

Vibrant Regional Economy

GOAL 1
Strong sustainable
ECONOMIC
DEVELOPMENT

GOAL 3
Promote the **VISUAL**
IMAGE of El Paso



GOALS 1+3
FY2021 BUDGET
PRESENTATION

GOAL 1

Aviation

Destination El Paso

**Economic
Development**

International Bridges

GOAL 3

**Planning and
Inspections**

Strategic Alignment

GOAL 1

- 1.1 Stabilize and Expand El Paso's Tax Base
- 1.2 Enhance Visitor Revenue Opportunities
- 1.3 Maximize Venue Efficiencies Through Revenue Growth and Control
- 1.4 Grow the Core Business of Air Transportation
- 1.5 Stimulate Economic Growth Through Transit Integration and cross border mobility, trade and tourism
- 1.6 Provide business friendly permitting and inspection processes

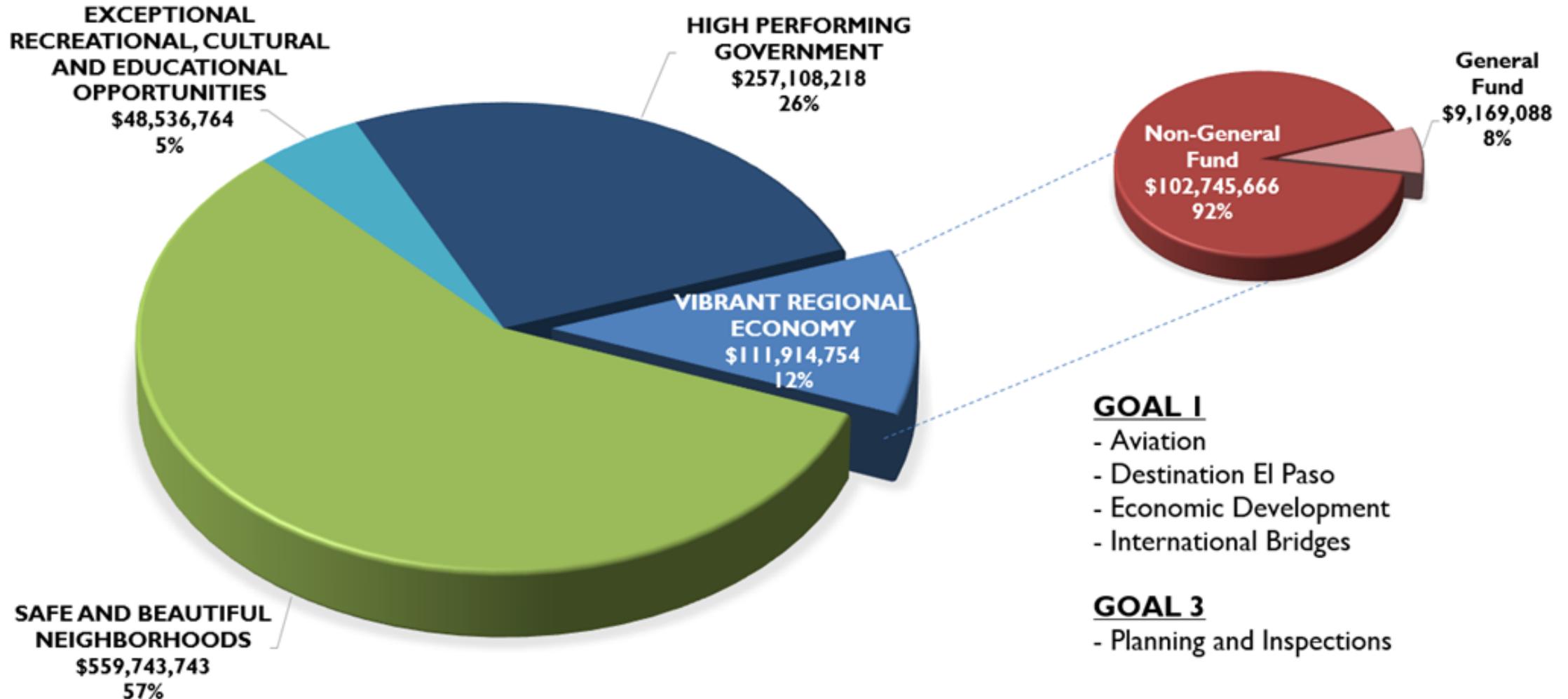
GOAL 3

- 3.1 Streamline Processes to Provide a Solid Foundation for Development
- 3.2 Improve the visual impression of the community (gateways, corridors, intersections, and parkland)
- 3.3 Set one standard for infrastructure across the city

VIBRANT REGIONAL ECONOMY

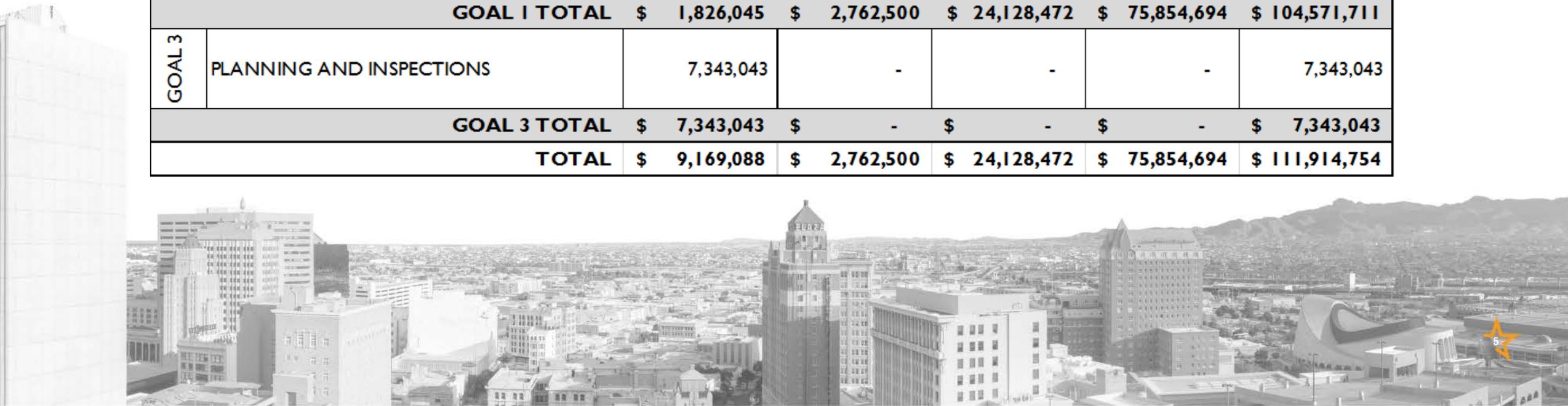


FY2021 All Funds Budget \$977,303,479



SOURCE OF FUNDING

DEPARTMENT		GF	NGF			ALL FUNDS
		GENERAL	CAPITAL PROJECTS	SPECIAL REVENUE	ENTERPRISE	
GOAL 1	AVIATION	-	-	-	52,084,448	52,084,448
	DESTINATION EL PASO	-	2,762,500	10,422,915	-	13,185,415
	ECONOMIC DEVELOPMENT	1,826,045	-	13,705,557	-	15,531,602
	INTERNATIONAL BRIDGES	-	-	-	23,770,246	23,770,246
GOAL 1 TOTAL		\$ 1,826,045	\$ 2,762,500	\$ 24,128,472	\$ 75,854,694	\$ 104,571,711
GOAL 3	PLANNING AND INSPECTIONS	7,343,043	-	-	-	7,343,043
GOAL 3 TOTAL		\$ 7,343,043	\$ -	\$ -	\$ -	\$ 7,343,043
TOTAL		\$ 9,169,088	\$ 2,762,500	\$ 24,128,472	\$ 75,854,694	\$ 111,914,754



Goal 1 & 3- PRIORITIES FOCUS for FY21



International Bridges Department

- ❖ Comprehensive capital improvement program adjustments to phasing and implementation
- ❖ Bridges Steering Committee continued coordination efforts
- ❖ Rider 44 - Project development and implementation
- ❖ Parking Steering Committee establishment
- ❖ Reconfiguration of SB lanes at Ysleta for added capacity and traffic management
- ❖ Enhance parking management strategies working in collaboration with Parking Steering Committee stakeholders

Planning and Inspections

- ❖ Implement project management to shepherd projects from start to finish
- ❖ Improve interdepartmental/intradepartmental coordination through weekly or monthly meetings
- ❖ Automation of online submittal for all application types

Goal 1 & 3- PRIORITIES FOCUS for FY21



Destination El Paso

- ❖ Continue to increase meeting and convention activity, featuring new downtown hotel development, with reduced HOT funding
- ❖ Marketing and advertising to drive hotel occupancy recovery
- ❖ Continue Convention Center capital improvements
- ❖ Restore venue operations while ensuring public health and safety

Economic Development

- ❖ Administer and manage CARES Funding for economic response + recovery programs
- ❖ Continue business retention, recruitment + expansion efforts to accelerate quality job growth + investment in our community
- ❖ Continue redevelopment efforts in key areas such as Downtown, the MCA + Cohen
- ❖ Focus on assistance to small businesses and associated economic recovery + rebuilding
- ❖ Continue binational collaboration for increased regional investment in + promotion



Goal 1 & 3- PRIORITIES FOCUS for FY21



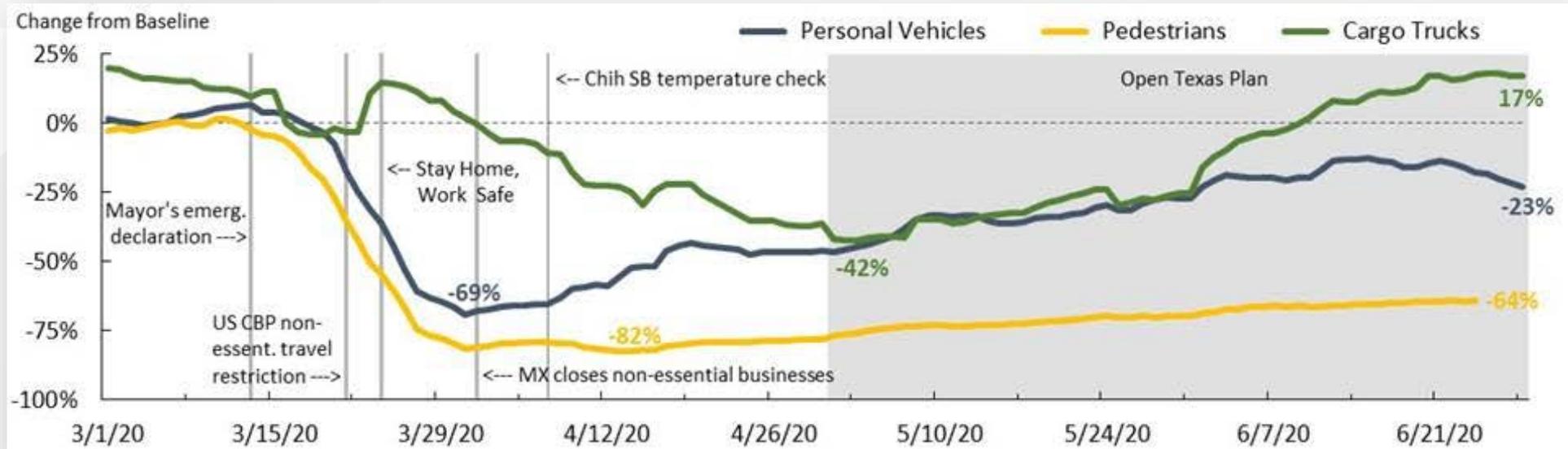
Aviation

- ❖ Analyze trends and data and communicate new opportunities with Airlines on a regular basis
- ❖ Continue Capital Improvement projects
- ❖ Marketing vacant land and facilities on airport property

Goal 1 & 3- KEY SERVICE IMPACTS

International Bridges Department

- ❖ Continue monitoring bridge crossings and reduced revenue due to travel restrictions and COVID-19 impacts
- ❖ Parking meter revenue reductions due to lower business activity and social distancing impacts



Source: City of El Paso International Bridges. Graph reflects a seven-days moving average. Last observation: June 28, 2020

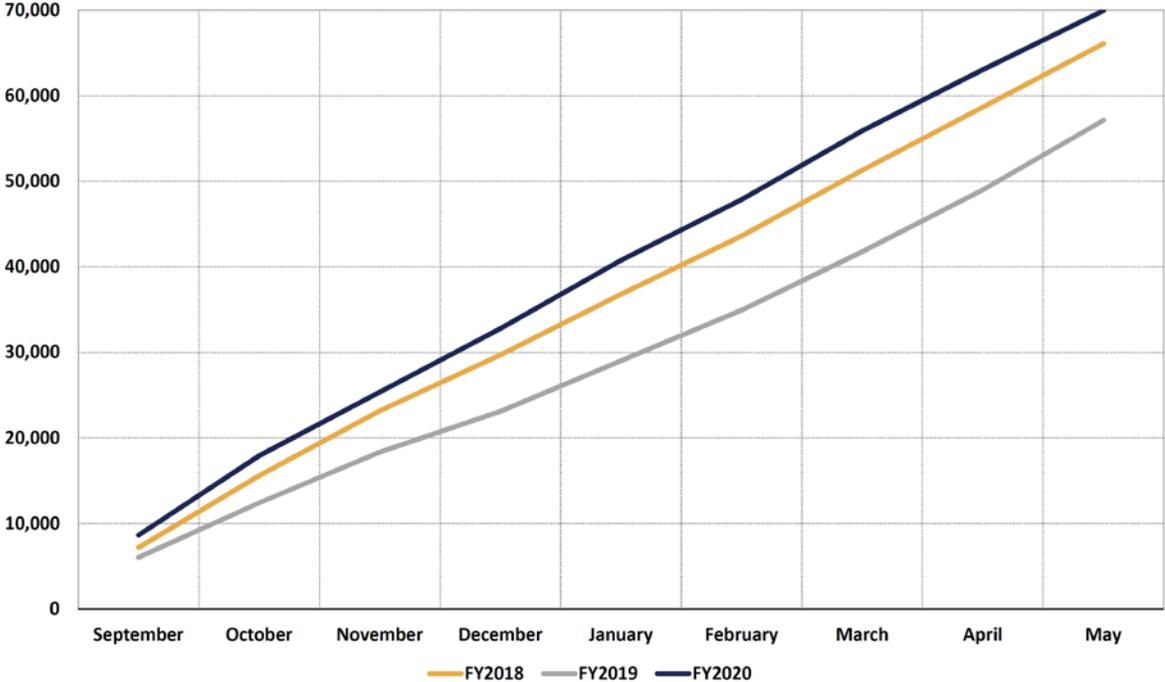
Goal 1 & 3- KEY SERVICE IMPACTS



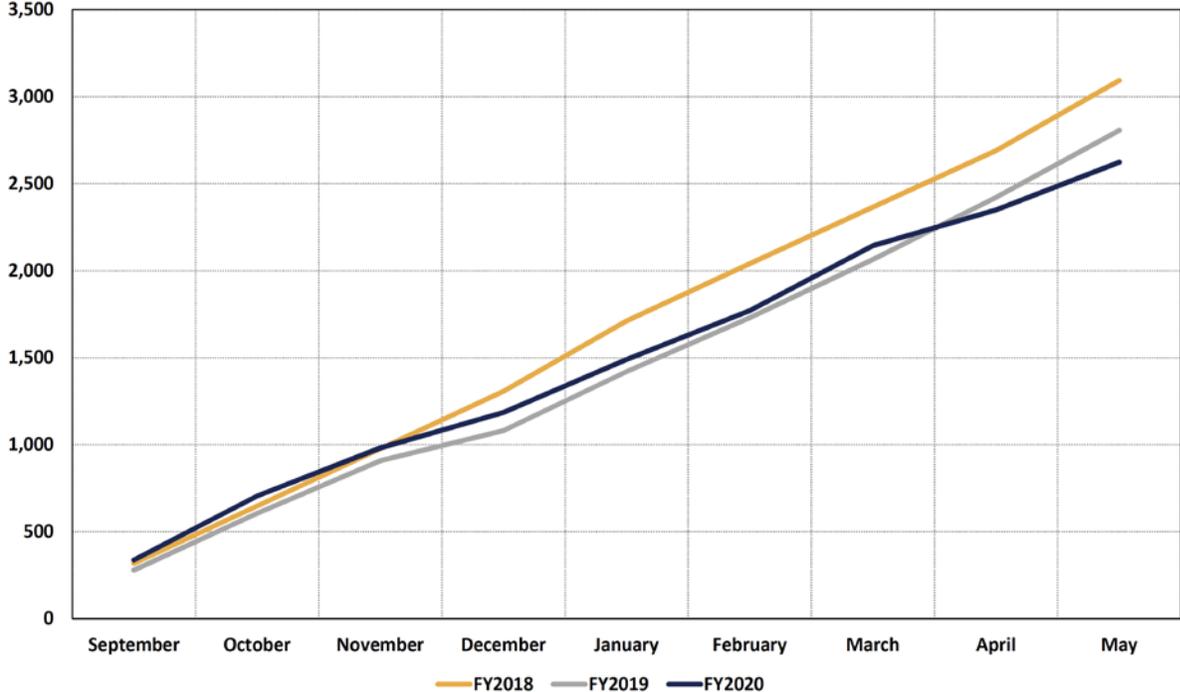
Planning and Inspections

❖ COVID-19 impacts on department functions relating to construction and business industries

Cumulative Inspections



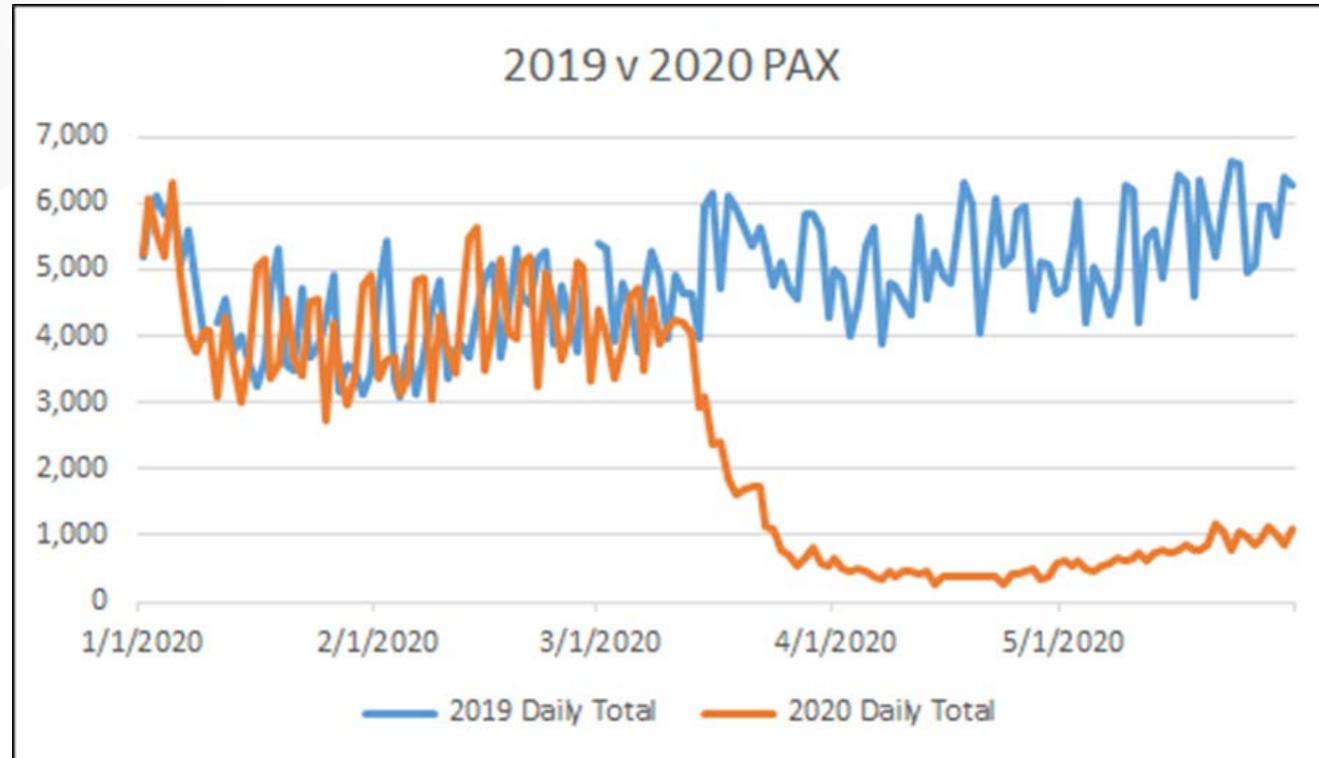
Cumulative Permits Submitted



Goal 1 & 3- KEY SERVICE IMPACTS

El Paso International Airport

- ❖ Reduction in passenger traffic resulted in reduced flights
- ❖ Reduced passenger traffic affected airport revenues from concession sales, car rentals, parking lot usage



Goal 1 & 3- KEY SERVICE IMPACTS

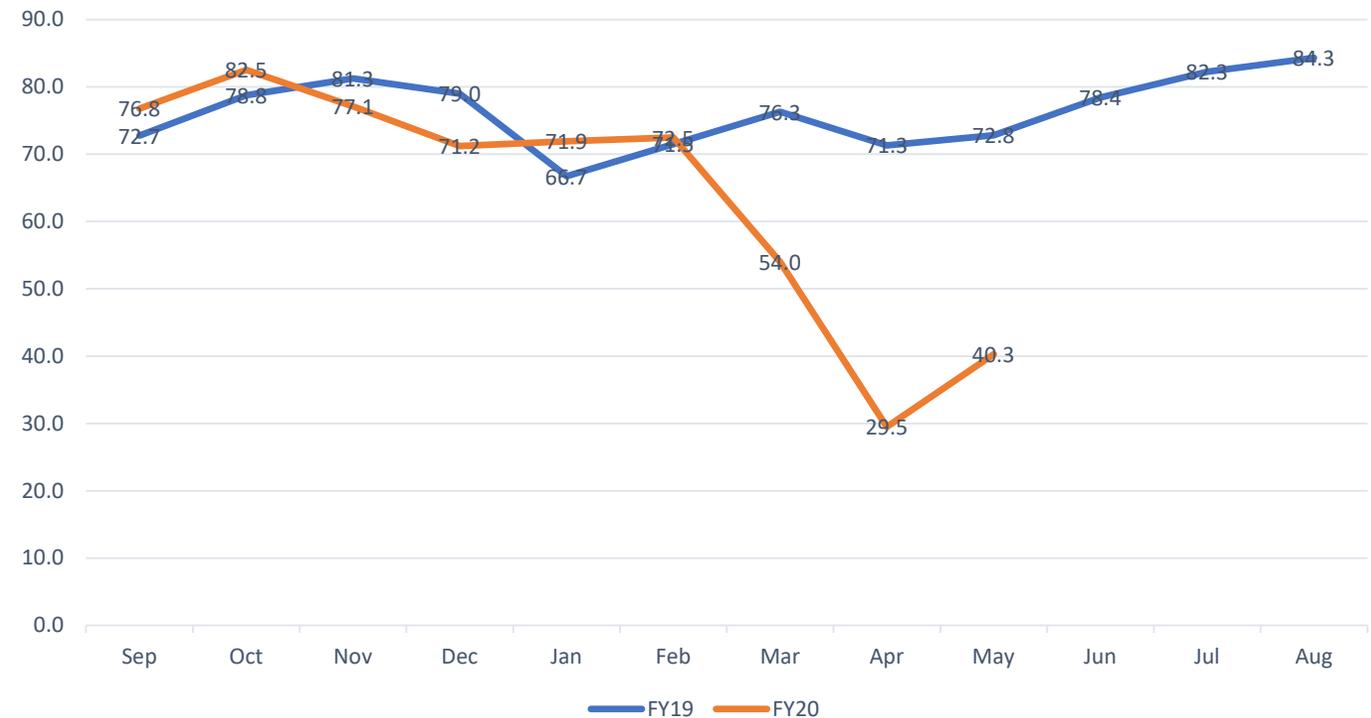


Destination El Paso

Public health concerns have reduced hotel occupancy and decreased overall HOT funding causing:

- ❖ Reduction in convention and meeting sales team
- ❖ Reduction in advertising and marketing for leisure and meeting/convention
- ❖ Reduction in workforce
- ❖ Reduction in operating support for venues and in-house event production

Hotel Occupancy



Goal 1 & 3- KEY SERVICE IMPACTS

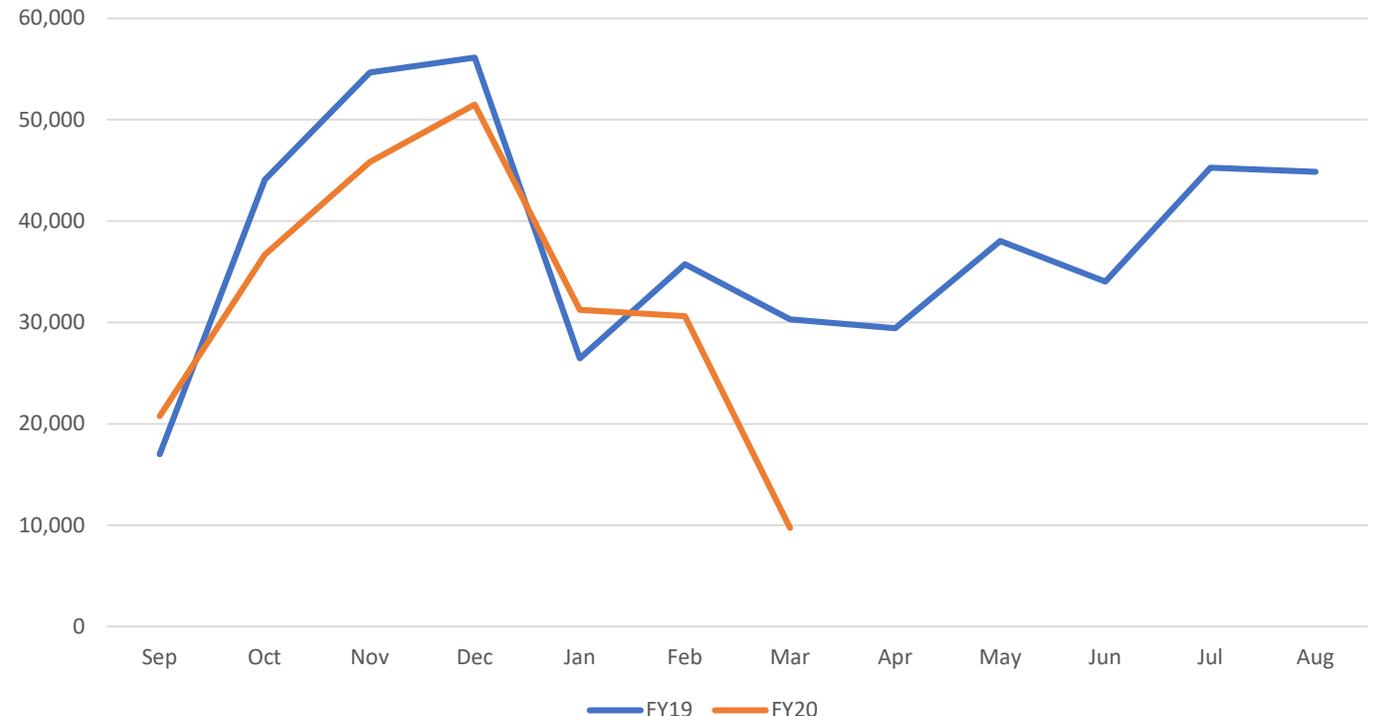


Destination El Paso

Public health restrictions on events and large gatherings has led to:

- ❖ Uncertainty in event booking, national touring and ticket buying
- ❖ Event cancelation and postponements
- ❖ Reduced venue revenues, operations and workforce

Venue Attendance



Goal 1 & 3- KEY SERVICE IMPACTS



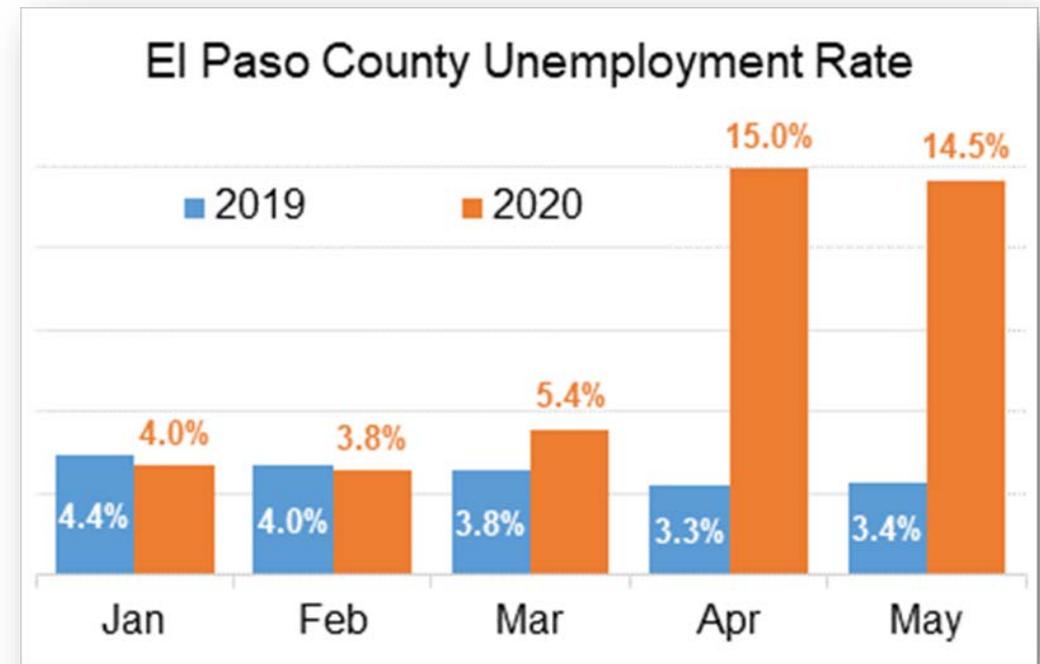
Economic Development

Due to economic downturn there have been:

- ❖ Reduction in revenue streams critical for economic development agreements
- ❖ Business concerns on uncertainty from border closures and supply chain impacts
- ❖ Delayed expansion(s) of potential investment + redevelopment opportunities
- ❖ Business closures (small businesses are most vulnerable)

Public health restrictions on travel, events and large gatherings have led to:

- ❖ Uncertainty in corporate travel and site visits
- ❖ Trade Show(s), Industry Conferences cancelation and postponements



Source: Texas Workforce Commission

MAJOR VARIANCES

Goal 1

- ❖ **Aviation** – Decrease due to vacant staffing reductions, major reduction in capital spending and operating expenditures.
- ❖ **Destination El Paso** – Decrease in event related operating expenses due to event cancellation and postponements
- ❖ **Economic Development** – Decrease due to vacant staffing reductions
- ❖ **International Bridges** – P3 CIP project reductions; Operations reduction in management consulting and promotional services and vacant staffing reductions.

Goal 3

- ❖ **Planning and Inspections** – Decrease due to vacant staffing reductions



EXPENSES- GENERAL FUND

DEPARTMENT		FY 2020 ADJUSTED	FY 2021 PRELIMINARY	VARIANCE	PERCENT
GOAL I	ECONOMIC DEVELOPMENT	1,867,069	1,826,045	(41,024)	-2.2%
GOAL I TOTAL		\$ 1,867,069	\$ 1,826,045	\$ (41,024)	-2.2%
GOAL 3	PLANNING AND INSPECTIONS	7,639,576	7,343,043	(296,533)	-3.9%
GOAL 3 TOTAL		\$ 7,639,576	\$ 7,343,043	\$ (296,533)	-3.9%
TOTAL GENERAL FUND		\$ 9,506,645	\$ 9,169,088	\$ (337,557)	-3.6%

¹ Unfunded 2 vacant FTEs

² Unfunded 14 vacant FTEs



EXPENSES- GENERAL FUND

CATEGORY	FY 2020 ADJUSTED	FY 2021 PRELIMINARY	VARIANCE	PERCENT	
Personal Services	8,679,394	8,209,191	(470,203)	-5.4%	1
Contractual Services	426,960	398,947	(28,013)	-6.6%	2
Materials And Supplies	121,290	287,106	165,816	136.7%	3
Operating Expenditures	147,602	142,445	(5,157)	-3.5%	4
Other Uses	131,399	131,399	-	0.0%	
TOTAL EXPENDITURES	\$ 9,506,645	\$ 9,169,088	\$ (337,557)	-3.6%	

¹ Unfunded 14 Planning and Inspections vacant FTEs

²⁻⁴ Economic Development reallocation for one-time purchase of minor capital.



EXPENSES- NON GENERAL FUND

CATEGORY		FY 2020	FY 2021	VARIANCE	PERCENT	
		ADOPTED	PRELIMINARY			
GOAL I	AVIATION	64,047,890	52,084,448	(11,963,442)	-18.7%	1
	DESTINATION EL PASO	17,462,121	13,185,415	(4,276,706)	-24.5%	2
	ECONOMIC DEVELOPMENT	18,886,783	13,705,557	(5,181,226)	-27.4%	3
	INTERNATIONAL BRIDGES	24,078,203	23,770,246	(307,957)	-1.3%	4
GOAL I TOTAL		\$ 124,474,997	\$ 102,745,666	\$ (21,729,331)	-17.5%	
TOTAL NON GENERAL FUND		\$ 124,474,997	\$ 102,745,666	\$ (21,729,331)	-17.5%	

¹ Decrease in capital spending, operating expenditures, deletion of 6 FTEs

² Decrease in event related operating expenses due to event cancellation and postponements

³ Reduction in economic incentive agreement payments

⁴ Unfunded 7.25 FTE's and reduced operating expenses due to COVID-19 impact to bridge crossings

EXPENSES- NON GENERAL FUND

CATEGORY	FY 2020 ADOPTED	FY 2021 PRELIMINARY	VARIANCE	PERCENT	
Personal Services	30,012,363	26,960,503	(3,051,859)	-10.2%	1
Contractual Services	36,173,718	26,652,376	(9,521,341)	-26.3%	2
Materials And Supplies	3,940,111	3,371,906	(568,205)	-14.4%	3
Operating Expenditures	7,149,830	6,857,730	(292,100)	-4.1%	
Non-Operating Expenditures	11,667,742	11,266,471	(401,271)	-3.4%	
Other Uses	30,401,844	24,706,358	(5,695,486)	-18.7%	4
Capital Outlay	5,129,389	2,930,321	(2,199,068)	-42.9%	5
TOTAL EXPENDITURES	\$ 124,474,997	\$ 102,745,666	\$ (21,729,331)	-17.5%	

¹ Impact of staffing reductions primarily in Destination El Paso

² P3 CIP project reductions; Operations reduction in management consulting and promotional services

³ Decrease in various accounts for Aviation

⁴ Removed transfer to fund balance for Aviation

⁵ Decrease in transfer to capital funds for DEP and Aviation

STAFFING- ALL FUNDS

DEPARTMENT	FY 2020 ADOPTED	FY 2021 PRELIMINARY	VARIANCE
Aviation	228.60	222.60	-6.00
Economic Development	15.00	15.00	0.00
International Bridges	68.00	69.00	1.00
GOAL 1	311.60	306.60	-5.00
Planning and Inspections	123.00	123.00	0.00
GOAL 3	123.00	123.00	0.00
FTE TOTAL	434.60	429.60	-5.00

1

2

¹ Deletion of 6 vacant FTEs

² Added 1 Economist during FY 2020 (unfunded)

Vibrant Regional Economy

Goals 1+3

Safe + Beautiful Neighborhoods

Goals 2,7+8

Recreational, Cultural + Educational Opportunities

Goal 4

High Performing Government

Goals 5+6

Vision Block



Strategic Goals



Departments (*organizational alignment*)

Vibrant Regional Economy

GOAL 1

**Strong sustainable ECONOMIC
DEVELOPMENT**

GOAL 3

Promote the VISUAL IMAGE of El Paso

**AVIATION + DESTINATION EL PASO + ECONOMIC
DEVELOPMENT + INTERNATIONAL BRIDGES +
PLANNING & INSPECTIONS**

GOAL 1 & 3- KEY ACCOMPLISHMENTS



Landscaping and Architectural Lighting Project Completed
Including public art, fitness area and safe access to local businesses and hotels

Launched Parking App, with real time street parking availability-**first of its kind** in the U.S.



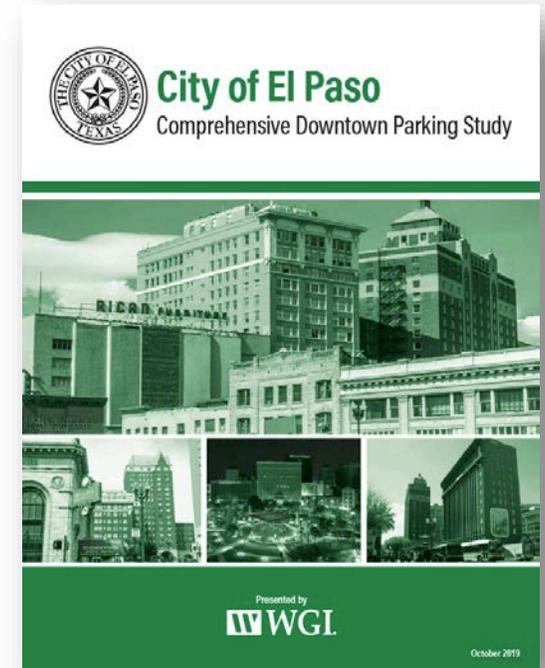
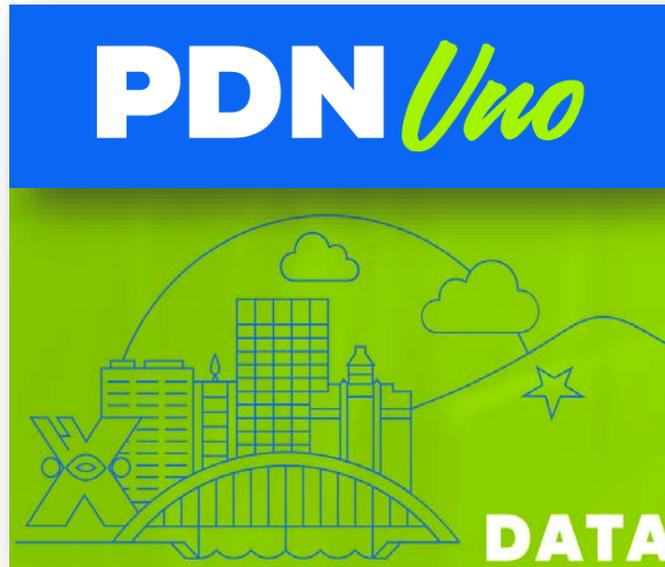
2020 Smart 50 Award by Smart Cities Connect Conference and Expo for the Park 915 App

GOAL 1 & 3- KEY ACCOMPLISHMENTS



Implementation of cross-border survey for personal vehicles and pedestrians to quantify crossers' social and expenditure activities

PDNUno.com enhancements to provide better information and timely border crossing data to bridge users



Comprehensive Downtown Parking Study Completed

GOAL 1 & 3- KEY ACCOMPLISHMENTS



Launched a web-based training platform for front line hospitality staff and tourism industry. 15 modules currently can be expanded to include city training sessions.

500+ registered to date.

Calendar year 2019
Hotel Revenue
\$215.4M
10% increase over
2018



Completed Phase I of Convention Center's renovation project (new carpet and paint)

New Café in Convention Center.



GOAL 1 & 3- KEY ACCOMPLISHMENTS



Learn. Share. Connect.

El Paso selected to host
The Alliance for
Performance Excellence,
Fall Baldrige Conference
in 2021.

Attendance: 300

Total Room Nights: 600

Econ. Impact: \$183,359



Received National Award for
Destination Promotion video:
“A City Reborn”



ADRIAN AWARDS

**Texas
Society of
Architects**

El Paso selected to host
the 2022 Texas Society
of Architects Annual
Design Expo.

Attendance: 2000

Total Room Nights: 1,400

Econ. Impact: \$2.7Million

GOAL 1 & 3- KEY ACCOMPLISHMENTS



Out of Market Advertising Campaign amidst COVID-19

Developed new leisure video campaign 'This is El Paso'

8 new videos highlighting:

Art, Cycling, Hiking, Zoo, Aquatics,
Family, Small Business

Updated video campaign for Meetings/Convention (M/C)

Messaging: affordability, incentives and uniqueness

Meetings video showcasing new hotels, outdoors, walkable downtown

Paid Marketing Resumed June

Target drive markets for leisure: Texas, NM, AZ

Target markets for M/C: State and National Associations

KNOW BEFORE YOU GO: COVID-19 IMPORTANT INFORMATION - READ MORE

Visit EL PASO Explore Events MEETING PLANNERS FILM MEDIA BLOG ESPAÑOL

WELCOME TO THE SUN CITY

A New View of El Paso

RENOVATED MEETING CENTERS, MORE HOTELS, NEW RESTAURANTS AND BARS
EL PASO HAS BEEN REVITALIZED TO ACCOMMODATE YOUR GREATEST EVENTS

MORE SPACE
There's Plenty of Room
Downtown hotel inventory has doubled. More options mean competitive rates.

MORE FUN
The Selfie City
There's plenty for your team to do while they're here. And the views make for the perfect backdrop.

EXPECT MORE
Plan & Please
Don't worry about finding a great place to stay. El Paso has plenty of 5-star experiences.



GOAL 1 & 3- KEY ACCOMPLISHMENTS



6 New Agreements
\$14.8 Million in Investment
1,000 Jobs Created & Retained

(September 2019 – June 2020)



Hosted 2nd Binational Border Tech Conference with the State of Chihuahua and Ciudad Juarez. **10,000 attendees and 100 exhibits.** Government Industry and Educational Institutions from across the region. Showcasing advanced manufacturing and digital transformation.



Project Spotlight: Trinity

Coming Winter 2021

Adaptive reuse of existing downtown office building on streetcar route.

80 new market-rate units
extended outdoor event space
\$12 million investment



GOAL 1 & 3- KEY ACCOMPLISHMENTS



Formed Binational Border Relations Committee in El Paso Texas and Ciudad Juarez.

Joint effort to launch BPX app showcasing regional restaurants and hospitality industry across the region.

Joined forces with State and local workforce board to **provide matching training dollars** up to \$150,000 for local employers to improve competitiveness in information technology market



USMCA signed into law Jan. 2020

First Binational City/County Delegation visit to Mexico City.

Goal is to streamline efforts to coordinate with Mexican counterparts on potential partnerships and joint funding opportunities.

GOAL 1 & 3- KEY ACCOMPLISHMENTS



Our People Make the Difference -
Enhanced training resulted in increase of **7 staff** receiving professional certifications

Client centered approach:

Resolution of permitting issues through:

- Dedicated ombudsman
- Mandatory pre-submittal meetings
- Developers Focus Group

Process improvements to:

El Paso Electric
El Paso Water
Streets and Maintenance
TxDOT



667 commercial permits issued (excluding trade permits) with a **valuation of \$461.9M (FY to date)**

Over 1,380 new residential permits issued with a valuation of **\$344.5M (FY to date)**

COVID-19 Response & Recovery



Implemented operational adjustments and scheduling changes commensurate with reduced border crossings and to promote social distancing



Adjustments to EPPD traffic control schedules at all ports of entry (currently reduced to Ysleta Cargo only)

Private-Public-Partnership with U.S. Customs and Border Protection

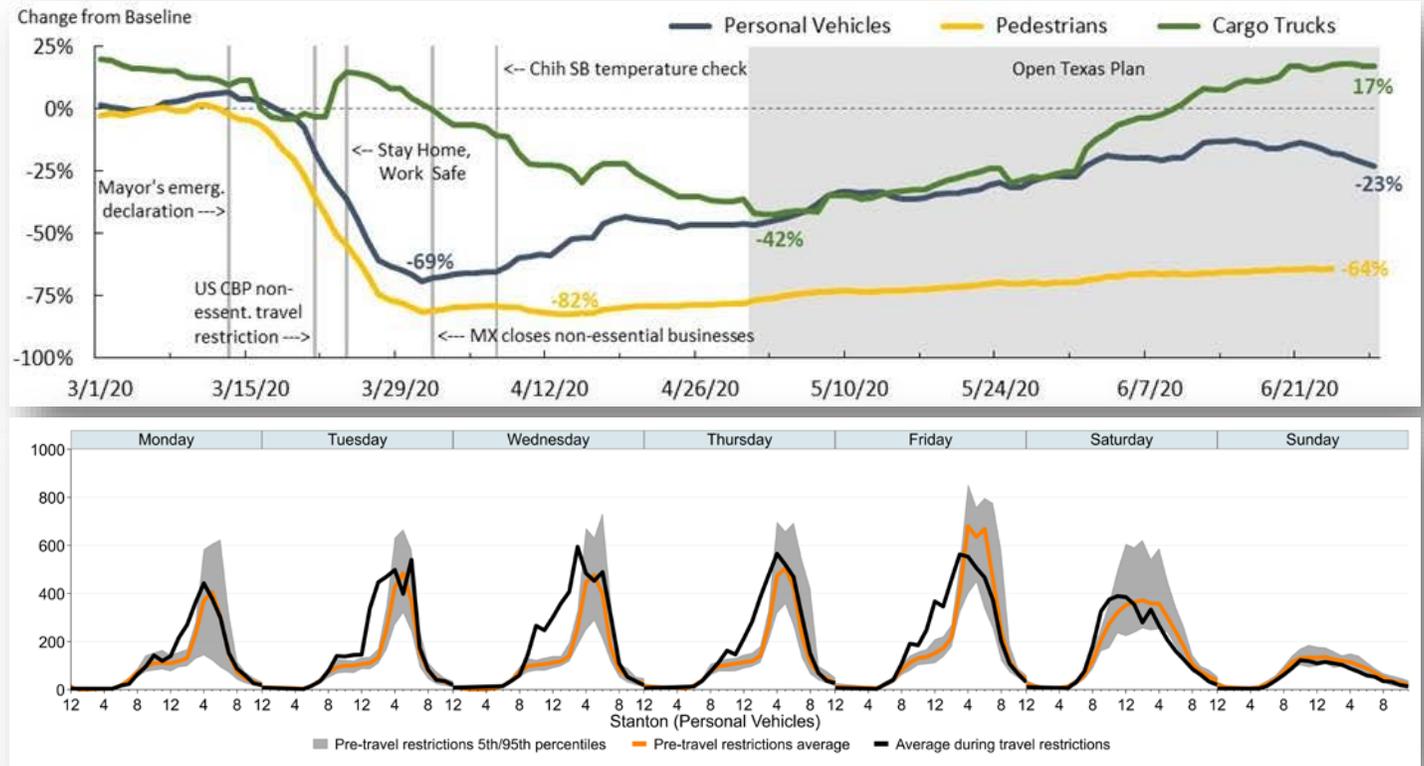


Able to immediately respond to changes in traffic patterns and work with CBP and Bridges Steering Committee stakeholders to make adjustments to P3 hours

COVID-19 Response & Recovery



Amended Emergency Ordinance to allow for parking meters to be bagged and reserved at restaurant locations to allow for curbside pickup



Supporting COVID-19-related efforts with data analysis and dashboards on current pandemic conditions and data trends of the overall regional economy

COVID-19 Response & Recovery



Balance of
\$3,126,569
can be used in FY2021

Obtained CARES
Funding to cover debt
service and operating
expenses



Implemented numerous
safety, sanitation,
informational measures
to restore passenger
confidence



Implemented
operational adjustments
and scheduling changes
to reduce exposure for
essential staff

COVID-19 Economic Response & Recovery



Local Campaign



Target: Locals and drivable markets
Social Media Channels
Promoting El Paso's Best

Promotion: Create and produced short videos of local business who have pivoted their service offering during COVID-19.

Featured businesses:

Proper Printshop, Rent a UTV, Aurelia's, Collectibles, Laura Swanson Photography and Mas y Menos Mom's Fresh Juice, Ripe Eatery, Create Art Studio, Union Plaza Bodega

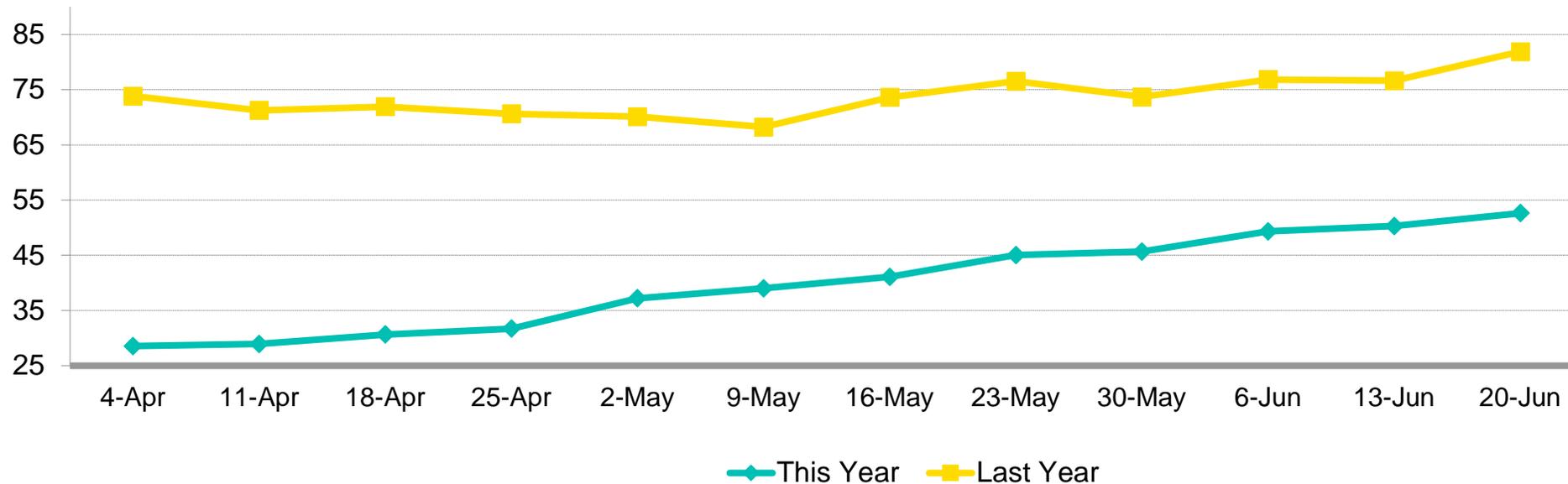


COVID-19 Economic Response & Recovery

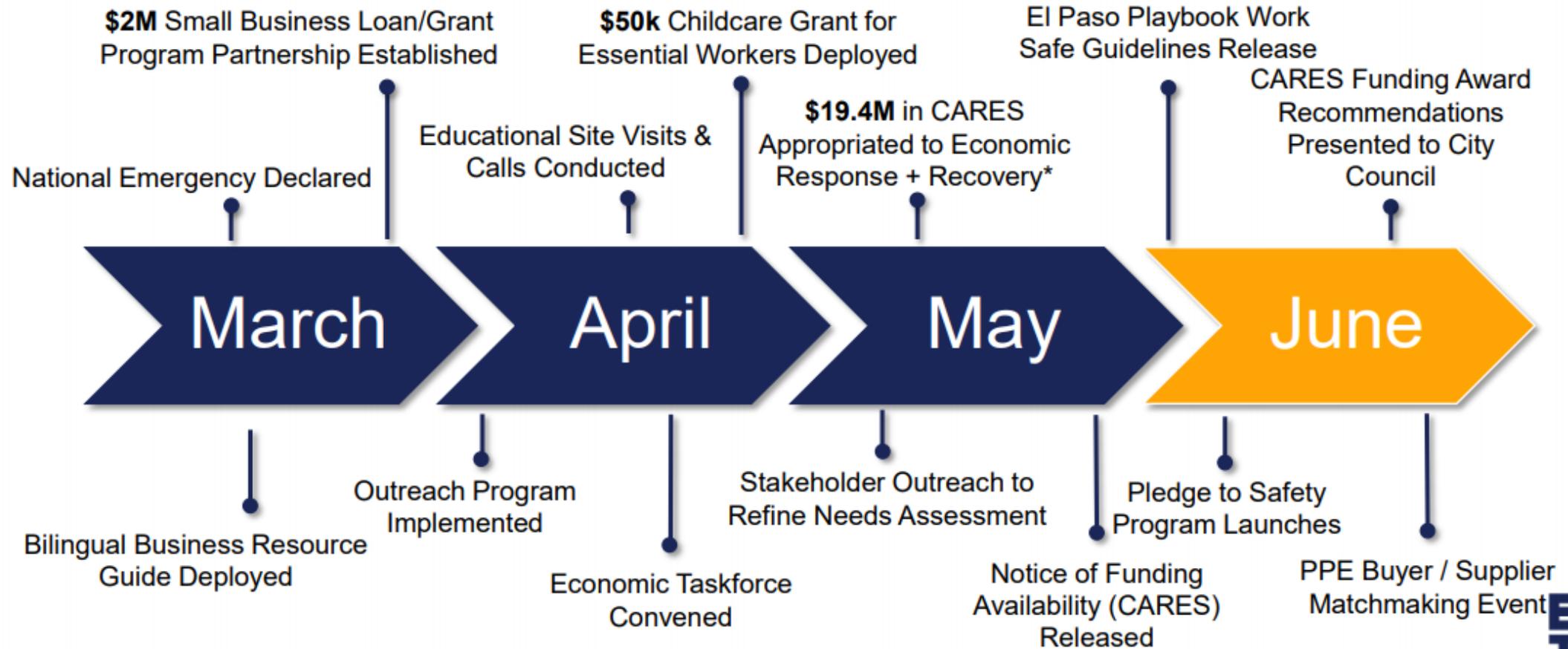


Hotel Occupancy has increased each week April 3 – June 20

Weekly Occ (%) - Apr 04, 2020 to Jun 20, 2020



COVID-19 Economic Response & Recovery



*\$1 million in CARES funding originally allocated to Community Response and Recovery Programs targeting independent contractors has now been grouped with Economic Response and Recovery.



COVID-19 Economic Response & Recovery



Voluntary program intended to **educate + celebrate** businesses going above and beyond to protect their employees and customers. To date, **58 businesses** have taken the pledge.

Working with UTHealth to **promote a multi-series webinar** on returning to work safely. Series is tailored to industry sectors and key topics such as employee mental health during the COVID-19 pandemic.



PPE SUPPLIER MATCHMAKING EVENT

Partnership with Purchasing & Strategic Sourcing to put on a **PPE B2B Supplier/Buyer Matchmaking Event on June 25th**. Event goal is increasing local business access to PPE.

Developed and maintaining **work safe guidelines for businesses** in various industry sectors and workplace environments. Guidelines follow StrikeForce Texas guidelines and expand on additional local health orders.



Goal 1 & 3 - REIMAGINE

International Bridges Department

- International Bridges comprehensive capital improvement program projects and phasing adjustments and P3 program implementation
- Parking meter services in times of social distancing
- Enhanced safety measures and PPE provided to all toll collections, money room and parking meter staff

Planning and Inspections

- Explore and leverage new virtual technology on a long-term basis to provide flexible offerings of services

El Paso International Airport

- Identify new touchless technology to enhance passenger experience and minimize risks of contracting COVID-19
- Explore new land uses and business opportunity to diversify revenue streams as additional sources of income

Destination El Paso

- Continue master planning for convention center complex expansion based on market demand, following recovery from COVID-19

Goal 1 & 3 - REIMAGINE

Economic Development

- Explore and leverage digital and virtual technology platforms on a long-term basis to provide creative ways to continue to engage with business and prospective client opportunities
- Partner with Destination El Paso and other entities to host virtual sales missions, familiarization tours (FAM tours), digital marketing opportunities to continue to highlight our region
- Collaborate with County and other partners on a Remote Hiring Program that is aligned with our targeted industry sectors to encourage relocation to our region

GOAL 1 & 3- FY21 Key Deliverables



Strategy link

Grow the core business of air transportation

Expand Airport Development

- Continue to work with our Airline partners to re-establish air service for our community
- Identify opportunities for new or expanded routes and present business cases to Airlines
- Present business cases to U.S. and Mexican Air Carriers for international flights to Mexico
- Market non-aviation development opportunities and partner in business development efforts lead by Economic Development and Borderplex

Stimulate economic growth through cross border mobility, trade, and tourism

- Continued efforts by International Bridges to complete land surveys and inter-governmental agreements at POEs with U.S. General Services Administration and U.S. Customs and Border Protection
- Rider 44 - Upgrade of toll collections systems, dynamic message signs, traffic cameras, traffic counters and wait time collection devices at Ysleta-Zaragoza and Bridge of the Americas POEs

GOAL 1 & 3- FY21 Key Deliverables



Strategy link

Enhance visitor revenue opportunities

- Regain strong Hotel Occupancy at 65% or greater to lead Texas
- Reconfirm postponed or cancelled business for future years
- Schedule FAMs (3) and site visits to spur convention activity and introduce planners to new downtown hotels, Hotel Paso del Norte and Plaza Hotel
- Reinitiate travel writer FAMs and site visits to regain earned media exposure

Maximize venue efficiencies through revenue growth and control

- Provide the highest levels of cleanliness and safety while inspiring customer confidence post COVID -19
- Convention Center Refresh Project – Phase II
 - Restroom Modernization
 - Exhibition Hall Lighting and Control Upgrade
 - Energy Efficiency Lamp Replacement

GOAL 1 & 3- FY21 Key Deliverables



Strategy link

Stabilize and expand El Paso's tax base

- Activate targeted (re)development areas including **Cohen, Airport, MCA, Metro 31**
- Continue **expanding Downtown revitalization efforts** to increase density with a focus on residential units, office space and mixed-use.
- Identify and implement plans for **areas of partnership with other partner organizations** i.e. County, ISD's (e.g. implement EPISD approved Chapter 313 policy)
- Continue aligning and implementing incentive policies with a **focused strategy to attract and retain investment opportunities** across key industry sectors i.e. advanced manufacturing and enhance the supply chain
- Develop and implement a **small business recovery plan**

GOAL 1 & 3- FY21 Key Deliverables



Strategy link

Streamline processes to provide a solid foundation for development

- **Align** fees with cost of services to all development types
- **Finalize Lean Six Sigma project for Tenant Improvements** on permitting and inspections process
- **Complete amendments to Historic provisions in Title 20** to streamline process and align with City's Strategic Plan
- **Provide training** to City Plan Commission, Zoning Board of Adjustment, and Historic Landmark Commission on topics such as current trends in planning and construction

Provide business-friendly permitting and inspection process

- **Inform development community** on development processes and procedures through expanded instructional videos
- **Create dashboard** to highlight Planning and Inspections data related to construction industry
- **Update department website** to provide clear and precise information
- **Promote project management** to assist customer to identify key development issues

Strategic Objectives (Year One):

International Bridges

- International Bridges comprehensive capital improvement program projects and phasing adjustments and P3 program implementation
- Initial round of Parking Steering Committee recommendations for review and adoption

Aviation

- Re-establish routes lost due to COVID-19
- Identify opportunities for new or expanded routes and present business cases to Airlines
- Present business cases to U.S. and Mexican Air Carriers for international flights to Mexico
- Market non-aviation development opportunities and partner in business development efforts lead by Economic Development and Borderplex

Destination El Paso

- Promote El Paso's unique identity and offerings through 'This is El Paso' campaign
- Restore hotel occupancy lost due to COVID-19
- Restore venue event activity and attendance levels lost due to COVID-19

Strategic Objectives (Year One):

ED

- Continue to partner with County, Workforce, ISDs, Borderplex and other stakeholders on Business Retention, Recruitment, and Expansion efforts to increase jobs and investment
- Support, centralize, and link resources for small business owners via marketing and communication tools and platforms
- Leverage opportunities for nearshoring and present business case to targeted companies and suppliers to expand (I.e. Automotive, Aerospace & Defense, Advanced Manufacturing)

Planning and Inspections

- Implement additional procedures for renewal of expired license fees
- Maintain and expand partnerships with external stakeholders to improve development process and customer service

GOAL 1 & 3- WHAT WE WILL ACCOMPLISH



Planning and Inspections

Continue a customer centered and solution-oriented approach with the development community, Homebuilder's Association, and other departments/organizations



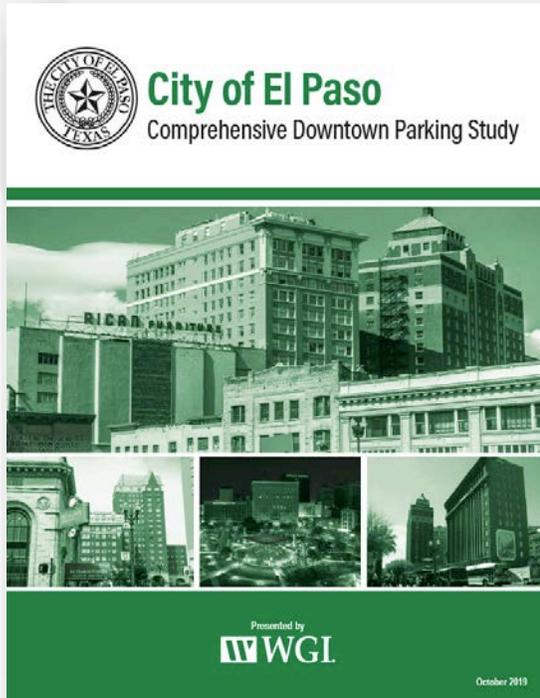
GOAL 1 & 3- WHAT WE WILL ACCOMPLISH



International Bridges Department

Continue strengthening relationships and pursuing future improvement projects with Bridges Steering Committee to facilitate the movement of goods and people across the border

Establish new Parking Steering Committee and work on implementing recommendations from Comprehensive Downtown Parking Study



GOAL 1 & 3- WHAT WE WILL ACCOMPLISH

El Paso International Airport



Build Passenger Confidence in response to COVID19 through

- Enhanced cleaning efforts and technology
- Work with partners to promote messages and initiatives

Innovate and re-define the air travel experience for passengers through

- Improved technology for passengers
- New community-based events and promotions
- New partnerships and collaboration with community organizations



Expand Airport revenue through

- Non-aeronautical land use and leasing opportunities
- New terminal concession opportunities

GOAL 1 & 3- WHAT WE WILL ACCOMPLISH

Destination El Paso

Rebuild consumer and event promoter confidence to restore lost event activity due to COVID-19

Increase meeting, convention and group business leads and bookings featuring new hotels, convention center improvements and attractions



GOAL 1 & 3- WHAT WE WILL ACCOMPLISH



Economic Development

Build Business & Consumer Confidence in response to COVID19 through

- Work with business to continue implementing work-safe guidelines
- Work with regional partners to promote messages and initiatives taken

Innovate and elevate our region on multiple platforms

- Host virtual site visits and familiarization tours
- Leverage media outlets, digital platforms, travel riders to showcase our region

Expand partnerships for continued investment

- Market non-aviation land use and other city-owned real estate available for public/private partnerships
- Collaborate with ISDs and educational institutions for training workforce to upskill and reskill, Ch. 313 incentive participation, and other tools to leverage opportunities for continued investment
- Collaborate with real estate and development community on reimagining development projects post COVID –19



Questions

GOAL 1 + 3
*FY2021 BUDGET
PRESENTATION*