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**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:**

STATE OF TEXAS) WAY OUT WEST FEST
)
COUNTY OF EL PASO) HOT EVENT GRANT AWARD

This Service Agreement ("Agreement") is entered into by and between the County of El Paso, a political subdivision of the State of Texas, hereinafter referred to as "**County**", and Rave Marketing & Events, a duly registered, LLC, hereinafter referred to as "**Contractor**." County and Contractor are sometimes referred to herein individually as a ("**Party**") and collectively as the ("**Parties**").

WHEREAS, the **County** wishes to support, encourage, promote, apply, and present the arts by engaging the services of **Contractor** for the production of the Way Out West Fest ("**Event**") event and promoting El Paso in the West Texas region and outside El Paso County pursuant to Texas Tax Code §§ 352.1015, 352.102(a)(2) and 351.101(a)(4); and

WHEREAS, the **County** wishes to support local hotel industry and the local economy, by partnering with **Contractor**, by providing financial assistance in the form of Hotel Occupancy Tax funds for the production of the **Event** to the **Contractor**; and

WHEREAS, the **County** wishes to engage the services of **Contractor** to apply their music event festival expertise in the production of the **Event**, providing exposure of El Paso County to markets outside the County through advertisement of the **Event**; and

WHEREAS, the **Event** is a **music event festival** that will bring artist and production crews for country music artists from outside El Paso County that will require services from the local El Paso County hotel industry; and

WHEREAS, **Contractor** proposes to promote and hold this event for this year and at least two additional years, which include 2025 and 2026; and

WHEREAS, **Contractor's** annual budget has been provided and is attached hereto as **Exhibit B**; and

WHEREAS, **Contractor's** Event budget has been provided and is attached hereto as **Exhibit A**; and

WHEREAS, **Contractor** is an entity that produces music festivals and is knowledgeable and capable of providing said services and related activities in El

Paso County, Texas.

WHEREAS, Contractor has started with an on-line presence in the form of website that advertises the event, lists the headlining artist, and has a section for a participating hotel; and

WHEREAS, Contractor, through the production and promotion of Event, will likely bring music artist, music production crews, and patrons from outside El Paso County that will use local hotels, and dissemination of this Event, will promote and advertise to bring tourists to the **County** and its vicinity.

NOW THEREFORE, the Parties hereto mutually agree as follows:

1. **SCOPE OF SERVICES.** **Contractor** shall produce the Way Out West Fest (“**Event**”), and promote it outside the local region, in El Paso County from effective date until September 28, 2024. The **Event** itself will take place on September 28, 2024. Production of the **Event** consists of, but is not limited to, booking the artists, acquiring a venue, stage setup, fulfilling all needed requirements to host a musical event in the City and County of El Paso, acquiring necessary permits, organizing the event up until the conclusion of the event, staffing the event, organizing security, collecting and maintaining of operational and financial event records, promoting the event, and closing out the event. By producing the **Event** in El Paso County, **Contractor** will bring to the **County**, at least, the various out-of-town artists, such as Billy Currington, Chase Bryant, Kassi Ashton, and Trea Landon, and some music production crews that will promote the arts as authorized by the Tax Code Section 351.101(a)(4). The services, on this Event, are attached and listed as **Exhibit C**. The **Contractor** will work in partnership with the various local hotels, food and beverage providers, and support industries.
2. **TERM AND TIME OF PERFORMANCE BY CONTRACTOR**
 - a. **TERM**
 - i. Except as otherwise provided herein, the term of this Agreement shall commence on the Effective Date and shall terminate on the first to occur of the following: (i) on September 28, 2026, (ii) subject to the provisions of **Section 2.b**, (iii) three (3) years from the Effective Date, plus such time thereafter as may be necessary to process the final annual Grant payment pursuant to the procedures described in the Agreement ; or (iv) the proper termination of this Agreement in accordance with the applicable provisions contained herein within this Agreement. Applicant’s eligibility for annual Grant payments shall be limited to three (3) consecutive years within the term of this Agreement.
 - ii. Failure to submit a completed HOT Funds Application and any supporting documents as requested by the Economic Development Director, or his designee, at

least sixty (60) days before the event will constitute a waiving of that year's potential HOT Funds grant.

- iii. The effective date shall be the date all parties to this Agreement have signed the agreement.
- iv. If **Contractor** is the last party to sign the agreement, the **Contractor** shall return a fully executed copy of the agreement to the County within three (3) calendar days to the contacts provided in **Section 17. NOTICE**. Failure to do so will be considered a breach of contract and an event of default. The Agreement shall be deemed delivered the day the document is sent by Certified Mail, Return Receipt Requested.

b. **TERMINATION**

- i. The **County** may terminate this Agreement without cause provided thirty (30) days' notice to Contractor in accordance with **Section 17. NOTICE**.
- ii. This Agreement shall terminate if any law, statute, or government rule changes and disallows this Agreement at the moment the change in law, statute, or government rule takes effect.

3. **COMPENSATION AND METHOD OF PAYMENT.**

- a) The **County** will provide and reimburse **Contractor** an amount **NOT TO EXCEED THIRTY THOUSAND DOLLARS (\$30,000.00)** in allowable expenses for any one grant year.
- b) In no event shall the total **County** contribution exceed **THIRTY THOUSAND DOLLARS (\$30,000.00)** in reimbursement for allowed expenses for any one grant year.
- c) If Applicant complies with this Agreement and formally submits a grant application for each of the remaining years of this three-year Agreement, the County will in no way contribute or issue a grant to Applicant in excess of **THIRTY THOUSAND DOLLARS (\$30,000.00)** in allowable expenses for each year's grant application. To avoid confusion, the three-year agreement may consist of the following if the Applicant submits a formal grant application each year and complies with all terms of the Agreement:
 - a. 2024 grant year, an amount not to exceed **THIRTY THOUSAND DOLLARS (\$30,000.00)** in allowable expenses;
 - b. 2025 grant year, an amount not to exceed **THIRTY THOUSAND DOLLARS (\$30,000.00)** in allowable expenses;

- c. 2026 grant year, an amount not to exceed THIRTY THOUSAND DOLLARS (\$30,000.00) in allowable expenses.
- d) For the opportunities to apply for a grant award on any of the term years, the Applicant must comply with all the terms of this Agreement each of the grant years and is subject to **Section 14. RECAPTURE**. This includes but is not limited to any post-event reports or documentation requested by the **County**.
- e) Invoices and reports shall be presented to the County's Economic Development Department Director, or his designee, verified by him as being authorized reimbursable expenditures pursuant to **Section 4. AUTHORIZED REIMBURSABLE EXPENDITURES** incurred for the events and programs to be held on September 28, 2024. **Contractor** shall present invoices no later than forty-five calendar days after September 28, 2024. **County** will not reimburse invoices presented after that forty-five-calendar day period. After the Economic Development Department has verified the invoices as authorized reimbursable expenditures and deemed to have sufficient available funds for the Event, within the Director's, or his designee's, sole discretion, he shall present said invoices with his recommendation to the El Paso County Auditor ("Auditor") for payment. Payment shall be made within 30 days of receipt of all proper documentation to the Auditor.
- f) **Contractor** shall submit itemized invoices, as included in the Event budget in **Exhibit A**, describing in detail the goods and services to be reimbursed for the **Event** for production costs and equipment rental expenditures incurred up until September 28, 2024. All invoices shall bear the letterhead of the person or company providing said goods or service and the cost of each service. **Only the expenditure indicated as allowable at the sole discretion of the County's Economic Development Director will be accepted and reimbursed.**

4. **AUTHORIZED REIMBURSABLE EXPENDITURES.**

- a) Authorized reimbursable expenditures shall be those expenditures that the **County** determines, at its sole discretion, are reimbursable expenses as permitted under Texas Tax Code Sections 352.1015, 351.101(a)(4), 352.102(b), and any other applicable Texas Tax Code provisions. Authorized reimbursable expenses shall not include the general operating expenses of **Contractor** or any of its subcontractors.
- b) Contractor understands that under Texas Tax Code § 352.102(b), the **County** is limited to using only 15 % or less of the revenue collected each fiscal year from the tax imposed under the Hotel Occupancy Tax statutes, for encouragement, promotion, improvement, and application of the arts. Under no circumstances will the **County** pay above 15 % in total from Hotel Occupancy Tax funds for promotion and encouragement of the arts for any given fiscal year, as calculated by the **County**.

5. **ADDITIONAL DUTIES OF CONTRACTOR.**

- a) Pursuant to Texas Tax Code Section 352.1015(a) - **Contractor** shall assume a fiduciary duty with respect to the hotel tax revenue received hereunder.
- b) **Contractor** is responsible for all applicable permits.
- c) **Contractor** is responsible for acting in accordance with all laws and regulations of Texas, County, and City.
- d) **Contractor** shall provide a 20% discount on **Event** tickets to all active and veteran military personnel who purchase a ticket in support of the County's vision to be the Veteran's Capital USA.
- e) Contractor shall track the sales of these tickets that are being sold through a Gov X link by active and veteran military personnel.
- f) **Contractor** shall provide the County with a display space inside the Abraham Chavez Theater lobby, with the ability for the County to promote the Mission Trail.
- g) **Contractor** shall provide the County with forty general admission tickets, twenty Cowboy Cantina tickets, and ten VIP tickets to the **Event** that shall be delivered to the County within at least 14 Calendar days before the Event date of September 28, 2024.
- h) **Contractor** shall provide the **County**, as the **County** is a titular sponsor, with all sponsorship package items listed in **Exhibit C**.

6. **INTENTIONALLY OMITTED.**

7. **LIMITATION ON USE OF FUNDS.** In the event that **Contractor** does not expend funds in the amount of THIRTY THOUSAND DOLLARS (**\$30,000.00**), as outlined in **Section** of this Agreement for the Way Out West Fest, **CONTRACTOR SHALL REIMBURSE THE COUNTY FOR ANY AND ALL FUNDS RECEIVED HEREUNDER WHICH ARE NOT SPENT IN ACCORDANCE WITH THE TERMS OF THIS AGREEMENT OR IF CONTRACTOR BREACHES ANY TERM OF THIS AGREEMENT. CONTRACTOR SHALL SUBMIT PAYMENT TO THE COUNTY WITHIN FIFTEEN (15) DAYS OF WRITTEN NOTICE AND BE LIABLE AND RESPONSIBLE FOR ANY COURT COSTS OR FEES ASSOCIATED WITH COLLECTING ANY FUNDS.**

8. **POST EVENT REPORTS.**

- a) The **Contractor** shall submit a report to the **County** that includes the following information:
 - i. Post Event Report (Narrative Summary); and
 - ii. Proof of payment(s) and proper accounting utilizing the HOT funds; and

- iii. Samples of advertising and indicate run times and media outlets utilized; and
- iv. Sample of program and/or schedule of event; and
- v. Proof of attendees
- vi. Proof of any military discount provided, and
- vii. Spreadsheet showing hotel activity.

- b) **Contractor** shall submit post event report within forty-five (45) calendar days of event's conclusion. This event shall be deemed concluded by September 28, 2024.
- c) Reports shall be submitted to the El Paso County Economic Department via electronic email.
- d) It is the responsibility of the of the **Contractor** to monitor the number of out-of-town guests who stay in El Paso County lodging properties in relation to their event. It is up to **Contractor** to use whatever method works best for tracking this (example, but not limited to, surveys to guests, questionnaire when purchasing tickets, statistics of hotels reserved through event website, working with local hotel industry partners, etc.).

9. **INDEMNIFICATION**. **CONTRACTOR WILL INDEMNIFY, DEFEND, AND HOLD HARMLESS, THE COUNTY AND THE COUNTY'S OFFICERS AND EMPLOYEES FROM ALL CLAIMS INCLUDING, BUT NOT LIMITED TO, PROPERTY DAMAGE, PROPERTY LOSS, PERSONAL INJURY, DEATH, ILLNESS, INTELLECTUAL PROPERTY RIGHT INFRINGEMENT, REGULATORY COMPLIANCE RELATED TO CONTRACTOR, CONTRACTOR'S EMPLOYEES, CONTRACTORS, SUBCONTRACTORS, INVITEES, OR LICENSEES' ACTIONS OR OMISSIONS RELATED TO THIS AGREEMENT. THE OBLIGATION UNDER THIS SECTION REMAINS IN EFFECT FOR ALL CLAIMS ARISING DURING AND AFTER THE TERM OF THIS AGREEMENT.**

10. **INDEPENDENT CONTRACTOR RELATIONSHIP**. Nothing herein shall be construed as creating a relationship of employer and employee between the Parties. The **County** shall not be subject to any obligations or liabilities of **Contractor** which may be incurred in the performance of this Agreement. **Contractor** expressly agrees to indemnify and hold harmless the **County** for all damages incurred by the County due to any breach of contract or negligent acts or omissions or other defalcations on the part of **Contractor**, its agents, members or employees.

11. **AVAILABILITY OF FUNDS**.

- a) **Contractor** understands and agrees that this Agreement is not binding on the **County** unless and until the funds to be paid by the **County** under this Agreement are included in and available for expenditure from the annual operating budget of the County. This fact may be certified to by the El Paso County Auditor pursuant to Texas Local Government Code Section 111.093(c).
- b) **Contractor** also understands that the **County** cannot use more than 15%, in total for all

HOT eligible projects, for promotion and encouragement of the arts for any given fiscal year, as calculated by the County.

12. **GOVERNING LAW**. For the purpose of determining the place of the Agreement and the law governing the same, it is agreed that this contract is entered into in the City and County of El Paso, State of Texas, and shall be governed by the laws of the State of Texas.
13. **COMPLETE AGREEMENT**. This Agreement, including the Attachments herein, constitutes the entire Agreement between the **County** and **Contractor**.

14. RECAPTURE.

1. The **Contractor** understands that the **County** is prohibited from providing public funds as gifts. In the event of breach of contract, default, fraud, abuse, change in law, or misuse of funds, the **County** shall be entitled to recapture. The **County** shall be entitled to a recapture in the total amount paid out (“Recapture Amount”) to **Contractor**.
2. The **Contractor** shall pay the Recapture Amount within **fifteen** (15) business days of a written request by the **County**. The **Contractor** shall be responsible for any costs incurred with respect to collection of the recapture amount. This includes but is not limited to filing fees, attorney fees, and other associated costs.

15. EVENTS OF DEFAULT AND BREACH OF CONTRACT.

(a) Contractor is in breach of contract if any of the following:

1. The **Contractor** fails to perform any of the services in accordance with the scope of service or a complete **Event** does not take place in El Paso County as specified in the agreement.
2. The **Contractor** acts fraudulently with regards to any documentation, information, or communication submitted to the **County** in relation to this Event. This event of default and breach of contract is effective regardless of the time of discovery of the fraud.
3. The **Contractor** fails to comply with any of the terms of this agreement, including any exhibit or addendum attached and incorporated herein.

(b) In the event of breach of Contract, the following may occur at the County’s discretion:

1. The County may recapture as provided by **Section 14. RECAPTURE**.
2. The County may also terminate the agreement immediately while maintaining any remedies available in the event of breach of contract or default. Termination is effective date notice is given to Contractor in accordance with **Section 17. NOTICE**.
3. Nothing in this Agreement limits any available remedy the County has or waives any

immunity the County enjoys.

16. GRANT YEARS AND TERMINATION OF AGREEMENT

a) At the sole discretion of the **County** and through a written instrument signed by both parties, this Agreement's second and third-year grants may be awarded with the following terms:

1. Initial Grant Year 2024 (current):
 - i. The County will provide and reimburse **Contractor** an amount **NOT TO EXCEED THIRTY THOUSAND DOLLARS (\$30,000.00)** in allowable expenses.
 - ii. In no event shall the total **County** contribution exceed **THIRTY THOUSAND DOLLARS (\$30,000.00)** in reimbursement for allowed expenses.
2. 2nd Grant Year on 2025:
 - i. The County will provide and reimburse **Contractor** an amount **NOT TO EXCEED THIRTY THOUSAND DOLLARS (\$30,000.00)** in allowable expenses.
 - ii. In no event shall the total **County** contribution exceed **THIRTY THOUSAND DOLLARS (\$30,000.00)** in reimbursement for allowed expenses.
 - iii. This grant award may only be made if **Contractor** complies with all terms of this Agreement, **Contractor** submits completed application to the satisfaction of the **County**, and a written agreement is reached between the **County** and **Contractor**.
 - iv. All terms of this Agreement control for Grant Year 2025.
3. 3rd Grant Year on 2026:
 - i. The County will provide and reimburse **Contractor** an amount **NOT TO EXCEED THIRTY THOUSAND DOLLARS (\$30,000.00)** in allowable expenses.
 - ii. In no event shall the total **County** contribution exceed **THIRTY THOUSAND DOLLARS (\$30,000.00)** in reimbursement for allowed expenses.

- iii. This grant award may only be made if **Contractor** complies with all terms of this Agreement, **Contractor** submits completed application to the satisfaction of the **County**, and a written agreement is reached between the **County** and **Contractor**.
 - iv. All terms of this Agreement control for Grant Year 2026.
- b) At the **County's** sole discretion, each individual grant year shall be subject to the **County's** evaluation based on direct benefit to the local hotel industry and the **County** by considering, but not limited, the following:
- a. the actual amount of hotel nights attributable to the event is more than 20; and
 - b. the revenue generated by the event; and
 - c. reaching at least 70% of the targeted tickets sold, not including any free or promotional tickets given away in any way; and
 - d. any reasonable metric that is reliable and aids in the evaluation.

17. **NOTICE**. Any notices required under this agreement shall be sufficient if sent by Certified Mail, Return Receipt Requested, at the following addresses:

COUNTY: El Paso County Judge
El Paso County Courthouse, Suite 301
500 E. San Antonio
El Paso, TX 79901

COPY TO: El Paso County Economic Development Department
Attn: **Roberto Ransom, Director**
El Paso County Courthouse, Suite 312
500 E. San Antonio
El Paso, Texas 79901

CONTRACTOR: Owner (Rave Marketing & Events)
Gina Roe-Davis
1407 N. Florence St.
El Paso TX 79902

SIGNATURE PAGE FOLLOWS

**THE COUNTY OF EL PASO
EVENTS**

By: _____

Ricardo A. Samaniego,
El Paso County Judge

Date: _____

RAVE MARKETING &

By: _____

Gina Roe-Davis, Owner

Date: _____

APPROVED AS TO CONTENT

By: _____

Roberto Ransom, Director,
Economic Development

Date: _____

APPROVED AS TO LEGAL FORM ONLY

By: _____

Jose Salayandia
Assistant County Attorney

Date: _____

EXHIBIT A
CONTRACTOR'S EVENT BUDGET

Authorized reimbursable expenses pursuant to Texas Tax Code Sections 352.1015, 352.102(a) and 352.102(b) as **verified** by the El Paso County Economic Development Department for the Way Out West Fest up to an amount not to exceed THIRTY THOUSAND DOLLARS (\$30,000.00). **AUTHORIZED REIMBURSEABLE EXPENDITURES ARE DETERMINED BY THE COUNTY AT THEIR SOLE DISCRETION.**

**CONTRACTORS EVENT BUDGET
ON NEXT PAGE**

EXHIBIT A

WAY OUT WEST FEST - REGIONAL ADVERTISING			
Digital Placement	Estimated Budget	Specs	Actual
Facebook	\$ 2,500	Mil/ A 25-54	
Instagram	\$ 2,500	Mil/ A 25-54	
Spotify	\$ 2,500	Mil/ A 25-54	
Web	\$ 2,500	Mil/ A 25-54	
TOTAL	\$ 10,000		
Conventional Media	Estimated Budget		Actual
Radio	\$ 4,000	A 25-54	
Media Digital placement	\$ 2,500	A 25-54	
Billboard	\$ 3,500	A 25-54	
TOTAL	\$ 10,000		
Production	Estimated Budget		Actual
Video	\$ 5,000	Mil, Hotel,	
Graphics	\$ 5,000	Mil, Hotel,	
TOTAL	\$ 10,000		
OVERALL TOTAL	\$ 30,000		

**CONTRACTOR'S
ANNUAL BUDGET ON NEXT PAGE**

EXHIBIT B

WAY OUT WEST FEST 2024

Classification	Category	Estimated	Actual
ADA Compliance	ADA Services	\$200.00	
	ADA Ramps	\$200.00	
	ADA Viewing Platforms	\$750.00	
TOTAL		\$1,150.00	
Administrative Costs	Administrative Staffing	\$5,000.00	
	Cancelation Insurance	\$9,257.00	
	Hotels	\$1,200.00	
	Insurance	\$1,000.00	
	Legal Fees	\$200.00	
	Office Supplies	\$700.00	
	Postage/Printing	\$100.00	
	Staff Travel	\$0.00	
	Wire Fees (Admin)	\$150.00	
TOTAL		\$12,607.00	
Artist Costs	Artist Hospo(Rider)/Bar	\$1,500.00	
	Artist Lounge/Aesthetics/Decorations	\$1,000.00	
	Artist Area Staffing	\$500.00	
	Catering	\$1,500.00	
	Fuel	\$100.00	
	RV/Dressing Rooms	\$1,000.00	
	Runner Staffing	\$600.00	
	Van/SUV Rentals	\$1,000.00	
Total		\$7,200.00	
Box Office	Box Office Staffing	\$300.00	
	Box Office Supplies	\$25.00	
	VIP Creds	\$1,683.00	
	Wristbands	\$750.00	
	Shipping and Postage	\$100.00	
Total		\$2,858.00	
Marketing	Overall Marketing	\$62,000.00	
	Website	\$1,500.00	
	PR/Giant Noise	\$0.00	
	Marketing production	\$20,000.00	
	Recap Video	\$0.00	
TOTAL		\$83,500.00	
Merch	Cost of Goods	\$0.00	
	Design	\$200.00	
	Merch Staffing/MGMT	\$350.00	
	Freight	\$0.00	
	Supplies	\$2,800.00	
TOTAL		\$3,350.00	
Miscellaneous Costs	Sponsors/Partner Experience	\$2,000.00	
	ASCAP	\$500.00	
	BMI	\$0.00	
	SESAC	\$0.00	
	Volunteer T-Shirts	\$0.00	
	Laminates/Stickers/ Creds	\$2,000.00	
TOTAL		\$4,500.00	
	Backline	\$2,500.00	

EXHIBIT B

TOTAL		\$4,500.00	
Production	Backline	\$2,500.00	
	Barricade - mojo and extra bike brde	\$850.00	
	Lights/LED Walls	\$2,000.00	
	Production Staffing	\$2,500.00	
	Scrim		
	Special Effects		
	Sound	\$17,000.00	
	Stage	\$17,000.00	
Video Side Wall/Imag			
TOTAL		\$41,850.00	
Security/Safety Costs	Fire Marshall		
	Medical	\$1,702.50	
	Police	\$5,500.00	
	Security/Safety Staffing	\$10,000.00	
	Security		
TOTAL		\$17,202.50	
	Area Prep	\$1,000.00	
	Banners/Directional Signage	\$4,000.00	
	CAD/Renderings	\$800.00	
	City Street Cleaning	\$300.00	
	Communication Radios	\$500.00	
	Dumpsters/Roll Offs	\$950.00	
	Entrance Truss	\$1,300.00	
	Fencing	\$6,000.00	
	Forklifts/Heavy Equipment	\$500.00	
	Fuel	\$100.00	
	Generators/Power	\$4,000.00	
	Golf Carts	\$0.00	
	Internet	\$3,500.00	
	Light Towers	\$700.00	
	Misting Tent	\$0.00	
	On Site Lighting	\$400.00	
	Parking Meters	\$850.00	
	Permits	\$1,000.00	
	GA Portlets / Artist Comfort Stations	\$0.00	
	Production Supplies	\$300.00	
	Venue Rental Fee (parking lots)	\$400.00	
	Tents/Table/Chair Rental	\$4,000.00	
	Traffic Control Plan	\$1,000.00	
	Venue/Operational Staffing	\$9,500.00	
	Visual Artist Fee	\$245,000.00	
	Waste Management/Clean Up	\$1,000.00	
TOTAL		\$287,100.00	
VIP Area	VIP Decorations/Activations/Bar	\$300.00	
	VIP Merch	\$2,500.00	
	VIP Portos/Comfort Stations	\$1,500.00	
	VIP Staffing	\$500.00	
TOTAL		\$4,800.00	
TOTAL COSTS		\$466,117.50	

EXHIBIT C
TITULAR SPONSOR BENEFITS

PACKAGE INCLUDES:**PRE-EVENT PROMOTION:**

- MILITARY DISCOUNT – DISCOUNT TO ALL ACTIVE AND VETERAN MILITARY THROUGH GOV X – 7 MILLION MEMBERS STRONG

ONSITE PROMOTION:

- THE MISSION TRAIL OF EL PASO ACTIVATION INSIDE THE ABRAHAM CHAVEZ THEATER

ADVERTISING: TOTAL VALUE: \$12,000

- Inclusion in E-blasts to subscribers – special offer given by EL PASO COUNTY to WOW fest Subscribers
- Inclusion in a minimum of 100 promos on each radio station. Minimum of 3 radio stations
- A total of Seventy-Five – (:15) second pre –recorded promos specifically promoting ACTIVATIONS
- Inclusion in a minimum of 100 live liners on each radio station. Minimum of 3 radio stations
- Logo on TV spots – KVIA and KTSM
- Logo inclusion on posters that are displayed at each sponsor location
- Logo on print ads, website promoting event
- Logo to be included on billboard promoting event
- Included in 6 social media posts promoting Military Discount and Mission Trail Activation
- Inclusion in regional campaign promoting the event

PROMOTION AT EVENT: TOTAL VALUE: \$10,000

- 10x60 display space w/ 6 vendor wristbands– in lobby of Abraham Chavez theater – Display provided by County of El Paso
- Two County of Paso Banners in event footprint
- Stage announcement – a minimum of 2 STAGE Announcements promoting County of El Paso Mission Trail Display
- County of El Paso logo on the Fan Cam Rotation

TICKETS: TOTAL VALUE: \$15,900

- Twenty pair (40) GA tickets
- Ten pair (20) Cowboy Cantina Tickets
- Five pair (10) VIP tickets



TOTAL INVESTMENT: : \$30,000 (2024, 2025 AND 2026)