

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

Monthly Report – December 2009

October Financials – Pat Genera

Revenue

- October - \$305,755
- Year to Date - \$679,035
- \$29,784 over Budget Year to Date

Expenses

Convention & Performing Arts Center (PAC)

- October - \$406,994
- Year to Date - \$755,883
- \$66,364 over budget Year to Date

Convention & Visitors Bureau (CVB)

- October - \$153,193
- Year to date - \$296,300
- \$97,322 under budget Year to Date

Convention Development – Brooke Underwood

- **November** - 4 leads were generated for the month representing 1,975 in total attendance, 2,728 Room Nights and an approximate Economic Impact of \$1.2 Million.
 - Notable business includes
 - Association of Government Accountants
 - Texas Association of Community College Business Officers
 - Texas State Council Knights of Columbus
 - Texas Association for Court Administration
- **November** - 6 pieces of business were confirmed for the month representing 1,150 in total attendance, 708 Room Nights and an approximate Economic Impact of \$735,310.
 - Notable business includes
 - USA Track & Field
 - Texas Association of Drug Court Professionals
 - Texas Pest Control Association
 - National Association of the Remodeling Industry
- **TSAE Holiday Luncheon**

The El Paso Convention and Visitors Bureau will sponsor the Texas Society of Association Executives' Annual Holiday Luncheon December 15, 2009. We will have the opportunity to speak to the group of 300 executives about El Paso, new hotels and recent renovations as well as the Convention Center, its flexible meeting options and construction currently underway on the Convention Center Plaza.
- **Tamale Drop**

The El Paso Tamale Drop is an annual El Paso CVB signature event which provides a taste of El Paso to clients across the State by delivering homemade tamales. The El Paso Convention Development Sales Team makes sales calls to 30 State Associations in Austin with the mission to renew interest in El Paso and familiarize them with the City's flexible meeting options.
- **K'Nekt II Sales Training**

Brooke Underwood and Lanor Sanchez, Senior Account Manager attended the SMG K'nekt II Sales Training November 30 – December 4 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.

Tourism Development – Veronica Castro

- We receive 2,337 inquiries in the month of November. The majority of the inquiries were from the See Texas First advertisement and the AARP publication.
- In the month of November, we assisted 1,451 tourists in all 3 Visitors Information Centers.
- Created and produced 5,000 brochures for the Museum and Cultural Arts Department to market the upcoming 100th Anniversary of the Mexican Revolution events that will began in January 2010.
- **Upcoming events**
 - *December 5 – Christmas Tree Lighting and Lights Parade San Jacinto Plaza
 - *December 10 – Rotary Club Kickoff Luncheon
 - *December 13 – Dave Koz – A Smooth Jazz Christmas
 - *December 8-17 – Sounds of the Holidays at San Jacinto Plaza
 - *December 19 – Senior All-Star Football Classic
 - *December 19 – Sun Bowl 5k Run and Walk
 - *December 30 – Rotary Sun Bowl Luncheon
 - *December 30 – Sun Bowl Fan Fiesta
 - *December 31 – Sun Bowl Game University of Oklahoma vs Stanford University

Facilities/Theatres: Carol McNeal

2009 Facilities Sales/November Event Highlights:

- The Wedding Singer (Broadway), attendance of 1,162
- Junior League Christmas Fair, attendance of 11,811
- Steven Curtis Chapman concert, attendance of 1,316
- Celtic Woman, attendance of 1,685
- USCIS Swearing In Ceremony, attendance of 1,000
- El Paso Symphony, attendance of 2,047
- Jefferson High School Reunion, attendance of 2,300
- City of El Paso H1N1 Vaccine Distribution, attendance of 3,000
- Mayor's Thanksgiving Luncheon, attendance of 4,000

During the month of November, 22 events were held in all venues, compared to 12 events in November 2008 (an 83% increase). Of those 22 events, close to 45% (10 total) were attended by 500+ patrons.

A total of 28,088 patrons attended events in all venues during the month. Of those, 7,891 patrons attended theatre events: (Plaza Theatre 6,796; Abraham Chavez Theatre 1,074; Philanthropy Theatre 21; McKelligon Canyon Amphitheatre 0) and 19,570 attended convention center events.

Operations and Food & Beverage – Bryan Crowe

November Total Revenue

- Revenue total is \$113,484
- Concessions revenue total is \$49,270
- Catering revenue total is \$56,095
- Oasis Lounge Revenue total is \$19,952
- Year to Date revenue is \$399,909

Highlight for Concessions

- Junior League Christmas Fair with \$28,763.

Highlight for Catering

- Junior League Christmas Fair with \$19,365
- Jefferson High School Reunion \$23,452

Communications – Pifas Silva

- Unique visits to the website for the month of November was 55,479, compared to 45,475 in November 2008, a 22% increase.
- El Paso has received free media exposure in the November issues of True West, Texas Monthly and Smart Meetings. Currently working with media in Oklahoma City and San Francisco Bay area to generate publicity about El Paso and the Sun Bowl festivities.
- Texas Monthly unveiled the three-page "Out Of Town" section in the December issue. The special section is a partnership between the Sun Bowl Association and the El Paso CVB.
- The Communications Department is working with the State's Tourism office on a press trip by the editor of Japan Travel Guidebook during mid-December.

Film Commission – Susie Gaines

November brought us 9 new leads that we're actively working, bringing the Year to Date total to 51.

Nov. Filming/Wrapped:

- BBC NEWS documentary – 6 room nights and \$15,600.00 Direct Impact
- "Monster Quest" television show for the History Channel – Whitewolf Entertainment – 40 room nights and \$168,500.00
- Short Feature, titled "REBELS", will be filming December for 7 days. Production is out of Juarez, Autumn Leaves Films – permitting 14 locations.
- Scouted with producers for a possible movie this Spring.

Room Nights, YTD: 144

Direct Impact: \$418,000.00

Our next meeting will be held On January 14, 2010 in the Las Palmas Del Sol Room

HAPPY HOLIDAYS