



Item 3

Interlocal Agreement: City of El Paso and County of El Paso

Goal 1. Create an Environment Conducive to Strong Sustainable Economic Development

The City and the County wish to share the expenses of underwriting the production as the project is in accordance with the City and County's respective strategic plan and vision for promotion of the region.

That the Mayor be authorized to sign an Interlocal Agreement between the City of El Paso and the County of El Paso to increase the efficiency and effectiveness of each party in its provision of the promotion of the region's tourism, convention, and hotel industry by agreeing to share the expense of underwriting a portion of a nationally televised program highlighting border cuisine.



Interlocal Contributions



\$75,000

City

Economic
Development /
Destination

El Paso



\$75,000

County

Economic
Development



\$150,000

Grant

to
La Frontera

La Frontera

Patricia “Jinich”

- 2 One-hour new episodes
 - Will be filmed in El Paso, Texas
 - Will air on PBS October 2021
- The City of El Paso and the County of El Paso will both receive equal recognition as top sponsors



MISSION



Deliver exceptional services to support a high quality of life and place for our community

VISION



Develop a vibrant regional economy, safe and beautiful neighborhoods and exceptional recreational, cultural and educational opportunities powered by a high performing government



VALUES

Integrity, **R**espect, **E**xcellence,
Accountability, **P**eople

