



The *Cooldest* Fest in the Southwest

AGENDA ITEM #6

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

OPENING

DAY!



WINTERFEST

NOV 20, 2021 - JAN 2, 2022

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

*Celebration
of Lights*
PARADE



ATTENDANCE
55,000



51 PARADE ENTRIES
41 FLOATS
10 MARCHING



CUSTOMERS AT
THE HOLIDAY
MARKET
3,000



MARCHED
1,800



ICE SKATERS
784

THROUGH THE

SEASON



OVERALL
ATTENDANCE
361,039



WINTERFEST
ACTIVITIES
ATTENDANCE
11,915



VENDORS
166



STREETCAR
RIDERS
7,953



ICE SKATERS
13,972



FOOD TRUCKS
45



SPONSORS
4



VIEWED
HOLIDAY MOVIES
2,888



VISITED SANTA
AT HIS FREE
PHOTO BOOTH
8,400



ARTIST &
PERFORMERS
ENGAGED
450



OPENING DAY

November 20, 2021

<https://youtu.be/j6MO6mWmczg>

2022-2023 WINTERFEST

Saturday, November 19
to
Sunday, January 1





CITY OF EL PASO DEPARTMENTS

- Animal Services
- Fire Department
- El Paso International Airport
- Police Department
- Public Library
- Zoo and Botanical Gardens
- Environmental Services
- Information Technology Services
- International Bridges
- Museums & Cultural Affairs (MCAD)
- Parks & Recreation
- Office of Emergency Management
- Office of Strategic Communications
- One Stop Shop
- Street and Maintenance
- Sun Metro

COMMUNITY PARTNERS

- Downtown Management District
- Destination El Paso

FOCUS

- Engage families and friends with a variety of family friendly Holiday programs and activities
- Expand El Paso's Holiday tradition
- Increase options for Downtown visitors and tourists

2022-2023 WF SEASON



**Ice Skating is back
with a new location!**

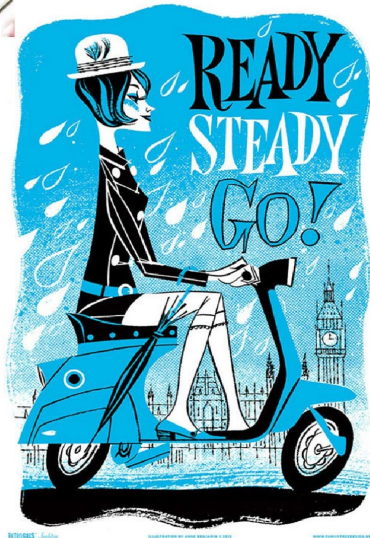


- 7th Annual WinterFest
- More than 400,000 mini lights at San Jacinto Plaza and surrounding areas
- 55 ft. L.E.D Holiday Tree
- Return of 30 ft. Musical Tree
- Dreidel Display sponsored by D1
- El Paso Strong Tree
- Paseo De Las Luces Holiday Decor
- Decor and lights along Mills St.
- Activation of Arts Festival Plaza
- NEW branding
- Scherr Legate WinterFest Lights Parade
- Six consecutive weeks of family entertainment

WinterFest

Marketing Rebranding





The Inspiration

WinterFest 2022-2023 Branding



PRESSBOX
 ABCDEFGHIJKLMNOP
 QRSTUVWXYZ

CORESANS
 ABCDEFGHIJKLMN
 OPQRSTUVWXYZ

COLOR PALETTE



WinterFest Branding Components





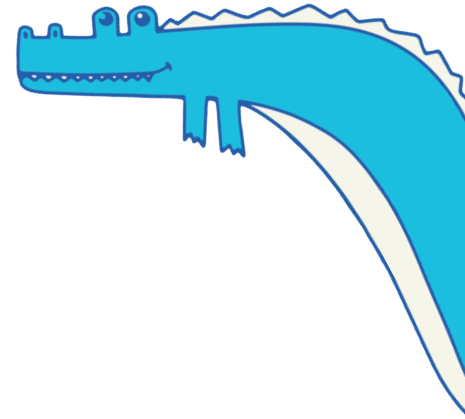
A billboard advertisement for the Winter Fest Lights Parade. The billboard features a stylized city skyline in blue and white. The text is arranged as follows:

- SCHERR-LEGATE** (with "REAL ESTATE" in smaller text below) in the top left corner.
- SATURDAY, NOV 19** in red, bold, sans-serif font below the agency name.
- WINTER FES** in large, stylized blue and white lettering in the center.
- LIGHTS PARADE** in white, bold, sans-serif font inside a red rounded rectangle below the main title.
- EPWINTERFEST.COM** in blue, bold, sans-serif font below the parade title.
- SAN JACINTO PLAZA** in red, bold, sans-serif font in the top right corner.
- EP TX** logo in the top right corner.

The billboard is mounted on a metal structure with the number **01042** visible on the left side.

WINTER FEST

PROGRAMMING



WINTERFEST OPENING DAY

Saturday, November 19

14



- **Winterfest Lighting Ceremony**
 - Starting at 4:30pm at San Jacinto Plaza
 - Holiday programming
 - Food trucks and local vendors
- **Winterfest Lights Parade**
 - Sponsored by Scherr Legate
 - Starting at 5:30 PM at Campbell & Texas
 - Arrives at San Jacinto Plaza at 6 PM
 - Increased capacity for parade floats and marching groups
 - **Deadline to apply: Oct. 24**



**WinterFest
Lights Parade
2022**
**Presented by
Scherr Legate**



DOWNTOWN ART AND FARMERS MARKET

Opening Day:

- Arts Festival Plaza
- Along Oregon St.
- 2-11 PM
- More than 75 local vendors
- Holiday Music
- Holiday theme market
- Vendors & Food Trucks Application Now Open
 - **Deadline to apply: Oct. 24**





DESTINATION EL PASO

- **Ice Skating Rink**
 - New Location at Convention Center Plaza
 - Light Show & Snow Machines
 - Saturday Themed Skate Nights
 - Fun Fridays with Live Entertainment
 - VIP Igloo Chill Zone
- **Holiday Vendor Market**
 - Saturdays or Sundays (switching schedule)
 - Convention Center



DESTINATION EL PASO

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
- Organist will play for half hour before each showing



**EL PASO
LIVE**

PARKS AND RECREATION

- **Holiday Fiestas at San Jacinto Plaza**

- Starting on Sunday, November 20
- Friday – Sunday
- 6 pm to 10 pm
- Holiday Performances
- Pictures with Santa



- **Holiday Food Fests**

- November 25-26
- December 16-17 and 30-31
- 6 pm – 10 pm
- Live Music
- Food trucks



EL PASO MUSEUM OF ART

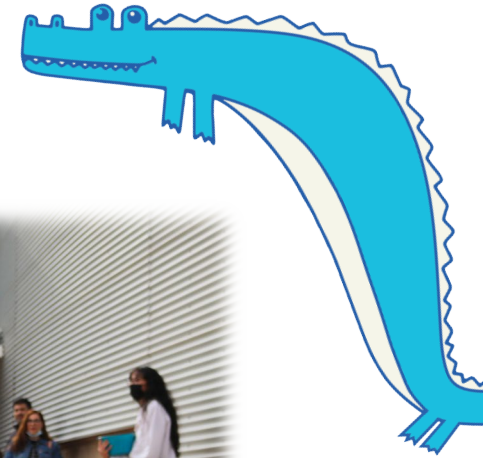


- **November 19:**
 - Winter Market
 - Family Day: Lightbox workshop, activity inspired by the installation art of Leo Villareal
 - Extended Hours until 8 PM
- **December 3:**
 - Family Day: Snow globe making workshop
 - Winter Solstice activity with El Paso Museum of Archaeology
- **December 17:**
 - Family Day: Ceramic ornament painting

EL PASO MUSEUM OF HISTORY

21

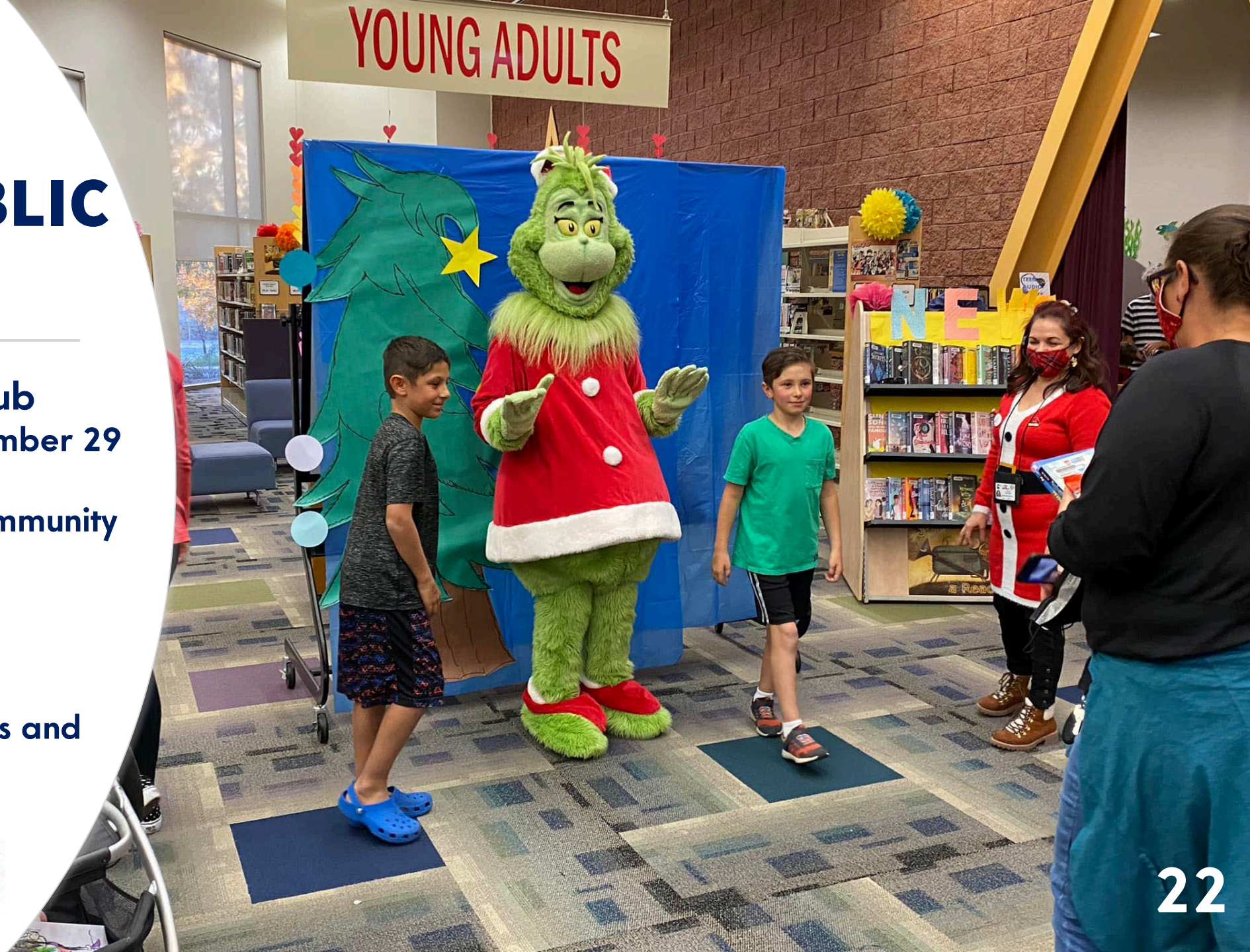
- November 19
 - Extended hours until 8 PM
- December 3
 - Community Table: Holiday Traditions
- December 10
 - Winter Solstice activity with El Paso Museum of Archaeology
- December 17
 - Family Day: Las Posadas



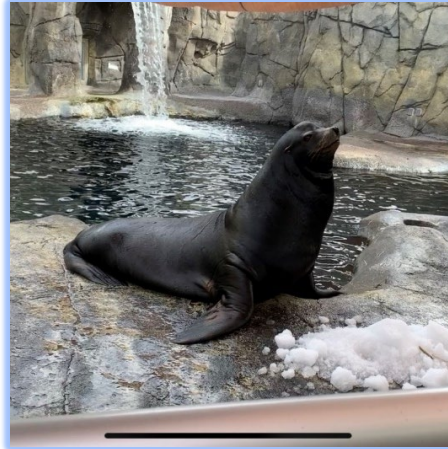
Digital Wall will feature snow and holiday lights

EL PASO PUBLIC LIBRARY

- **WinterFest Reading Club**
 - November 19 – December 29
 - Theme: Polar Bears
 - Free books for the community
- **All branch libraries**
 - Holiday Storytime
 - Santa Visits
 - Winter Crafts for teens and adults



EL PASO ZOO AND BOTANICAL GARDENS



SANTA at the Zoo

- December 3 & 4
10 am – 4 pm
- Snow in the splash pad
- Holiday Decorations and kid's crafts
- Photos with Santa
- Animal enrichment and educational presentations



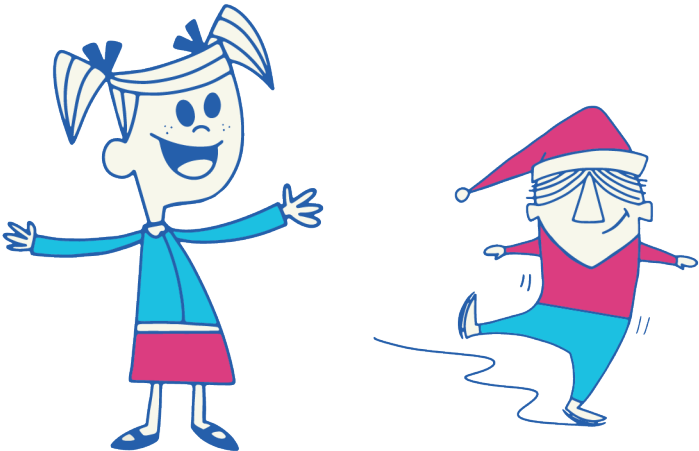
Holiday Penguin Photo Opportunity

- Kid friendly fiberglass penguins for pictures
- San Jacinto Plaza
- "Coming 2023 to the El Paso Zoo" banner

EL PASO ANIMAL SERVICES

Santa Paws Thursdays

- December 1, 8, 15, 22 & 29
- Photos with Sunny Santa Paws
- Mobile Pet Adoptions
- Free Pet Microchips
- Read & Ride with Sunny





EL PASO INTERNATIONAL AIRPORT



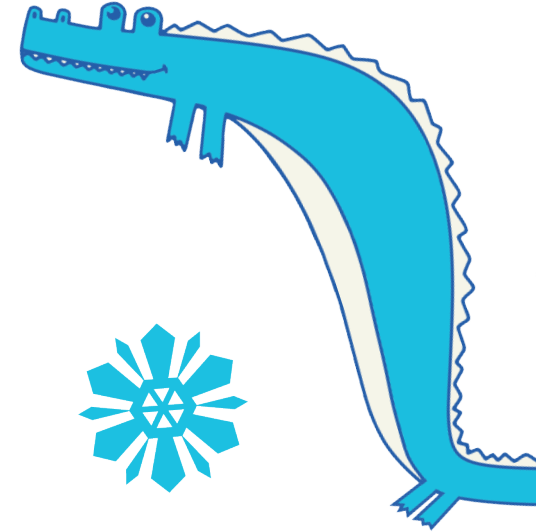
- **Lights & Decorations throughout terminal**
 - NEW large ornament gift boxes suspended from ceiling
 - NEW large photo-op wreath
 - NEW menorah & nativity scene
- **Holiday Tree Lighting**
 - November, 17
- **Ambassador Table**
 - November 18, 21-23
 - December, 12-16
- **Holiday Performances in the Terminal**
 - December 5-9, 12-16, 19-23
- **Airport Holiday Social**
 - December 8 – Save the Date!



EL PASO
INTERNATIONAL AIRPORT

EL PASO STREETCAR

- **Hours of Operation:**
 - Monday – Saturday
 - 3 – 10 PM
 - Sunday
 - 12 – 6 PM
 - Monday & Tuesday
 - No Service
- **Extended Service:**
 - November 19; until midnight
 - Free uptown parking meters
 - December 19-20; 3 – 10 PM
 - December 26-27; 3 – 10 PM
- **Holiday programs:**
 - Santa meet & greet with El Paso Public Library
 - Trolley Tracks
 - Holiday Programming
 - Free parking at Glory Road Selected Dates





QUESTIONS

EPWINTERFEST.COM

**FACEBOOK, INSTAGRAM &
TWITTER**

#EPWINTERFEST #IAMELPASO

