

City Council Briefing - August 28, 2007



Background

2006

- Strategic Planning process identified need for a consolidated master calendar of events
- Committee formed to develop concept and technology framework:
 - Museums and Cultural Affairs Dept.
 - Convention and Visitor's Bureau
 - El Paso County
- Stanton Street Technology Group agrees to design calendar pro bono

2007

- Calendar Design Completed

What is it?

- One destination for information for visitors and residents
- Multiple points of contact and its own domain:



Who, What and Where?

- The El Paso Events Calendar is a partnership between the city, county and Convention and Visitor's Bureau to establish a comprehensive events calendar
- The calendar will be available on the Convention and Visitor's Bureau web page with links from the city and county of El Paso web sites; and at
- eventselpaso.com
- In future phases (within a period of 6 months) it could populate on multiple sites – with information specific to that entity (i.e. city, county, etc.)

What are the benefits?

- Designed to provide comprehensive listing of all types of events in the city/county region:
 - sports, art/culture, community listings, concerts, entertainment
- Will provide current week events; and will be searchable (i.e. like Google)
 - by date, type of event, location, etc.
- Provides consistent format and information across institutions

What are the benefits?

- Allows for posting by a wide variety of potential users: organizations, event planners and the general public
- One destination for listing/marketing of events
- Minimize duplication of efforts and data entry in multiple web calendars
- Ability to archive information and have a searchable calendar in a three year period
- Creates a database of events that are easily managed

Calendar Layout



[Find Events](#)
[Buscar Eventos](#)

[Post Event](#)
[Publicar su Evento](#)

[My Events](#)
[Mis Eventos](#)

[Register](#)
[Registrar](#)

Sunday
Monday
Tuesday
Wednesday
Thursday
Friday
Saturday

<div style="text-align: center; font-weight: bold; color: #0070C0;">Aug 19</div> <p>Jose Cisneros: A Life in Art</p> <hr/> <p>A Digital Art Installation By Camille Utterback</p> <hr/> <p>Sister Cities Testing Boundaries: Art and Artists along the US/Mexico Border</p> <p style="text-align: center; font-size: small;">See More Events »</p>	<div style="text-align: center; font-weight: bold; color: #0070C0;">Aug 20</div> <p>Jose Cisneros: A Life in Art</p> <hr/> <p>Sister Cities Testing Boundaries: Art and Artists along the US/Mexico Border</p> <p>Art and Sol Project</p> <p style="text-align: center; font-size: small;">See More Events »</p>	<div style="text-align: center; font-weight: bold; color: #0070C0;">Aug 21</div> <p>Jose Cisneros: A Life in Art</p> <hr/> <p>Sister Cities Testing Boundaries: Art and Artists along the US/Mexico Border</p> <p>Art and Sol Project</p> <p style="text-align: center; font-size: small;">See More Events »</p>	<div style="text-align: center; font-weight: bold; color: #0070C0;">Aug 22</div> <p>Jose Cisneros: A Life in Art</p> <hr/> <p>Sister Cities Testing Boundaries: Art and Artists along the US/Mexico Border</p> <p>Art and Sol Project</p> <p style="text-align: center; font-size: small;">See More Events »</p>	<div style="text-align: center; font-weight: bold; color: #0070C0;">Aug 23</div> <p>Jose Cisneros: A Life in Art</p> <hr/> <p>Sister Cities Testing Boundaries: Art and Artists along the US/Mexico Border</p> <p>Art and Sol Project</p> <p style="text-align: center; font-size: small;">See More Events »</p>	<div style="text-align: center; font-weight: bold; color: #0070C0;">Aug 24</div> <p>Jose Cisneros: A Life in Art</p> <hr/> <p>El Maida Shrine Circus</p> <hr/> <p>Sister Cities Testing Boundaries: Art and Artists along the US/Mexico Border</p> <p style="text-align: center; font-size: small;">See More Events »</p>	<div style="text-align: center; font-weight: bold; color: #0070C0;">Aug 25</div> <p>Jose Cisneros: A Life in Art</p> <hr/> <p>El Maida Shrine Circus</p> <hr/> <p>Sister Cities Testing Boundaries: Art and Artists along the US/Mexico Border</p> <p style="text-align: center; font-size: small;">See More Events »</p>
--	--	--	--	--	---	---

Search Events

Keywords

Location/Venue

Date Range

to

Category
 Art
 Lecture
 Miscellaneous
 Music
 Screen

[Add Your Event](#)

FAQs

All Categories

General Questions

What is the Master Calendar?

What are the benefits of posting my event?

Who can submit information to the calendar?

August 2007

Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	
Previous			Next			



Do Texas Different
El Paso Convention

Posting events open to multiple users

Submit Your Event

Instructions

- If you would like to [edit your events and check their approval status](#), you must [create an account](#).
- Please complete the form below with all of your event details.
- All user-submitted events will be screened and approved by a site administrator.
- An account is not required to submit an event, but your event cannot be edited in the future.

* **Category**

* **Event Name**

* **Location**

* **Start Date**

Start Time :

End Date

End Time :

Description

1000 characters left

Image*

User Management Screen

Manage Users	Event Calendar	+	Status	Active	Edit	Delete	Sort
	<input type="checkbox"/> Miscellaneous	+					
	<i>April 18, 2006 - April 22, 2007 :</i> Texas Association of School Boards						
	<i>December 1, 2006 - February 4, 2007 :</i> Patterns of Progress: Birds Eye Views of Texas						
	<i>December 1, 2006 - January 21, 2007 :</i> The Frontiers of Vision: The Panoramic Photography of Eric Jervaise						
	<i>December 15, 2006 - April 29, 2007 :</i> 2006-2007 Live Horse Racing Season						
	<i>January 18, 2007 - January 19, 2007 :</i> Test						
	<i>January 24, 2007 - January 27, 2007 :</i> State Bar of Texas Board Meeting						
	<i>January 25, 2007 - January 28, 2007 :</i> State Bar of Texas-Young Lawyers Association						
	<i>February 3, 2007 - February 3, 2007 :</i> Toma Mi Corazon Heart Auction						
	<i>February 8, 2007 - February 11, 2007 :</i> York-Rite Weekend Princehall Affiliation Annual Convention						
	<i>February 21, 2007 - February 25, 2007 :</i> TEDA Annual Spring Conference						
	<i>February 22, 2007 - February 25, 2007 :</i> National Orientation Directors Association						
	<i>February 27, 2007 - March 4, 2007 :</i> Association Hispanic Classical Theatre						
	<i>February 28, 2007 - March 4, 2007 :</i> Future Business Leaders of America						
	<i>March 1, 2007 - March 5, 2007 :</i> Siglo De Oro Drama Festival						

User receives posting confirmation

Manage Users

Event Calendar

Event Calendar Archive

FAQs

Help

Submission Status

* denotes a required field

Current Status

Approved
This event will be displayed on the public calendar as long as its "Active" setting is on.

*** Update Status**

Approve

Deny

Priority (1 = low, 5 = high)

1

Event Details

Category	Miscellaneous
Name	Texas Association of School Boards
Location	Camino Real
Date & Time	April 18, 2006 – April 22, 2007, 9:00 am – 5:00 pm
Description	
Image	
Age Group(s)	
Contact Name	
Contact E-Mail	
Contact Phone	



Powered by Stanton Street Technology Group

Marketing Plan

Local Awareness

- Presentations to City Council, Commissioners Court and other local entities
- Press conference Wed., August 29
- Appearances in media broadcasts & press
- Leverage City-, County-owned outdoor advertising resources

Out-of-Market

- Public, tourism and partner website links, ads
- Travel magazines, leveraging existing contracts
- Provide access to website branding elements for inclusion in existing tourism campaigns

Current Status

- July/August 2007
 - Beta testing by committee organizations
 - Complete presentations to key stakeholders
 - City of El Paso
 - County of El Paso
 - Arts and Cultural Organizations
 - UTEP, EPCC, Military, Chambers of Commerce
 - Soft launch calendar

Next Steps

- Fall 2007
 - Implement marketing plan for area wide roll-out
 - Full launch/roll-out
- Future Additions
 - Link from additional partner sites
 - UTEP
 - EPCC
 - Arts/Culture Orgs
 - Option to send notice of events/listings to media outlets
 - Ability to join data base to receive e-notices

QUESTIONS?



post an event. find an event.