

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

**Monthly Report – May 2009**

**Financials – Pat Genera**

(See attached)

**Convention Development – Brooke Underwood**

- Eleven leads were generated in the month of April representing 2,225 in total attendance, 4,168 room nights and an approximate economic impact of \$1.4 Million.
  - Notable Business Includes
    - TX Veterans Commission – Fall Training Conference (09)
    - Association of Mathematics Teacher Educators – Annual Conference (11)
    - Texas Downtown Association
- Four pieces of business went definite for the month representing 1,860 in total attendance, 1,351 room nights and an estimated economic impact of \$1.1 Million.
  - Notable Business Includes
    - TX Association for Bilingual Education – Annual Convention (10) 1500pp
    - TX Young Lawyers Association – BOD Retreat (09)

**Tourism Development – Veronica Castro**

- In the month of April we received 2379 inquiries.
- We assisted 1,622 visitors in our 3 Information Visitors Centers in the month of April.
- At the end of March, we set up the El Paso Visitor Center in Reno to help promote the 2010 USBC Women's Tournament. The booth is open 12 hours a day for the duration of the tournament. We hired and trained 3 energetic individuals to work the booth and market El Paso. Email addresses are also being collected in efforts to communicate with the bowlers about El Paso.
- Leesy McCorgary, Tourism Manager, conducted sales calls to AAA agencies in the state of New Mexico. She met with the agency's personnel and distributed the brochures.
- Ambassador Training was held in April, where over 30 individuals in the hospitality industry, i.e. hoteliers, attraction personnel and Taxi drivers attended.
  
- Upcoming Events:  
The First Thanksgiving Celebration – April 24 and 25<sup>th</sup>.

**Performing Arts Venues – Wendy Garrett**

Theatre Attendance: (Quantifiable goal is 155,000 in both theatres)

- Total Monthly Theatre Attendance for March was 15,532
  - Plaza Theatre with 5,917
  - Chavez Theatre with 9,615
- Total YTD Theatre Attendance is 86,409
  - Plaza Theatre with 40,620
  - Chavez Theatre with 45,789

Performance Numbers:

- Number of performances in the month of March was 13 performances  
Plaza Theatre hosted 7 performances  
Chavez Theatre hosted 6 performances
- Number of performances YTD is 76 performances in both theatres

Plaza Theatre hosted 46 performances  
Chavez Theatre hosted 30 performances

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

- Events in All Venues April 2009:
  - 16 events were hosted in all venues in April 2008 generating 33,379 patron visits.
  - 12 future events were booked in the month of April
- April revenue: \$156,769 (Catering \$121,697) (Concessions \$35,072)
- YTD Revenue \$1,011,736 vs. plan of \$919,171 = \$92,565.00 over plan YTD

### **Communications – Pifas Silva**

- Unique visits to the website for the month of April were 43,367, a decrease of 2,500 over March 2009 (45,813).
- El Paso has received free media exposure in the June issue of Texas Highways.
- The Communications Department hosted a photo-journalist from Mexico in partnership with the State Tourism's Mexico PR agency over the Easter Weekend. Media coverage is expected to publish in Fall 2009.
- Published stories about El Paso which were a result of the UK Press Trip to El Paso in August 2008 have totaled \$131,773.57 to date.
- Articles in the "True West Magazine" featuring El Paso's rich Old West history
- Articles in the "True West Magazine" featuring El Paso's rich Old West history, circulation 35,000.
- Several articles in the "Big Bend Mountain Trail" magazine identifying El Paso as a destination.

### **Film Commission – Susie Gaines**

- Our participation in "Location Expo" Los Angeles generated 75 new leads that the Film Commission is actively working on.

Current Leads, year-to-date: 173  
Direct Impact, year-to-date: \$1,683,700  
Room Nights, year-to-date: 1,373

- Brad Harris Photography stayed at the Camino with 16 room nights totaling to \$15,000.00 to shoot "Portraits of the Border".
- A weekly UK Television show "Locked up Abroad" had 6 room nights with a direct impact economic impact of \$15,000.00
- Film Commissioner Susie Gaines attended Locations Expo, and co-sponsored a reception for the National Association of Latino Independent Producers.
- Film Commissioner Coordinator Leah Ramirez attended the Marfa Film Festival the 1<sup>st</sup> weekend of May.
- A trailer for the feature film "The Dry Land" will shoot the week of May 25<sup>th</sup>.

***\*Our next meeting will be held on Thursday, June 11<sup>th</sup> at 4pm in the Las Palmas Del Sol room\****