

Minutes

Destination El Paso Advisory Board Meeting

Thursday, June 14, 2018 4:00 p.m.

Destination El Paso Boardroom

Board Members Present

Georgina Williams
Rose Lucero
Bernie Olivas
Kerry Doyle
Marianne Rosas
Elvira Galindo

Board Members Absent

Ismael Legarreta
Krista Snow

Destination EP Staff

Bryan Crowe
Brooke Underwood
Veronica Castro
Amanda Fernandez

I. Call to Order

- The meeting was called to order at 4:05 p.m.

II. Approval of Minutes

- Motion to approve the minutes by Bernie Olivas.
- Seconded by Marianne Rosas

III. General Manager's Update: Bryan Crowe

- We had a very successful run of Disney's The Lion King. We broke national records with 16 sold out shows, 32,000 seats sold, and \$2.6M gross revenue.
- It was Disney's first time to be here in El Paso and we look forward to them bringing other shows here.
- Georgina Williams asked what Disney's largest show was and Bryan answered that The Lion King is the largest and longest running show.
- Marianne asked if we can see who came in from out of town to see the show. Bryan answered that we can pull a report by zip codes to see where tickets were purchased, and he would get a number to her. The economic impact from the show was \$9 million. Marianne commented that the hotels did very well during the last weekend of The Lion King.
- Dave Chappelle and Jon Stuart will be at the Abraham Chavez Theatre June 23 and 24. We are one of only two other cities they are performing in. The tour will stop in Boston, Houston and here in El Paso.
- Music Under the Stars will be the last event occurring at Cohen Stadium before it is demolished. There will be a special Music Under the Stars on July 4th with fireworks and it will continue July 8, 15 and 22. We will stop programming at Cohen after July.
- Yanni is this evening and it is almost sold out.
- The City Budget Hearings will begin early July and there will be a focus and discussion on convention development due to the new hotel inventory in downtown.
- Rose Lucero asked how many hotel rooms will be in downtown by next summer. Brooke answered there will be a little over 1200 rooms in downtown. Marianne asked when the Courtyard Marriott will be open, and Brooke responded it should be open in 3 weeks.
- Bryan commented that with all the inventory coming downtown it will make us more attractive to meeting planners.

IV. Department Updates

- **Financials: Bryan Crowe**
- Financial Narrative for April 2018.
- Total revenue for the month of April 2018 was \$854,593 bringing Total YTD revenue to \$4,718,503.

- Total expenses for El Paso Live for the month of April 2018 were \$651,783 bringing YTD expenses to \$4,858,041.
- Total expenses for Visit El Paso for the month of April 2018 were \$337,472 bringing YTD expenses to \$2,293,055.
- YTD we are experiencing a positive variance of \$679,009.
- YTD after the influx of City of El Paso funding there is an Adjusted Net profit of \$589,593.
- May was a strong month for us and June will be another good month with Lion King posting in June.
- Rose asked how the date change with Street Fest will affect our financials. Bryan responded that it will affect us in a positive way. There are more festivals during this time then when Street Fest first started and due to the heat in July it is best to move it to a cooler month. The focus of the event will be family oriented, local performers, El Paso culture, local food vendors and the footprint will be on San Antonio. It will also be economically priced.
- **Tourism Development: Veronica Castro**
- May was a busy month with National Travel and Tourism Week and the luncheon.
- Neon Desert Music Festival filled the downtown hotels and we brought in travel writers from Remezcla and Vogue Mexico.
- Vogue Mexico published two articles and the estimated editorial value is \$56,260 per article.
- Remezcla published one article with an estimated editorial value of \$10,000.
- We also had two other publications for the month of May that were not part of Neon Desert. The Washington Post published an article with an editorial value of \$116,306.27 and 52 Perfect Days Blog with an editorial value of \$2,750.
- We participated in Expo Viaja in Chihuahua City and visited with 8,000 people who stopped at our booth though out the two-day tradeshow.
- Maegan Hruby attended IPW, an international inbound travel tradeshow and she had 60 appointments consisting of travel media, domestic and international tour operators. We are looking at partnering with Las Cruces to host a Tour Operator FAM in Sept. or Oct. to showcase the region.
- Amigo Man participated in several Sun City Pride events, we will continue to participate and grow our partnership with Sun City Pride.
- We hosted 8 travel writers for the May FAM and we have already seen blogs come out from their visit.
- **Convention Development: Brooke Underwood**
- We've met our goal on leads generated and working on confirming the verbal definites before the end of the fiscal year.
- Bryan commented that we are going to investigate how we report verbal definites and our reporting process.
- Marianne asked how long it takes for a verbal definite to turn into a definite. Brooke answered that it depends on the organization and their processes.
- Christian Lopez conducted a site visit April 30 – May 3 for three representatives from the Society of American Travel Writers as El Paso has been shortlisted to host their National Convention in October 2020. Christian put together an extensive itinerary with diverse attractions, select hotels of interest, a trip to explore Las Cruces locations for their 2-day Board meeting as well as a quick trip to experience Juarez, Mexico for future story ideas. Decision will made by August 2018. Attend: 500, Peak: 350, TRN: 2,450 and EI: \$319,700.
- I will be partnering with Deanna Pazos from Hotel Paso Del Norte and we will be traveling to Las Vegas, NV July 23 – 26, 2018 to attend Cvent Connect. We will exhibit with a turn-key kiosk and conduct one-on-one appointments with planners. Cvent CONNECT is an annual conference where group business, corporations and associations come together to connect, learn and engage with like-minded professionals. Cvent CONNECT offers two full

days of learning and networking, including best practices, hands-on training, and an interactive environment learning about the latest hospitality trends, technologies, and methodologies. In addition to diving into 10+ content-rich sessions led by industry experts, there is great opportunity to build relationships with the event planning professionals in a 3:1 planner to supplier environment.

- Jor Arcila, Sports Sales Manager will travel back to Colorado Springs, CO to conduct sports sales calls mid-July to meet with Olympic Governing Bodies for various sports. The number of appointments TBD.
- Visit El Paso hosted our Spring FAM 2018 tour May 29 – June 1. Convention Development welcomed nine meeting planners.
- Helms Briscoe who participated in the May FAM are looking at El Paso for their regional event in Aug.
- Marine Corp. League is also looking at El Paso for their national and state meetings for July 2020; Attendance: 600, Peak: 307, TRN: 625, and EI: \$319,700.
- Combat Veterans Motorcycle Association will be in the building next week and we are expecting 3,000 veterans.
- We just held an interview for the Austin Sales Manager, we will keep you updated on that position.
- Susie Gaines our Film Commissioner will be retiring after 33 years. Georgina asked if it will be hard to replace the Film Commissioner position. Bryan answered that we will run a full recruitment for the position and we may have a current employee who will be interested in the position.
- The Film Commission will be conducting a 2 Day Film Challenge. The short films will be viewed and judged on Friday at the Plaza Theatre.
- **Venue and Event Management: Bryan Crowe**
- Viva El Paso begins this weekend and will run until July 28 at McKelligon Canyon.
- Glenn Miller is next Monday, June 18.
- Ice Cream Fest will be Sunday, July 1 and we are moving it downtown on the Convention Center Plaza.

***Adjourn 5:15 pm**

***The next meeting will be on Thursday, July 12 at 4:00 PM at the Destination El Paso Board Room**