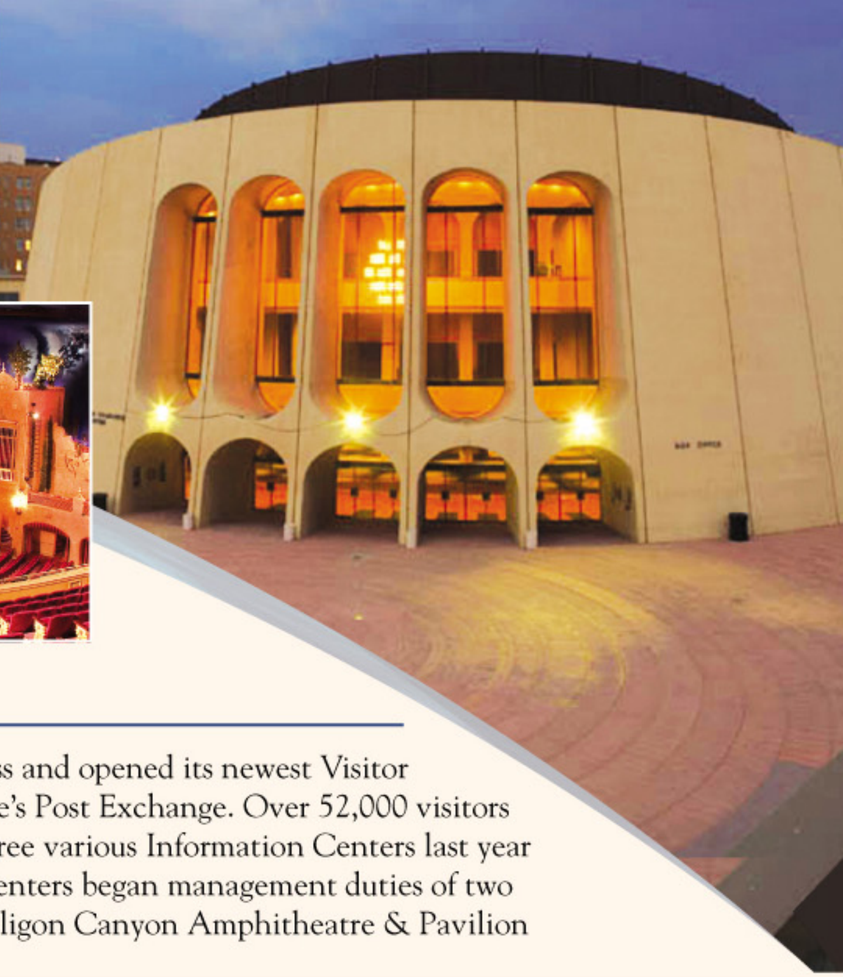
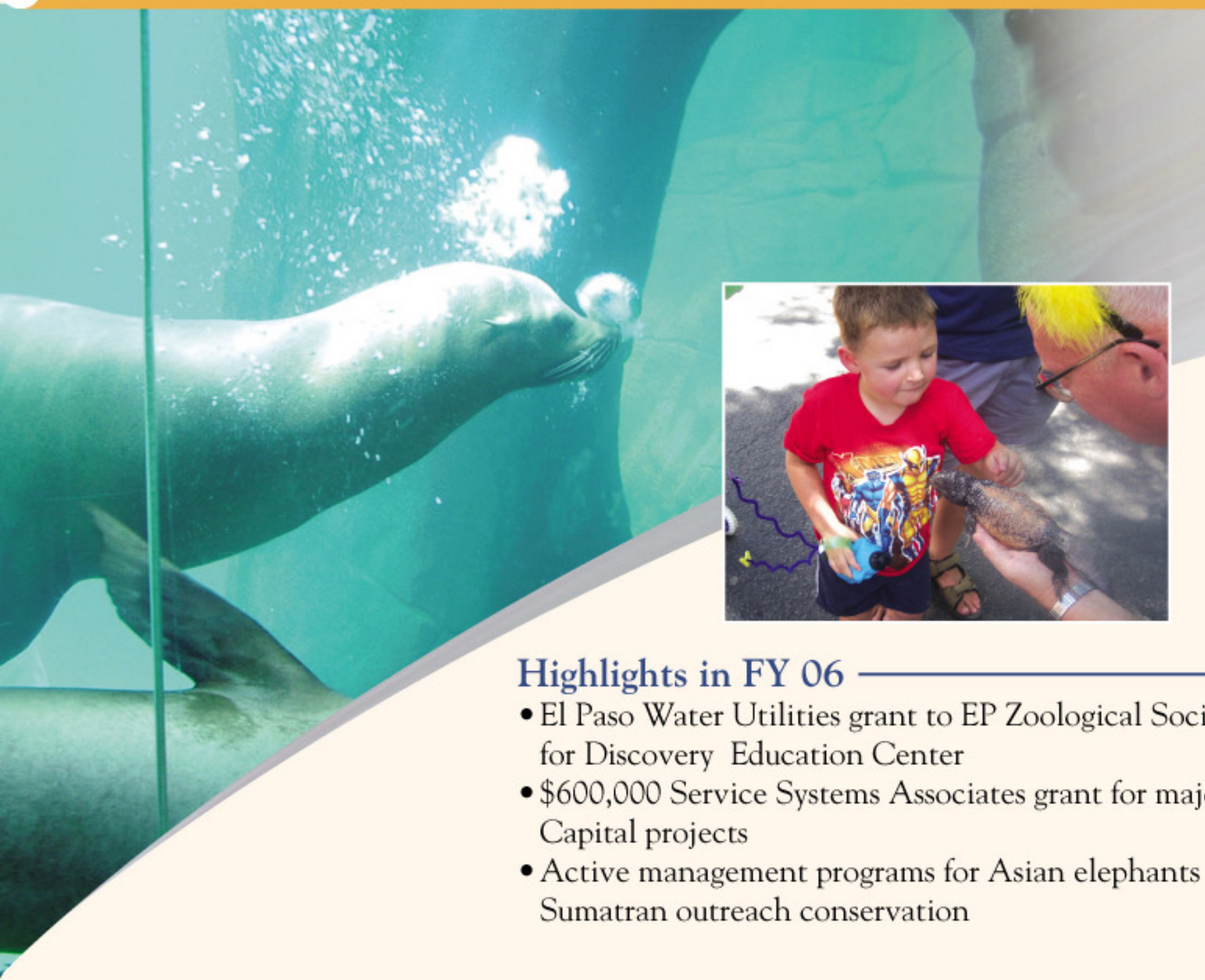
El Paso Convention & Visitors Bureau

The El Paso Convention & Visitors Bureau and the El Paso Convention & Performing Arts Centers strive to strengthen the economy of greater El Paso by attracting visitors to the area. Through the implementation of an aggressive advertising campaign, the El Paso Convention & Visitors Bureau continues to focus its efforts on positioning El Paso as the premiere destination in the Southwest. The El Paso Convention & Visitors Bureau markets and operates all of the city-owned Convention & Performing Arts Centers and aggressively works toward optimizing the awareness and attendance in all of the facilities. Both serve to position El Paso as a cultural leader by setting standards of cooperation and partnerships between the arts, heritage and hospitality industries to improve the quality of life for El Pasoans and visitors.



Highlights in FY 06

- The historic Plaza Theatre Performing Arts Centre opened in March 2006 after undergoing a $38 million renovation
- Over 40,000 individuals enjoyed theatre events in the Plaza Theatre in the six-month period from March to August 2006 and over 91,000 at the Abraham Chavez Theatre in FY 2005-2006
- The Bureau partnered with Ft. Bliss and opened its newest Visitor Information Center inside the Base's Post Exchange. Over 52,000 visitors and tourists were assisted at the three various Information Centers last year
- Convention & Performing Arts Centers began management duties of two new venues: Plaza Theatre, McKelligon Canyon Amphitheatre & Pavilion



El Paso Zoo

The El Paso Zoo serves as a regional center for education, recreation and scientific study and actively supports conservation efforts for the world's wildlife and natural environment. The Zoo serves nearly 300,000 visitors annually. Currently, the Zoo is home to 240 species of animals, 500 mammals, reptiles, amphibians and birds, 700 fish and 500 invertebrates. The Zoo has started the final phase of the $33 million Western Expansion under the 2000 Quality of Life Bond program. With the expansion, the Zoo will double in size to 36 acres and feature a new entry plaza, café gift shop, educational facilities and a grasslands savannah where lions, giraffes and zebras will come to delight visitors.

Highlights in FY 06

- El Paso Water Utilities grant to EP Zoological Society for Discovery Education Center
- $600,000 Service Systems Associates grant for major Capital projects
- Active management programs for Asian elephants & Sumatran outreach conservation
- Veterinary Staff rehabilitated two injured golden eagles for USF&W and TX Parks & Wildlife
- New: Café Renovation, Marquee sign, Aquarium fish, Renovated South American Pavilion exhibits, Computer Center in Paraje & Inca the Spectacled Bear