



Events Report

Downtown Special Privilege Permits

November 2011 to November 2012



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Events Report

This report serves as the annual report to the City of El Paso on the Downtown Management District's special privilege permitting for downtown events per the interlocal agreement executed in November 15, 2011 for events held between November 2011 to November 2012.

The Downtown Management District (DMD) approved nineteen (19) event planners' applications, overseeing each permit, of the twenty-one (21) events held in Downtown El Paso. This is nearly double the thirteen events approved in the prior year.

The DMD initiated a streamlined permitting process in January 2012 including an online application that offers a consolidated all-in-one application and payment process. This process helped enable 10 new events to obtain special privilege permits and take place for the first time. Two of the 21 events were planned by the Museum and Cultural Affairs Department (MCAD), exempting them from the process.

The 21 events, coordinated by 19 different event planners, varied in focus, location, timeframe, and budget, but they all increased visibility and brought attractions downtown. Altogether, these events drew over 123,000 people downtown. Eleven events charged entrance fees, ranging from \$3 to \$150,¹ totaling over \$1.5 million in ticket revenue alone.

Although they tended to concentrate at Union Plaza (four events), Cleveland Square Park (six events), and San Jacinto Plaza (three events), the events were spread all across downtown.² They were evenly split between daytime (11) and nighttime events (10),³ with no events beginning before 10am, 10 events by 12pm, and six events after 6pm. Eighteen of the events took place on one day, but there were three multi-day events,⁴ with 13 taking place on weekends.

These events provided entertainment and culture that otherwise would not have been a part of downtown this year. See a description of each event below:

Mardi Gras Fat Tuesday. This Mardi Gras party in Union Plaza featured several local venues, including The Garden, Tabla, 1914 Lounge, The Plum, Black Pearl, The Union Club & Drinkery, Brick & Mortar, and NV.

Mardi Gras Block Party. This event added on to existing Mardi Gras celebrations by throwing an indoor/outdoor block party outside the Old Plantation club on Ochoa Street, featuring beads and a drag show.

BY THE NUMBERS

- 21 total events
- 10 first-time events
- Over 123,000 attendees
- \$1.5 million in entrance fees
- 11 daytime events
- 10 nighttime event
- 8 weekday events
- 13 weekend events

¹ Puebla en El Paso and the Mexican Food World Cook-off charged \$3; a VIP pass to Neon Desert Music Festival cost \$150.

² See map, "Geographic concentration of 2012 special privilege permit events" (page 3).

³ A daytime event is considered an event spanning six or more hours and beginning by noon; a nighttime event is considered one in which the majority of the event falls between 7pm and 2am.

⁴ Fiesta Patronal (three days), El Paso Downtown Street Festival (two days), and Chalk the Block (three days).



"Party on the Green" St. Patrick's Day Celebration (NEW-FIRST TIME EVENT).

El Paso celebrated St. Patrick's Day at Cleveland Square Park with this 12-hour event that included live music, food, activities, art vendors, and green beer.

Rockin'Rolla Downtown Music & Sports Festival (NEW).

This event celebrated St. Patrick's Day with both tribute bands—playing the music of Bon Jovi and Journey—and Golden Gloves Boxing, as well as food and drink.

Downtown Kids Palooza.

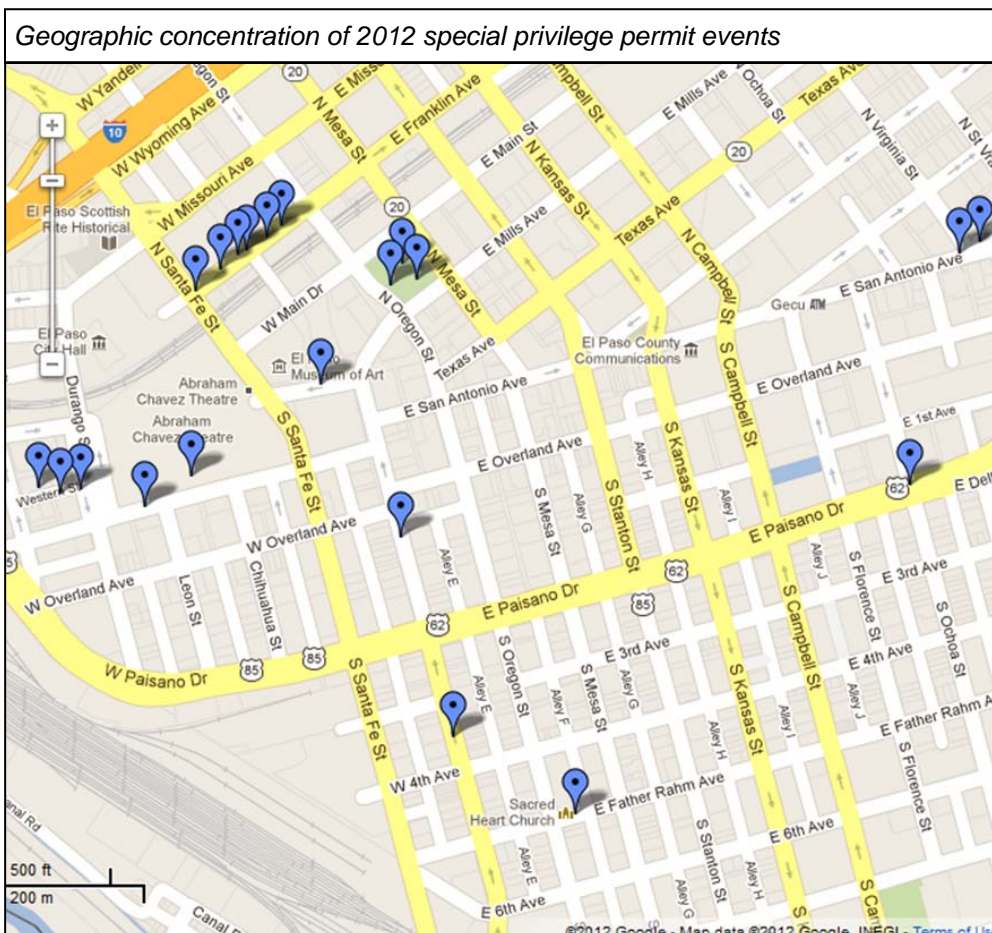
This year's 5th Annual Downtown Kids Palooza, an all-day family event organized by the El Paso Symphony Orchestra, featured children's programming like music, appearances by Sesame Street's Cookie Monster, games like tug-of-war, and interactive museum activities.

Vigil, Projection, and Memorial Altar (NEW).

This event, hosted by Annunciation House, remembered those threatened by violence, particularly those affected by violence in Ciudad Juárez.

Puebla en El Paso (NEW).

Puebla en El Paso celebrated the 150th anniversary of the Battle of Puebla with music, food, and other activities on South El Paso Street.





Cinco de Mayo. The Black Pearl, Brick and Mortar, the Garden, 1914, the Plum, and Tabla celebrated Cinco de Mayo at Union Plaza with a beach volleyball tournament and live music.

Neon Desert Music Festival. The second year of the Neon Desert featured 39 bands on five separate stages, drawing thousands of music lovers downtown for a music festival complete with food and drink.

El Paso Downtown Street Festival. This street festival featured six headlining bands, nightly fireworks, and food and drink over the course of two full days downtown.

5th Annual Pridefest Celebration. Pridefest celebrated the El Paso lesbian, gay, bisexual, and transgender (LGBT) community for the fifth year in 2012, helping raise awareness for LGBT equality.

Fiesta Patronal. The downtown Sacred Heart Church organized this Patronal Feast celebration with a carnival-style community gathering.

Mexican Food World Cook-Off (NEW). Sixteen restaurants and chefs prepared their signature dishes, competing for the best tacos, enchiladas, and open dishes at this culinary event at San Jacinto Plaza.

Caravan for Peace Projection Vigil (NEW). Following up on their Vigil, Protection, and Memorial Altar, Annunciation House coordinated this event focusing specifically on arms trafficking.

Motorcycle Exhibit Family Day (NEW). The El Paso Museum of History reached out to families with this day of motorcycle exhibits at the museum downtown.

El Paso Loves St. Jude (NEW). This cocktail hour and fashion night showcasing several labels' fall and winter collections served to raise funds for S t. Jude Children's Research Hospital.

Chalk the Block. Chalk the Block was a downtown art festival featuring sidewalk chalk art, public art installations, live music, food, vendors, and interactive activities.

Walk a Mile in Her Shoes. This "race" required men to march in high heels before a reception at the Garden featuring food, foot massages, and live entertainment, all to raise awareness for women's issues.

Downtown Glow (NEW). DowntownGlow was a one-mile fun walk, run and bicycle race—laden with glowsticks—through the streets of Downtown El Paso on Halloween night.

Shop Fiesta (NEW). This holiday-themed shopping event lined South El Paso Street with itinerant performers, mobile food vendors, Santa Claus, a raffle, and more.

Union Plaza Thanksgiving Eve Block Party. The 8th annual version of this event was Union Plaza's biggest block party of the year, featuring eight different local clubs.

Note: An invoice for processing events beyond the thirteen set as the base year will be provided in conjunction with this report to cover the additional event fees due to the DMD per the interlocal agreement.

Special Privilege Permit Events 2012

	<i>Event Name</i>	<i>Event Location</i>	<i>Event Date</i>	<i>Expected Attendance</i>	<i>Actual Attendance</i>	<i>Entrance Cost</i>	<i>Aproximate Revenue</i>
1	Mardi Gras Fat Tuesday	Ochoa	2/21/12	3,200	2,900	\$ 10.00	\$ 29,000.00
2	Mardi Gra Block Party	San Antonio / Western Street	2/21/12	606		\$ 10.00	\$ 6,060.00
3	"Party on the Green"	Oregon/Franklin Ave/Santa Fe	3/16/12	5,000	1,000	\$ 5.00	\$ 5,000.00
4	Rockin'Rolla Downtown Music & Sports Festival	Oregon/Franklin Ave/Santa Fe	3/17/12	5,300	3,000	\$ 15.00	\$ 45,000.00
5	Downtown Kids Palooza	Main Street	3/24/12	5,025	20,000	\$ 5.00	\$ 100,000.00
6	Vigil, Projection, and memorial Altar	San Antonio Avenue / Olive Avenue	4/22/12	520	500	none	
7	Puebla en El Paso	El Paso Street/ Paisano/ San Antonio	5/5/12	3,000	3,000	\$ 3.00	\$ 9,000.00
8	5 de Mayo	Union Plaza	5/5/2012 to 5/6/2012	3,000	3,000	\$ 10.00	\$ 30,000.00
9	Neon Desert Music Festival	Missouri, Franklin, El Paso, Oregon, Mesa, Mills, Main, Santa Fe	5/26/12	20,500	12,100	\$ 55.00	\$ 695,500.00
10	5th Annual Pridefest Celebration	Oregon/Franklin Ave/Santa Fe	6/9/12	2,700	4,000	\$ 17.50	\$ 70,000.00
11	Fiesta Patronal	E. Father Rahm - Oregon/ Mesa	6/15/2012 to 6/17/2012	300	1,000	none	
12	Downtown Street Festival (2 day event)	Santa Fe, Main, San Francisco	6/29/2012 to 6/30/2012	6,150	18,000	\$ 20.00	\$ 360,000.00
13	Mexican Food World Cook-off	Oregon/Mills Ave/ Main	8/4/12	4,300	7,000	\$ 3.00	\$ 21,000.00
14	Caravan for Peace Projection Vigil	San Antonio / Olive Avenues	8/21/12	500	175	none	\$ -
Ex em pt	Motorcycle Exhibit Family Day	Franklin Ave	9/22/12	N/A		none	\$ -
15	El Paso Loves St. Jude	Sheldon Ct.	9/27/12	550	400	donation	\$ -
Ex em pt	Chalk the Block (3 day event)	Franklin, Main, Oregon, Mills, Mesa, Santa Fe	10/12/2012 to 10/14/2012	37,000	37,000	none	
16	Walk a mile	Western	10/17/12	350	350	none	-
17	Downtown Glow	Franklin Ave	10/31/12	2,500	2,500	\$ 37.50	\$ 93,750.00
18	Shop Fiesta	4th St & S El Paso	11/17/12	2,000	2,000	none	-
19	Union Plaza Thanksgiving Eve Block Party	San Antonio / Western	11/21/12	4,100	3,900	\$ 10.00	\$ 39,000.00
				106,601	121,825	\$	1,503,310.00
Ticketing Revenue				1,503,310			