



Advanced Manufacturing

August 29, 2022



Stabilize + Expand El Paso's Tax Base

Strategic Objective (30 by 30)

Grow existing and attract new target industries, including **advanced manufacturing** and international development; creating an innovation-driven culture of technology that fosters **economic prosperity** and creates **high-paying career pathways**.



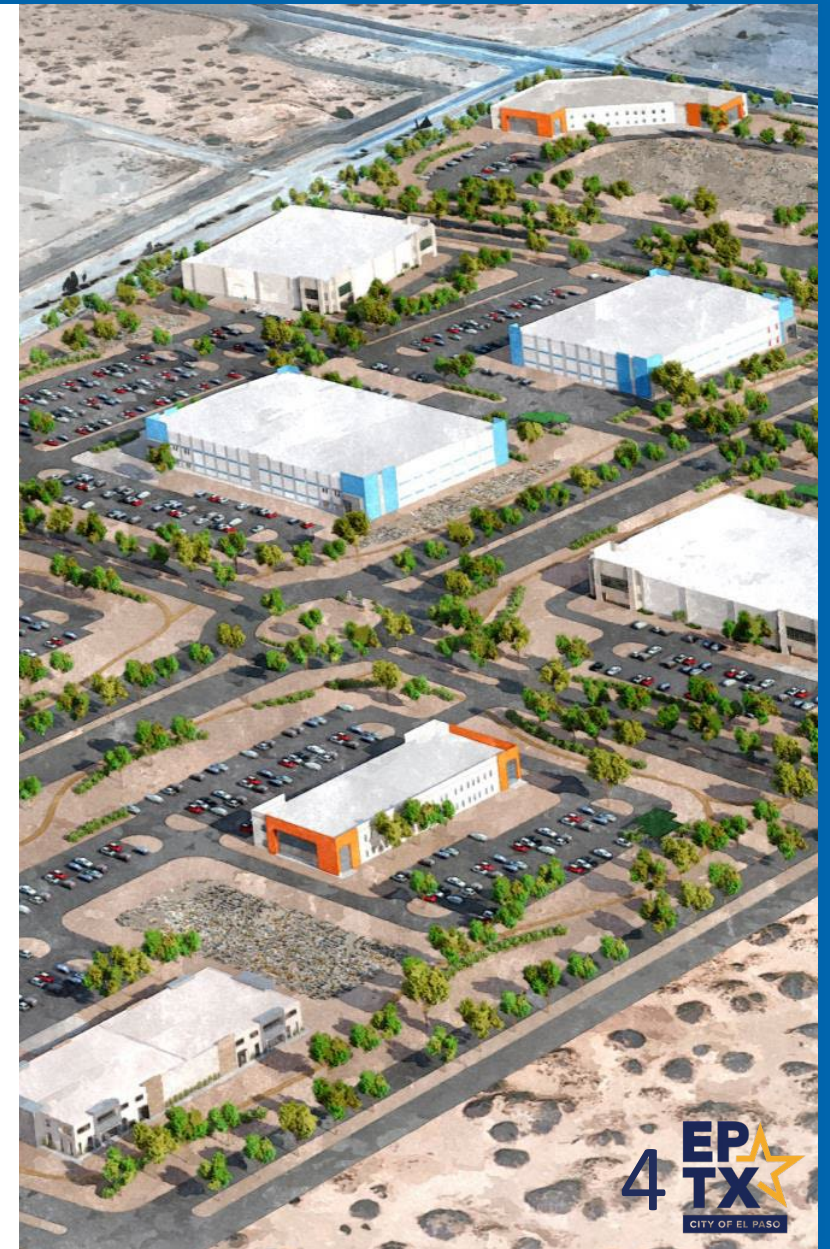
Recent Successes

- Partnered with NDCC, UTEP, and the Chamber to secure a \$1.5 million EDA **Venture Capital Grant** to assist local manufacturers in scaling operations – City provided a \$1.5 million match
- Of 529 applicants nationwide, we are one of 60 regional coalitions selected by the EDA to compete for an up to \$100 million grant through the **Build Back Better Regional Challenge** to grow or scale a regional industry cluster
- Announced the expansion of **Schneider Electric**, making El Paso its largest manufacturing footprint in the U.S. and securing a more than \$17 million investment, 370 new jobs, and the retention of 1,130 existing jobs
- Established partnership including the City, General Motors, El Paso Electric, and the Chamber to **advance electrification + climate initiatives**



Advanced Manufacturing District

- City is leading the master planning and development of a **250-acre Advanced Manufacturing District** located at El Paso International Airport
- The District will be dedicated to **collocating** aerospace, defense, and advanced manufacturing
- Includes the **Innovation Factory**, a 50,000-square-foot existing cargo facility focused on supporting start-ups and small manufacturing operations





Project Scope

Building awareness of El Paso's Advanced Manufacturing industry and the multiple benefits it encompasses will be a multi-phase process, targeting various audiences based on the City of El Paso's established goals.

Audiences

- Regional workforce that will benefit from jobs with higher wages
- Area military personnel exiting the Armed Forces who qualify for industry jobs
- Area students studying similar fields of interest or who have yet to decide on a career
- El Paso and Paso del Norte region communities to build awareness and excitement
- Regional, national and international businesses that will fulfill manufacturing needs





Campaign Phase I

The first phase of this effort consists of a messaging campaign that will:

- Educate El Paso and Paso del Norte region residents about the developing industry
- Build awareness of the coming job opportunities that will provide higher wages
- Encourage residents to prepare by seeking out educational pathways related to the industry



Campaign Phase II

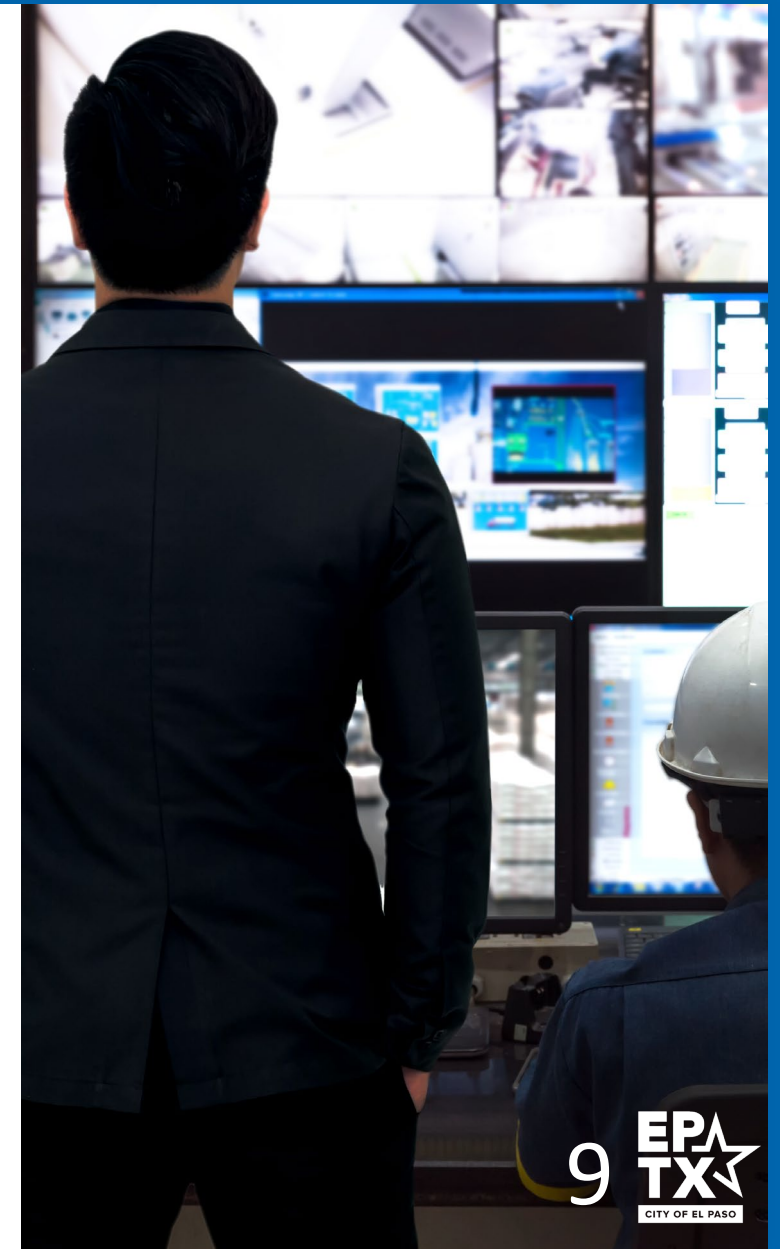
This strategy will consist of:

- Advertising recommendations and PR efforts for industry-related media outlets
- Development of collateral, promotional items and materials for B2B engagement
- Creation of tradeshow booths and set-ups for events secured regionally and nationally

Creative Direction

The feeling of excitement that audiences should experience with this announcement will be reflected in the creative approach developed for the campaign.

This will be accomplished with the implementation of a futuristic treatment based on the Advanced Manufacturing industry and the businesses involved in the development of required materials.



Creative Direction

The digital ads below reflect the creative direction for all campaign elements.

300x600



160x600



300x250



320x50



728x90



Sample Video Direction



Landing Page Sections

Next Frontier

Our region's history is a colorful one that was founded when El Paso del Norte (The Pass of the North) was established in the late sixteenth century. These beginnings were the result of exploration and discovery that helped El Paso grow and adjust over the centuries to follow. This includes the manufacturing industry that has been established and has been a vital component of our livelihood for many decades now.

Today, we prepare for a new and exciting era with Advanced Manufacturing. It's an industry we've worked toward with our established manufacturing history and one that's ideal for the region based on our academic opportunities, military presence, and young and energetic workforce. Most importantly, it's going to benefit the people of our region with advanced learning, future-forward jobs, and higher wages. The exploratory roots of our history are sprouting once again for this great opportunity, and the next several years will be critical in preparing our community for this new era.

We look forward to keeping you updated on this progress for... El Paso's Next Frontier!



Landing Page Sections

**ADVANCED
MANUFACTURING
BUILDS
OPPORTUNITIES**

13,000+ 4,000+ 300+

— ☆ —
TECHNICAL JOBS

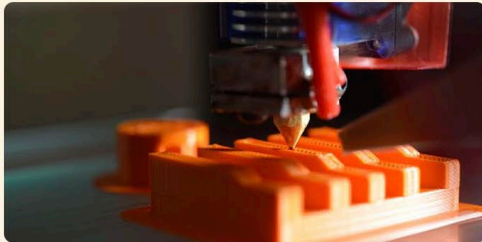
— ☆ —
ENGINEERING &
TECHNOLOGIST
POSITIONS

— ☆ —
NEW SMALL &
MEDIUM-SIZED
MANUFACTURERS

Landing Page Sections

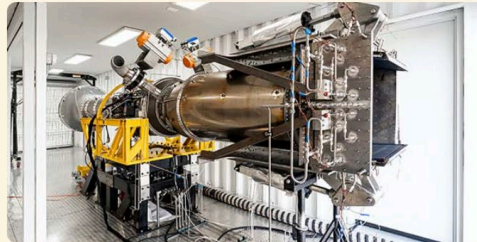
Emerging Industries

Advanced manufacturing covers a wide range of industries.
The infrastructure that we create today will support innovation and economic development for generations.



3-D Printing

The growth of this market is expected to reach \$51 billion by 2030



Hypersonic Technologies

Over \$25.5 million has been granted to 18 Universities



Robotics & Automation

Market forecasts project growth of up to \$10.1 billion by 2028



Cybersecurity

Market size is projected to reach \$376 billion in 2029



Aerospace

Revenue from the public and private space industry could grow to \$1.25 trillion



Landing Page Sections

Why El Paso

The Sun City is the perfect combination of manufacturing bases: UTEP's incubation programs, various military bases such as Ft. Bliss, White Sands Missile Range, Holloman Air Force Base, and our regional position as a multi-modal port.

Our Assets

Resilient Manufacturing Businesses • Diverse, Highly Skilled, Industry-Ready Talent Pool
Expanding Economic Activity in West Texas • World-Class Manufacturing Education Programs
World-Leading Manufacturing Research Base • Fourth Largest Manufacturing Hub in the World

EMBEDED MAP HERE

Meet Our Forward Thinkers

A/M Business Owner

Video Here

COPY FOR TESTIMONIAL VIDEO
A/M BUSINESS OWNER

UTEP

Video Here

COPY FOR TESTIMONIAL VIDEO
UTEP

City Employee

Video Here

COPY FOR TESTIMONIAL VIDEO
CITY TEAM MEMBER

News

News Embed Here



Radio Script (English)

(Upbeat and exciting electronic music up and under throughout)

ANNOUNCER:

3D Printing. Cyber Defense. Robotics. Automation.

This is Advanced Manufacturing and it's El Paso's Next Frontier. One that our region has been building for years, and it's shaping us to be the hub for what the future holds... bringing a new era of progressive education, future-forward jobs, and higher wages.

The next chapter starts now!

Visit El Paso Texas DOT gov FORWARD SLASH Next Frontier to see how our story unfolds.

Radio Script (Spanish)

(Upbeat and exciting electronic music up and under throughout)

ANNOUNCER:

Impresión en 3D. Defensa cibernética. Robótica. Automatización.

Todo esto es parte de la fabricación avanzada y el comienzo de una nueva era para El Paso. Una que hemos estado desarrollando durante años, y que está convirtiendo a nuestra región en un centro para el futuro... promoviendo educación progresiva, mejores salarios y la creación de los empleos del mañana.

¡Ahora comienza un nuevo capítulo!

Visita El Paso Texas PUNTO G-O-V DIAGONAL Nueva Era para ver cómo evoluciona nuestra historia.

Media Plan

Digital

English and Spanish

August to December

:15 video and digital banners

250,000 impressions per month (banners)

175,000 impressions per month (video)

Social Media

Facebook and Instagram

English and Spanish

September to December

:15 video

200,000 impressions per month

Tik Tok

English and Spanish

October to December

:15 video

150,000 impressions per month

YouTube

English and Spanish

October to December

:15 video (non-skippable)

125,000 impressions per month

Media Plan

Radio

English and Spanish

October to December

60% Reach / 8 Frequency

Stations:

KTSM-FM 99.9 / KSII-FM 93.1

KLAQ-FM 95.5 / KTSM-AM (Talk) 630

XHGX-FM 98.3 (Spanish)

Outdoor

Bulletin billboards on I-10

Four total: East, West, Northeast and Central.

Print

Diario

Circulation: 18,000

Two half page, full color ads per month

Runs: 9/4, 9/18, 10/2, 10/16, 11/6, 11/13,
12/4 and 12/11

El Paso, Inc.

Circulation: 8,200

Two half page, full color ads per month

Runs: 9/4, 9/18, 10/2, 10/16, 11/6, 11/13,
12/4 and 12/11

Thank you

