



**County of El Paso
Agenda Item Details**

Item Title: Economic Development - HOT Funds Grant Agreement - Way Out West Festival (2024-0678)

Submitted By: Roberto Ransom, Director

Department: Economic Development

Department Phone Number: 915-546-2177

Subject: Pursuant to Texas Tax Code Sections 352.1015, 352.102(a)(2) and 351.101(a)(4), approve and authorize the County Judge to sign the Way-Out West Fest HOT Event Grant Award Service Agreement with Rave Marketing & Events for the encouragement, promotion, improvement, and application of the arts while benefiting the tourism and hotel industry by attracting visitors on September 28, 2024, in the amount of \$30,000. Funds are available in SR-TOURPROM-ART15-ADVERTISING. (Contract No. 2024-0678)

Background: Rave Marketing & Events plans to produce an upcoming country music festival, called the Way Out West Festival, on September 28, 2024, and will be working to promote attendance from outside the County of El Paso for this event. As such, the organization is seeking to receive some support from El Paso County in the amount of \$30,000 to support the production, promotion, and advertisement of the event taking place on September 28, 2024.

Contract Number: 2024-0678
Contract Term Start: N/A
Contract Term End: N/A
County Attorney Opinion Number:

Fiscal Impact: Fiscal Impact Historical
n/a

Fiscal Impact Projected
Total Cost: \$30,000
FY25 funds will be used for this expense.

Long Account Number: Amount:

Long Account Number: COSR-6014-0000000-431-70-70000-0001-ART15-600204- Amount: \$30,000.00

Budget or Unbudgeted Match:

Recommendation:

Pursuant to Texas Tax Code Sections 352.1015, 352.102(a)(2) and 351.101(a)(4), approve and authorize the County Judge to sign the Way-Out West Fest HOT Event Grant Award Service Agreement with Rave Marketing & Events for the encouragement, promotion, improvement, and application of the arts while benefiting the tourism and hotel industry by attracting visitors on September 28, 2024, in the amount of \$30,000. Funds are available in SR-TOURPROM-ART15-ADVERTISING. (Contract No. 2024-0678)

Prior Action:

7/29/24: Discuss and take appropriate action on a request from the Way Out West Festival organizers for County sponsorship in the amount of \$30,000 over three years.

Strategic Plan:

Goal:

3. Increase Tourism

Objective:

3.2 Invest in heritage, sports venues and activities to increase tourism

Strategic Plan Information:

n/a

**Estimated Time Needed
For This Item:**