



Veterans Capital of the U.S.A.



“Where Every Day is Veterans Day”

*El Paso County Judges Office
December 4, 2023*

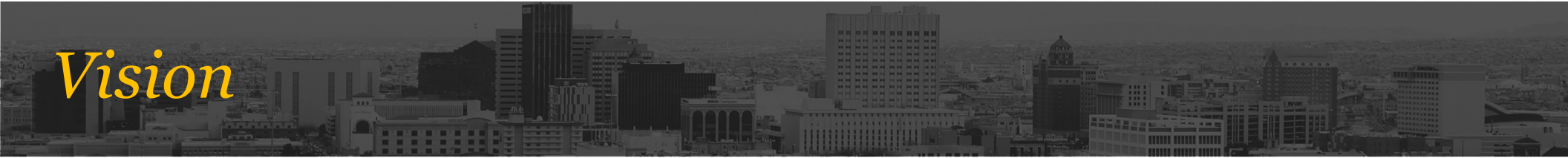
Background

- County Judge Samaniego first brought attention to this initiative in 2019 given El Paso's strong ties to Ft. Bliss and our community's rich military history.
- Commissioners Court was asked to support this proposal to help strengthen this initiative to become the Veterans Capital of the U.S.A. over the next few years through various projects and initiatives.
- El Paso County officially took the lead to become the Veterans Capital of the U.S.A via a County Resolution and by creating a County's Veterans Wall of Honor and Veteran of the Year Program.
- The Veteran of the Year Program recognizes a veteran each year who has served and defended our great Nation throughout American history, as well as goes above and beyond to give back to the El Paso community.



"The sense of pride we have for our Veterans is unlike any other community. The Veterans Wall of Honor stands as a symbol of unity as we work together to promote El Paso County as the Veterans Capital of the United States!"

County Judge Ricardo Samaniego



Vision

- We are grounding our claim to the Veterans Capital of the U.S.A. on our rich military history, continued partnership with Fort Bliss, social support partner network, and our steadfast commitment to veterans – ensuring that in El Paso, every day is Veteran's Day.
 - 1. Rich military history
 - 2. Continued partnership with Fort Bliss
 - 3. Strong social support partner-network
 - 4. Unyielding Commitment to Veterans

Why El Paso?

- Our Veterans are a dynamic part of our region as they continue to lead the way through volunteering, voting, community engagement, and are always there to lend a helping hand to some of our most vulnerable residents.
- El Paso was ranked as one of the top 10 best places for veterans to live in the U.S. and is the BEST place for veterans to live in Texas.
 - The study, “Best Cities for Veteran Homebuyers”, compared the 100 most populated U.S. cities across four key dimensions: economic wellness, employment, availability of veteran affairs benefits, and quality of life for veterans.
- We are committed to ensuring a strong partnership with Fort Bliss, home of America’s Tank Division, and we encourage service members and their families who are retiring or separating from the military to make El Paso their home. General Isenhower fully supports our efforts.
- El Paso County will continue to champion and support Veterans by collaborating with community organizations to provide accessible and high-quality healthcare, education, employment, and quality of life to ensure we remain a “Veteran Ready County.”
- 72 historical markers in El Paso County in honor of our military and veterans.

Veterans Service Timeline



World War II period

% of veterans that served,
2015-2019

2%



Vietnam Era

% of veterans that served,
2015-2019

25%



Korean War period

% of veterans that served,
2015-2019

5%



Gulf War period

% of veterans that served,
2015-2019

68%

1939-1945

1950-1953

1961-1975

1990-1991

El Paso County Veteran Data

Gender



% of males
88%



% of females
12%

Education Status



Less than a high school diploma

5%

High School Diploma or GED

20%

Some College or Associate's degree

45%

Bachelor's Degree or higher

29%

Labor Force

% of Veterans
participating in the labor force



75%

Unemployment rate for veterans

5%

Veterans Initiatives – Celebrating 1 Year

- November 1, 2023: Celebration the Veterans Capital 1 Year Anniversary and Veteran of the Year Announcement: Donna Juarez
- Airport Messaging completed and now displayed in the El Paso International Airport
- El Paso County hosted its first County Employee Veteran Appreciation Luncheon
- El Paso County was featured in USA Today Magazine Special Edition for Veterans Day in partnership with Destination El Paso (Page 27)
- In partnership with NACOs Operation Greenlight Initiative:
 - Resolution/Campaign (November 1st to November 13)
- Unattended burials – El Paso County Veteran Services Office
- Veterans Day Parades
- The SunBowl Parade debuted the 1st Veterans Float which highlighted Veterans Capital and is funded by AT&T.
- Community outreach and local promotion through David Garcia, previous Veterans Capital Ambassador with more than 180 community partners

Veterans Capital Community Partners (David Garcia)

Other Organizations/Agencies

Elks 187 Veterans Outreach
346th Veteran Treatment Court
Veterans Mentor Program
(Justice for Veterans)
Elizabeth Dole Foundation
Rio Vista Behavior Health
STAR Military Veteran Program
Flags Across America
Red, White and Blue
We Care Project
Endeavors
Military Veterans Peer Network
Texas Veterans Network
Repatriate Our Patriot
Grand Canyon University
You eat I eat.
Henry Panarella Rose Food
Veterans Transition Living Center
Texas State Guard
Wingate by Wyndham
Sun Bowl Association
Derr Ministry
Salvation Army
Texas Veteran Commission

Other Organizations/Agencies continuation

Navy Credit Union
GECU
Armed Forces Bank
FYZICAL Therapy
El Paso Pain Management and Spine Center
KVIA Channel 7 Katie Frazier
KVIA Channel 7 Nichol Gomez
KFOX 14 Crew
Vaporosity
VA Care Giver Program
VA Veteran Benefits Administration
El Paso Texas Fabrics
VA Female Veterans Rep
Spectrum Therapy
Ft. Bliss Retirement Services
Hispanic Chamber of Commerce
City of Fabens Veterans Park
Army Reserve Ambassador
UMC Car Seat Safety Program
El Paso Chamber of Commerce
Dr. Tiffany Tajiri Freedom Rhythm
Dr. Leonel Pena Bridgify Group
Veteran Court Judge Patricia Baca
Judge Eduardo A. Gamboa
MOAA Program Director/Chapter Affairs
Lions Club
MU BETA PHI Military Fraternity
YMCA Armed Services
Texas National Guard
Red Cross

Other Organizations/Agencies continuation

Hot Cuts Barber Shop
Pet Barns
Brown Bag Deli
Caliber Collision
Rio Grande Legal Assistance
DBM Horse Therapy
Rivera Family First Responders
El Paso Water Utility
Blackberry Jam Veteran Band
VA Police Dept.
TVC Homeless Veteran Rep.
Fisher House Director
Day land Mental Health
OBTT Trainer
El Paso Police Community Outreach
Hospice El Paso
Ft. Bliss Museum Director
Waco VA Regional Director
Ft. Bliss Continental Club
Ft. Bliss Commissary
NAACP Veteran Group
US Postal Annex
Enterprise Car Rental
Rhinos Hockey Team
ADP

Veterans Capital Community Partners (David Garcia)

Veteran Capitol Foundation of Community Partners

El Paso County Commissioners
Congressman Tony Gonzalez
Congresswoman Veronica Escobar
State Senator Blanco
El Paso City Council

County/City Departments

County Sheriff Department
County Constables Department
County Service Office
City Environmental Department
Veteran Advisory Board
Veteran Affairs Advisory Committee
City Legislator Linsey Adams
Chief Military and Veterans Liaison

Schools

EPISD ROTC Program
YISD ROTC Program
CISD ROTC Program

Health/Mental Facilities

El Paso VA Clinic
VA Behavior Wellness Center
VA Vet Center
United Behavioral Health
Rio Vista Mental Health
Kappel Family Dentistry
El Paso Westside Orthodontics
Borderland Mental Health Services

Veteran Organizations

Disabled American Veterans
American Legion
Veterans of Foreign Wars
Purple Heart Association
Military of World Wars
American GI forum
UAVO
MOAA
82d Airborne Association
Vietnam Veteran of America
Veterans at Breakfast
American Legion Riders
Combat Veterans Association
Rollin Thunder
Marine Corp League
#1 Stunna's
Lower Valley Veterans Alliance
Tigua Council
Patriot Riders
Jewish War Veterans
Sun Metro Veterans Group
DAV, N.M Chapters
El Paso Female Veteran Group

Companies/Businesses

Marathon Petroleum
El Paso Electric Company
Raytheon Technology
Lowes home Improvement
Economy Food Stores
Segovia Food Distribution
Auto Zone
Advance Auto Store
O'Reilly Auto Parts Store
Sunset Funeral Home
Discount Tires
Firestone
At Home
Cabela's
Exit Reality
Jerry's Automotive
Jiffy Lube
M.T Needles
BIG Lots
Dr. Binn

Restaurant's

Golden Corral
Denny's
Wendy's
Catfish Basket
Burger King
Long John Silver
Marcos Pizza
LA Pala La Pala
Carl Jr.
El Coqui
787 Puerto Rican Rest.
Bonjuno Café
Eastside Subs
G Soul Food
Chillies
Taco Bell
Dairy Queen
Taco Cabana
Krispy Cream Donuts
Boss Chicken
Caine Chicken
Churches Chicken
Kentucky Fry Chicken
Ranchitos
Panda Express
Wiener Schnitzel
The Shack
Pet Barns
Mc Donald's
Jack n Box
Delicious Mexican Eatery



The County Judge and Commissioners



**County Judge and City Mayor
and Council Members**



Dist. 16 Congresswoman Escobar/Staff



Dist. 23 Congressman Tony Gonzales



**State Senator Cesar Blanco
Staff members**



El Paso Chamber of Commerce

Partnerships

- Veteran Service Organizations
- Ft. Bliss
- City of El Paso
- State Delegation
- El Paso Chamber
- Destination of El Paso
- Elizabeth Dole Foundation
- UTEP





Veterans Capital of the U.S.A

Marketing Plan FY24

Communications Division
December 4, 2023



SWOT Analysis

■ Strengths

- 1st County to claim the title
- Historical data that supports the claim
- Established Mission and Logo
- Reputation/History
- Foundation created with successful November 2022 Kickoff with explicit support from the military (Major General Jim Isenhower in attendance)

■ Weaknesses

- Website domain or SEO
- Lack of marketing resources – people, time and funding
- Currently, nothing that identifies El Paso as the VCUSA at the entrances of the County

■ Opportunities

- External Events/Global Influences
- Email & Video Testimonials for marketing campaign
- National Leaders/Partnerships
- Local and National News Media Outlets
- Publications
- Podcasts
- Fort Bliss Recruitment
- UTEP Veteran Recruitment
- SGT. Major Academy Celebration

■ Threats

- Competitors
- Possible Negative Publicity



Target Audience & Key Partnerships

- Veterans
- Active Duty
- Military Leadership
- Business Leaders
- Local City, County Governments, and Municipalities
- School Districts
- Other Local/State Leaders
- All News Media



5 Pillars of Focus



Internal
Marketing



External
Marketing



Reputation



Recognition



Namesake
Protection

Pillar #1 – Internal Marketing

- **ENSURE THAT EL PASO COUNTY IS RECOGNIZED AS THE VETERANS CAPITAL OF THE USA INTERNALLY AND THAT IT IS BRANDED AT COUNTY EVENTS.**
 1. Promote annually at the June Women's Veterans Brunch with VCUSA banners.
 2. Promote annually at various November events.
 - Veterans of the Year Recognition – VCUSA Banners.
 - Veterans Parades – VCUSA banners at each parade.
 3. Promote quarterly at the El Paso County Veteran & Caregiver Survivorship and Estate Planning Summit at the Ascarate Pavilion with VCUSA banner.
 4. Continue to notify employees regarding signature blocks for use should they desire.
 5. Continue to notify employees regarding Veterans events and other news monthly through social media and email.
 6. Hold employee Veteran's Appreciation Conference during summertime.



Pillar #2 – External Marketing

- **ENSURE THAT THE VETERANS CAPITAL OF THE USA IS BRANDED EXTERNALLY THROUGH VARIOUS HIGH -PROFILE EVENTS AND VENUES.**

1. Provide VCUSA branding toolkit and PowerPoint to partners and businesses requesting they use logo in signature block.
2. Identify list of local events to promote at:
 - Our Community Salutes in April
 - Military Ball in May
 - Summer Fest in May (City's Birthday)
 - Promote annually in August at the Experience Fort Bliss Expo
3. Meet with Fort Bliss officials yearly.
4. Meet with Paul Albright at least quarterly to discuss how to align initiatives. (i.e. Great American Defense Community Program)
5. Promote at El Paso Days in Austin every 2 years.
6. Promote annually at the El Paso Sun Bowl and Sun Bowl Parade (i.e. Gold Star Gamers).
7. Continue promoting Veteran events through social media campaign with hashtags with at least one post per week.
8. Continue to offer Veterans Capital of the USA leave-behind template for all to use and print on their own.
9. Seek resolutions and present annually in November to other local municipalities and school districts.
 - Accomplished at the City in June 2023.



Pillar #3 - Reputation

- **ENSURE THAT EL PASO COUNTY IS ADDRESSED AS “EL PASO, COUNTY – VETERANS CAPITAL OF THE USA” AND FOR PARTNERS TO USE THE NAME IN THEIR BRANDING AND SUPPORT MESSAGING.**
- 1. Place and maintain banners/signage in various public areas and seek public announcements during events to include the following venues at minimum:
 - Coliseum Event Center
 - Rhino Events Center
 - UTEP Games
 - Chihuahuas/Locomotives Games
 - El Paso Airport
- 2. By March 1, 2024, produce video of veteran's testimonials, El Paso landmarks and history to include San Elizario museum and Flags Across America which can be placed on the County website and which can be shared with partners as part of our branding toolkit.



Pillar #4 - Recognition

- **ASSIST WITH ENSURING THAT EL PASO COUNTY EMPLOYEES WHO ARE VETERANS, VETERAN-OWNED AND VETERAN-FRIENDLY BUSINESSES ARE RECOGNIZED AND SUPPORTED.**
- 1. Annually, coordinate with HR on significant employee events to include:
 - Employee Service Awards, Summertime Veterans Luncheon and County Employee Picnic.
- 2. Work with the Veteran of the year to recognize veteran-owned and veteran-friendly businesses.



Pillar #5 – Namesake Protection

- **ENSURE THE VETERANS CAPITAL NAME CONTINUES TO BE DEFENDED AND PROTECTED.**
 1. Conduct research to validate our claim to VCUSA moniker.
 2. Seek the Veterans Capital of the USA legal trademark (pending item).



Budget

VCUSA Budget	QTY	PROJECTED COST PER UNIT	PROJECTED SUBTOTAL	COMMENTS
VCUSA Employee Luncheon	300		\$ 6,000.00	
VCUSA Lapel Pins	500	\$ 2.05	\$ 1,025.00	
R. Wayne Pritchard Trademark Attorney	1		\$ 2,050.00	Year 1 Cost only
Banners & Giveaways			\$ 2,000.00	
			\$ 11,075.00	Year 1 Cost; Future years - \$9,025
VCUSA Luncheon	QTY	PROJECTED COST PER UNIT	PROJECTED SUBTOTAL	COMMENTS
Decorations				Use leftover from VCUSA Kickoff
Plastic Tablecloths, if needed			\$ 150.00	
Venue			\$ 1,450.00	County Venue would be free, if used
Additional AV/Equipment, if needed			\$ 500.00	
Catering	300	\$ 10.00	\$ 3,000.00	
Frames			\$ 600.00	
Certificate Paper			\$ 300.00	
Music N/A			\$ -	Can use County equipment
			\$ 6,000.00	





Discussion & Questions