



DWNTWN
ELPASO

EVENT
REPORT

FEB 2013 - JAN 2014









DWNTWN

SPECIAL
EVENTS

Perhaps nothing better advances the vision of Downtown as the center of commercial, civic and cultural activity as do Special Events. Special Events on the public right of way bring people of all types, from all over the city and region, to Downtown El Paso.

DWNTWN EL PASO

The El Paso Downtown Management District has always believed Downtown El Paso has the capacity to connect people to each other, to entertainment, history, culture and community. The information in this annual report demonstrates that this message rings true to event organizers as well as the hundreds of thousands of people who flocked to Downtown to be a part of the block parties, street festivals, concerts and gatherings that took place on the streets of Downtown in 2013.

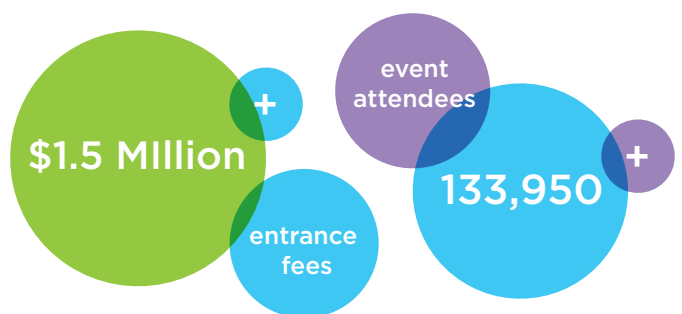
The work towards the revitalization of Downtown El Paso involves collaboration, information sharing from stake-holders to event organizers and the full involvement of the public entities that ensure a safe and successful event. The DMD has succeeded in facilitating this cooperation and has done so while maintaining a high-level of customer service aimed at helping the special event permit applicant while remaining a professional ally to the City of El Paso's Planning Division, the El Paso Police and Fire Departments, the Parks and Recreation Department, and downtown property owners, business owners and others.

The report describes each event that took place downtown and showcases the award-winning approach that makes this process successful, an example of a national best practice and a model program. More importantly, it will give a snapshot of all the activity, people and events that move us, challenge us and lead us forward.



SPECIAL EVENTS

- MARDI GRAS BLOCK PARTY
- DOWNTOWN KIDSPALOOZA
- VOICE OF THE VOICELESS VIGIL PROJECTION
- EARTH DAY CELEBRATION
- EL PASO TIMES OPEN HOUSE
- DIA DE LOS NIÑOS
- PLUM SESSIONS
- PRE-SUMMER BASH
- CINCO DE MAYO BLOCK PARTY
- NEON DESERT MUSIC FESTIVAL
- 6TH ANNUAL PRIDEFEST CELEBRATION
- UNITED BANK GRAND OPENING
- EL PASO DOWNTOWN STREET FEST
- MELT-LAST
- SATURDAY'S DOWNTOWN
- MEXICAN WORLD COOK-OFF
- SUN CITY BEER FEST
- TRAP FEST
- CHALK THE BLOCK
- NIGHTMARE ON EL PASO STREET
- DAY OF THE DANCING DEAD
- SHOP FIESTA
- UNION PLAZA THANKSGIVING BLOCK PARTY



21 TOTAL EVENTS



17 WEEKEND EVENTS



14 NIGHT EVENTS



THE DMD

The El Paso Downtown Management District (DMD) has administered the special privilege permitting process since November of 2011, and in October of 2013, the International Downtown Association (IDA) recognized the program as a best practice in Downtown Leadership and Management. The program earned the Downtown Pinnacle Award, the highest recognition bestowed on those organizations that “demonstrated excellence in downtown management.” This award comes with the opportunity to host a webinar where this El Paso organization will share its methods and the unique organizational approach that improved the special event permit process for event organizers, stake-holders and all the entities involved on a national platform.

The program is designed to help applicants navigate the hurdles that arise whenever the demands on a special event include security, traffic control plans, sanitation, and public health concerns. Because the DMD understands the importance of permitting only events that are safe, the process has been fine-tuned to include the City of El Paso,

the Texas Department of Transportation and other public entities as professional partners. The team that ensures safe events is the Ad Hoc Committee which gets its official name and structure from an interlocal agreement that the City and DMD entered in November of 2011.

This year, the team permitted **21** events in total; **10** were new events with no precedent. Three events organized by City of El Paso departments involved a unique approach which exempts them from administrative fees, but were not precluded from the award-winning process. This process involves a committee review which determines whether the event organizers have made adequate security arrangements, plans to clean the street after the event and conducted outreach to inform any affected property owners of the street-closure required to host an event.

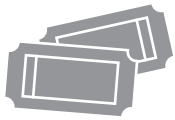
Ad Hoc committee members pose with Pinnacle Award from International Downtown Association. Back Row (left to right): Ricardo Lujan, Oscar Jaloma, Joseph Gaines, Mauro Monsivais, Keith Bennett, Lt. Albert Ruiz, Sgt. Raul Gomez, Front Row: Sgt. Frank Gutierrez, Shamori Whitt, Veronica R. Soto, Frank Hernandez



DWNTWN DATA



Combined, the events permitted this year brought over **133,900** people to Downtown.



9 of the events charged entrance fees and accrued approximately **\$1,527,000** in ticket revenue alone.



6 of the events took place at Cleveland Square Park



4 events were in the Union Plaza area and **11** events took place across the rest of the downtown area.



7 of the events were considered daytime events and six

6 met nighttime criteria,

2 events beginning before 10am

6 events by noon

2 events at 3pm

11 events after 5pm.



18 events were single-day events
3 multi-day events,



4 events took place during the week (M-F)

17 events took place on week-ends (Sat-Sun)





2013 -2014

SPECIAL EVENTS

MARDI GRAS BLOCK PARTY

February 12, 2013

This Mardi Gras style party sponsored by The Plum featured several local venues in the Union Plaza District, including The Garden, Tabla, 1914 Lounge, The Plum, Black Pearl, The Union Club & Drinkery, Brick & Mortar, and NV Nightclub. Downtown was covered in beads, streamers, confetti and roaring with music, laughter and cheers. The event did not report any altercations or major problems, and a clean event site was confirmed after the event.

DOWNTOWN KIDSPALOOZA

March 16, 2013

This year's 6th Annual Downtown KidsPalooza immersed children and families in the "Enchanted Forrest." KidsPalooza is an all-day family event organized by the El Paso Symphony Orchestra, and this year's event featured a children's carnival setting, music, games and interactive museum activities and the collaboration of most of downtown's educational and cultural venues with events hosted at Exploreum, Olo Gallery, the Downtown Library, and the El Paso Museum of History, among others.

VOICE OF THE VOICELESS VIGIL PROJECTION

April 11, 2013

This event, hosted by Annunciation House, remembered those threatened by violence, particularly those affected by violence in Ciudad Juárez and highlights the way Downtown can come together in solidarity during community events.

EARTH DAY CELEBRATION

April 20, 2013

This was a new block party event for Downtown sponsored by the City of El Paso. The event was held in the Union Plaza District to recognize and demonstrate support for environmental protection. It was first celebrated in 1970, and is now coordinated globally by the Earth Day Network and celebrated in more than 192 countries each year. On that day, conservation enthusiasts and nature lovers gather to learn about environmentally safe practices as individuals, groups and communities.

EL PASO TIMES OPEN HOUSE

April 26, 2013

Downtown is the natural home of enterprises like journalism because of its proximity to local government, local art and, needless to say, local events. The El Paso Times hosted its own special event to celebrate the grand opening of their new offices in the Union Plaza District.

DÍA DE LOS NIÑOS / DÍA DE LOS LIBROS

April 27, 2013

The Parks and Recreation department of the City of El Paso organized this carnival-style event to encourage children and families to read. Every child in attendance received a free book, and also enjoyed live music performances, face painting, and balloons in a festive environment.

PLUM SESSIONS PRE-SUMMER BASH

April 27, 2013

The Plum lounge hosted this party to celebrate the arrival of warm weather, summer nights and dance music. The nightclub extended its dance floor by using the adjacent alley to install outdoor bars and a DJ booth.

CINCO DE MAYO BLOCK PARTY

May 4, 2013

South El Paso Street came alive with mariachi music, Mexican folklore and celebration during this shopping event. Shoppers enjoyed great downtown deals with added amenities, such as food trucks for antojitos Mexicanos, roasted corn, and even live art installations.

NEON DESERT MUSIC FESTIVAL

May 24, 2013

The third year of the Neon Desert Music Festival featured live bands and renowned DJ's on five separate stages, drawing over 11,000 music-lovers downtown for a festival complete with food and drink. This year, the festival brought headliners Martin Solveig and Molotov, indie pop stars Best Coast, Paul Banks, and also featured local talent. Downtown was transformed into an outdoor concert venue with the Downtown historic buildings providing a dramatic backdrop to the live music scene at the street level.



6TH ANNUAL PRIDEFEST CELEBRATION

June 8, 2013

Pridefest sponsors celebrated with El Paso's lesbian, gay, bisexual, and transgender (LGBT) community for the sixth year in 2013, helping raise awareness for LGBT equality through a parade, a concert, and a festival in which community inclusion and activism were all part of the fun.

UNITED BANK GRAND OPENING

June 26, 2013

As a new member of the Downtown community, United Bank of El Paso del Norte hosted a grand opening celebration in front of their new, iconic headquarters, home to a working bell tower and other incredible architectural details. The celebration included historic re-enactors "breaking" into the bank, food trucks, and an opera flash mob.

EL PASO DOWNTOWN STREET FEST

June 28 and 29, 2013

This annual event attracted over 21,000 music lovers and featured six headlining bands, nightly fireworks, and food and drink over the course of two full days. Street Fest includes activities within the Convention and Performing Arts Center, where festival goers can enjoy a car show, additional stages with live performers and food and merchandise vendors.

MELT-LAST SATURDAY'S DOWNTOWN

July 27, 2013

A group of Downtown restaurant owners, chefs and entrepreneurs organized a restaurant crawl that included entertainment and some of the city's best cuisine offerings. The Melt is now a monthly staple of Downtown events, but in July, a portion of South El Paso Street was blocked off to offer a street festival atmosphere for Downtown patrons.

MEXICAN WORLD COOK-OFF

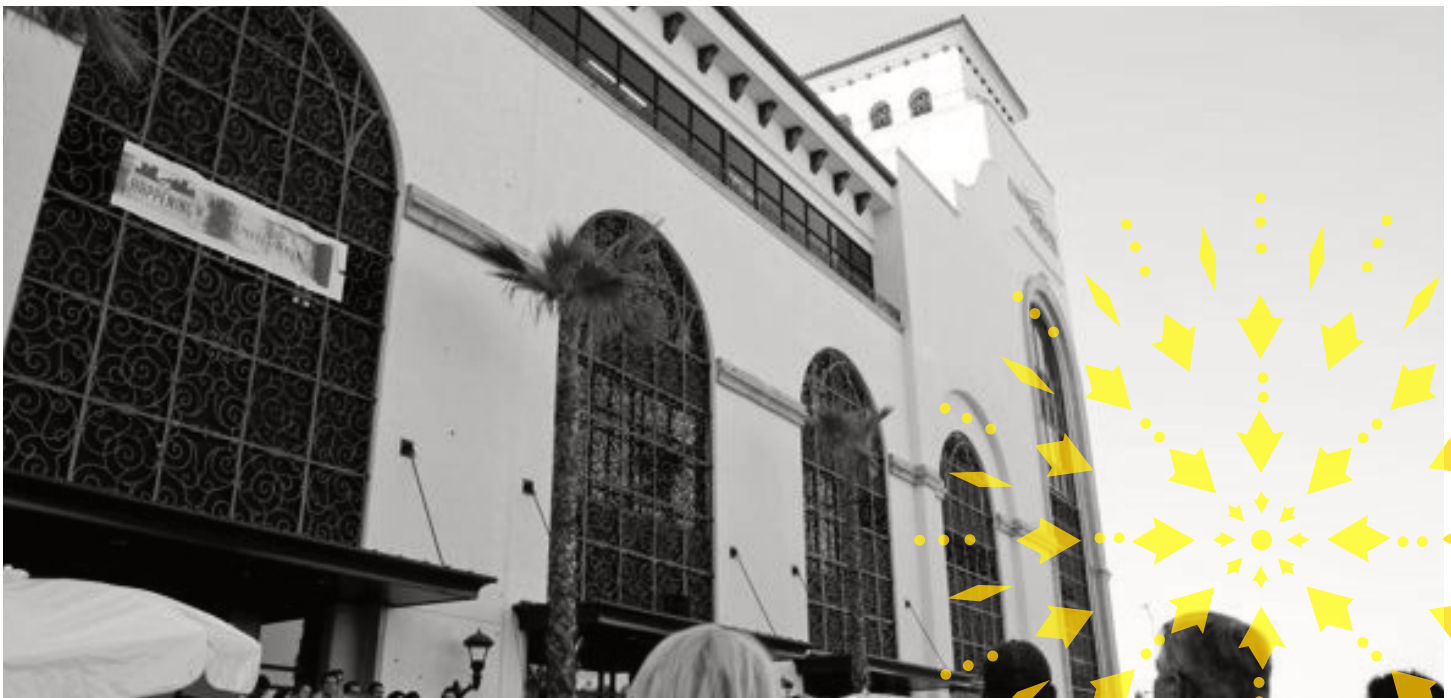
August 27 and 28, 2013

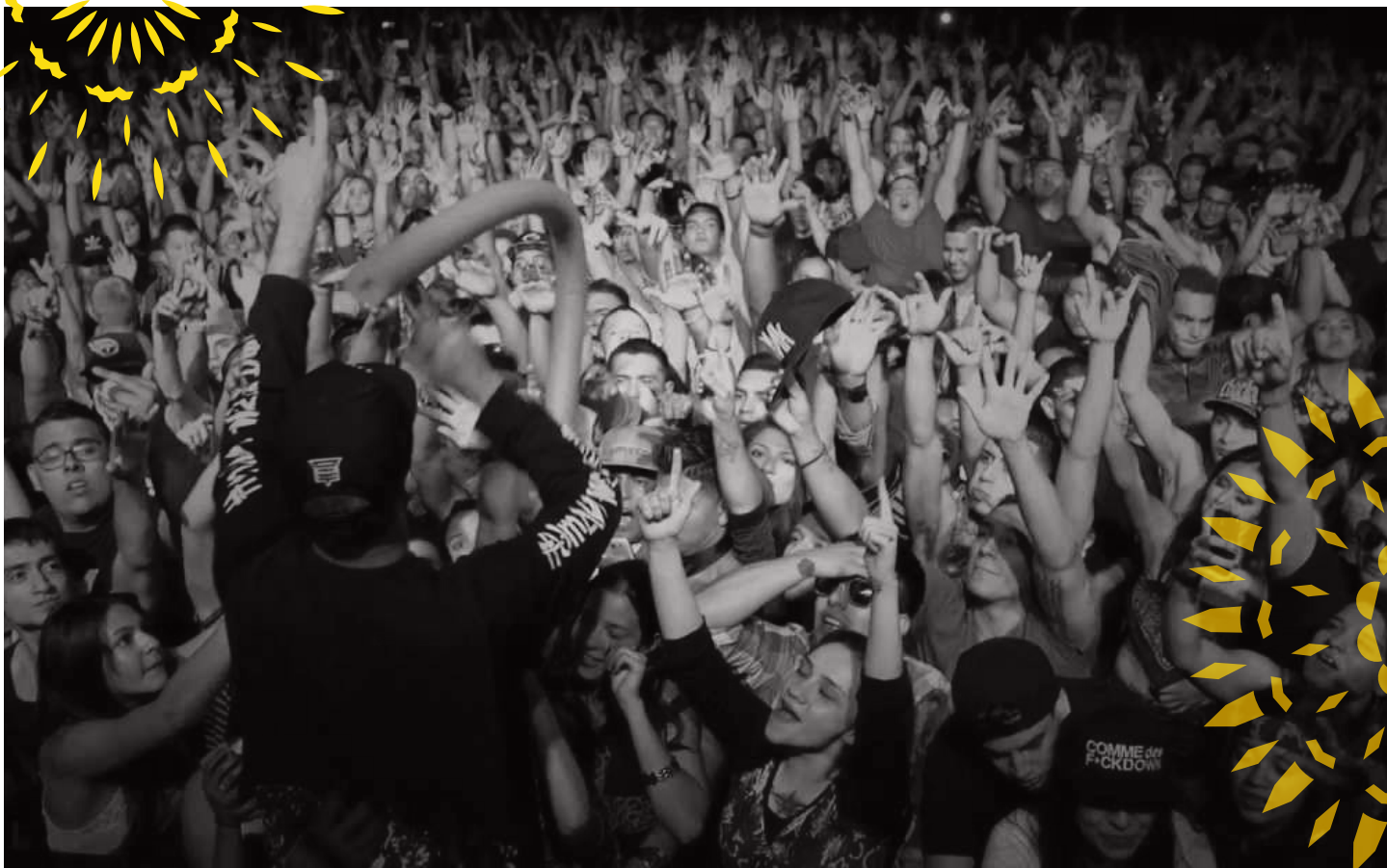
This highly successful returning culinary event featured local restaurants and chefs as they prepared their signature dishes, competing for the best tacos, enchiladas, and open dishes while providing live local entertainment and festivities. This year, the cook-off was hosted to overlap with the Plaza Classic Film Festival; Downtown came alive with food and film enthusiasts alike.

SUN CITY BEER FEST

September 28, 2013

This was a new and very successful event that featured craft beer brewing judging and awards in a variety of categories, live local entertainment, food and festivities.





TRAP FEST

September, 28, 2013

Huge crowds attended this new and very successful event hosted in the Union Plaza District featuring live entertainment and high-energy electronic dance music.

CHALK THE BLOCK

October 11-13, 2013

The highly acclaimed and award winning Chalk the Block was again a huge success. Over the course of 3 days, the downtown art festival featured sidewalk chalk art, public art installations, live music, food, vendors, and interactive activities for over 30,000 children, families and artsy urbanites. This year's featured artists included the Austin Bike Zoo, the Machine Project, Cristian Ristow and Jen Lewin.

NIGHTMARE ON EL PASO STREET

November 2, 2013

Nightmare on El Paso Street was a brand new event focused on celebrating Halloween and included costume contests, live entertainment, food and festivities.

DAY OF THE DANCING DEAD

November 2, 2013

This was another new event hosted by a Downtown bar which included live entertainment and food to celebrate a Mexican holiday recognized throughout Mexico and around the world in other cultures.

SHOP FIESTA

November 23, 2013

This holiday-themed shopping event featured live music and lined South El Paso Street with itinerant performers, mobile food vendors, opportunities for pictures with Santa, a traveling photo booth linked directly to social media sites, shopping specials and give-aways.

UNION PLAZA THANKSGIVING BLOCK PARTY

November 27, 2013

The 8th annual version of this event was Union Plaza's biggest block party of the year, featuring eight different local clubs and a festive atmosphere.

SPECIAL PRIVILEGE PERMIT EVENTS 2013

EVENT NAME	EVENT DATE	EVENT LOCATION	ACTUAL ATTENDANCE	ENTRANCE COST	APROXIMATE REVENUE
Mardi Gras Block Party	Tuesday February 12, 2013	San Antonio / Western from Durango to Anthony	3,000	\$10	30,000
Downtown Kidspalooza	Saturday March 16, 2013	Main - Santa Fe to El Paso Franklin - Santa Fe to Oregon	20,000	N/C	
Voice of the Voiceless Vigil Projection	Thursday April 11, 2013	E San Antonio and Florence	550	N/C	
Earth Day Celebration	Saturday April 20, 2013	San Francisco/Anthony	2,000	N/C	
El Paso Times Open House	Friday April 26, 2013	Overland from Western to Durango	300	N/C	
Dia de los Niños	Saturday April 27, 2013	Main-Santa Fe to El Paso Franklin- Santa Fe to Oregon	12,000	N/C	
Plum Sessions	Saturday April 27, 2013	Western (Alley)	200	N/C	
Cinco De Mayo	Saturday May 04, 2013	4th St. from S. El Paso to Overland	200	N/C	
Neon Desert Music Festival	Friday May 24, 2013	Franklin from Santa Fe to Mesa Oregon from Missouri to Texas El Paso Franklin to Main Main from Oregon to Mesa	11,000	\$55	\$605,000
El Paso Sun City Pridefest	Saturday June 08, 2013	Franklin from Santa Fe to Oregon El Paso from Main to Franklin	3,000	\$15	\$45,000
United Bank Grand Opening	Wednesday June 26, 2013	Main from Campbell to Stanton	300	N/C	
El Paso Downtown Street Fest	Friday June 28, 2013	Santa Fe from Franklin to San Antonio, Main from El Paso	21,000	\$25	\$525,000
Melt-Last Saturday's Downtown	Saturday July 27, 2013	El Paso/San Antonio	500	N/C	
Mexican World Cook-off	Saturday August 03, 2013	Franklin from Santa Fe to Oregon El Paso from Main to Franklin	3,000	\$3	\$9,000
Sun City Beer Fest	Saturday September 28, 2013	Franklin from Santa Fe to Oregon El Paso from Main to Franklin	4,500	\$28	\$123,000
Trap Fest Block Party	Saturday September 28, 2013	Durango from Overland to Paisano	5,900	\$25	\$147,000
Chalk the Block	Friday October 11, 2013	Downtown Area	35,000	N/C	
Nightmare on El Paso Street	Saturday November 02, 2013	El Paso from Overland to San Antonio		N/C	
Dia De Los Muertos	Saturday November 02, 2013	Mills from Stanton to Kansas	2,000	\$10	\$20,000
Shop Fiesta	Saturday November 23, 2013	4th St. from S. El Paso St. to Overland	8,000	N/C	
Union Plaza Thanksgiving Party	Wednesday November 27, 2013	Union Plaza Entertainment District	1,500	\$15	\$23,000





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