

**CITY OF EL PASO, TEXAS  
AGENDA ITEM  
AGENDA SUMMARY FORM**

**DEPARTMENT:** Mayor & Council

**AGENDA DATE:** May 10, 2022

**CONTACT PERSON NAME AND PHONE NUMBER:**  
City Representative Peter Svarzbein, 915.212.1002

**DISTRICT(S) AFFECTED:** All Districts

**STRATEGIC GOAL:** Goal 3 - Promote the visual image of El Paso

3.3 Establish a brand that celebrates and promotes El Paso's unique identity and offerings. Establish a brand that celebrates and promotes El Paso's unique identity and offerings.

**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.**

Discuss the 2022 Texas Society of Architects (TxA) Annual Conference and Design Expo in El Paso event that will attract over 3000 Architects, Design Professionals and Vendors to El Paso this year and will contribute to over 1200 room nights and an estimated \$2,700,000 in economic impact to the City. Texas Society of Architects begun the process by reaching out to City of El Paso staff in CID, MCAD and Sun Metro to request access and assistance in coordinating tours that will highlight the great work the City has accomplished to Architects from across the entire State of Texas and beyond.

**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?**

Destination El Paso and the El Paso Chapter of the American Institute of Architects (AIA) will welcome the Texas Society of Architects (TxA) back to El Paso for the first annual conference of our organization to be held in El Paso since 1977 on October 25-29, 2022. Founded in 1939, TxA is one of the nation's largest organizations of architectural professionals, with 17 regional chapters and more than 7,400 members. The mission of TxA is to be the voice for Texas architecture, supporting the creation of safe, beautiful, sustainable environments. The conference will occupy the entire campus of the El Paso Convention Center and other venues throughout downtown including the use of the Convention Center for the Design Expo and meeting rooms, additional meeting rooms and the ballroom will be used at the Hotel Paso del Norte and Keynotes Sessions will take place each morning in the Plaza Theater. Other breakout activities during the convention will take place at the Arts Festival Plaza, the Alcantar Sky Garden and other locations throughout downtown. Our partner hotels include the recently restored architectural gems; Hotel Paso Del Norte, Plaza Pioneer Park and the Aloft at Basset Tower. In the evenings, attendees will be free to enjoy the downtown nightlife scene – exploring the restaurants and bars while taking in the beautiful historic architecture of downtown El Paso.

The tours highlighting City of El Paso projects will include:

- Children's Museum (Hard Hat Tour)
- Mexican American Cultural Center (Hard Hat Tour)
- El Paso Streetcar and Streetcar Maintenance Facility
- San Jacinto Plaza
- Paseo de Las Luces
- Pedestrian Pathway

- Digie Wall and Public Art Projects around the Ballpark
- Westside Natatorium
- Eastside Regional Park Recreation Center (BEast)
- Upper East Side Transit Center

**PRIOR COUNCIL ACTION:**

**Has the Council previously considered this item or a closely related one? N/a**

**AMOUNT AND SOURCE OF FUNDING:**

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

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

