



COHEN
ENTERTAINMENT
DISTRICT





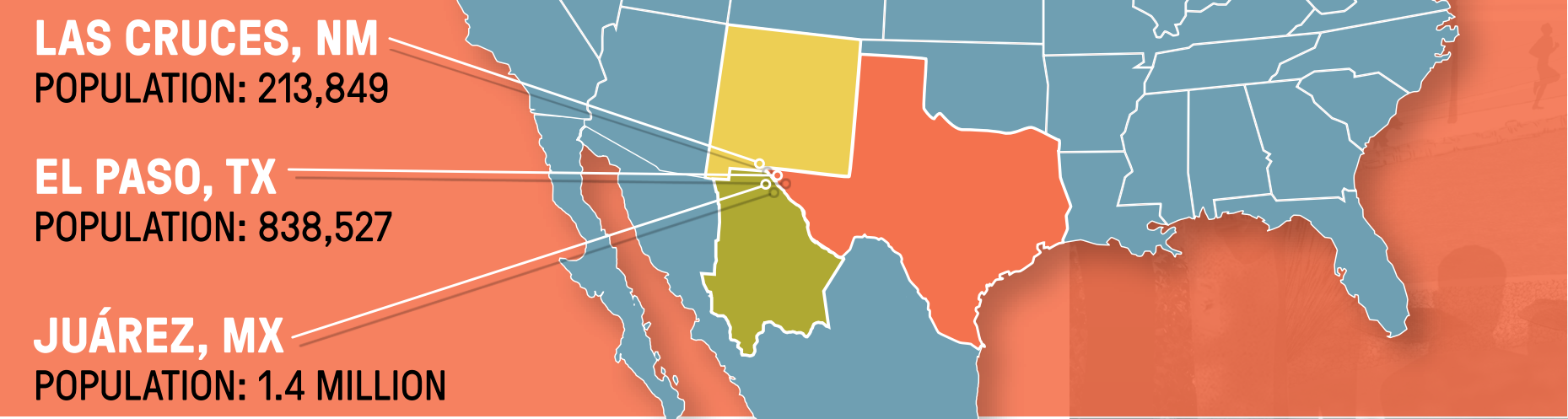
EL PASO, TEXAS AND THE NORTH AMERICAN BORDERPLEX

El Paso is one of the largest metro areas along the Texas-Mexico border which boasts a best-in-class, business-friendly operating environment while also offering a great living experience.

Along with Las Cruces, New Mexico and Ciudad Juárez, Mexico, El Paso is situated in the North American Borderplex, a region that is home to 2.5 million individuals and is one of the world's largest bilingual workforces.

The North American Borderplex represents one of the largest manufacturing centers in North America and is recognized for being globally competitive. The region also boasts five major universities, three medical schools, and three military installations.

As the sixth-largest city in Texas, El Paso is a top 20 percent U.S. performing economy and continues to experience positive economic growth by attracting new businesses and helping existing companies grow. The city's focus is to create new employment opportunities in 21st century industries, maintain a great quality of life, and facilitate business growth at the local and international level.



TRANSFORMING EL PASO INTO A DESTINATION LOCATION



NEWEST DEVELOPMENTS



DAVE & BUSTERS
OPENED APRIL 2016



WHOLE FOODS
OPENED OCTOBER 2016



TOP GOLF
OPENED JANUARY 2018



IFLY
OPENED APRIL 2019

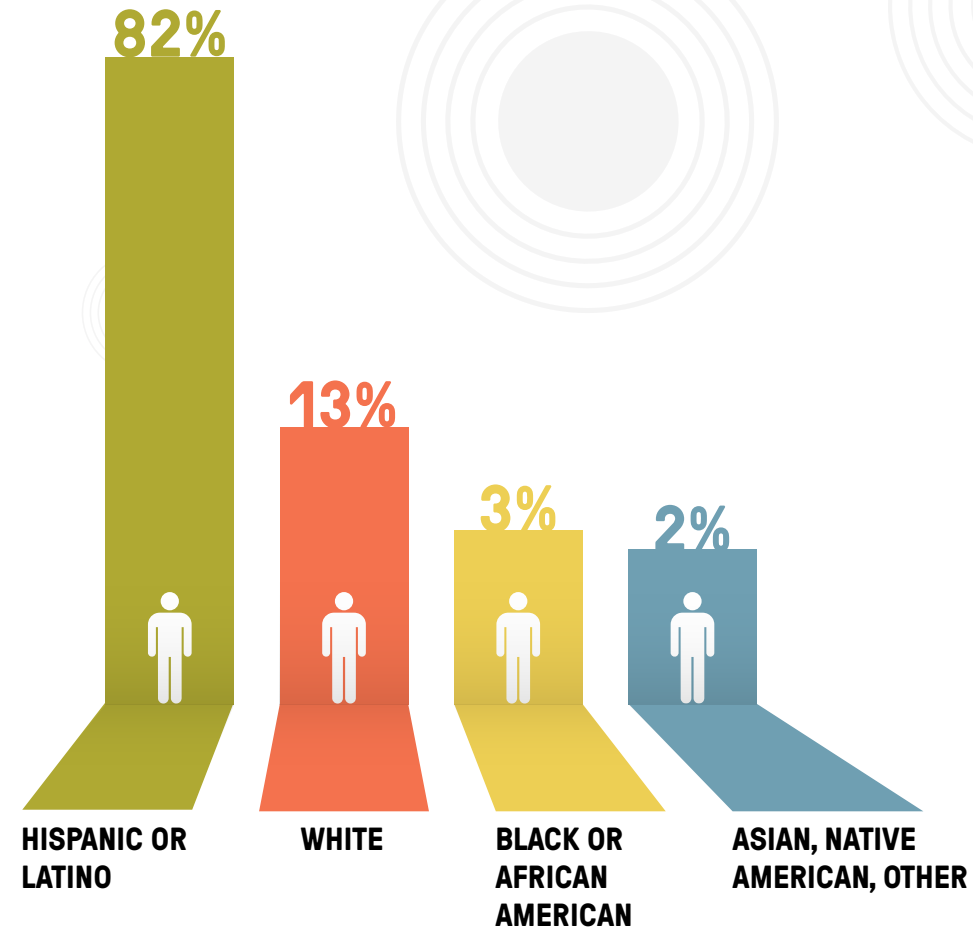


FLIX BREWHOUSE
OPENING SUMMER 2019



URBAN AIR ADVENTURE PARK
OPENING SUMMER 2019

EL PASO FEATURES A POPULATION WITH A LARGE HISPANIC, BILINGUAL COMMUNITY

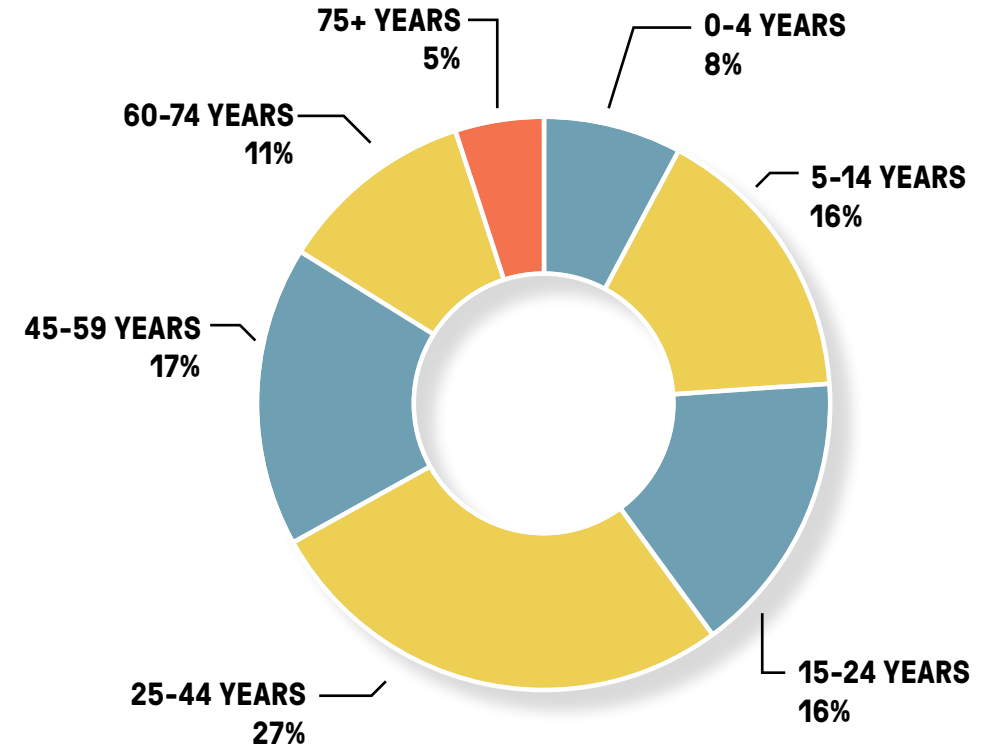


**CURRENT
POPULATION
OF THE
EL PASO
REGION**
**2.5
MILLION**

**12,980
RESIDENTS
ADDED ANNUALLY
TO EL PASO
REGION**

**PROJECTED REGIONAL
POPULATION
BY 2029 IS**
**3.2
MILLION**

EL PASO'S FUTURE IS BRIGHT 40% OF POPULATION IS UNDER 25



MEDIAN AGE: 32

Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year





THE VISION

The need for vibrant and thriving open public space in Northeast El Paso was the driving force of the masterplan for Reimagining Cohen. The Reimagining of Cohen will be a sports and leisure destination for a new age. In many respects this mixed-use development will be the “crown jewel” of the City of El Paso. The holistic vision for growing and enhancing its story and brand, includes bold experiential components, with cross-regional wayfinding and an initiative to develop multiple neighborhood water parks throughout the community.

The Cohen Entertainment District is an immersive, integrated series of landscapes that celebrates socialization, fun and bringing people together in public spaces. The Cohen name honors beloved El Paso legends, the Cohen brothers, who became major league baseball stars. The Cohen Entertainment District is an emblem of history, heritage, adventure, family, striking landscapes and burgeoning industry.

The ambitious community-focused development will transform 48-acres of municipal land into a vibrant retail, entertainment and recreation destination that will attract sports aficionados, families, business travelers, and outdoor enthusiasts to name a few.

This unique development is directly adjacent to the majestic Franklin Mountains, which is the southernmost tip of the nation’s Rocky Mountains and will draw from the more than 2.5 million people residing within a 50-mile radius of the District, and the 17 million annual visitors within a 450-mile radius of the site.

The District’s first public space, an approximately \$13 million sports-themed neighborhood waterpark, has broken ground and will open its doors in 2020.

DESIGN PRINCIPLES

The Cohen Entertainment District demonstrates a united vision of creating a dynamic destination for the entire city! The District includes the integration of programming that celebrates legacy, sports & leisure, wellness and entertainment by incorporating the following design principles:

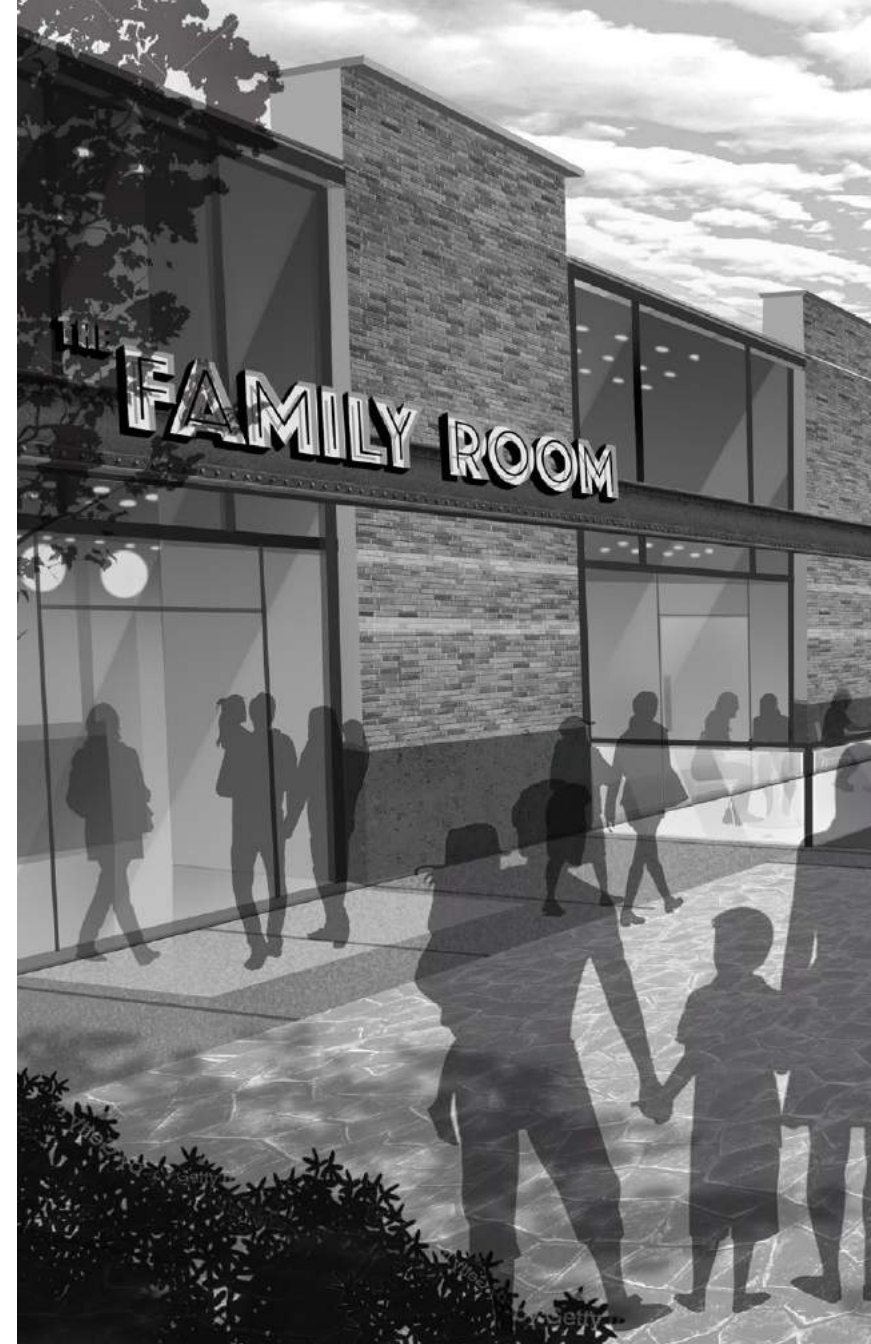
- An Entertainment Destination: create a dynamic combination of mixed-use elements, which have active frontages, visibility and are visually coherent.
- A Place for All: create a pedestrian-friendly promenade, at grade, which links the more active, sports-related areas to the more family-oriented developments.
- Active Fields and Open Spaces: create grand open spaces, which are active and comfortable. Additionally terraced landscape within the development will allow for buildings to be set within the space.

- A Connected System: create integrated circulation for walking, bicycling, and jogging throughout the property. Develop complete streets, reduce visibility of vehicular parking, and ensure seamless connectivity of the circulation system within the property.

- A Resilient System: create a cohesive vocabulary that ties landscape to ecology. Embrace surrounding natural landscapes and views (towards the mountains and the City) and provide for suitable trees and planting based on site and microclimate.

- A Cohen Legacy: harness aspects and elements of the existing Cohen Stadium. Create a presence at the edge of the site, which will be a staple of the property and the City (an homage to the Cohen brothers and stadium).





DEVELOPMENT OPPORTUNITIES

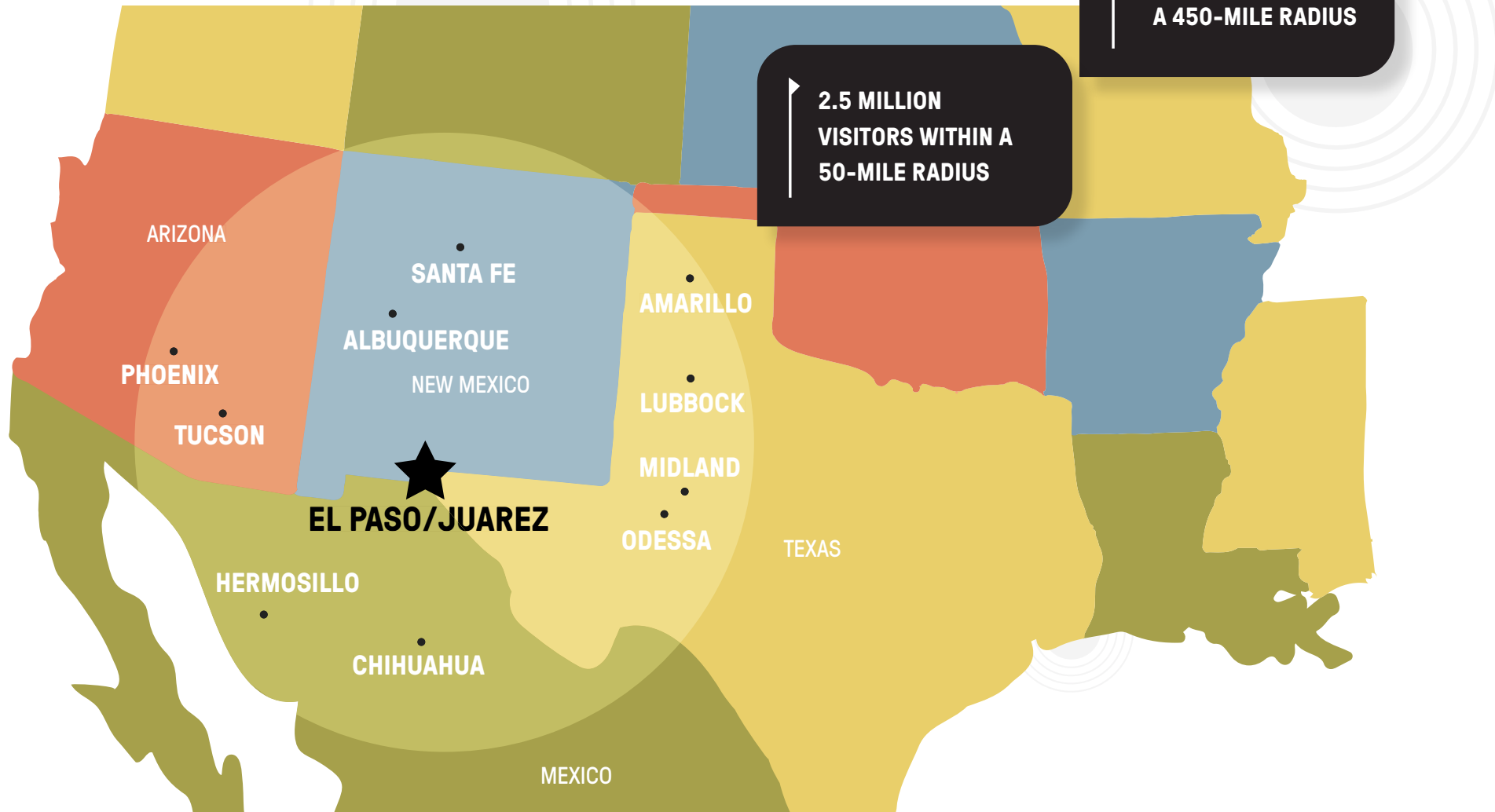
The City is seeking parties interested in developing the commercial scope of the project to include; site development, commercial components including retail, dining and entertainment, hotels, and office development opportunities. This includes securing tenants, as well as other future uses on the property in line with the District's vision. Development opportunities include:

- Parking and Entrances: accented wayfinding entries
- Cohen Field: central open-air events field
- Cottontail Plaza: centrally located plaza with water feature, benches and peripheral landscaping
- Cottontail Park: entry park with grassy seating areas and trails
- Media Broadcasting Studio: on-site media center
- Keystone Events Hall: multi-use flex space for seasonal events and touring attractions
- Sports Complex: indoor volleyball, basketball and more
- Mercado de Cohen: vibrant "food hall" alley that is reminiscent of a farmers market
- Acacia Square: retail, food and beverage spaces
- Family Experience Center: indoor family entertainment center
- Commercial and Office Buildings: retail, dining, entertainment, and office space
- Camp Cohen Neighborhood Waterpark: sports and leisure inspired regional waterpark (presently under construction)
- Cohen Plaza: arrival plaza that celebrates the Cohen brothers with prominently featured design display
- Hotel: hotel with conference space
- Start-Up/Incubator Spaces: flexible co-working spaces and office space
- Site Buffer Zone: freeway screening and signage, landscaped areas, seating and shade

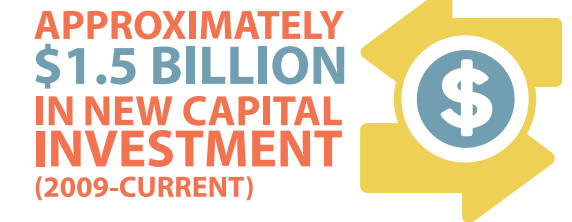
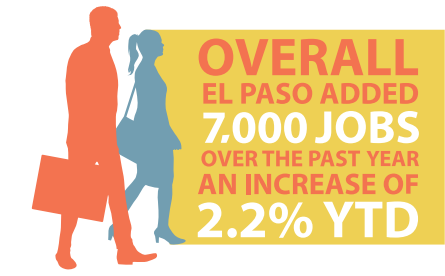


QUICK FACTS

REGIONAL REACH

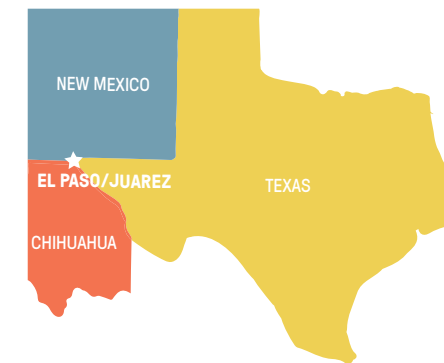


ECONOMIC TRENDS



EL PASO IS THE OF THREE NEXUS STATES
(TEXAS, NEW MEXICO AND THE MEXICAN STATE OF CHIHUAHUA)

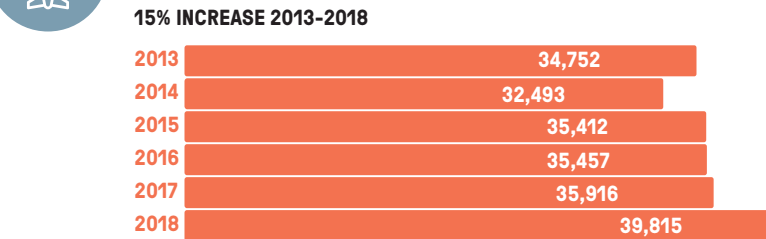
TWO COUNTRIES AND ONE REGION



COHEN DEMOGRAPHICS

- Approximately 36% of the El Paso population (250,074) lives within a 10-mile radius
- Median age 32 years
- Median household income \$47,952
- 100,000+ housing units with a 10-mile radius
- Median house value \$129,231
- Ft. Bliss has 20,856 children on base (0-18) years of age
- Airlines recently added nonstop flights to Denver, Seattle, San Diego, and San Jose
- 19 announcements for new or expanded air service since 2015

AIRLINE PASSENGER CARRIERS

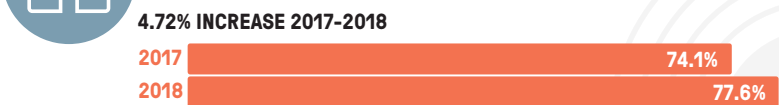


SOURCE: EL PASO INTERNATIONAL AIRPORT

MEXICAN NATIONALS IMPACT

- Outlet Shoppes at El Paso – Horizon Group Properties
 - Top Performing Centers in their portfolio
 - More than 9.5 million visitors/year – and more than 4.5 million are Mexican Nationals
- More than 22 million northbound vehicular border crossings/year through 5 ports of entry
- Approximately 1.4 million people live in Ciudad Juárez and nearly 4,000 workers commute across the El Paso border on a daily basis, more than any other Mexican-American border city
- Retailers in El Paso (shopping, dining, entertainment) meet and exceed expectations and experience record-breaking openings

HOTEL OCCUPANCY



SOURCE: DESTINATION EL PASO

LARGEST REGIONAL MILITARY COMPLEX IN THE UNITED STATES

POPULATION SUPPORTED BY FORT BLISS
163,303

\$7 BILLION IMPACT TO LOCAL ECONOMY

1 OUT OF 16 JOBS IN EL PASO TIED TO MILITARY

3.2 MILLION ACRES

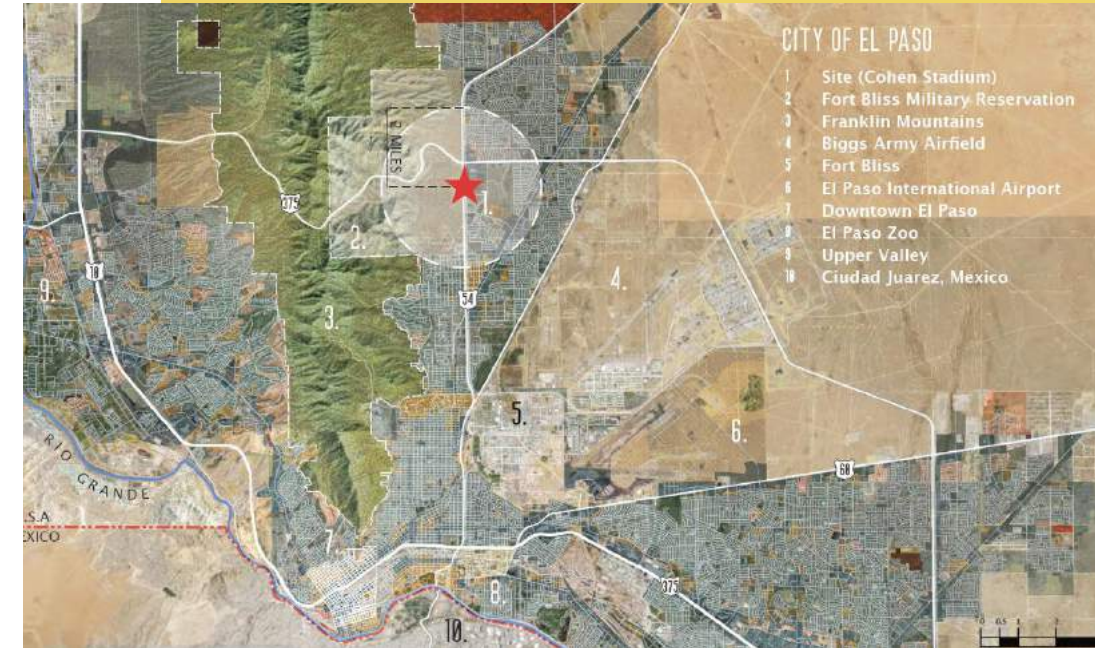
72,000 VETERANS LIVE IN THE REGION

HQ 1ST ARMORED DIVISION

40% OF U.S. ARMY'S USABLE LAND SPACE



LOCAL CONTEXT



PROJECT ASSISTANCE

- **Cost of the subject site:** all sale prices and/or ground lease rates will be considered
- **Incentives authorized under Chapter 380 of Texas Local Government Code:** the city may enter into a Chapter 380 Agreement with the developer(s) to increase the project's feasibility
- **City approved public improvements, grading and drainage:** city has allocated \$2,451,400 to grading and drainage for the site
- **Assistance with city development process:** city will assist in land use approvals necessary
- **Tax Increment Reinvestment Zone:** site is located within a tax increment reinvestment zone, making it eligible for funding authorized by Chapter 311 of the Texas Tax Code
- **Other incentives:** city encourages respondents to propose required public funding sources, if necessary



EL PASO'S PERFORMANCE EXCELLENCE

- **Texas Award for Performance Excellence** Quality of Texas
- **National Medal Services** Institute of Museum and Library Services
- **Excellence Award Association** Texas Municipal Library Director's Association
- **Top 10 Cities for Spring Travel** CCRA Travel Commerce Network
- **Ranked #1 Lowest Cost of Living** Forbes.com
- **#5 Best Small Cities** Bloomberg.com
- **2nd Fastest Employment Rate** Texas A&M Real Estate Center
- **Best Airport by Region** Airports Council International
- **#1 Affordable City** GoBankingRates
- **#1 Foreign Trade Zone** US FTZ Board
- **Overall Top 10 City** Governing and Living Cities
- **#1 Best Run City in Texas** WalletHub
- **Best of Texas Awards Winner** Center for Digital Government
- **Top 25 Cities with Best Work-Life Balance** SmartAsset.com
- **Exemplar City in 100 Resilient Cities Global Network** Rockefeller Foundation
- **All-America City** National Civic League
- **Top Ranked Smartly Resourced City** Governing and Living Cities
- **Best Large Cities for Families** Apartment List
- **Best Places to Live for Quality of Life** US News and World Report
- **Top Ten 2017 Digital Cities** Center for Digital Government
- **2019 Leadership Excellence Award (Presented to City Manager)** Baldrige Foundation



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