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04/ 23/ 2024

# City Council Approves Innovative Project to Reimagine Cohen Site

## State-of-the-Art Project Activates Vacant Land and Reignites Cohen Master Plan

**El Paso, Texas**—The Mayor and City Council approved a public-private partnership with Notes Live, Inc., a nationally renowned music venue and hospitality company, that will bring to life an \$80-million, world-class air amphitheater and rekindle the Cohen Entertainment District Master Plan.

Today, the City Council approved a \$30.9 million performance-based incentive agreement that has the potential to generate a \$5.4 Billion impact for the El Paso community. The facility, called the Sunset Amphitheater, will provide elevated hospitality, top tier audio-visual capabilities, premium food and drink offerings and put El Paso on the map as a prime touring destination for the biggest national and international acts travelling the Southern U.S. and Northern Mexico region.

The agreement will allow Notes Live to build a 12,500-capacity amphitheater in Northeast El Paso, overlooking the Franklin Mountains. Venue construction is projected to begin August 2024 and the estimated grand opening of the venue is in touring season 2026.

“This project marks a significant milestone in our city’s evolution. This partnership between Notes Live and our community showcases our commitment to enhancing the quality of life for our residents, advancing our region’s economy, and solidifies our position as a premier destination for top-tier entertainment,” said El Paso Mayor Oscar Leeser. “This iconic venue will not only attract renowned artists but also provide an unforgettable experience for music enthusiasts from across the region. We’re proud to play a role in shaping the future of El Paso music venues and look forward to the Sunset Amphitheater becoming an integral part of our vibrant arts and tourism scene.”

“I couldn’t be more excited to be building an amphitheater in such a vibrant, multicultural city as El Paso,” says JW Roth, Founder, Chairman, and CEO of Notes Live. “The Sunset is going to bring the biggest acts from both the US and Mexican markets to its stage, and it’s going to do so with comfort, style, and flair beyond imagination!”

“We envisioned this type of amazing opportunity with the adoption of the 2018 Cohen Master Plan and are excited to see this project unfold to provide first-class entertainment to El Paso,” said Interim City Manager Cary Westin. “This facility will not only provide superior entertainment options for residents and visitors, but will also provide a positive impact to our local economy.”

This landmark project promises to usher in a new era of entertainment to El Pasoans, while generating economic benefits for the community. For more information about the El Paso Economic and International Development Department visit [ElPasoTexas.gov](http://ElPasoTexas.gov) under the [Economic & International Development](#) tab.

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**About Notes Live, Inc.:** Notes Live, founded by Colorado Springs-based entrepreneur JW Roth, is a live music venue developer focused on building luxury venues that are experience and ambiance-centric. It currently boasts entertainment campuses in both Colorado Springs, Colorado, and Gainesville, Georgia that combine the Boot Barn Hall concert venue, Bourbon Brothers Smokehouse and Tavern restaurant. Notes Live is currently in the development of new locations in Oklahoma, Tennessee, and Texas with seating capacities of between 12,500 and 20,000. The company’s crown jewel: The Sunset, an 8,000-person open-air amphitheater in Colorado Springs, is set to open for the 2024 touring season. Visit [noteslive.vip](http://noteslive.vip) for more.



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GATEWAY SOUTH

PATRIOT FREEWAY

PATRIOT FREEWAY

EXIT 20

GATEWAY NORTH

WHISPERING SPRINGS

COHEN

KENWORTHY



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ZIPLINE
- INDOOR WATER SURFING
- FAMILY RECREATION
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