



Board Appointment Form

City Clerk's Office

Appointing Office	Art Fierro, District 6
Agenda Placement	Consent
Date of Council Meeting	09/16/25
Name of Board	Greater El Paso Civic, Convention and Tourism Advisory Board
Agenda Posting Language	
Re-appointment of Bernie Olivas to the Greater El Paso Civic, Convention and Tourism Advisory Board by Representative Art Fierro, District 6.	
Appointment Type	Regular
Member Qualifications	
Please see resume.	
Nominee Name	Bernie Olivas
Nominee Email Address	
Nominee Residential Address	
Nominee Primary Phone Number	
Residing District	District 8
City Employed Relatives	No
Board Membership	
Greater El Paso Civic, Convention and Tourism Advisory Board	
Real estate owned in El Paso County	
Previous Appointee	Bernie Olivas
Reason for Vacancy	Term Expired
Date of Appointment	09/16/25
Term Begins On	05/28/25
Term Expires On	05/27/27
Term	First Term

**Bernie Olivas, Executive Director
Sun Bowl Association**

Bernie Olivas, a native El Pasoan, has developed a love and a passion for his work like no other. Olivas is the executive director of the Sun Bowl Association, a position that he has held since September 10, 2001.

Olivas oversees 16 different special events in El Paso, including the Tony the Tiger Sun Bowl, WestStar Don Haskins Sun Bowl Invitational, the Sun Bowl Flag Football Tournament, the Sun Bowl Fan Fiesta, and other events as the Cheer Camp, Basketball Skills Camp, the Fine Arts Symposium, and the Sun Bowl Art Exhibit.

The Sun Bowl Association produces the largest economic impact in El Paso for a single event in the city with the annual Sun Bowl football game. It is estimated that up to \$25 million in economic impact is felt within El Paso and Southern New Mexico from the game that takes place during the last week of the calendar year.

Since becoming executive director, Olivas has helped secure sponsorship changes for several events. He was instrumental in the current sponsorship agreements with Kellogg's, as well as with Hyundai Motor America, Helen of Troy, makers of Brut and Vitalis, WestStar, and Academy Sports and Outdoors. He also helped secure the Sun Bowl's television contract extension through 2030, making the relationship between the Sun Bowl and CBS the longest in college bowl game history.

Olivas, a Sun Bowl volunteer for over 18 years, served as the 2000 Sun Bowl Association President — the 66th president in Sun Bowl history. His involvement with the Sun Bowl began in 1983, when he joined one of the team host committees, and he was named to the Sun Bowl Board of Directors in 1992. He was also named to the football selection committee, of which he is still a member. He was inducted into the El Paso Athletic Hall of Fame in 2011, in the Coach/Administrator Category.

Prior to joining the Sun Bowl Association full-time, Olivas was employed by Merck Pharmaceutical Company for 13 years where he served as a Health Science Associate. He is also a member of the Merck Hall of Fame.

A graduate of Cathedral High School in El Paso, Olivas earned a bachelor's degree in Education and Health Sciences from the University of Texas at El Paso in 1976. He was also a member of the UTEP football team.