

**CITY OF EL PASO, TEXAS
AGENDA ITEM
DEPARTMENT HEAD'S SUMMARY FORM**

AGENDA DATE: August 29, 2022
PUBLIC HEARING DATE:

CONTACT PERSON(S) NAME AND PHONE NUMBER: Sam Rodriguez, Aviation Director, (915) 212-1845

DISTRICT(S) AFFECTED: ALL

STRATEGIC GOAL: Create an Environment Conducive to Strong, Sustainable, Economic Development

SUBGOAL: Grow the core business of air transportation.

SUBJECT:

Presentation on marketing strategy for the Advanced Manufacturing Strategic Initiative.

BACKGROUND / DISCUSSION:

The City of El Paso Economic Development Department and the El Paso International Airport will present the marketing plan for the Advanced Manufacturing Strategic Initiative. Part of the City's Strategic Plan, advanced manufacturing will bring defense, technology, and medical manufacturing to the area to create high-paying jobs and assist with the city's economic development expansion. This marketing plan aims to educate the public regarding the goals of the initiative and attract businesses to the district.

PRIOR COUNCIL ACTION:

N/A

AMOUNT AND SOURCE OF FUNDING:

N/A

HAVE ALL AFFECTED DEPARTMENTS BEEN NOTIFIED? ☒ YES ☐ NO

PRIMARY DEPARTMENT: Aviation
SECONDARY DEPARTMENT: None

*****REQUIRED AUTHORIZATION*****

DEPARTMENT HEAD:


(If Department Head Summary Form is initiated by Purchasing, client department should sign also)