



Sports & Entertainment Venue Comparative Analysis Overview



The El Paso Chamber enlisted the expertise of CAA ICON to conduct an assessment of local sports and entertainment venues with an intent to identify opportunities for economic development and improvement. The study aims to offer a clear, data-driven comparison of El Paso's event venues with those of other like-sized and similar communities. The information contained in this study will facilitate sound strategic planning and meaningful community discussions, ensuring informed decision-making for our future developments.



An analysis of the El Paso market considered a standard market size of approximately 890,100. Both adjusted and non-adjusted analyses were conducted for accuracy. The adjusted market, including residents of Dona Ana County, NM (221,000) and U.S. citizens living in Ciudad Juarez (129,000 out of 1.7 million residents), equates to approximately 1.24 million. Considering both the adjusted and non-adjusted numbers, El Paso consistently ranked at the bottom in terms of investment. Additional key findings include:

Key Findings



Upkeep on our investments have lagged. Since 1990 El Paso Investment has been a mere \$102.5 million, with \$78 million from the recent construction of Southwest University Park. Whereas communities in the non-adjusted study area saw an average of \$351.1 million in publicly reported facility costs. In the adjusted comparable markets, the average was \$585.5 million in facility costs.



Out of 35 comparable markets (half larger, half smaller), El Paso ranked 33rd in terms of investment in spectator sports and entertainment facility construction, including collegiate venues.



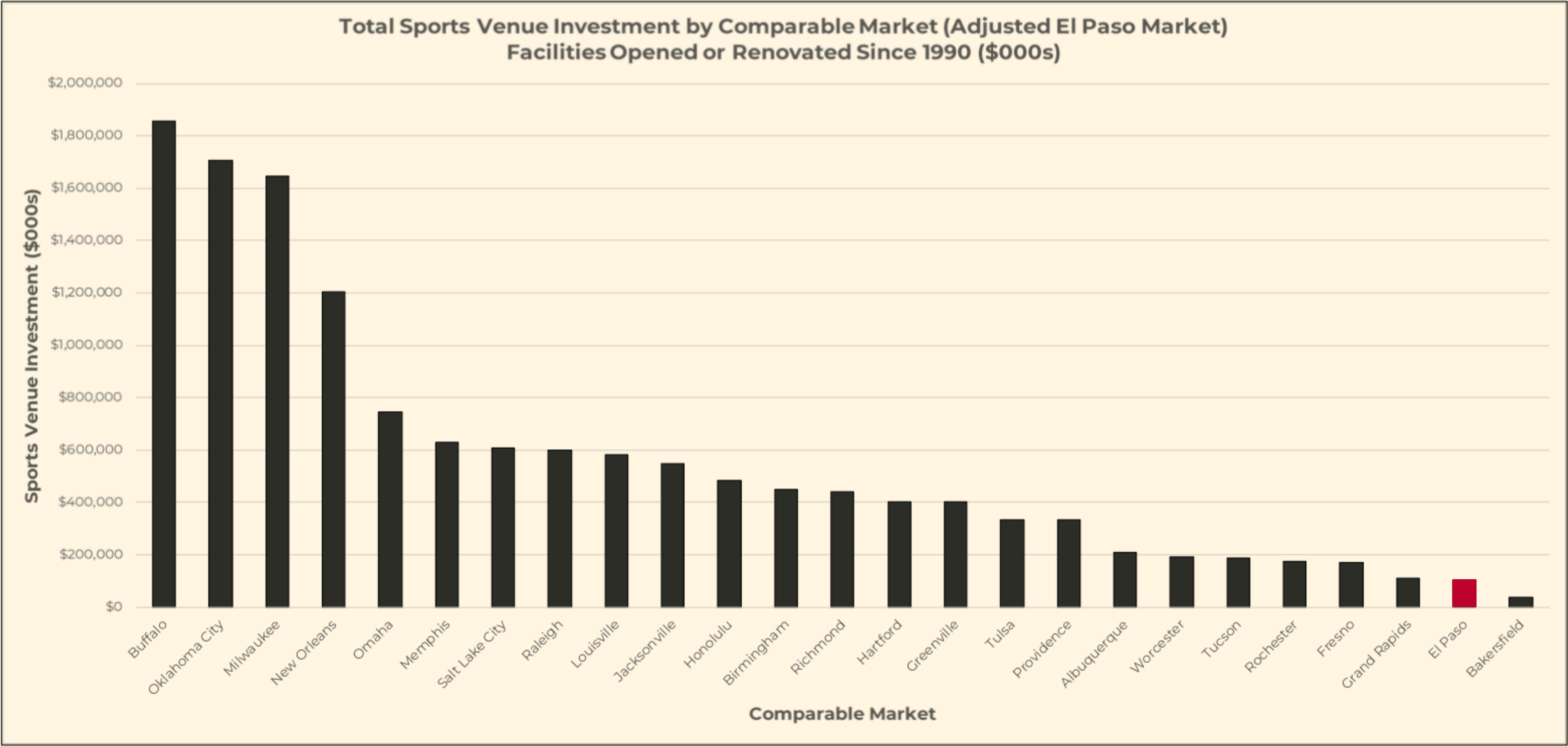
Out of 25 comparable markets in the adjusted analysis, El Paso ranked 24th in terms of investment in new and existing facilities.



We are lacking in investment of our infrastructure when compared to both major and minor arenas.

Adjusted El Paso Market Inventory Analysis

Total Venue Investment by Comparable Market





The 51 minor arenas (under 10,000 seats) in 40 study areas have an average opening year of 1992. The El Paso County Coliseum opened in 1942, 50 years earlier than the average opening.



The 27 major arenas (over 10,000 seats) in 25 comparable markets in the adjusted analysis had an average opening year of 1993 and an average original reported cost of \$149.4 million. The Don Haskins Center opened in 1977, 26 years earlier than the average opening.



15 of these major arenas have undergone renovations, with an average renovation year of 2015 and a reported renovation cost of \$81.2 million. The Don Haskins Center has not received a material renovation.



The Sun Bowl Opened in 1963 and has received one material renovation of \$16.25M since 1990.



Excluding Southwest University Park, El Paso's sports entertainment venues are aging and lack modern investment, experience, and amenities.

Key Findings



Conclusion



The El Paso Chamber believes that by understanding where we are at and working collaboratively, El Paso's strategic plan for a future will ensure that the decisions that are made are sound and benefit the entire community. This initiative will pave the way for informed discussions, robust planning, and ultimately, successful development of our sports entertainment venues.

Plainly stated and although we may not like the sound of it, we are at the bottom of the bottom in every angle we studied. Compared to similar markets, our investments in El Paso's sports entertainment venues are sorely lacking. El Paso haven't invested in our community the way it deserves in this area, largely due to the absence of a long-term collaborative plan. El Paso needs a comprehensive strategy that encourages public and private investment in an open, transparent manner, ensuring economic benefits for years to come. El Pasoans deserve more than a temporary fix to placate voters disappointed by the arena they were promised in 2012. Instead, they deserve sports entertainment venues that truly reflects the greatness of our community.

