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**OCTOBER 30, 2018****NEWS RELEASE**

## **GREAT WOLF LODGE AND EL PASO OFFICIALS EXPLORE POTENTIAL PARTNERSHIP**

**EL PASO, Texas** – Today, City Council and County Commissioners Court approved separate incentive agreements pursuing an opportunity to attract Great Wolf Lodge into the El Paso market.

Great Wolf Resorts, Inc. is North America's largest family of indoor waterpark resorts with 17 locations across the continent. The centerpiece attraction at every resort is the expansive indoor waterpark featuring water slides, pools and play areas designed specifically for families. In addition to the waterpark, families can explore a host of other attractions ranging from ropes courses and arcade games to miniature golf and family bowling.

"Today's vote is the first step in a long process to the ground breaking and construction of an El Paso Great Wolf Lodge," said Mayor Dee Margo. "Bringing a first-class family friendly resort to El Paso would be monumental. This investment into our community will support job growth, and provide an amenity that will attract visitors to the region."

According to an independent economic impact analysis conducted by Jones Lang LaSalle (an investment management company specializing in real estate), Great Wolf Lodge is projected to create 1,190 jobs during the construction period while investing a minimum of \$100 million into the local economy. After Great Wolf Lodge opens, the economic impact is approximately \$680 million during the first 10 years of operations. A typical Great Wolf Lodge creates about 500 direct, local jobs.

"It's always encouraging to see our community drawing the attention of reputable and established companies like Great Wolf Resorts. El Paso is on the map as a destination for family fun and that is evidenced by the positive attention from businesses like this. We look forward to attracting this investment to our community, along with the continued economic growth that this premiere resort will bring to our region," said County Judge Ruben Vogt.

Both City and County incentives are performance based and are contingent on the construction of the 350-room resort and waterpark. The City of El Paso is pursuing state incentives to assist in securing a Great Wolf Lodge in El Paso.

"Great Wolf Resorts is expanding its paw print and undergoing a period of remarkable growth, with several new resorts opening in the past year and more planned for the future," said Murray Hennessy, Chief Executive Office of Great Wolf Resorts. "With so many Great Wolf Lodge families in Texas, we see strong potential for additional resorts in the Lone Star State, and we're excited to take another step today in the process of evaluating a Great Wolf Lodge for El Paso."

A copy of the Jones Lang LaSalle economic impact analysis is attached. Visit [greatwolflodge.com](http://greatwolflodge.com) for more information on the family friendly resort.

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