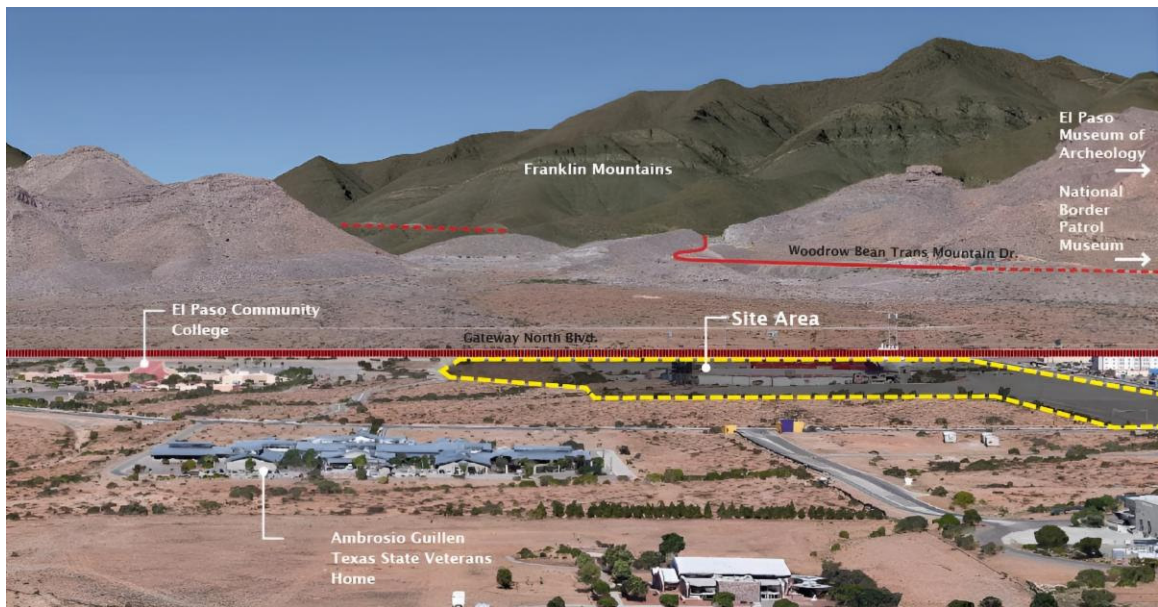




El Paso, TX Chosen for Next Venue by Notes Live:  
Iconic 12,500 Capacity, State-of-the-Art Concert  
Amphitheater

**\$80,000,000 music venue will bring the biggest national and international acts to the Paso del Norte international metropolitan area.**

**Called the Sunset Amphitheater, World-Class Venue Projected to Open in 2026**



Site Map for Notes Live's Sunset Amphitheater in El Paso

April 23rd, 2024 – **Notes Live Inc.**, the rapidly growing music venue and hospitality company, will build the next venue in its collection – a 12,500-capacity, world-class \$80-million-dollar open-air amphitheater – in El Paso, Texas. Named the Sunset Amphitheater, it will put El Paso on the map as a prime touring destination for the biggest national and international acts coming through the Southern US and Northern

Mexico. In a true public-private partnership, the City of El Paso approved a \$30.9 million performance-based incentive agreement to support the creation of the state-of-the-art entertainment destination.

The Sunset Amphitheater site is located in the mixed-use Cohen Entertainment District in Northeast El Paso, adjacent to the Franklin Mountains. Views of the sun setting over the mountains and recently-established Castner Range National Monument, paired with elevated hospitality, top tier audio-visual capabilities, premium food and drink offerings and unbeatable ambiance, will make the Sunset Amphitheater the most iconic outdoor amphitheater in the market. Drawing inspiration from the highly anticipated Notes Live amphitheater opening this August in Colorado Springs, the El Paso Sunset Amphitheater is designed to impress. Spanning approximately 15 acres of prime land, this seamlessly designed venue will feature luxury fire pit suites, meticulously arranged seating options including both mid and lower bowl sections, and a lushly landscaped hydro-chill grass berm for ultimate comfort.

On the edge of the Sunset Amphitheater will stand a custom-built Owner's Club, offering an exclusive view of the stage in addition to a premium entertainment experience.

The thriving arts, recreation and tourism landscape of El Paso and its neighboring areas made the region an ideal match for Notes Live, a Colorado-based company dedicated to building amphitheaters in burgeoning urban centers lacking large-scale outdoor music venues. The most populous city in West Texas, El Paso boasts major sports attractions such as the annual Sun Bowl college football game, destination festivals such as Chalk the Block, Dia de los Muertos and WinterFest, cultural institutions such as the El Paso Symphony, the historical Plaza Theatre, the largest urban State Park in the nation, and a rich local history that spans 400+ years and draws 2.3 million tourists annually.

Uniquely, the El Paso Sunset Amphitheater will serve both the El Paso, Texas population, as well as the communities just across the border in Mexico. The El Paso international metropolitan area combines El Paso, Texas, Las Cruces, New Mexico, and Ciudad Juarez, which is the largest city in the Mexican state of Chihuahua, and is referred to as *Paso del Norte*. At 2.7 million people, the region constitutes the largest bilingual and binational workforce in the Western Hemisphere. The Sunset Amphitheater will mirror the diverse tastes in both the US and Latin audiences.

"I couldn't be more excited to build an amphitheater in such a vibrant, multicultural city as El Paso," says JW Roth, Founder 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!"

"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.”

The Sunset Amphitheater development will be a pivotal project for the El Paso community, supporting over 2,000 direct and indirect jobs and has the potential to generate a \$5.4 Billion impact for the El Paso community. The Sunset’s construction is projected to begin in late 2024, with the aim of unveiling this remarkable outdoor venue just in time for the concert touring season in early 2026.

In the last 12 months, Notes Live, Inc. opened a new venue in Gainesville, GA and announced new music and entertainment complexes in the growing markets of Murfreesboro, TN, Broken Arrow, OK, Oklahoma City, OK, and McKinney, TX. After breaking ground in July 2023, the state-of-the-art, open-air Sunset Amphitheater in Colorado Springs, CO is set for a grand opening on August 9th, 2024. Kicking things off in style will be none other than three-time GRAMMY winner Ryan Tedder and his GRAMMY-nominated band, OneRepublic.

As the El Paso Sunset Amphitheater finalizes planning and groundbreaking, it joins the prestigious ranks of Notes Live venues recognized on Billboard's "New and Renovated Venues List." JW Roth's acclaim as a "VenuesNow All Star" further enhances the anticipation surrounding the launch and the stage is set for the amphitheater to become a cornerstone of El Paso's cultural landscape, contributing to the company's ambitious expansion plans across a dozen markets by 2028.

### **About Notes Live**

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 25,000. 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](https://noteslive.vip) for more.

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