

# AGENDA ITEM 32.5

## MANAGEMENT UPDATE

GOAL 4 – Enhance El Paso's quality of life through recreational, cultural and educational environments



# The *Coollest* Fest in the Southwest

- City-wide event
- 4th Annual WinterFest
- Integrated cross-functional team of 10 City of El Paso Departments:
  - Museums & Cultural Affairs (MCAD)
  - Parks & Recreation
  - El Paso International Airport
  - Public Library
  - Sun Metro & El Paso Streetcar
  - El Paso Zoo
  - International Bridges
  - El Paso Police
  - El Paso Fire
  - Office of Emergency Management
  - Communication and Public Affairs
- Destination El Paso
- Downtown Management District



# FOCUS

- Quality
- Exceptional customer service
- Expanded engagement
- Interactive collaboration within departments





# 2019-2020 WINTERFEST SEASON

- Saturday, November 23, 2019 through Sunday, January 5, 2020
- Open every day for 7 consecutive weeks
- Highlights Include:
  - Downtown ice rink
  - Festive decorations
  - Holiday programming



# WINTERFEST KICK OFF CELEBRATION OF LIGHTS

- Saturday, November 23
- Programming begins at 12 noon
- More than 87,000 spectators expected
- More than 400,000 mini-lights will be lit
- Featuring:
  - Scherr Legate celebration of lights parade, the only light parade in the city
  - Holiday Tree Lighting Ceremony
  - El Paso Locomotive FC Sun City Express Train
    - New enhanced route





# WINTERFEST



The Hospitals of  
PROVIDENCE



The Hospitals of  
PROVIDENCE  
CHILDREN'S HOSPITAL

## SCHERR LEGATE

PLLC ATTORNEYS AT LAW

WHEN IT MATTERS MOST.

PRESENTS

# Celebration of Lights

PARADE

**SATURDAY  
NOVEMBER 23, 2019**

**San Jacinto Plaza  
Downtown El Paso**

**5:30pm Parade starts at  
Texas Ave. & Campbell**



### SCHEDULE:

- 4:30 pm First Armored Division Band
- 5:00 pm St. Anthony Franciscan Choir
- 5:30 pm Holiday Lighting Ceremony & Parade
- 6:05 pm Holiday Entertainment





# HOLIDAY TREE LIGHTING CEREMONY

- 55 ft. L.E.D Christmas tree
- San Jacinto Plaza Holiday Tree Lighting Ceremony starting at 5:55pm followed by the parade
- Santa & Reindeer will appear this year at Mills Parking Garage





# EL PASO LOCOMOTIVE FC SUN CITY EXPRESS TRAIN

- Running every Friday through Sunday
- 5pm – 10pm
- Pedestrian Pathway
- Up to 30 passenger per ride
- \$2.00 per ride

EL PASO  
**LOCOMOTIVE**  
FC







El Paso Museums & Cultural Affairs Department

## MUSEUMS

- Special hours
- Hands-on activities
- Holiday programming
  - Family days, at EPMA
  - Create winter snowflakes, at EPMA
  - Winterfest opening celebration, at EPMH
  - Gifts & Prayers Family Day, at EPMH
  - Holiday wreath making workshop, at EPMH
  - New Year body reset, at EPMH



## HOLIDAY MARKET

- Saturday, November 23
- 12 noon to 8pm
- Pedestrian Pathway
- Festive Programming
  - Free Arts and Crafts
  - Entertainment

## DOWNTOWN ARTS AND FARMERS MARKET

- Every Saturday
- 10am to 2pm
- Union Plaza
- Holiday shopping



# EL PASO PUBLIC MAIN LIBRARY

## SPECIAL EVENTS

- WinterFest Celebration Opening Day
- WinterFest-themed story time
- Letters to Santa
- WinterFest Reading Club
- Family Holiday Movies
- Holiday Concerts
- Ride the Streetcar with Santa
- Winter Snowcial



El Paso Public  
**LIBRARIES**





# DESTINATION EL PASO

## SPECIAL PROGRAMMING

- Visitor Information Booth
  - Amigo Man appearances
  - Holiday Café with festive decorations and breakfast with Santa every Sunday
  - El Paso Electric Toy Drive
  - El Paso Electric WinterFest Tree
  - Texas Gas Service Warming Tent
  - Texas Gas Service and Plaza Classic Film Festival
- Free Movies at the Plaza Theatre

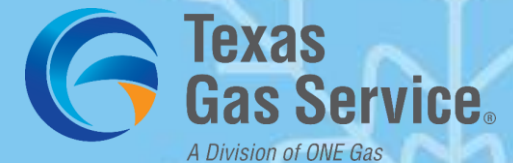
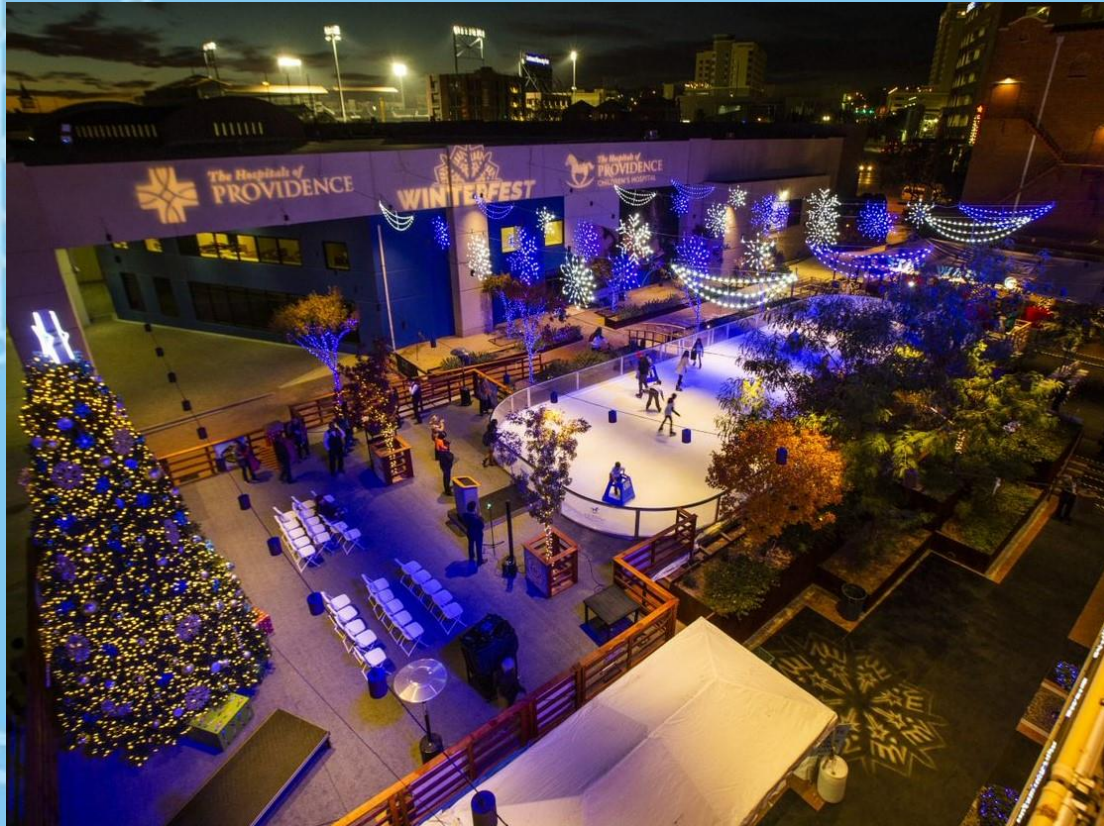


Visit  
EL PASO



## ICE SKATING RINK

- Monday through Sunday
- \$8 General Admission
- \$7 Hero (military, teachers, first responders)
- \$5 Kids 5 & under
- More than 23,000 skaters expected





# EL PASO STREETCAR

## OPENING DAY

- Sun Metro
  - Park+Ride services from different transit centers
  - From 11am to 10:30pm
  - Round trip for \$3.00 (Dedicated bus service for the event)
- Streetcar
  - 10am to 1am
  - Free rides
  - Park+Ride from Glory Road with Free Parking starting at 11am
  - All day free metered parking in Uptown

## DAILY SCHEDULE

Available at <http://www.sunmetro.net>

# SUN METRO



STREETCAR







**EL PASO**  
INTERNATIONAL AIRPORT



## NEW DÉCOR

- New 24 ft. lobby tree
- Carousel horses at Baggage Claim
- 2 additional toy soldiers
- New landscape LED lighting
- Decorative arch for escalators



## SPECIAL EVENTS

- Ambassadors in the lobby
- Holiday performances
- 3<sup>rd</sup> Annual Airport Holiday Social, Thursday, December 12
- Pictures with Santa in Santa's workshop, Thursday, December 19
- WinterFest Visitors Information Center







## POSADAS

- November 26 - January 6
- Every Friday - Sunday
- 5pm - 10pm
- Holiday programming
  - Live entertainment
  - Food trucks
  - Holiday shopping
  - Santa appearances





# Marketing and Promotional Branding

- WinterFest launch announcement – October 15
  - Media advisory, news release and social media teaser
- WinterFest Kick-off announcement – November 14
- Marketing Tools
  - Media interviews (English and Spanish)
  - Social Media – All City platforms
  - Billboards
  - TV/Radio Commercial Spots
  - Print advertising
  - Official Websites
    - [www.epwinterfest.com](http://www.epwinterfest.com)
    - [www.elpasotexas.gov](http://www.elpasotexas.gov)
  - Official Hashtags



#elpasostrong

#iamelpaso

#celebrationoflights

#epwinterfest



# *2019-2020 Season*



## **WINTERFEST**

PRESENTED BY  *The Hospitals of*  
**PROVIDENCE**

 *The Hospitals of*  
**PROVIDENCE**  
CHILDREN'S HOSPITAL