

The *Cooler* Fest in the Southwest



IS COMING...



WINTERFEST



The Hospitals of
PROVIDENCE



The Hospitals of
PROVIDENCE
CHILDREN'S HOSPITAL



DESTINATION EL PASO

Visit
EL PASO

**EL PASO
LIVE**

About



- **3rd ANNUAL WINTER & HOLIDAY FESTIVAL**
- **CITY-WIDE EVENT**
- **DOWNTOWN ICE RINK, LIGHTS & DÉCOR**
- **NOVEMBER 18, 2018 – JANUARY 6, 2019**
 - **Open every day**
 - **50 days; 7 weeks**

Partners



- **PARKS & RECREATION**
- **MUSEUMS & CULTURAL AFFAIRS (MCAD)**
- **EL PASO INTERNATIONAL AIRPORT**
- **DOWNTOWN MAIN LIBRARY**
- **SUN METRO & EL PASO STREETCAR**
- **DESTINATION EL PASO (EL PASO LIVE & VISIT EL PASO)**
- **DOWNTOWN MANAGEMENT DISTRICT (DMD)**
- **CENTRAL BUSINESS ASSOCIATION (CBA)**



INTEGRATED (CROSS-FUNCTIONAL) EVENT TEAM



**394 EMPLOYEES &
STAFF CONTRIBUTE**



85 EMPLOYEES



El Paso Museums & Cultural Affairs Department

9 EMPLOYEES



15 EMPLOYEES



60 EMPLOYEES



EL PASO
INTERNATIONAL AIRPORT

40 EMPLOYEES



154 EMPLOYEES



15 EMPLOYEES



CENTRAL BUSINESS ASSOCIATION

16 EMPLOYEES

Goals



- **IMPROVE QUALITY-OF-LIFE IN CITY**
- **ENHANCE CITY'S HOLIDAY ATMOSPHERE**
- **ACTIVATE WINTER PROGRAMMING**
- **CREATE DOWNTOWN SYNERGY**
- **DEVELOP TRADITION FOR EL PASOANS**
- **ATTRACT FOOT TRAFFIC TO DOWNTOWN SHOPS**
- **WELCOME VISITORS TO EL PASO**

PARKS & RECREATION





Posada Fiestas



- **THURSDAYS – SUNDAYS**
 - **LIVE ENTERTAINMENT**
 - **FOOD TRUCKS**
 - **HOLIDAY SHOPPING**
- **SATURDAYS & SUNDAYS**
 - **POSADA FIESTAS!**
 - **SURPRISE SANTA APPEARANCES**
 - **POSADA CELEBRATION WITH MEXICAN CONSULATE DEC. 8**

Sponsored by **CBA**
CENTRAL BUSINESS ASSOCIATION



Downtown Lights



**NEAR
PLAZA
THEATRE**



NEAR MILLS PARKING GARAGE

- **400,000+ MINI LIGHTS**
- **IN SAN JACINTO PLAZA**
- **L.E.D. CHRISTMAS TREE**
- **SANTA & REINDEER**





Parade & Tree Lighting

**SCHERR
LEGATE**
PLLC ATTORNEYS AT LAW
WHEN IT MATTERS MOST.
PRESENTS

*Celebration
of Lights*
PARADE



- **NEW DATE! SUNDAY, NOVEMBER 18**
- **NEW TITLE SPONSOR! SCHERR LEGATE**
- **50,000 – 85,000 EXPECTED ATTENDEES**
- **NEW, LONGER ROUTE!**

REGISTER TODAY @ ELPASOTEXAS.GOV

MUSEUMS & CULTURAL AFFAIRS



El Paso Museums & Cultural Affairs Department



Holiday Market



- **NOVEMBER 18, 2 - 9 P.M.**
- **PEDESTRIAN PATHWAY & MAIN STREET**
- **LOCAL & REGIONAL ARTISTS, CRAFTSMAN, FOOD TRUCKS**
- **LIVE ENTERTAINMENT**
- **FREE ARTS & CRAFTS**

Museum Activities



- **SPECIAL ACTIVITIES AT MUSEUMS INCLUDING:**
 - **LIVE MUSIC**
 - **HANDS ON ACTIVITIES**
 - **9 PROGRAMS TOTAL**
- **EPMA OPEN LATE 3 NIGHTS**
- **MURAL ON EPMA WALL**



**El Paso
Museum
of Art**



**EL PASO
MUSEUM OF
HISTORY**

Sun City Express

- **INAUGURAL RUN SUNDAY, NOVEMBER 18**
- **RUNS THURSDAYS – SUNDAYS (6pm to close)**
- **UP TO 30 PASSENGERS!**



INTERNATIONAL AIRPORT



EL PASO
INTERNATIONAL AIRPORT



Airport Decor



- **NEW DÉCOR IN LOBBY, RENTAL CAR CENTER, & SECURITY CHECK POINT!**

- **MINI TRAIN**
- **SPECIAL GUEST PILOT FOR PLANE**
- **GARLAND WRAPPED COLUMNS**
- **SITTING POLAR BEAR**
- **SANTA'S WORKSHOP**
- **GIANT WREATHS**





Airport Events

- **GIFT GIVING TREE LIGHTING CEREMONY NOV. 15**





Airport Events



- **AMBASSADORS IN LOBBY**
 - **NOV. 19-21 & DEC. 17-21**
- **HOLIDAY PERFORMANCES DEC. 3-21**
- **SNOWBALL EXPRESS DEC. 8**
- **AIRPORT HOLIDAY SOCIAL DEC. 14**
- **WINTERFEST VISITORS INFORMATION CENTER**



MAIN (DOWNTOWN) LIBRARY





- **WINTERFEST READING CLUB**

- **READ 5 BOOKS or 5 HOURS TO EARN FREE SKATE PASSES!**

- **LETTERS TO SANTA**

- **DROP LETTERS TO SANTA @ MAIN LIBRARY!**
- **MONDAYS & FRIDAYS - SUNDAYS**

- **FREE HOLIDAY MOVIES! SATURDAYS 1pm**

- **HOLIDAY CONCERTS! SUNDAYS 2pm**



Activities



**ALL FREE
EVENTS!**

- **SPANISH HOLIDAY STORY TIME**
 - **FRIDAYS (11am) NOV. 30 – JAN. 4**
- **HOLIDAY STORY TIME**
 - **SATURDAYS (11am) NOV. 24 – JAN. 5**
- **STORYTIME & PICTURES WITH SANTA!**
 - **SATURDAY, DEC. 15 (2pm)**
- **MOVIE CHARACTER SPECTACULAR**
 - **MEET YOUR FAVORITE CHILDRENS MOVIE CHARACTERS SATURDAY, DEC. 22 (2pm)**

SUN METRO & EL PASO STREETCAR



EP



TX

STREETCAR

sunmetro Winter Fest Express

- **RIDE DOWN PASEO DE LAS LUCES!**
 - **FROM INTERNATIONAL BRIDGE TO PLAZA THEATRE**
- **THURSDAYS – SUNDAYS**





Winter-Fast Transportation



IT'S HERE!
EP STREETCAR
ACTIVATED
THIS WINTER!



DOWNTOWN MANAGEMENT DISTRICT





Mistletoe Kiss!

- **PROMOTION STARTS
NOVEMBER 16th!**
- **MISTLETOE IN FRONT OF
HOLIDAY CAFÉ NEAR ICE RINK**
- **SHARE & #DTEP FOR CHANCE
TO WIN *COOL* PRIZES**



DESTINATION EL PASO





Features



FREE thanks to



PROVIDENCE
Children's Hospital

- **VISITORS INFORMATION BOOTH
& INFLATABLE SNOW GLOBE!**
 - **IN FRONT OF PLAZA THEATRE**
 - **THURSDAYS – SUNDAYS**
- **AMIGO MAN APPEARANCES!**
 - **CHECK OUT AMIGO MAN'S NEW,
COOL LOOK!**



Features



FIND ME!

- **AMIGO MAN SCAVENGER HUNT**
 - **12 AMIGO MAN'S HIDDEN IN DTEP**
 - **FIND THEM & ENTER TO WIN 12 COOL PRIZES FROM DOWNTOWN BUSINESSES**
 - **NOVEMBER 18 – DECEMBER 18**

IN PARTNERSHIP WITH

CBA

CENTRAL BUSINESS ASSOCIATION

WINTERFEST GOES... **WINTER***national*



- **CAMPAIGN TARGETING**
 - Las Cruces & Albuquerque, NM
 - Tucson, AZ
 - Midland/Odessa, TX
 - Chihuahua, Torreon, & Durango, MX
- **CUSTOM CAMPAIGN FOR MEXICO!**





Features



- **ICE SKATING RINK**
 - **\$8 G.A.**
 - **\$7 HERO** (Military, Teachers, First-Responders)
 - **\$5 KID** (5 & Under)
- **WEEKLY PROMOTIONS**
 - **MILITARY MONDAYS**
 - **CHICO'S TINY TUESDAYS**
 - **WARM WEDNESDAYS**
 - **STUDENT THURSDAYS**
 - **FIESTA FRIDAYS**
 - **SOCIAL SATURDAYS**
 - **SUNNY SUNDAYS**



The Hospitals of
PROVIDENCE





- **HOLIDAY CAFÉ**

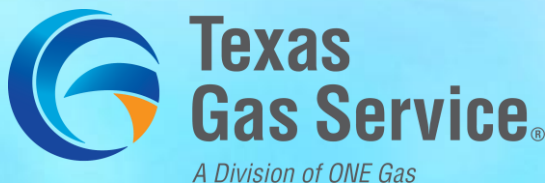
- **MORE DÉCOR, NEW THEME**
- **GORDITAS, HOT CHOCOLATE, CHURROS, TAMALES, Y MAS**

- **CHILDREN'S AREA IN CAFÉ**

- **BREAKFAST WITH SANTA DEC. 1, 8, 15, 22)**
- **PRINCESS PARTIES THURSDAYS**
- **COOKIE DECORATING FRIDAYS**
- **STORIES WITH MS. CLAUS SUNDAYS**



EL PASO **LIVE**.COM *Features*



- **'NO COAL FOR CHRISTMAS'**
TOY DRIVE DEC. 3 – 9
- **25' WINTERFEST TREE**
- **WARMING TENT**
- **FREE MOVIES IN THE PLAZA
THEATRE SELECT SUNDAYS**

EL PASO
LIVE.COM

Shows



18 SHOWS IN DOWNTOWN THEATRES DURING WINTERFEST!



LAS PLAZAS
Arts District



UNION PLAZA
Nightlife and Entertainment



EL CENTRO
Shops On The Border



GOVERNMENT DISTRICT



OFFICE DISTRICT



**DOWNTOWN
EL PASO**



WINTER ACTIVATION

7 VENUES + 4 STREETS + 3 OUTDOOR PLAZAS

- **Abraham Chavez**
- **The Plaza Theatre**
- **Convention Center**
- **Arts Festival Plaza**
- **2 Museums**
- **Library**
- **Southwest University Ballpark**
- **San Jacinto Plaza**
- **Downtown Shops**
- **El Paso Street**
- **Mills Street**
- **Main Street**
- **Pedestrian Pathway**



DOWNTOWNELPASO.COM

#DTEP

#itsallgoodEP



DOWNTOWN MANAGEMENT DISTRICT • 201 E. MAIN SUITE 107, EL PASO, TX 79901 • WWW.DWNTWNEPASO.COM

18,000+ SKATERS EXPECTED | 50,000+ EXPECTED IN ICE RINK AREA



100,000+++ EXPECTED IN DOWNTOWN THIS WINTER



Thank you Sponsors!



The Hospitals of
PROVIDENCE



PROVIDENCE
Children's Hospital



**Texas
Gas Service**
A Division of ONE Gas

**SCHERR
LEGATE**
PLLC ATTORNEYS AT LAW



metro
by T-Mobile



TOPGOLF



**EL PASO
COMMUNITY
FOUNDATION**



El Diario
de EL PASO



Follow us!



EPWINTERFEST.COM

- FULL SCHEDULE & SKATE PASSES ON SALE NOV. 1

INSTAGRAM & FACEBOOK

- PHOTOS, UPDATES, & PRIZE GIVEAWAYS!

#EPWINTERFEST #IAMELPASO

- SHARE YOUR MEMORIES WITH US



SEE YOU THIS WINTER!
¡NOS VEMOS ESTE INVIERNO!

