

Minutes

El Paso Convention and Visitors Bureau Advisory Board Meeting Wednesday, April 13, 2011 4:00 p.m. Oasis Bistro and Lounge

Board Members Present

Bernie Sargent
Bernie Olivas
Betsy Behrenhausen
Laurie Paternoster
Joe Frandina, Emeritus
Marilyn Munden, Emeritus

Board Members Absent

Elvia Hernandez
Kay Mooy
Joe Daubauch
Yolanda Torres
Getsemani Yanez
Terry Guerra, Emeritus

CVB Staff

Bill Blaziek
Carol McNeal
Bryan Crowe
Kimberly Foster
Veronica Castro
Leesy McCorgary

I. CALL TO ORDER

- The meeting was called to order at 4:12 p.m.

II. General Manager's Update

- Bill complemented the Hotel Motel Association and Joe Frandina on a 73% occupancy level for the month of Feb. 2011. This is a 6% gain over 2010.
- Bill introduced our guest speaker, Jeff Schultes, Assistant Director of Aviation for the El Paso International Airport. Jeff discussed new additions to the airport, plans to attract additional carriers to include Mexico, the increase in freight carriers, etc.
- Bill introduced Kimberly Foster, Advertising and Marketing Manager for the El Paso CVB. Prior to joining the CVB, she worked at Mithoff Burton Partners, Fort Bliss MWR and the City of El Paso Museums and Cultural Affairs Department.

III. Department Updates

A. Financials: Bryan Crowe

- Total revenue year to date is \$2,067,275 compared to \$1,854,489 in 2010
- Total operating expenses year to date are \$4,106,065 compared to \$3,881,324 in 2010.

B. Facility Sales & Marketing: Carol McNeal

- Chicago was a sell out and again proved to be a great show.
- Broadway has experienced a sold out series.
- Cats will bring two additional shows to El Paso in June.
- Yanni is scheduled for May 17 and currently half of the show is sold out.
- Alfresco! Fridays experienced its first show on April 1 with over 1,700 in attendance.
- Movies in the Canyon will again be staged in McKelligon Canyon and holds a strong sponsorship.

C. Operations and Food and Beverage: Bryan Crowe

- With the assistance of the Community Foundation a grant to beautify the south side of the Convention Center was awarded and the project is now complete. Additional improvements outside of the grant are currently being planned.

- The YMCA Luncheon currently has 2,200 in attendance with a goal of 2,400. CPAC is reaching out to another SMG property in Albuquerque for assistance with additional equipment.

D. Convention Development : Veronica Castro

- The Convention Development department is currently traveling quite a bit. Jason Quintana is in Austin attending an attendance booster, Cathy Countiss will soon travel to Colorado Springs for a meeting with the board of directors of the National Drowning Prevention Alliance and monthly sales calls in Austin will again take place next month.

E. Tourism Development: Veronica Castro

- National Tourism Week is May 9-15. Save the date announcements for the Spirit of Amigo Luncheon and Travel Fair have been sent out and invitations will soon follow. 400-500 in attendance are expected.
- The El Paso CVB with American Airlines will host 4 travel writers from Los Angeles to promote American Airline's new service to Los Angeles.

IV. Open Discussion

- Laurie Paternoster discussed the new exhibits at Lynx. "Noise" will be featured this summer and "Human Bodies" will be in El Paso this Fall.
- Veronica Castro announced that Bernie Olivas has been inducted to the El Paso Sports Hall of Fame.
- Laurie Paternoster announced that Marilyn Munden has been inducted to the Women's Hall of Fame.

V. ADJOURN

- Meeting was adjourned at 4:58 PM.

***The next meeting will be on Thursday, May 12, 2011 at 4 p.m. in the El Paso Room.**

March 2011 Department Updates

Financials

- Total Revenue generated for the month of February 2011 was \$340,871 compared to \$215,366 in February 2010.
- Total Revenue year to date is \$2,067,275 compared to \$1,854,489 in 2010.
- Total Operating Expenses for the month of February 2011 were \$583,381 compared to \$592,655 in February 2010.
- Total Operating Expenses year to date are \$4,106,065* compared to \$3,881,324 in 2010.
*Expenditures reflect special projects for capital improvements.

Facility Sales & Marketing

- During the month of March 2011, 31,214 patrons attended events in all venues compared to 13,482 in March 2010.
- 15,886 patrons attended events in the theatre venues and 15,328 patrons attended events in the Convention Center.
- We are now ahead of the FY 10/11 overall attendance pace with a YTD 2011 attendance of 184,841 vs. YTD 2010 attendance of 170,015, an increase of 8.72%.
- March 2011 New Bookings
 - 72 new events were booked during the month of March vs. 42 new bookings in March 2010.
- March 2011 Event Highlights
 - El Paso Symphony Orchestra Kids Palooza Concerts, 2,218 in attendance (30% increase in attendance over 2010)
 - Annual Spring Home Expo, 6,813 in attendance (No comparable event date due to USBC in 2010.)
 - Legally Blonde (Broadway (SOLD OUT))
 - Fat Sat Mardi Gras Event, 2,386 in attendance (new event in 2011)
 - Taste of El Paso, 1,731 in attendance (new event in 2011)
 - Liquidation Sale, attendance of 4,423 (no comparable event date due to USBC in 2010.)
 - El Paso Opera – Madama Butterfly, 5,682 in attendance.
 - USCIS Naturalization Ceremony, 987 in attendance
 - Mary Kay Regional Conference, 500 in attendance
- April 2011 Event Highlights
 - Generation 2000, April 8
 - Chicago, the band, April 12 (SOLD OUT)
 - El Paso Symphony Orchestra, April 15 & 16 (last concert for Sarah Ionnides)
 - Texas State Teachers Association April 14-16
 - Sesame Street, April 21-24
 - Blue Man Group, 2 shows, April 27 and 28 (SOLD OUT)

Operations and Food & Beverage

- Revenue in Food & Beverage for the month of March 2011 was \$139,900 compared to \$80,453 in March 2010.
- Year to date revenue for 2011 is \$1,012,474 compared to \$755,960 in 2010.
- March 2011 Highlights
 - Fifth Armored Brigade Gala generating \$29,000 in revenue.
 - Fat Saturday Concessions generating \$21,000 in revenue.

Convention Sales Development

- 4 leads were generated for the month of March 2011, representing 1,610 in total attendance, 660 room nights and an approximate economic impact of \$1 million.
- Notable business for the month of March 2011
 - YMCA of El Paso (May 2011), total attendance of 1,000 and 300 room nights.
 - 82nd Airborne Division Association (July 2012), total attendance of 350 and 350 room nights.
 - Association for Hispanic Classical Theater (March 2012), total attendance 100 and 141 room nights.
- 3 pieces of business were secured in March 2011 for future years, representing 1,470 in total attendance, 590 room nights and an approximate economic impact of \$939,918.
- Notable Business secured in March 2011 for future years
 - Academy for Teachers of Young Children (July 2011), total attendance of 1,450 and 560 room nights.
- Recent Travel
 - Jason Quintana, Sales Manager traveled to Austin, TX to meet with executive directors/meeting planners from six state and two national associations to include Texas Transit Association, Keep Texas Beautiful, Texas Council on Family Violence, Texas Recreation and Park Society, Juvenile Justice Association of Texas, Texas Center for the Judiciary, Association of Progressive Rental Organizations and the National Association of Insurance and Financial Advisors.

Film Commission

- There were 4 inquiries for the month of March 2011 compared to 7 in March 2010.
- Year to date total room nights are 1,783 with a direct economic impact of \$1,911,700.
- March filming included
 - “LOCKDOWN,” Television’s National Geographic Channel with a direct impact of \$425,000.
 - Bank Commercial with a direct impact of \$54,300.

Communications

- Total unique visits to the website for the month of March 2011 were 21,253 for a fiscal YTD total of 101,186.
- El Paso has received free media exposure in the March issues of *Ride Texas*, *Texas Monthly*, and *Connect Magazine*. El Paso was also featured in a national news story of *Fox News Latino*. Year to date El Paso has received \$146,474* in free editorial coverage.

*This value reflects the YTD editorial coverage; however, there is still editorial values that have yet to be calculated into the current projection.

Tourism Development

- In the month of March 2011 we received 2,907 travel inquiries compared to 2,764 in March 2010. The majority of inquiries received were from Tour Texas.
- In the month of February 2011, we assisted 2,355 tourists in the 3 Visitor Information centers compared to 2,017 in February 2010.
- March Highlights
 - The El Paso CVB hosted 18 tour operators from around the country that were in the area for a southern NM familiarization tour. This tour was organized by the NM State Tourism Office. The reception was held at the El Paso International Airport where food and beverages were served while all members of the tour arrived. Partners included Butterfield Trail Golf Club, Hawthorn Suites and the El Paso International Airport.
 - The Tourism Department hosted an information booth during the Conference USA block party.

- Upcoming Events (outside of CPAC venues)
 - Scenic Sundays, every Sunday through Sept., Scenic Drive
 - First Thanksgiving Celebration, April 30, San Elizario Plaza
 - Cristo Rey Pilgrimages, April 22-24, Mt. Cristo Rey
 - Tropicana Parade of Homes, April 23, Northeast El Paso
 - Sportspark Chili Cook Off, April 30, EP County Sportspark
 - Featherfest, April 30, Keystone Heritage Park
 - La Vina Wine Festival, April 30-May 1, La Vina