

**El Paso Convention & Visitors Bureau  
El Paso Convention & Performing Arts Centers  
Advisory Board Meeting**

**Monthly Report – December 2007**

**Financials – Pat Genera**

(See attached)

**Convention and Tourism Development – Veronica Castro**

- Five leads were generated in the month of November with a total of 4,107 room nights and an approximate economic impact of \$1,892,624.
- Cathy Countiss, Sales Manager, attended the Rejuvenate Conference in Houston. This conference focuses on Religious organizations. El Paso was introduced to over 100 new associations there.
- The Convention Development Sales Team conducted a phone sales blitz to associations across Texas with a 350 plus peak history.
- In the month of November, 2,596 inquiries were fulfilled and 1,506 visitors were assisted at the Visitor Information Centers.
- We again partnered with the Sun Bowl Association, El Paso Hotel Motel Association and the El Paso Sports Commission to organize a marketing mission to promote El Paso in Tampa, Florida and Portland, Oregon. The mission of the trips was to promote El Paso to the two visiting universities.
- Leesy McCorgary, Tourism Marketing Manager, hosted Nagel Tours out of Canada on a city tour. El Paso is a likely candidate to be the departure city for Nagel's Copper Canyon tour. Currently they depart from Portales, NM but are looking to change that to El Paso.
- Another tour operator, Gone to Texas Caravan, has added El Paso to their 2008 schedule. Their four-day trip will begin in Oct. 2008. Currently we are working with them to plan tours of the Mission Trail, setting up dinners, Juarez Tours, etc.
- A Spanish e-newsletter was sent to 5,000 Chihuahua residents in our database encouraging them to come to El Paso for Christmas shopping and weekend stays.
- Servicing Department assisted the Texas Federation of Republican Women with over 600 packets and the Texas State Reading Association received 300 packets for both associations' conferences in November.

**Performing Arts Venues – Wendy Garrett**

Theatre Attendance: (Quantifiable goal is 170,856 in both theatres)

- Total Monthly Theatre Attendance for November was 7,937
  - Plaza Theatre with 6,922
  - Chavez Theatre with 1,015
- Total YTD Theatre Attendance is 26,049
  - Plaza Theatre with 17,344
  - Chavez Theatre with 8,705

Performance Numbers:

- Number of performances in the month of November is 10 performances
  - Plaza Theatre hosted 9 performances
  - Chavez Theatre hosted 1 performance
- Number of performances YTD is 27 performances in both theatres
  - Plaza Theatre hosted 19 performances
  - Chavez Theatre hosted 8 performances

## **Operations and Food & Beverage – Bryan Crowe**

- Architect is in the design phase for the Convention Center Exterior Plaza Improvement Project. We are working with public art coordinator to integrate public art into the project. Also, working on preliminary budget but need to issue revenue bonds on the project.
- November revenue: \$156,769 (Catering \$121,697) (Concessions \$35,072)
- YTD Revenue \$377,410.00 vs. plan of \$365,000.00 = \$12,410.00 over plan YTD

## **Communications – Pifas Silva**

- The website has shown a 16% increase in the month of November 2007 over the previous year. The total number of people visiting the site was 61,200.
- Free media generated for the month of November totaled \$46,984.42 a 14% increase over the previous month.
- El Paso has received free media exposure in the following publications: Texas Monthly, Association News, Texas Journey, Association Leadership, ExpressLane
- The Sun Bowl Blitzes allowed us to garner exposure on the following media outlets: KVAL (CBS) Oregon, KUGN (590 AM) Oregon, WTVT (FOX) Tampa, Catch 47 (Tampa Sports Network) Tampa, WFLA (970 AM) Tampa, WTAN (1340 AM) Clearwater

## **Film Commission – Susie Gaines**

- Two documentaries have filmed (UNDOCUMENTED and US CUSTOMS/BORDER PROTECTION), two feature films have filmed (WICKED LAKE and PULSE 2), one commercial has filmed (ELLE MAGAZINE) and one TV show has filmed (BIG IDEAS FOR A SMALL PLANET for the Sundance Channel).

Current Leads, year-to-date: 96

Direct Impact, year-to-date: \$600,850.00

Room Nights, year-to-date: 1,092

- Film Commission is currently working on one feature film (THE BURNING PLAIN). El Paso Film Commission secured the location, permitted and coordinated with City of El Paso Street Department, Solid Waste, Traffic/Engineering, Development Services, Sun Metro, Parks, El Paso Police and Fire on street closures/intermittent traffic control, rerouting of traffic, street signage changed out to reflect "Mexico"; Garbage Collection in those areas; Sun Metro bus stops and Fire and Emergency vehicles.
- Two documentaries (WELCOME TO AMERICA and a US CUSTOMS AND BORDER PROTECTION training documentary) filmed the week of December 10 and El Paso Film Commission coordinated their needs and permitting when necessary.
- Film Commission is currently working with 20th Century Fox's Public Relations Agency in coordinating efforts to promote the SIMPSONS movie coming out on DVD. Twenty 20 cities across the U.S. were selected for this promotion and El Paso is one of them. The agency will be putting 36 pink donut mylar balloons on parking meters Dec. 18 indicating that parking that day will be free. They will spend \$1,000 to do this promotion.
- Final editing of the 2008 El Paso Film Commission Production Manual is being done.