

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

**Monthly Report – December 2008**

**October Financials – Pat Genera**

**Revenue**

- October - **\$363,147**
- Year to Date - **\$778,457**
- **\$142,707** over Budget Year to Date

**Expenses**

**Convention & Performing Arts Center (PAC)**

- **October - \$348,329**
- **Year to Date - \$682,488**
- **\$22,203** over budget Year to Date

**Convention & Visitors Bureau (CVB)**

- **October - \$149,830**
- Year to date - **\$295,934**
- **\$96,112** under budget Year to Date

**Convention Development – Brooke Underwood**

- November - 9 leads were generated for the month representing a total of 2,232 Room Nights and an approximate Economic Impact of \$ 3.2 Million.
- November - 3 pieces of business went definite for the month representing a total of 631 Room Nights with an estimated economic impact of \$ 198,214.
- November – We lost 3 pieces of business with an approximate Economic Impact of \$1.2 Mil. Lost business includes:
  - State Fireman's & Fire Marshall's Association – Meeting Space Budget Constraints
  - Texas State Elks Association – Driving Distance from Central Texas
  - Southwest Turf Grass Association – Client had already verbally committed to previous years host city.
- Brooke Underwood participated in SMG K'nekt Sales Training December 1-5 in Charleston SC. The three day workshop emphasized the importance of customer service and provided training on Prospecting Techniques, Qualification of Prospects/Clients, Presentations and Closing Business.
- The Convention Development Team is currently conducting a city department sales blitz. Departments are provided with a tour of the facility and a presentation on the Bureau, its function, and how they can help identify Associations or Meetings where El Paso is a viable option as a convention destination. To date the team has hosted over 100 city employees and gathered information on 25.

**Tourism Development – Veronica Castro**

- In the month of October we received 1,008 inquiries.
- We assisted 1835 visitors in our 3 Information Visitors Centers in the month of November.
- Leesy McCorgary, Tourism Sales Manager attended the National Transportation Association Tradeshow that was held in Pittsburgh in Nov. She visited with over 40 Tour Operators from around the United States.
- The El Paso Convention and Visitors Bureau along with the Hotel/Motel Association, Sports Commission, and Sun Bowl are teaming up to promote El Paso and th Brut Sun Bowl game in Pittsburgh this week. Pifas and Leesy along with representative from the other organizations left to Pittsburgh on Thursday, December 11, 2008. They will host a reception for the Pitt Alumni and

also participate in several TV and Radio Interviews. The Amigo Man will also make an appearance at a nationally televised Pitt Basketball Game.

- Upcoming events
  - \*December 6, 2008 – Christmas Tree Lighting and Lights Parade San Jacinto Plaza
  - \*December 8-17 – Sounds of the Holidays at San Jacinto Plaza
  - \*December 30 – Sun Bowl Fan Fiesta
  - \*December 31 – Brut Sun Bowl Oregon vs. Pittsburgh

## **Performing Arts Venues – Wendy Garrett**

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

### **October**

- Total Monthly Theatre Attendance for October was **8,606**
  - Plaza Theatre with **4,234**
  - Chavez Theatre with **4,372**
- Total YTD Theatre Attendance is
  - Plaza Theatre with **22,971**
  - Chavez Theatre with **13,447**

### **Performance Numbers:**

- Number of performances in the month of October is **10 performances**
  - Plaza Theatre hosted 7 performances
  - Chavez Theatre hosted 3 performances
- Number of performances YTD is **26 performances in both theatres**
  - Plaza Theatre hosted 16 performances
  - Chavez Theatre hosted 10 performances

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

### **Events in All Venues November 2008 vs. November 2007**

- 18 events were presented in all venues in November 2007
  - 10 events were attended by 500+ patrons
  - 8 events were attended by fewer than 500 patrons
- 17 events were presented in all venues in November 2008
- 9 events were attended by 500+ patrons
  - 8 events were attended by fewer than 500 patrons

### **Attendance in All Venues November 2008 vs. November 2007**

- 21,030 patrons attended events in all venues in November 2007.
- 26,195 patrons attended events in all venues in November 2008.

### **Future Events Booked November 2008 vs. November 2007**

- 20 future events were booked in November 2007.
- 9 future events were booked in November 2008.

### **2008 Facilities Sales/November Contracted Events**

- Texas vs. the Nation (1/09)
- Borderland Tradeshow (3/09)
- El Paso Hispanic Chamber of Commerce Biz Tech (10/09)
- L & F Distributorship (Budweiser) Christmas Party (12/08)
- U.S Dept of Citizenship and Immigration Services Swearing In Ceremony (12/08)

### **2008 Facilities Sales/ November Event Highlights**

- Junior League's Christmas Fair (Convention Center): attendance 13,926
- Alltel VIP Party (Plaza Theatre): attendance 1750
- Hospice of El Paso Celebrity Waiters (Convention Center): attendance 650
- Christian Joy Center Kirk Franklin Concert (Chavez): attendance 1700

- Mayor's Thanksgiving Luncheon (Convention Center): attendance 1600
- Convention Medica International (Convention Center)

### **2008 Facilities Sales/ January Event Highlights**

- Home and Garden Expo 1/7-1/12
- Ben E. Keith Food Tradeshow 1/13-1/14
- Elegant Penguin Bridal Show 1/17-1/18
- Ring Machinery Tradeshow (German Co., 1<sup>st</sup> time in the US) 1/19-1/24
- Texas vs. the Nation Dinner 1/29
- Rotary Club of El Paso Celebrity Chef Dinner 1/30

### **Communications – Pifas Silva**

- Unique visits to the website for the month of November were at 45,475, a slight decrease over the previous month.
- El Paso has received free media exposure in the following publications:  
Texas Monthly (5-page spread), Texas Highways (8-page spread)
- Texas Monthly hosted a reception in late November to unveil our co-op advertisement with the Sun Bowl which ran in the magazine's December issue and featured "Out of Town" article on El Paso.
- A team of Ambassadors left for Pittsburgh today and will make media appearances on Pittsburgh TV and radio shows this weekend to promote El Paso and the 75th Brut Sun Bowl. The team consists of: Pifas Silva and Leesy McCorgary, El Paso CVB; Dennis Richard, Sun Bowl Association; Thea Chambers, Sports Commission and Rebecca Diaz, Hotel Motel Association.

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

- NOVEMBER brought us 12 new leads that we're actively working.
- 4 permits for November productions—for the Cristina Show, KTSM and CNN Presents and History Detectives. Scouted with 2 Production Company's – 1 that will film a television show in January and the other for a spring feature production.
- The CRISTINA SHOW will be aired December 15<sup>th</sup>, 9pm, Channel 26

### **NOVEMBER FILMED/WRAPPED:**

CRISTINA SHOW, television show  
 HISTORY DETECTIVES, television show  
 Music Video for Latin music group, Primavera  
 WEDDING DAY, a TNT television show  
 CNN PRESENTS, LATINOS IN AMERICA, television news show (will be back and forth for a year doing this documentary).

- 153 room nights for November
- \$443,000.00 Direct Impact for November

- **Fiscal Year to date:**

Room Nights: 177  
 Direct Impact: \$568,000.00