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**NEWS
RELEASE**

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El Paso City Council Approves Amendments to Propel Sunset Amphitheater Project Forward

EL PASO, Texas—In a continued effort to transform Cohen area into a vibrant regional destination, the El Paso City Council approved amendments to its public-private partnership with Venu Holding Corporation (“VENU”) (Formerly Notes Live).

The updated agreement strengthens investment, adds local hiring priorities, and expands the future home of the 12,500-seat Sunset Amphitheater.

Key updates to the Chapter 380 Economic Development Agreement and Contract of Sale include:

- Increasing the minimum private investment to \$100 million
- Expanding the development site from 17 to 20 acres, allowing for enhanced design flexibility and more dynamic year-round activation of the space
- Adding an “El Paso First” clause to prioritize local hiring and procurement
- Streamlining terms for land transfer, parking access, and development coordination

To support the project, the City has approved a \$31.5 million performance-based incentive package that uses no property tax revenues.

“This project reflects the vision and persistence of Northeast residents who have long asked for meaningful investment in our part of the city,” said City Representative Cynthia Boyar Trejo. “I’m proud to have led the effort to remove the First Right of Refusal clause, ensuring the agreement stays focused on the Sunset Amphitheater and the future of the Northeast. This is just the beginning of what’s possible for our community.”

The package includes a forgivable development note from the Texas Economic Development Fund, tax rebates through TIRZ #11, waived permitting fees, and construction-related sales tax rebates. The transfer of City-owned land is also contingent on the developer meeting clearly defined performance milestones.

“This project is about delivering the quality of life our residents deserve,” said City Manager Dionne Mack. “By partnering with a top-tier developer and focusing on private investment, we’re building something that will serve El Pasoans year-round—through entertainment, jobs, and renewed energy in one of our city’s most vital corridors. This is a bold step toward ensuring that every part of our city shares in El Paso’s growth and opportunity.”

Set to open in 2026, the Sunset Amphitheater will host at least 40 shows per year. With more than \$100 million in capital investment and a projected \$5.4 billion economic impact, the project is expected to support 2,000 jobs annually and become a cornerstone of the revitalized Cohen Entertainment District.

For more information on the City’s Economic and International Development initiatives, visit ElPasoTexas.gov/economic-development.

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