not available locally.**

If applicant satisfies Category 1 and Category 2, company is eligible for a 50% grant.

### **Category 3 – Capital Intensive Project**

80% of jobs must be at or above the prevailing Median County Wage (MCW), and;

Capital Investment in the amount of \$30M - \$49M; company is eligible for a 50% grant.

Capital Investment in the amount of \$50M or more; company is eligible for a 60% grant.

Or;

90% of jobs must be at or above the prevailing Median County Wage (MCW), and;

Capital Investment in the amount of \$30M - \$49M; company is eligible for a 65% grant.

Capital Investment in the amount of \$50M or more; company is eligible for a 70% grant.

### **Category 4 – Retail Development/Destination Retail/Retail Distribution Center**

The purpose of this incentive is to specifically encourage the development or expansion of retail operations that fill an important void in the existing retail market. In order to qualify for this incentive, the applicant's project must embody a retail opportunity that conforms to the stated vision for the area, as well as fulfills an unmet demand. The City may provide a rebate of a percentage of the city's portion of the property tax and/or sales tax increment attributable to property improvements or upgraded tenant mix. The rebate can be made either to the site developer as a reimbursement for site improvement expenses or to the retail tenants of the improved center in order to assist in relocation or expansion related costs of the tenants. The percent of the City's sales tax and/or property tax rebate and length of time will be negotiable. The project will be required to provide a trade area analysis including a market analysis; feasibility study; and any other relevant information that will allow the City to make an informed decision.

Up to a 100% rebate on the city's portion of property taxes (incremental to base year value), and/or

Up to a 100% rebate on the city's portion of the sales taxes.

## **SECTION VI. BONUS INCENTIVES**

In order to be eligible under this section, a company must first establish eligibility in one of the categories outlined previously in Section V: Qualification Criteria, Categories 1-4.

Up to a 50% rebate may be earned if:

1. A company locates within Downtown Plan Area and or Tax Increment Reinvestment Zone #5 (see Exhibit C).
2. A company locates within the Medical Center of the Americas Master Planned Campus. (see Exhibit D).
3. A corporate headquarters establishes their operation within the City of El Paso with a minimum of 100 employees.
4. A company locates their Research and Development (as defined by Federal Tax Code) in El Paso (25% of the total jobs must be Research & Development related or directly support the Research & Development function).

5. A company actively employs 15% of veterans through formal company hiring programs/initiatives.
6. A company engages in formal collaboration or business partnerships such as career and skills training pathways with higher educational institutions and or technical institutes (e.g. UTEP, TX Tech, EPCC, Western Tech etc.).
7. A company engages in formal collaboration or business partnerships such as mentoring, internships, and programs which provide employees with the latitude to complete minimal educational attainment (e.g. G.E.D. or High School Diplomas).
8. A company relocates/expands in the City of El Paso with aggregate wages at a minimum of two times the prevailing median county wage.

## **SECTION VII. ECONOMIC DEVELOPMENT INCENTIVE**

An economic impact analysis will be conducted by the Economic Development Department on every project considered for incentives. The delivery mechanism of choice for incentives will be the Chapter 380 agreement; however, the City reserves the right to use any other source (City, State, Federal, Foundation, etc.) in the award of incentives. As a matter of general policy, tax abatements/rebates and Chapter 380 agreements entered into as a result of this policy will not be used simultaneously unless the revenue stream from which the Chapter 380 agreement is paid is derived from sources other than property tax.

Agreements may be conditioned on the completion of specific improvements to real property and/or job numbers and salary levels being met. The Agreements shall contain recapture clauses in the event that such conditions are not met.

The Economic Development Department is charged with developing a recommendation to Council. In most cases, incentives will be limited to 50% of the calculated direct, indirect, and induced benefit; (excluding any bonus incentives earned) unless extraordinary benefit can be shown. All incentive packages will be limited to 100% of the taxes (real & property) actually collected in any given year unless approved by specific council action. Final percentages of all grants will be at the sole discretion of the City Council.

## **SECTION VIII. INELIGIBLE AND RESTRICTED AREAS OR USES:**

The following types of projects or uses are not eligible for incentives:

- a. Projects that have been issued a building permit, including any conditional permits.
- b. Projects that do not meet the Wage Requirements, except as specified in Section V., Qualification Criteria.



## Exhibit A



## Department of Economic Development INCENTIVES APPLICATION FORM

The City of El Paso requires the following information in order to process an application for incentives. This information is protected by the State of Texas and is not subject to public disclosure until the incentive agreement is executed. An application does not guarantee an incentive grant. City of El Paso Economic Development staff will conduct a review, normally 10 business days, and will contact the applicant once completed.

*\*Please note: If Construction has commenced on a project, the incentive application process is **VOID**.*

### Step 1 SECTION A. COMPANY AND CONTACT INFORMATION

1. Company Headquarters  
(Official Name and Address): \_\_\_\_\_  
\*Please include web address if available \_\_\_\_\_  
\_\_\_\_\_
2. Business Structure \_\_\_\_\_  
( i.e. Proprietorship, Partnership, Corporation)
3. Name of Contact Person: \_\_\_\_\_  
Phone: (    ) \_\_\_\_\_ Email: \_\_\_\_\_

### SECTION B. PROPOSED PROJECT INFORMATION

4. Name and Address: \_\_\_\_\_  
\_\_\_\_\_
5. Company NAICS Code \_\_\_\_\_
6. Which target industry does your company most closely relate to?
  - Defense and Aerospace
  - Life Sciences
  - Tourism
  - Advanced Manufacturing
  - Advanced Logistics
  - Business Support Services
  - Retail/Destination
  - Other: (please explain)

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**Step 2 SECTION C. JOB AND WAGE INFORMATION**

7a. **MUST** Provide number of **FULL-TIME** jobs, with hourly wage/salary, to be created or retained. (Fringe benefits are not to be included in these calculations.) Include current employment numbers if applicable. **Attach additional sheets if necessary.**

Title or Occupation Code	Number of Employees	Hourly Wage per employee	Annual Salary

7b (If applicable). Please also include the number of **PART-TIME** jobs, with hourly wage/salary, to be created or retained. (Fringe benefits not included in calculations). Include current PT employment numbers if applicable.

Title or Occupation Code	Number of Employees	Hourly Wage per employee	Annual Salary

8. Provide the total annual payroll for each of the initial five years of operation, **excluding** benefits.

	Year 1 ( )	Year 2 ( )	Year 3 ( )	Year 4 ( )	Year 5 ( )
<b>Total Annual Payroll</b>					

9. Health Insurance **\*Please submit Paperwork to certify Health benefits, which will be offered to employees**

What type of Health insurance will the company offer employees? What percentage of Health insurance will the company cover for employees? \_\_\_\_\_

---

**Step 3 SECTION D. INVESTMENT INFORMATION**

10a. Total dollar amount for proposed project improvements:

Real Property	
Land	\$
Existing Building Improvements	\$
New Building Improvements	\$
<b>Total</b>	\$
Personal Property	
<b><u>Equipment</u></b>	
Computers	\$
Machinery	\$
Other- Specify _____ (attach additional sheets if necessary)	\$
Furniture and Fixtures	\$
<b>Total</b>	\$
<b>Grand Total</b>	\$

10b. Please provide **ACTUAL** start and completion dates:

---

10c. Please provide yearly investment breakdown (If any):

Year	Investment
Year 1 (20 )	\$
Year 2 (20 )	\$
Year 3 (20 )	\$
Year 4 (20 )	\$
Year 5 (20 )	\$
Year 6 (20 )	\$
Year 7 (20 )	\$

11. What is the current Minimum Appraised Value, If known please provide: ( El Paso Central Appraisal)

<b>Year:</b>	<b>Value:</b> \$
--------------	------------------

12. Application packet must include the following:

- If available - Metes and bounds, field notes and/or a site survey showing the location of existing and proposed improvements, and legal description \***please include Property ID**

13. Has the company previously received an incentive with all terms and conditions?  YES  NO

**SECTION E. CERTIFICATION**

I hereby certify that the information contained within this application is true and correct.

**Name and Title of Officer of Company:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_

**(FOR INTERNAL STAFF USE ONLY) SECTION F. ACKNOWLEDGEMENT**

- Step 1- Section A-B**
- Step 2- Section C**
- Step 3- Section D-E**

I hereby acknowledge that I have completed all steps within the City of El Paso's incentive application and that all information is true and correct.

\_\_\_\_\_  
Applicant signature

\_\_\_\_\_  
Denisse Carter, EDCCC- Economic & International Development

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

**Return Completed Application to:**

**Eddie Garcia  
Garciaez2@elpasotexas.gov  
Economic Development Manager  
Economic & Int'l Development Department  
801 Texas Ave. 2<sup>nd</sup> Floor  
El Paso Texas, 79901**

## Exhibit B

## **Exhibit B**

### **2015 Borderplex Alliance Strategic Recommendations**

#### **Target Industry Sectors:**

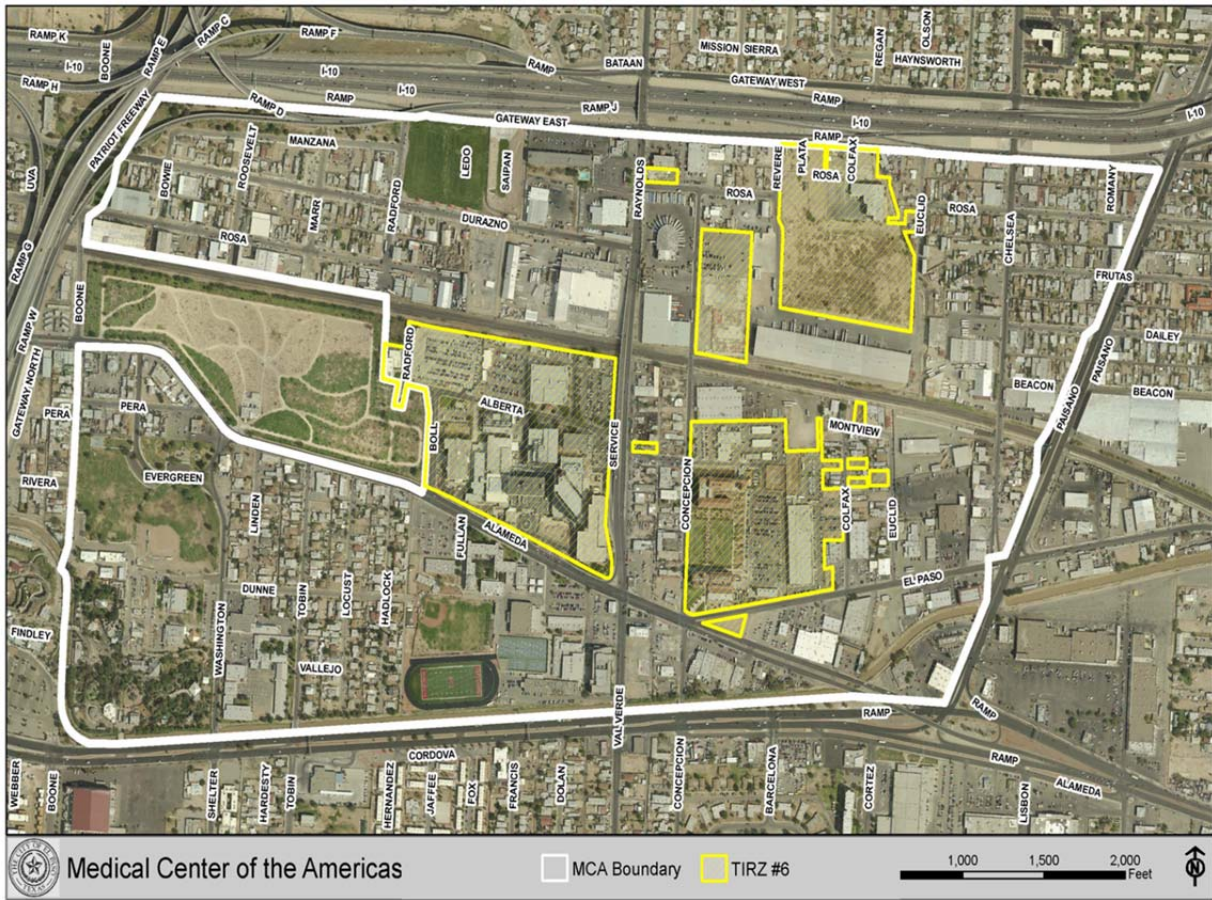
- Defense and Aerospace
- Life Sciences
- Tourism
- Advanced Manufacturing
- Advanced Logistics
- Business Support Services

Exhibit C





Exhibit D



# Infill Development Incentive Policy

CITY CLERK DEPT.  
2017 MAY -9 AM 11:16

## PURPOSE

The purpose of the City's Infill Development Incentive Policy is to provide financial incentives to develop vacant and underutilized properties within the City limits, in accordance with the standards established within Title 20. The City recognizes there may be physical and monetary challenges to developing such parcels and as such, have provided financial incentives to make it economically-feasible to do so. As an additional source of financing to assist in funding a project, the City not only seeks to develop vacant and underutilized lots, but also to promote high-quality development. To be eligible, projects must meet the 'Eligibility Criteria' section of this Policy.

## DEFINITIONS

The following words, terms and phrases, when used in this policy, shall have the meanings ascribed to them in this section:

**Brownfield development** means the redevelopment of abandoned or obsolete parcels in which demonstrable environmental remediation or mitigation is undertaken as defined in Section 20.02.149 of the City Code.

**Greenfield development** means the development of an area that consists of open or wooded land or farmland that has not been previously developed as defined in Section 20.02.421 of the City Code.

**Greyfield development** means the redevelopment of abandoned or obsolete or underutilized parcels surrounded by substantial existing development as defined in Title 20.02.423 of the City Code.

**Infill Development** means any development activity, including but not limited to new construction, rehabilitation, addition, rehabilitation or redevelopment, associated with vacant or underutilized parcels within existing, largely developed urban areas as defined in Title 20.02.471.

**Rehabilitation** - The act or process of returning a building or structure to a state of utility through repair, remodeling or alteration that makes possible an efficient contemporary use while preserving those portions or features of the building or structure that are significant to its historical, architectural and cultural values.

## ELIGIBILITY CRITERIA

To be eligible for incentives under this policy, the property must meet the following eligibility criteria:

1. The property must meet the definition for infill development as established in Section 20.02.471 of the City Code; and
2. The property must be located within the jurisdictional limits of the City; and
3. The property must meet the locational criteria, as per Subsection 20.10.280(B) of the City Code:
  - a. Any parcel of land designated within a historic district and developed in compliance with section 20.20.080; or

- b. Any parcel of land within the downtown plan area; or
- c. Any parcel of land annexed prior to 1955; or
- d. Parcels of land within or share a common property line to an existing subdivision platted for no less than 25 years; or
- e. Any brownfield or greyfield development; or
- f. Parcels of land within areas identified by the city's comprehensive plan as G-2 Traditional Neighborhood and G-7 Industrial and/or Railyards and other areas where infill development should be encouraged; or
- g. Redevelopment of sites previously or currently occupied by civic buildings, public spaces or educational facilities as defined in 20.10.145.

## **EXCLUSIONS**

Any project proposing development activity defined in Subsection 20.10.280(K) of the City Code shall not be eligible for incentives contained herein.

## **PROGRAM POLICY**

The City of El Paso will review Infill Development incentive policy applications for compliance with the guidelines, criteria and procedures outlined in this document. Project consideration will include the potential impact of the reinvestment project on the immediate and surrounding area. In order to be considered for incentives under this policy, the proposed infill development project must adhere to the following criteria:

1. The mandatory design requirements and no less than three (3) of the selective design requirements as identified in Subsection 20.10.280(C) of the El Paso City Code; and
2. Total private investment in a minimum amount of \$50,000. For the purposes of this section; the total private investment amount excludes property acquisition costs; and
3. New construction and/or rehabilitation of a brownfield or greyfield development, with existing structure(s), must result in a commercial, industrial or multi-family residential use as permitted under Title 20 (Zoning) of the El Paso City Code.
4. Project must demonstrate the potential to generate revenues to the City which outweigh costs associated with incentives through:
  - a. a net increase or retention of jobs in the City; or
  - b. will add to the tax base; or
  - c. will result in additional rental housing units; or
  - d. provide demonstrable proof of an improvement or enhancement of the economic welfare of the residents or businesses of the City; and

5. APPLICANT/PROPERTY OWNER must provide proof that they neither caused nor contributed to the present blighted condition; and
6. Project must not include the demolition of properties with a historic overlay that are deemed historic or contributing.
7. Brownfield and Greyfield redevelopment projects are subject to a minimum \$200,000 investment these developments are exempt from the selective design criteria.

In addition, the project must:

1. Provide proof that the APPLICANT/PROPERTY OWNER has the financial stability and capacity to complete the project. Proof can include financial statements for a corporation or tax statements for an individual; and
2. Demonstrate compliance with all local, state and federal laws.

In order to receive any such incentives from the City of El Paso, APPLICANT/PROPERTY OWNER will make available credible information to enable the City to prepare a fiscal impact analysis. The APPLICANTS/PROPERTY OWNERS will update this information annually during the term of any incentives contract. The decision to provide any economic development incentives will be considered on a project-by-project basis, in accordance with the criteria set forth in this policy, and at the discretion of the City Council of the City of El Paso. In order to be eligible for incentives, businesses or individuals must be current on all city taxes or any other obligation to the City.

## **PROCEDURAL AND PROGRAM GUIDELINES**

Any person, partnership, organization, corporation or other entity which requests infill incentives under this policy shall be required to comply with the following procedural guidelines. No representations made herein are considered binding unless and until approved by City Council.

**Application required.** APPLICANTS/PROPERTY OWNERS shall submit a completed "Application for Infill Development Incentives" form for consideration of financial incentives to the Economic and International Development Department, 801 Texas- Economic Development and International Development Department, El Paso, Texas 79901. The application process is depicted in Exhibit A.

**Detailed site development plan required.** The application shall require submittal of a detailed site development plan in accordance with Section 20.04.160 of the City Code for review by the Planning Division. The Planning Division shall review the application for conformance with the base zoning district density and dimensional standards found in Section 20.12.020 (Appendix B) of the City Code, as well as the infill development design requirements and guidelines found Subsection 20.10.280(C) of the City Code. In order to be eligible to receive the incentives detailed herein, all applications shall comply with the requirements of the Sections 20.12.020 (Appendix B) and 20.10.280(C) of the City Code.

In the event the base zoning district density and dimensional standards are not met, the applicant may request reductions in accordance with Section 20.10.280 or of the City Code. Such request must be filed with the Planning Division prior to consideration as part of the Infill Development Incentive Policy. Reference Exhibit A.

**Consideration of the Application.** The City Manager or designee will consider requests for financial incentives in accordance with these policies, the City Code, the Texas Tax Code, and the Texas Local Government Code. Additional information may be requested as needed. APPLICANTS/PROPERTY OWNERS satisfying the criteria detailed in the program policy and meeting the location criteria will be considered. When authorized by City Council, the City may enter into a Chapter 380 agreement/incentives contract that outlines the terms and conditions between the City and the APPLICANTS/PROPERTY OWNERS, and governs the provision of the incentives to be provided for the project.

**Pre-submission conference required.** A pre-submission conference will be required for projects receiving incentives under this policy. The pre-submission conference will be scheduled through the Planning and Inspections Department prior to meet with appropriate project staff to review proposed development and receive instruction/requirements to expedite the review and permitting of the project. The conference will be scheduled and conducted in advance of any plan submittals to the City for plan review and building permit issuance.

**Inspection of the Project.** During the term of such agreement, the City of El Paso will have the right to inspect the project facility during regular business hours to ensure compliance with the agreement and accuracy of the APPLICANTS/PROPERTY OWNERS certification.

**Recapture.** If a project is not completed as specified, or if the terms of the agreement are not met, the City has the right to cancel or amend the incentive agreement, recapture any rebated or exempted taxes, and assess penalty payments for the amounts previously secured by City liens against the property and all previously waived fees and abated taxes shall become due to the City.

**Effect of Sale, assignment or lease of property.** No incentives rights may be sold or assigned without the approval of the City Council. Any sale, assignment or lease of the property may trigger the recapture provision, as outlined above. Incentives cannot be transferred as a result of a change in ownership of the property without the expressed written consent of the City of El Paso. Any new owner shall file a new application for an economic development incentive. It shall be the responsibility of the APPLICANTS/PROPERTY OWNERS to notify the City of any change in ownership.

**Additional Information.** A project is limited to receiving incentives from only one incentive program. With the exception of work associated with a demolition and/or grading permit, the applicant shall not submit for construction permits or begin construction of the project prior to approval of the Chapter 380 Infill Agreement by the El Paso City Council.

## **DIRECT FINANCIAL INCENTIVES**

**Construction Materials Sales Tax Rebate.** The Construction Materials Tax Rebate Program is an economic development tool designed to provide incentives for the infill development project. An approved project may receive a 100% rebate of the City's portion of sales tax used on materials and labor that has been remitted to the City's general fund, for construction is available for investments in eligible properties that are equal or greater than the Central Appraisal District (CAD) value of the property upon Chapter 380 contract execution. This incentive will be delivered by execution of a Chapter 380 Agreement.

**Property Tax Rebate.** An approved project may have the City's portion of the project's ad valorem property taxes rebated according to the following schedule to allow for the following eligibility under this infill development policy:

**Infill Incentive Property Tax Rebate Schedule**

Year 1	Year 2	Year 3	Year 4	Year 5	*Year 6	*Year 7	*Year 8	*Year 9	*Year 10
100%	100%	100%	75%	75%	50%	50%-	50%-	50%-	50%-

\*Greyfield and Brownfield Developments shall qualify for an extended property tax rebate for an additional 5 years. Ad valorem property tax is only available on properties with available ad valorem taxes (i.e. taxes cannot be diverted through Historic Tax Credits, Transportation Reinvestment Zone, prior 380 agreements, Tax Increment Reinvestment Zones or other means, except for properties within Tax Increment Reinvestment Zone No. 5). The base year used for the calculation of incentives will be the year of contract execution.

**SUPPLEMENTAL BENEFITS**

**Lien Waivers.** In conjunction with receipt of a direct finance incentive contract, an APPLICANT/PROPERTY OWNER may take advantage of the Lien Waiver Program to be implemented under this Policy. This program will provide APPLICANT/PROPERTY OWNER a release of liens which are attached to properties as the result of condemnation, demolition, sanitation, or other city-imposed non-property tax liens, but excluding Community Development or other federally-funded liens. Release of such liens would only be allowed in consideration for the Applicant's investment in new construction or rehabilitation of eligible facilities and are only waived upon sale of the property to a new owner, upon confirmation that the APPLICANT/PROPERTY OWNER did not contribute to the liens being attached to the property.

**Building Construction Fee Rebates or Waivers.** If the City Council approves by ordinance the reduction or the rebating/waiving of building construction fees and planning fees associated with the construction or redevelopment on infill development properties, the Economic and International Development Department will implement a Building Construction Fee Rebate/Waiver Program for the purpose of providing eligible APPLICANT/PROPERTY OWNERS an opportunity to apply for a waiver or rebate from planning and building fees associated with new construction or rehabilitation and occupancy of their infill facilities. It is anticipated that the eligibility requirements will be as follows:

1. For properties located in the Downtown 2015 Plan Area, up to 100% of certain planning, land development and building construction fees will be waived based on the fee schedule established in Ordinance 017725; and
2. For properties located outside of the Downtown 2015 Plan Area, if the APPLICANT/PROPERTY OWNER provides acceptable documentation to the City to demonstrate that the total rehabilitation/construction cost is greater than the Central Appraisal District appraised value of the land and improvements, then up \$10,000 of certain planning, land development and building construction fees will be rebated based on the fee schedule established in the Ordinance 018581.

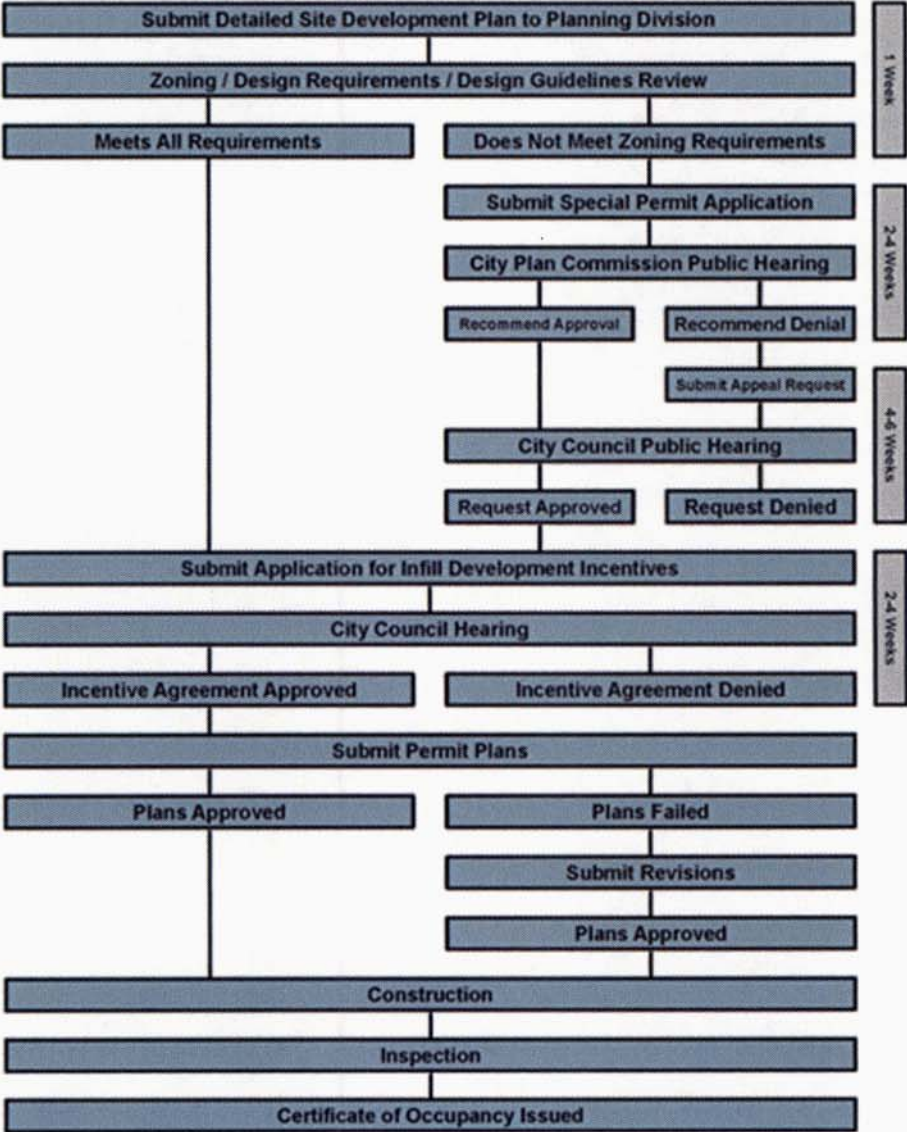
**Customized Plan Review.** In order to facilitate redevelopment of infill properties, the Economic and International Development Department is committed to assisting applicants through the planning and permitting phase under an expedited review process at no additional cost to the applicant. At the time of building permit application submittal, the applicant may request participation in the City's Customized Plan Review service at no additional cost.

**TERM OF FINANCIAL INCENTIVES**

The availability of financial incentives under this Policy shall remain in effect until May 16, 2021 unless extended by Resolution.

**'Exhibit A'**

**Application Process and Timeline**



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

# INCENTIVE PROGRAMS





CITY OF EL PASO

# ECONOMIC OVERVIEW

- Overall El Paso added 7,000 jobs over the past year, an increase of 2.2% YTD
- Nearly \$1.5 billion in new capital investment (2009 – Current)
- 126 economic development incentive agreements (2009 – Current)
- **FOR EVERY \$1 THE CITY PAYS...WE COLLECT \$4.98 IN INVESTMENT**

## FACTS & STATS

**6<sup>TH</sup>**  
Largest city in Texas  
**19<sup>TH</sup>**  
Largest in the U.S.

**3** States  
**2** Nations  
**1** Economy  
(Texas, New Mexico, Chihuahua, Mexico)

**20+**  
Million Northbound  
Border Crossings In 2016

El Paso has the largest bilingual and bicultural workforce in the western hemisphere  
**Young & Growing Population**

**31**  
Median Age

**66.3%**  
Hotel Occupancy – May 2017

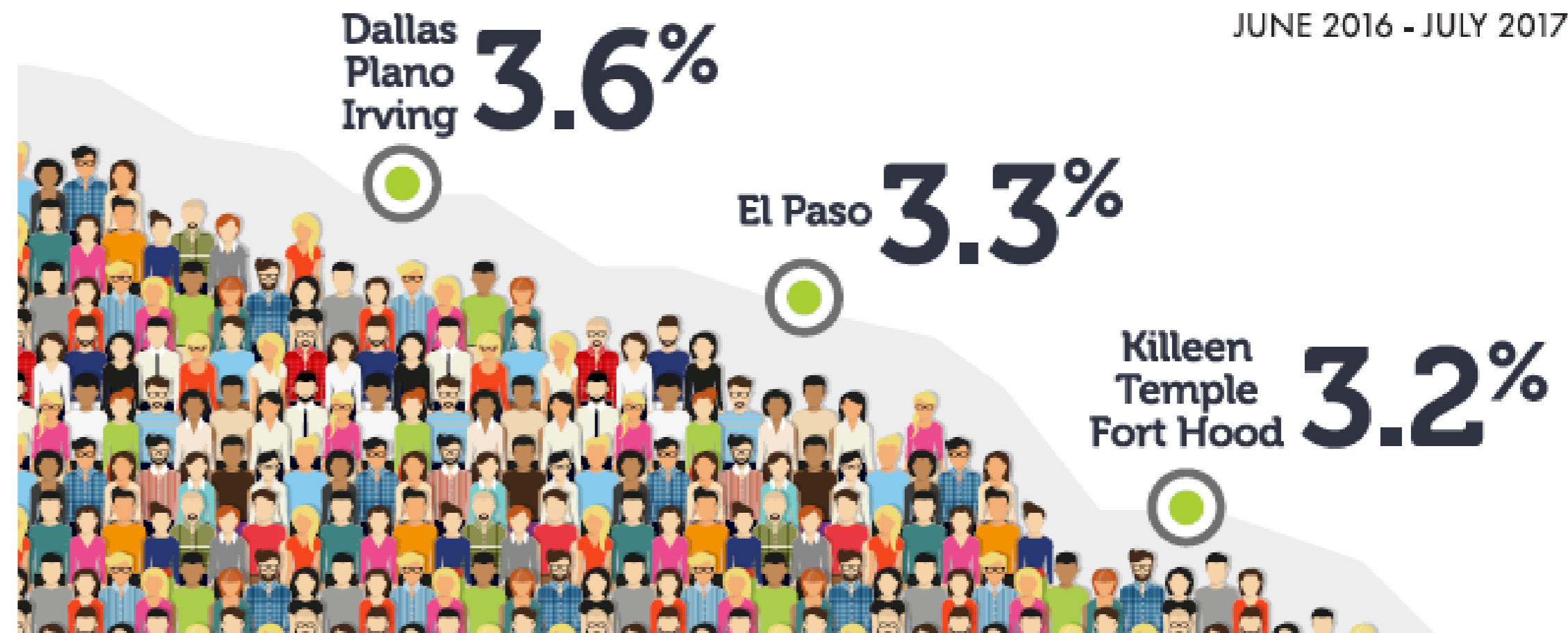
**\$952**  
Million New Capital Investment

**250,000+**  
Vehicles Per Day Drive I-10

**8.5**  
Million Annual Visitors  
Visit The Outlet Shoppes At El Paso

## TOP EMPLOYMENT GROWTH RATE

JUNE 2016 - JULY 2017



# INCENTIVE POLICY

## City Strategic Plan/Strategic Direction

### Approved November 2015

- Emphasis on Quality of Life
- Veteran Employment
- Wage Growth
- Partnerships with higher education

## Target Industry Sectors

- Defense and Aerospace
- Life Sciences
- Tourism
- Advanced Manufacturing
- Advanced Logistics
- Business Support Services
- Destination Retail

## Bonus Incentives for:

- Locating in downtown or the MCA
- Establishing a headquarters
- Veteran hiring programs/initiatives
- Higher wages
- Partnerships with educational entities
- Research and Development
- Workforce Training
- Mentorship and Internship Opportunities

**\*EACH INCENTIVE AGREEMENT IS PERFORMANCE  
BASED + PROJECT SPECIFIC**

# FOREIGN TRADE ZONE #68

## BENEFIT TO BUSINESSES

- Eliminate Customs Duties
- Reduce Customs Duties
- Defer Customs Duties
- Files US Customs documents weekly vs daily
- Streamlined process with US Customs – receiving and shipping
- Secure processes for the business – reduce bond costs
- No state or local Ad Valorem taxes on foreign merchandise

20

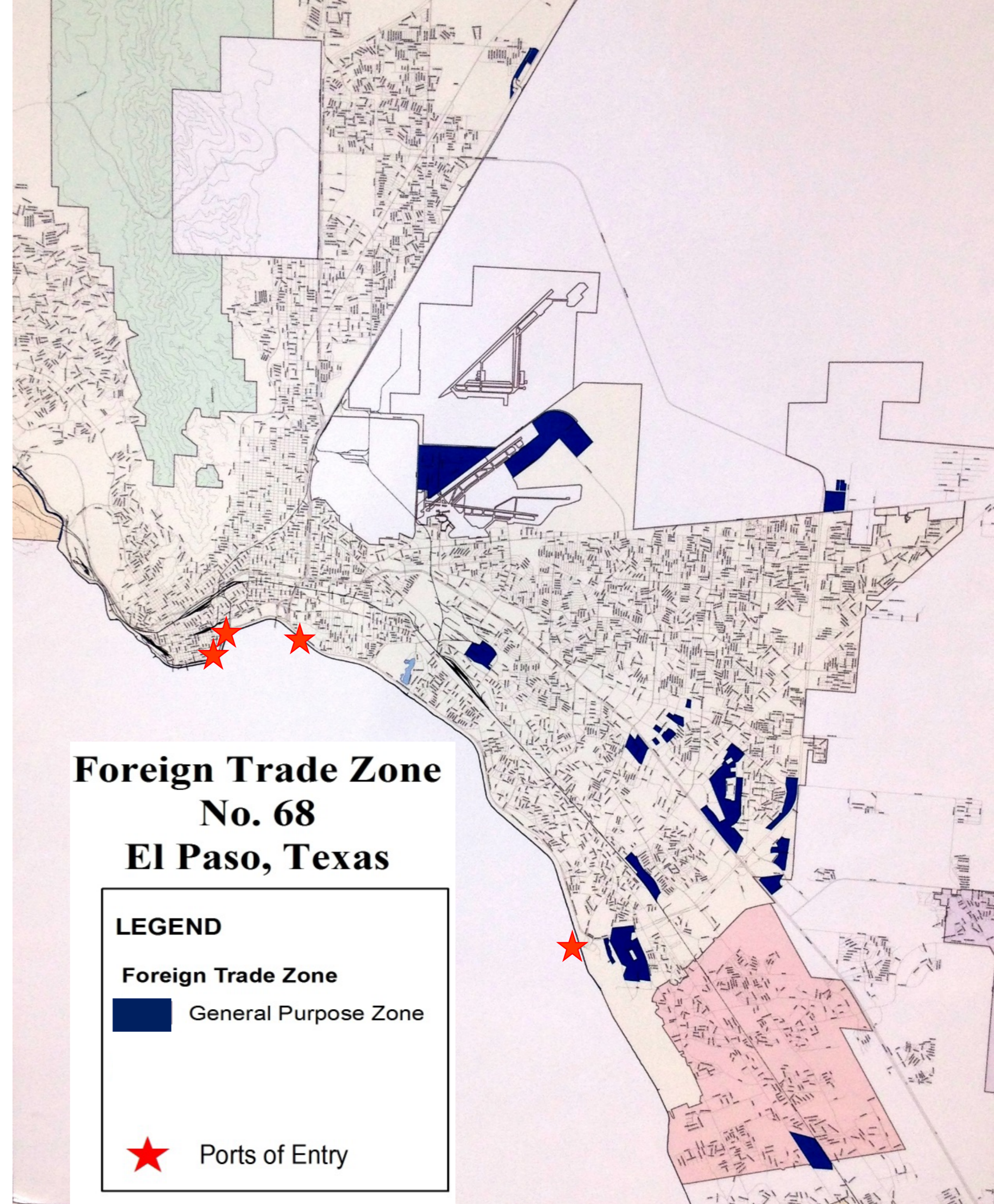
DIRECT FTZ  
CUSTOMERS

95

GLOBAL FIRMS

54

COUNTRIES



MORGAN HESTER

OMBUDSPERSON

# BEING BUSINESS FRIENDLY

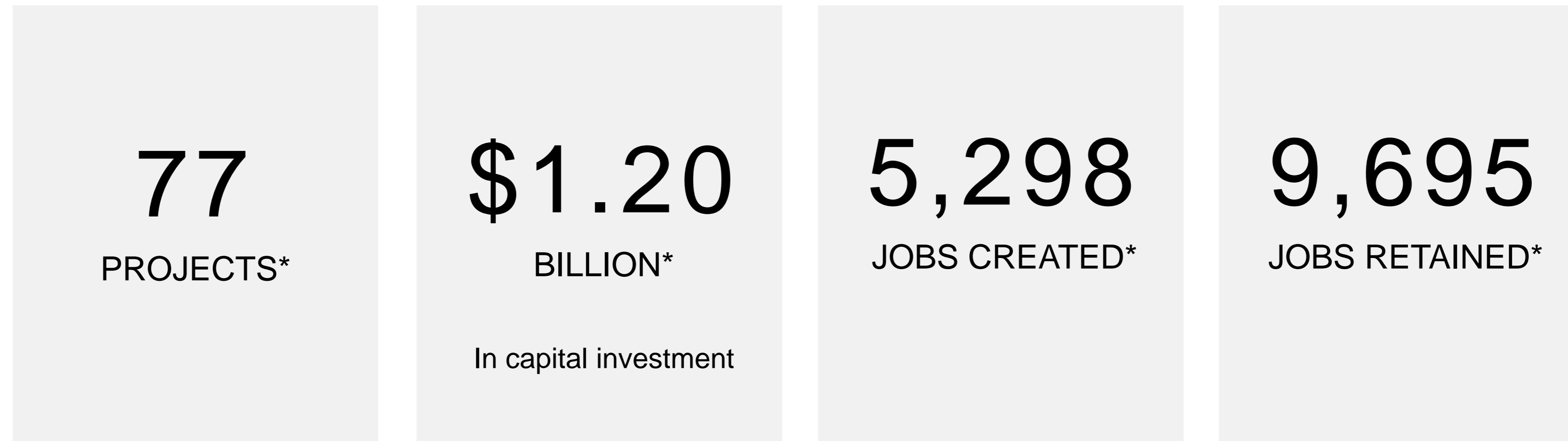
STREAMLINING CITY PROCESSES

- Builds relationships
- Expedites and coordinates efforts to troubleshoot issues
- Collaborates with internal and external stakeholders
- Acts as liaison to provide information on planning, permitting and inspection process

# PROPERTY AND SALES TAX REBATES

Granted on all or a portion of the increased taxable value of City's portion of real property and/or personal property tax over base year value.

Granted on all or a portion of the City's 1% sales tax. A rebate type of incentive that is administered by the City of El Paso



\*Timeframe: 2014 - Current

# PROPERTY AND SALES TAX REBATES



NEW CONSTRUCTION – WESTSTAR TOWER – 601 NORTH MESA – CLASS A OFFICE SPACE

# PROPERTY AND SALES TAX REBATES



NEW CONSTRUCTION – TOP GOLF – 365 VIN RAMBLER – DESTINATION RETAIL

# PROPERTY AND SALES TAX REBATES



NEW CONSTRUCTION – TENET HOSPITALS – TRANSMOUNTAIN CAMPUS – LIFE SCIENCES



## CHAPTER 380

## PROPERTY AND SALES TAX REBATES

- Plan to expand into the El Paso area and will create up to 699 jobs within 5-year period
- Average hourly wage is \$23.32 (approximately \$48,500 per year)
- 100% of the proposed jobs are above the Median County Wage of \$13.11
- Total investment: \$1,250,000

Pacific  
Union  
Financial

INFILL DEVELOPMENT

# INCENTIVE POLICY PROGRAM

Approved May 2017

The purpose of the City’s Infill Development Incentive Policy is to provide financial incentives to develop vacant and underutilized properties within the City limits.



**FOR EVERY \$1 THE CITY PAYS IN INFILL PROJECTS...WE RECEIVE \$40 IN INVESTMENT**

INFILL DEVELOPMENT

# INCENTIVE POLICY PROGRAM



NEW CONSTRUCTION – RESIDENTIAL – FRANKLIN AVE APARTMENTS – 617 WEST FRANKLIN

INFILL DEVELOPMENT

# INCENTIVE POLICY PROGRAM



NEW CONSTRUCTION – LIVE/WORK SPACE – RODERICK ARTSPACE LOFTS – 601 NORTH OREGON

# INFILL DEVELOPMENT INCENTIVE POLICY PROGRAM



NEW CONSTRUCTION – RETAIL DEVELOPMENT – THE SUBSTATION – 4804 DONIPHAN

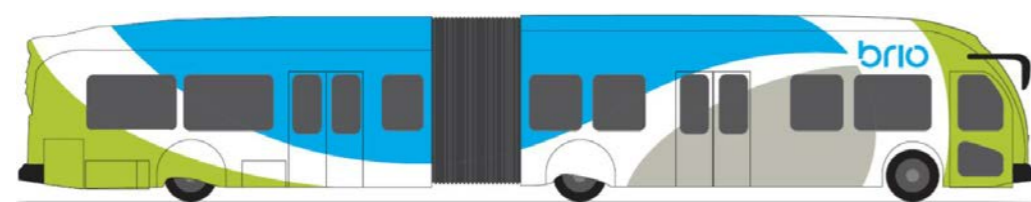
# TRANSIT-ORIENTED DEVELOPMENT (TOD) POLICY

Approved May 2017

Policy to provide incentives to link higher-density, walkable neighborhoods to transit stations and corridors.

## Incentives may include:

- Incremental property tax rebate
- Sales tax rebate
- Building and construction fees sales tax rebate
- Permit fee rebates



# 24

PROJECTS  
(2012 – Current)

# \$47.2

MILLION

In capital investment



# CITY-WIDE TRANSIT-ORIENTED DEVELOPMENT (TOD) POLICY



TRANSIT ORIENTED DEVELOPMENT BOUNDARY MAP

## UNDERUTILIZED

## CITY REAL ESTATE ASSETS

The City of El Paso may explore options to enter into a public private partnership that may result in a mutual success for the community and private entity.

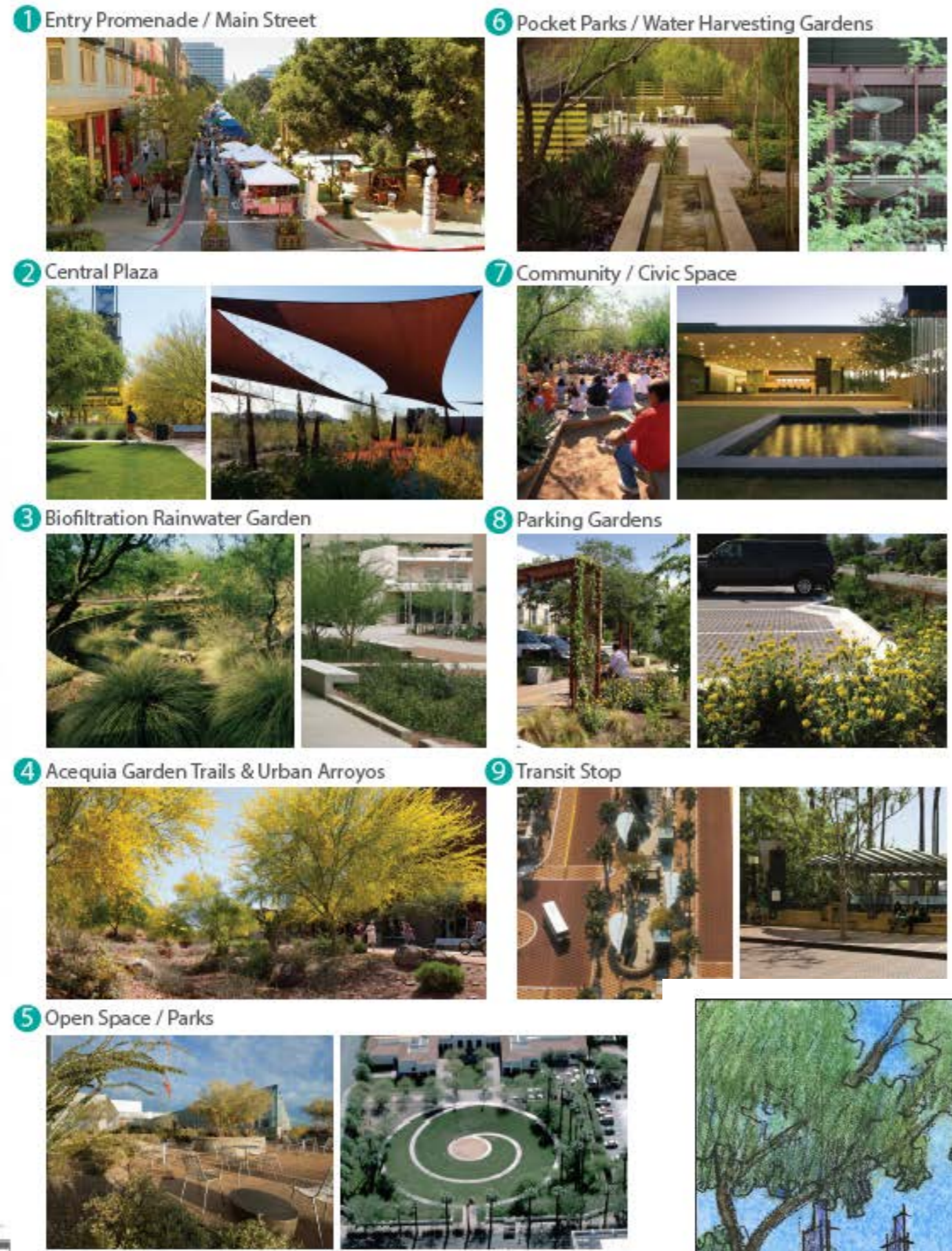
- 
- Franklin Avenue Apartments
  - RFP Mixed-use Urban Development at Mills Avenue and Campbell Street
  - Cohen Stadium
  - Metro 31





PUBLIC PRIVATE  
PARTNERSHIPS

# REIMAGINING COHEN STADIUM



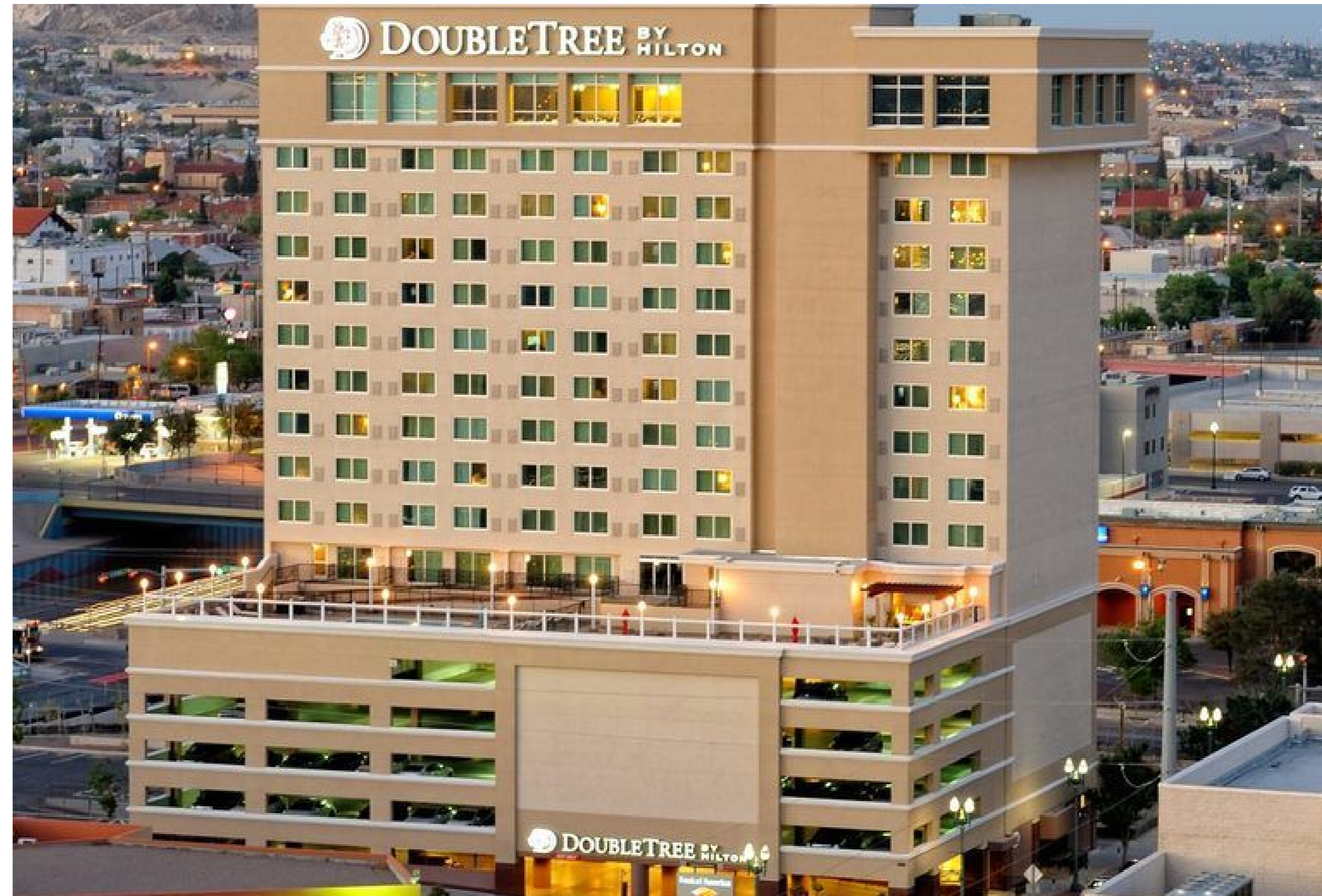
# PUBLIC PRIVATE PARTNERSHIPS

# METRO 31



# OCCUPANCY TAX REBATE

Granted on up to 50 percent of the City's Hotel Occupancy Tax.



DENISSE CARTER

ECONOMIC DEVELOPMENT  
CONTRACT COMPLIANCE  
COORDINATOR

# COMPLIANCE AND MONITORING

## REVIEWING ACTIVE INCENTIVE AGREEMENTS

- Monitors and serves as compliance on incentive agreements
- Researches and develops reports
- Collaborates with the City's Auditor's Office
- Reviews and authorizes payment requests
- Creates and implements policies and procedures for contract compliance and incentive application submittals

## STRATEGIC PARTNERSHIPS

# STATE OF TEXAS

### **Governor's Office of Economic Development**

- In-State Tuition for Employees
- Texas Enterprise Zone
- Texas Enterprise Fund
- Texas Military Preparedness Commission

### **Texas Workforce Commission**

- Skills for Veterans
- Skills Development Fund
- JET Grant Program

### **Texas Comptroller of Public Accounts**

- State Convention Center Hotel Incentive
- Texas Hotel Occupancy Tax Rebate
- Texas Sales And Use Tax Rebate

STRATEGIC PARTNERSHIPS

# STATE CONVENTION CENTER HOTEL INCENTIVE

PASO DEL NORTE

URBAN MARRIOTT

PLAZA HOTEL



OVER \$58 MILLION OF STATE MONIES LEVERAGED

# COMMUNITY ORGANIZATIONS

## **Borderplex Alliance**

- Industry Retention & Recruitment
- Regional Strategic Plan

## **County of El Paso**

- Chapter 381 Agreement
- Historic Preservation

## **Cd. Juarez & State of Chihuahua**

- Industry Retention & Recruitment
- Expediting Commerce & Trade
- Entrepreneurship & Innovation

## **Workforce Solutions Borderplex**

- Workforce Training
- Data Collection

## **Fort Bliss**

- Strategic Partnerships
- Infrastructure Improvement

## **UTEP/Texas Tech Medical School/MCA**

- Workforce Training
- Research & Development Commercialization
- Entrepreneurship & Innovation

## **ISDs/EPCC/Technical Schools**

- Workforce Training
- Entrepreneurship & Innovation

## **Utilities**

- Infrastructure Improvement
- Strategic Partnerships

## **CoWorking Spaces**

- Entrepreneurship & Innovation

## **Industry and Trade Associations**

- Strategic Partnerships
- Industry Retention & Recruitment

CREATIVE AND INNOVATIVE SOLUTIONS

# CONTINUE TO WIN

- Identify unique incentive ideas and best practices
- Amend policies to fit current market conditions (every two years)
  - Focus on the creation of career paths
- Build stronger partnerships with international, federal, state and local partners
  - Create master communities where you can live, work and play

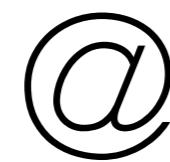


# THANK YOU

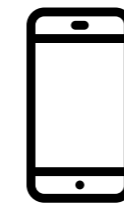
**Jessica Herrera**

Director, Economic and International Development

City 3 – 801 Texas 2<sup>nd</sup> floor



HERRERAJL@  
ELPASOTEXAS.GOV



915-212-1624



ELPASOTEXAS.GOV/  
ECONOMIC-DEVELOPMENT