



# The *Cooler* Fest in the Southwest

## AGENDA ITEM #26

GOAL 4 – Enhance El Paso’s Quality of Life through  
Recreational, Cultural and Educational Environments



# 2021-2022 WINTERFEST

Saturday, November 20  
to  
Sunday, January 2

# FOCUS

- Keep up the Holiday spirit
- Carry on with El Paso's Holiday tradition while maintaining safety during the pandemic
- Engaging families and friends with a variety of Holiday programs and activities
- Increase options for Downtown visitors and tourists



# ABOUT THE SEASON



- 6<sup>th</sup> Annual WinterFest
- Six consecutive weeks of family entertainment
- More than 400,000 mini lights at San Jacinto Plaza
- 55 ft. L.E.D Holiday Tree
- Scherr Legate Celebration of Lights Parade
- El Paso Strong Tree
- Paseo De Las Luces Holiday Décor
- Decor and lights along Mills St.

# CITY OF EL PASO DEPARTMENTS

- Parks & Recreation
- Museums & Cultural Affairs (MCAD)
- El Paso Public Library
- El Paso Zoo and Botanical Gardens
- El Paso Police Department
- El Paso Fire Department
- Office of Emergency Management
- Communication and Public Affairs
- Street and Maintenance
- Sun Metro
- Environmental Services
- One Stop Shop





# OPENING DAY



- Winterfest Season Opening Celebration
  - Saturday, November 20
  - Broadcasted by KVIA
- **Holiday Tree Lighting Ceremony**
  - Starting at 4:30pm at San Jacinto Plaza
  - Holiday programming
  - Food trucks and local vendors
- **Scherr Legate Celebration of Lights Parade**
  - Starting at 5:30pm
  - More than 60 floats



**SCHERR  
LEGATE**  
PLLC ATTORNEYS AT LAW  
WHEN IT MATTERS MOST.  
PRESENTS

# Celebration of Lights PARADE

**SATURDAY  
NOVEMBER 20, 2021**

**SAN JACINTO PLAZA | DOWNTOWN EL PASO**

- 4:30 PM** FIRST ARMORED DIVISION BAND
- 5:00 PM** ST. ANTHONY FRANCISCAN CHOIR
- 5:30 PM** LIGHTING CEREMONY & PARADE  
(PARADE STARTS AT TEXAS AVE. & CAMPBELL)
- 6:00 PM** HOLIDAY ENTERTAINMENT



# DOWNTOWN ART AND FARMERS MARKET

- Pedestrian Pathway and Convention Center Plaza
- 1 pm – 7 pm
- More than 80 local vendors
- Live entertainment by the *Endangered Species Mural*





# PARKS AND RECREATION

- **Holiday Fiestas**

- Starting on Sunday, November 21
- Friday – Sunday
- 6 pm to 10 pm
- Holiday Performances
- Pictures with Santa



- **Holiday Food Fests**

- December 23, 30, and 31
- 6 pm – 10 pm
- Live Music
- Food trucks



# EL PASO MUSEUM OF HISTORY

- *El Paso's Homegrown* Exhibit Opening & Family Day
  - November 20
- Merienda Talk: Latkes & Lights in Sunset Heights
  - December 2
- Las Posadas Family Day
  - December 4
- Merienda Talk: Holidays on the Border
  - December 16
- Winter Holidays Family Day
  - December 18
- Digital Wall will feature snow and Holiday lights



# EL PASO MUSEUM OF ART

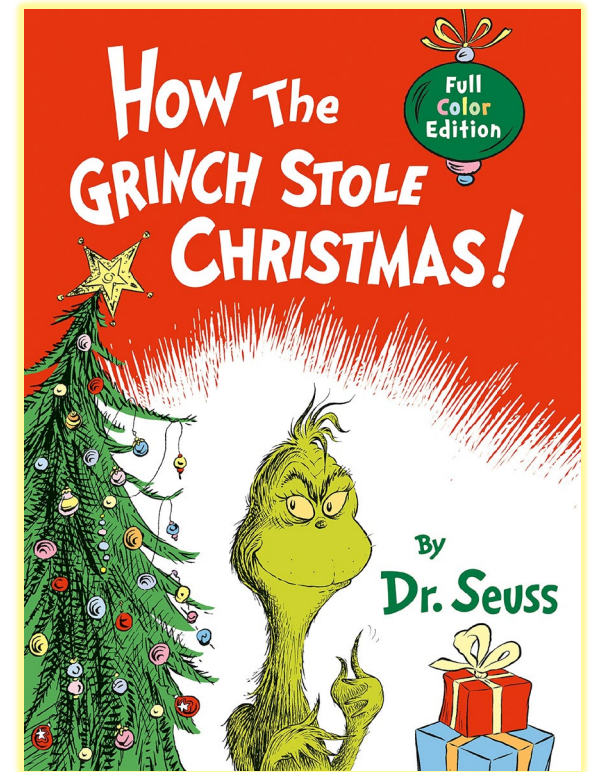
- Family Day: Christmas Sweater Clay Ornaments
  - November 20
- Bucket Hat Painting Workshop
  - December 11
- Scarf Printmaking Pattern Workshop
  - December 18

Programming aligned to the first ever Fashion exhibition, *Fashion Nirvana: Runway to Everyday*.



# EL PASO PUBLIC LIBRARY

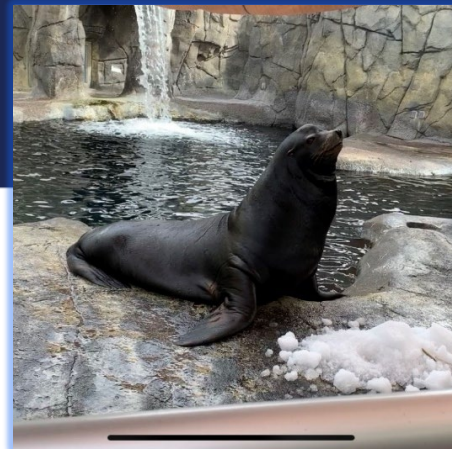
- WinterFest Reading Club
  - Theme: Reindeer
  - The Grinch visits the libraries
  - Online & in-person registration
- Letters to Santa
- El Paso Streetcar Read and Ride
- Tuesdays: Story time
- Thursdays: Teen Hangout Activities



# EL PASO ZOO AND BOTANICAL GARDENS

## SANTA at the Zoo

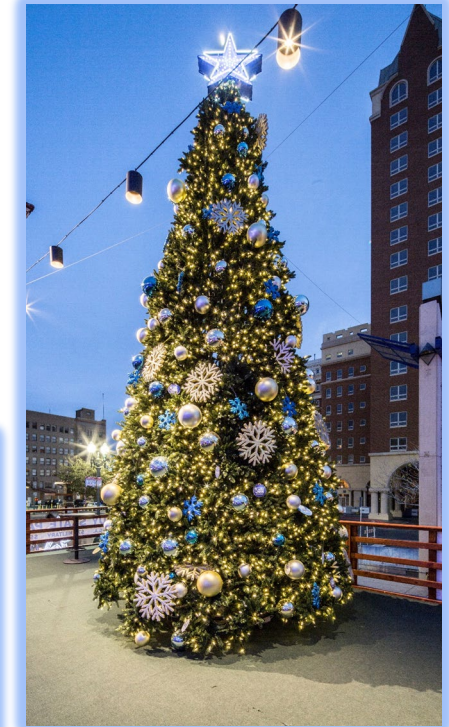
- December 11 & 12
  - 10 am – 4 pm
- Holiday Decorations
- Photos with Santa
- Winter craft activities
- Educational presentations
- Animal enrichment activities



# DESTINATION EL PASO

- Ice Skating Rink
  - Arts Festival Plaza
  - TX Gas Warming Tent
  - El Paso Electric Holiday Tree and Toy Drive
  - Mascots on Ice
  - Fiesta Fridays with Live Entertainment
- Free Holiday Movies at the Plaza Theatre
  - Presented by El Paso Community Foundation and Plaza Classic Film Festival
  - Every Sunday with two showings
    - 1 pm and 3 pm

- Holiday Vendor Market
  - Arts and Craft Vendors
  - Every Saturday
    - 4 pm – 8pm

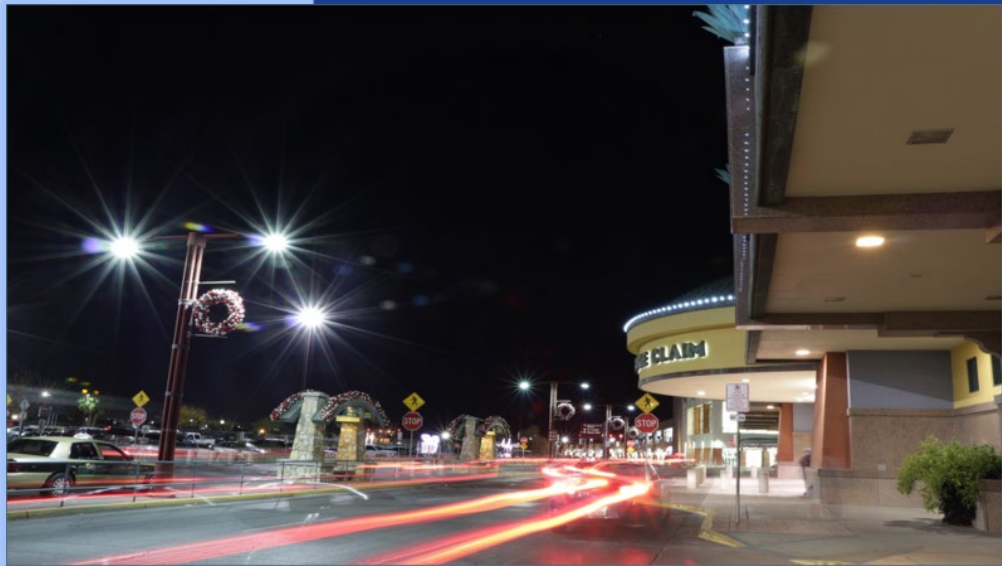


# EL PASO INTERNATIONAL AIRPORT

- Lights & Decorations throughout Terminal
- Holiday Tree Lighting
  - November, 18
- Ambassador Table
  - November, 19, 22-24
  - December, 13-17
- Airport Holiday Social Returns
  - December 9 – Save the Date!



**EL PASO**  
INTERNATIONAL AIRPORT



# EL PASO STREETCAR



- Hours of Operation:
  - Thursday – Saturday
  - 4pm – 11pm
- Extended Service:
  - Saturday, November 20
  - Monday, December 27
  - Tuesday, December 28
  - Wednesday, December 29
- Holiday programs:
  - Read and ride
  - Trolley tracks
  - Santa meet and greet
  - Free parking at Glory Road







[EPWINTERFEST.COM](http://EPWINTERFEST.COM)

FACEBOOK, INSTAGRAM &  
TWITTER

#EPWINTERFEST #IAMELPASO

# QUESTIONS

