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S E R V I C E S O L U T I O N S S U C C E S S



Memo

To: Mayor and Council
From: Debbie Hamlyn, Deputy City Manager
CC: Joyce Wilson, City Manager
Date: January 12, 2009
Re: Extreme Makeover Home Edition

Mayor
John F. Cook

City Council

District 1
Ann Morgan Lilly

District 2
Susannah M. Byrd

District 3
Emma Acosta

District 4
Melina Castro

District 5
Rachel Quintana

District 6
Eddie Holguin Jr.

District 7
Steve Ortega

District 8
Beto O'Rourke

City Manager
Joyce A. Wilson

As you are probably aware by now, the ABC show Extreme Makeover Home Edition will be in El Paso today to tell a family that their house will be razed and rebuilt for free. The City has been working with the production staff along with CVB and the Film Commission to bring this wonderful opportunity to our community. However, until now, we were unable to divulge the name of the lucky family to receive this fantastic gift (due to strict IRS regulations). The Ruiz family was nominated by Sandy, a missionary worker from Ohio, who came to Texas to work with the Ruiz family in their mission. The competition is fierce (among 300 other applicants) but the producer's selected this family for reasons which I will describe to you...

Twelve years ago, Maria Ruiz and her family stopped construction of their home and turned their efforts toward assembling a small army to lead poor families in Juarez, Mexico. Everyday, Maria and her husband Jesus travel across the border to bring food, clothing, and supplies to thousands completely free of charge. Maria and Jesus both work multiple jobs to support their family and their foundation. They have 2 children, Elizabeth, 19 years old student at UTEP and Jesus, Jr, 12 years old, 7th grader. Maria was recently recognized as one of the "Top 10 CNN Heroes of 2008" for her selfless work.

In 1996, when Maria began her charitable foundation, construction of the Ruiz home was just over halfway finished. From the very conception of the foundation, all of their resources and passions went towards feeding the hungry. Today, the home stands just as it did twelve years ago, unfinished. In addition to the visible plywood floors and uncompleted dry wall, the structure of the home is tilting inwards. Visible stress fractures can be seen in the walls, ceilings and all four corners of the home. The home appears to be caving in on itself. Also, because the food bank does not have a proper kitchen or storage area, the Ruiz family uses their living room to store and prepare food and donations.

Because of the giving spirit of the Ruiz family and the donations from big hearted Americans, the Ruiz family has been able to feed thousands of starving lives in Juarez, Mexico. With the help of EMHE, the Ruiz family will get a new 3,800 sq. ft., 2-story home with 2 kitchens, 3 bedrooms, 3 baths, a large living room; much needed storage facility and a truck to continue their daily life saving deliveries at a value of \$400,000-\$500,000.

Today, Ty Pennington along the contractor and the crew of Desert View Homes will roll into the neighborhood which is located in Representative Ortega's District at 813 Los Lagos and surprise the Ruiz family, letting them know that they have been selected to receive a new house.

Randy O'Leary, president of Desert View Homes will be in charge of building the new home. All proceeds for the home are being donated, including the interior. They will be working non-stop for 24 hours a day until Monday, January 19th when the family returns to see their new home. The Extreme Makeover staff have briefed all the adjacent neighbors as well as obtained the necessary permits to complete this project within the time short time period.

Tomorrow, January 13th, a Resolution appears on the City Council agenda, which specifies the estimated costs to the City to support this production as well as the significant public benefit we will derive from a production of this magnitude. To reiterate, the positive economic impact over the next 10-day period includes but is not limited to the following:

- 1. 1,048 motel/hotel room nights**
- 2. Honeywagons (large trailers that have 5-6 bathrooms) that will be rented locally**
- 3. Individual Portable Toilets, between 5 and 8 units, rented from a local company**
- 4. Local Film Crew hire (between 15-20 locals hired)**
- 5. Electrical Service (local) Crew hire: 2-3 Grips; 2 Best Boys; 2 Gaffers: 2 Generator Operators**
- 6. 1-ton Grip and Lighting Packages**
- 7. Rental Vehicles for Crew – Location Managers for a minimum of 48 days. Other crew vehicles- approximately 4 additionally rented for a minimum of 10 days**
- 8. The Catering Team will purchase food daily to feed cast, crew, and volunteers**
- 9. Craft Service. This will be stored 24/7 with all types of refreshments and snacks all purchase locally on a daily basis**
- 10. Local Purchase of some construction and decoration materials**
- 11. Tents rented from a local company – up to 4 for a minimum of 10 days**
- 12. Heaters for each tent- up to 4 heaters per large tent**
- 13. Meals for crew at local Restaurants**
- 14. Local Shopping for personal items**
- 15. 2-way Radios, rented locally**
- 16. Local Limousine service - 2-day rental**
- 17. Spanish Translation services**

The economic value of these services/purchases is approximately \$80,000 per day or \$800,000 over the ten-day period of this project.

In addition, as I mentioned earlier, the demolition of a dilapidated home and construction of a new one (3800 sq. ft. fully furnished with a vehicle) will not only remove a blight to the neighborhood but will also enhance the stability of a family and allow them to continue to improve the lives of hundreds of families that they serve. The Community interest gleaned from this story along with the national publicity El Paso will receive when the show is aired along with the plight of people in Juarez---at a time when just the opposite has been the case --- is significant. The show seen by millions of viewers and the volunteerism garnered from this event is in the thousands.

Of the estimated \$85,500 city participation, nearly \$59,000 is for police services. This cost will be absorbed by on-duty staff during non-peak hours or off-duty overtime reimbursed through hot tax funds. An on-site ambulance will be staffed by firefighters who are volunteering their time for this project. The second largest city expense is landfill costs from the disposal of demolition and construction materials. Not more than \$6,000 of actual income will be foregone to the general fund.

In addition, a 30-second advertising spot for this program costs approximately \$500,000. Consider the intrinsic value of El Paso being featured on this program, which is typically an hour in length on prime-time national television.

In summary, the public purpose/benefit includes:

- **Blight Removal**
- **Replacement of a home valued at less than \$100,000 by one valued at \$400,000 +**
- **Affordable Housing for a needy, deserving family**
- **Job creation and expenditures at a time when private construction is lagging**
- **Support for a worthwhile community charity**
- **National exposure for the region at a time when the focus on Juarez is so negative**
- **Positive publicity showcasing El Paso's civic and community spirit and volunteerism**
- **National media exposure by a major television team who will be spending considerable time in El Paso**

There will be opportunities for the City Council to visit the site during the construction. In addition, on Tuesday, January 20th we will request the City Council recess their regularly scheduled meeting at 11:30 AM to attend a special press conference on the site with the crew and the family.

You will be provided with the information regarding the specifics for the next 2 weeks under separate cover from Susie Gaines—Film Commission.



TO: MAYOR AND COUNCIL
FROM: SUSIE GAINES, FILM COMMISSIONER
SUBJECT: EXTREME MAKEOVER: HOME EDITION
DATE: 1/12/09
CC: DEBBIE HAMLIN, BILL BLAZIEK, BRYAN CROWE

The El Paso Film Commission has been working with EXTREME MAKEOVER: HOME EDITION for quite some time in order to bring this production into our City. They arrived in El Paso in late November, having selected the Maria Ruiz Family, a recent honoree of CNN HEROS, whom I worked with when they came in to film her story. (All of this info had to be kept confidential to assure we did not compromise IRS regulations)

Active production begins today, Monday, January 12, 2009 with what EXTREME MAKEOVER: HOME EDITION terms "Door Knock Day", where this family is surprised by the production's famous "bus" pulling up and star of the show, Ty Pennington, stepping out of the bus with a bullhorn to say "Good Morning Ruiz Family!" From this point, it all begins.

To visit the set, please contact me prior to coming out so that I may make arrangements to get you parked and access to a VIP area.

My contact information is at the end of this memo.

LOCATION: Maria Ruiz Family, located at 813 Los Lagos, El Paso, 79907

DIRECTIONS from City Hall: I-10 East to Lee Trevino Exit (11 miles). Right on Lee Trevino to Castner (red light). Castner will be blocked off but this is where we will bring you and your vehicle in. So pull up to Barricade and identify yourself. I will have given them your name after you called me to let me know of your pending arrival.

Here is a schedule to bring you up to speed with the events as we know them:

DAY 1, MON. JAN. 12TH: Door Knock Day. Family is surprised by Ty Pennington and his Design Team. They will spend the rest of the day with the family.

DAY 2, TUES. JAN. 13TH: Family is sent on Vacation. Team and Volunteers will completely empty out the house of the family's belongings and load onto a moving van – and put into storage for 6 months.

DAY 3, WED. JAN 14th: Day 1 of Construction. BLUE SHIRTS ARRIVE FOR "BRAVEHEART" DEMOLITION DAY by the Builder, Desert View Homes. Spectators will be allowed at noon and shuttle buses will be in place to transport them from their parking area at Abundant Living Faith Center, to the drop off point one block from the home. VIP tent area up. Demo and Construction will be 24/7.

DAY 4, THURS., JAN. 15th: Building continues, 24/7, framing of the home

DAY 5, FRIDAY, JAN. 16th: Building continues, 24/7, framing of the home

DAY 6, SAT., JAN. 17th: Building continues, 24/7, interior completed

DAY 7, SUN., JAN. 18th: Building continues, 24/7—furniture delivered this day.

DAY 8, MON., JAN. 19th: REVEAL DAY or "MOVE THAT BUS" DAY! Extreme Makeover brings the family home, between 12N and 3pm.

DAY 9, TUES., JAN. 20th: PRESS CONFERENCE DAY, for local media! Mayor and Council are encouraged to attend. Approximately 12Noon till 2pm.

You are warmly and cordially invited to come out to the home anytime, and I encourage you to do so. The best days to come out would be starting on DAY 4, THURSDAY, 15th. There will be a VIP Tent set up at the location.

Friday, 16th will have a lot more people (spectators), and of course, over the weekend, and the largest amount of spectators will be on Reveal Day, Monday, 19th.

When you are ready to come out, please call me (Susie Gaines) at either of the following numbers: **915-892-2783** or **915-630-3571** and I will arrange for your visit by coordinating your arrival with the Location Manager and the Police. You may also email me at: sgaines@elpasocvb.com

FYI: Everyone visiting the set is being asked to bring some canned goods – not a requirement, but they are doing a food drive to fill the family's cupboard.

Look forward to seeing you out there. Thank you so very much for your constant and continued support of my office and the film efforts we strive everyday to bring to our fantastic city.

It has always been my pleasure.

Susie Gaines, Film Commissioner **915-892-2783** or **915-630-3571**

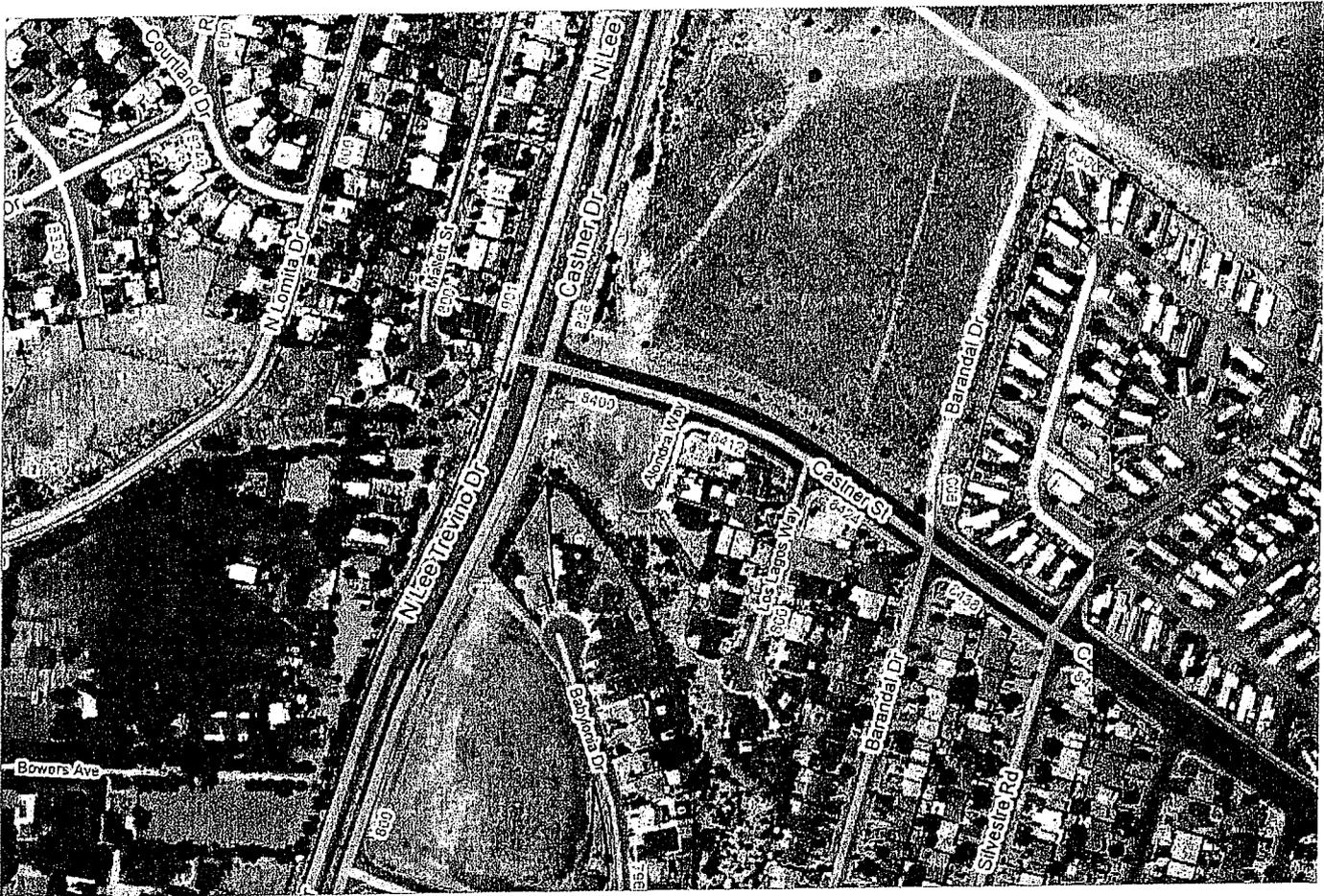
FYI: Direct Impact from Lock and Key Productions (EXTREME MAKEOVER: HOME EDITION) is approximately 1,000 Room Nights and \$750,000.00 spent in goods and services.

El Paso Film Commission
a division of the El Paso Convention & Visitors Bureau/SMG
1 Civic Center Plaza, El Paso, Texas 79901



The Ruiz Family

813 Los Lagos Way



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| 1. Head north on N Durango St. toward W Missouri Ave | go 289 ft. |
| 2. Turn right at W Missouri Ave | go 482 ft. |
| 3. Turn left at N Santa Fe St | go 322 ft. |
| 4. Turn right at W Wyoming Ave | go 0.3 mi. |
| 5. Take the ramp onto I-10 E | go 10.5 mi. |
| 6. Take exit 30 toward Lee Trevino Dr | go 0.3 mi. |
| 7. Merge onto Gateway Blvd E | go 0.1 mi. |
| 8. Turn right at N Lee Trevino Dr | go 0.9mi. |
| 9. Turn left at Castner/Lee Trevino | go 0.1 mi. |