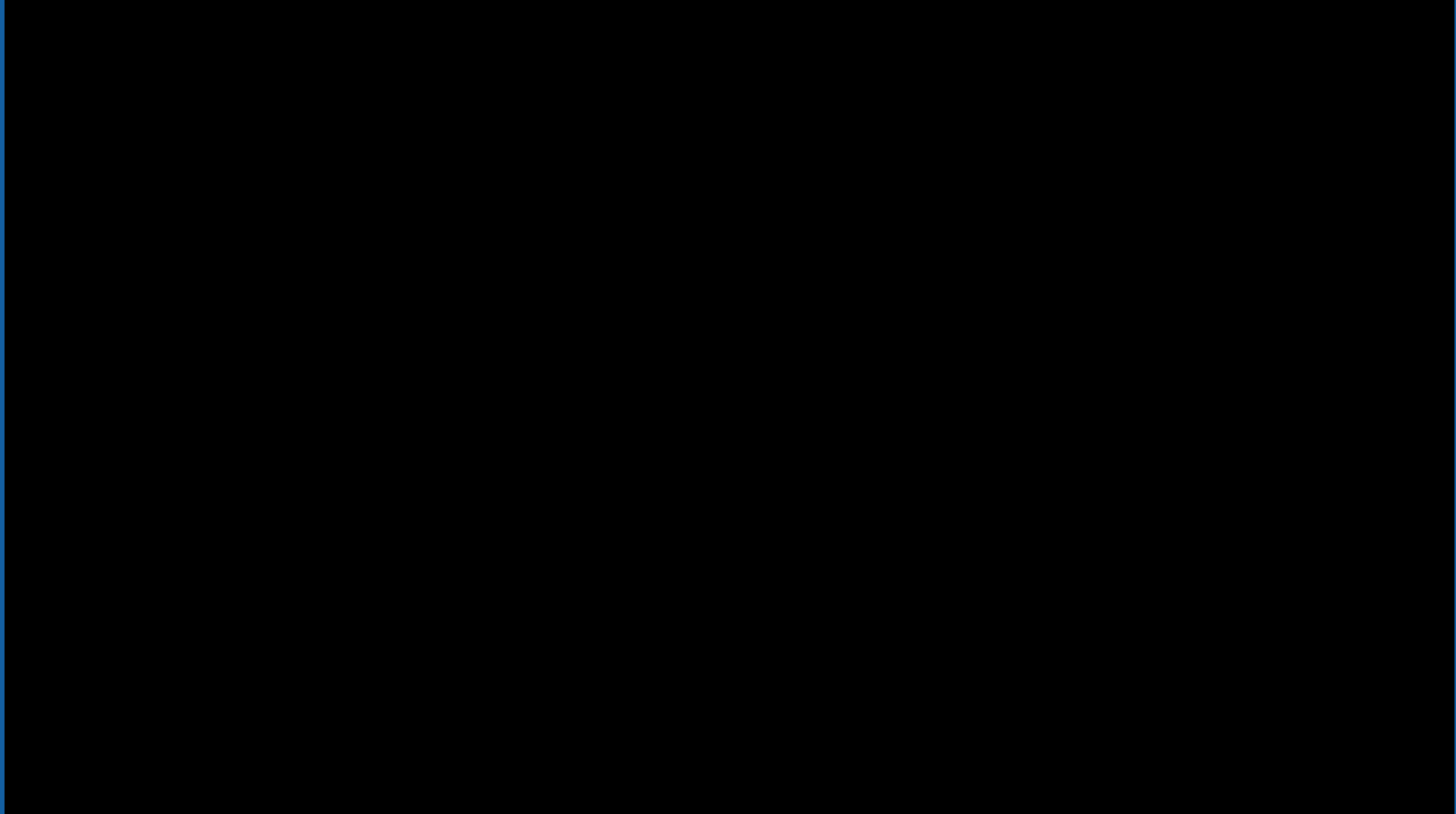




SBR #1

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

NOVEMBER 19 - JANUARY 1





**MADE POSSIBLE BY THE
CITY OF EL PASO &
COMMUNITY PARTNERS**

- ANIMAL SERVICES
- DESTINATION EL PASO
- DOWNTOWN MANAGEMENT DISTRICT
- EL PASO INTERNATIONAL AIRPORT
- ENVIRONMENTAL SERVICES
- FIRE DEPARTMENT
- INFORMATION TECHNOLOGY SERVICES
- INTERNATIONAL BRIDGES
- MUSEUMS & CULTURAL AFFAIRS
- OFFICE OF EMERGENCY MANAGEMENT
- ONE STOP SHOP
- PARKS & RECREATION
- POLICE DEPARTMENT
- PUBLIC LIBRARY
- STRATEGIC COMMUNICATIONS
- STREETS AND MAINTENANCE
- SUN METRO
- ZOO AND BOTANICAL GARDENS

WINTERFEST 2022-2023

SEASON ENHANCEMENTS

- New Branding
- [New Website](#)
- New Airport Decor
- San Jacinto Plaza
 - New Dreidel Display
 - 2 LED Tunnels
 - 30ft. Musical Tree
 - Snow Machine
 - Building Projections
 - Zoo Area



THE RINK

- The ICE was back at a new location
- New Sponsor: Chick-fil-A
- Light show and Snow Machine
- Expanded Footprint
- Additional Sponsors:
 - Holiday Café by Zia Homes
 - Holiday Bar by Top Shelf
 - New Stage by KISS FM and KLAQ
 - New Décor by Big Media



BREAK THE ICE
NOVEMBER 17TH



THE RINK

Animal Services

- Sunny Santa Paws
- Free microchips
- Adoptions Promoted
- 581 Pets Adopted for the Season

Free Holiday Movies at the Plaza Theatre

- El Paso Community Foundation, Plaza Classic Film Festival, and GECU
- Attendance: 3,152





OPENING DAY

NOV 19TH

THE RINK

STREETCAR

TREE LIGHTING CEREMONY



ATTENDANCE
48,000



ICE SKATERS
784



STREETCAR
RIDERS
1,958



MC MONICA
CORTEZ
FROM KTSM
MEDIA SPONSOR

DOWNTOWN ART & FARMERS HOLIDAY MARKET



HOLIDAY
MARKET
VISITORS
10,000



FOOD
TRUCKS
20



MERCHANDISE
VENDORS
60



LORENZO
MENDEZ
HEADLINER

OPENING DAY

WINTER FEST

LIGHTS PARADE

SPONSORED BY
**SCHERR
LEGATE**
PLLC ATTORNEYS AT LAW



70 PARADE ENTRIES

59 FLOATS

3,250 MARCHED

THROUGHOUT THE SEASON

Attendance:

- San Jacinto Plaza
 - 373,781
- Mattress Firm Holiday Fiestas
 - 225,649
- Photo Visits with Santa
 - El Paso Children's Hospital
 - 9,202
- Streetcar Riders
 - 14,347
 - 45% increase



THROUGHOUT THE SEASON

WinterFest activities attendance: 44,767

- Libraries
- Santa at the Zoo
- Airport
- Museums
- Sunflower Bank Mascot Animal Services
- DWI Prevention TxDot
- Streetcar Performances
- Shop Small
- Holiday Market

Performers Engaged: 1,095



ECONOMIC CONTRIBUTION ANALYSIS

Goal:

Estimate the economic contribution from WinterFest (WF) 2022 visitors

Documents and data:

- Daily visitor counts
- Vista “near” anonymized GPS cell phone locations
- Americans for the Arts: Arts & Economic Prosperity 5 (AEP5 study)



DATA

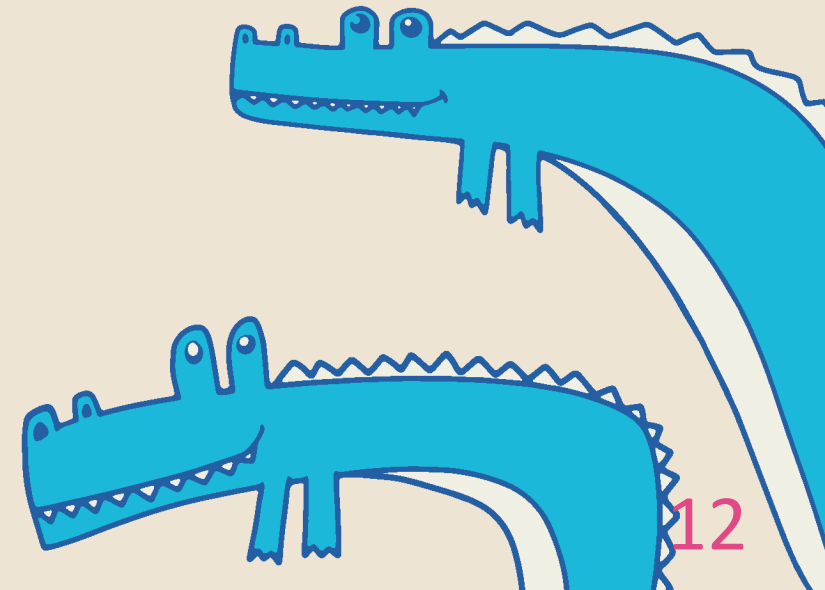
San Jacinto Plaza daily counts:

- Every hour from 5pm to 11pm
- Includes adults and kids
- Limitation-double counts visitors staying long periods of time

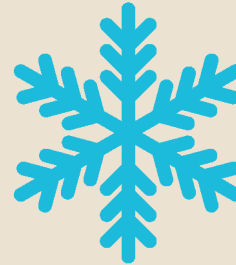
Near Data:

- App location data
- Identify residents vs. non-residents

WinterFest 2022 Visitors			
Total	373,781		
Average per day	8,495		
Residents	317,241	84.9%	
Non-Residents	56,540	15.1%	



VISITOR SPENDING ESTIMATES



Arts & Economic Prosperity 5 study:

- Provides spending multipliers to estimate economic contribution using metrics developed for El Paso
- spending estimates by resident (\$20.49) vs non-resident visitors (\$41.55)
- Allows for the calculation of the overall WF economic contribution

Total Direct Spending from Visitors			
Total	\$8,849,511		
Residents	\$6,500,272	73.5%	
Non-Residents	\$2,349,239	26.5%	



WINTERFEST ECONOMIC CONTRIBUTION

WinterFest 2022 Economic Contribution	
From Visitors	
Full-Time Equivalent Jobs	267
Resident Household Income	\$5,780,766
Local Government Revenue	\$492,918
State Government Revenue	\$606,280

Visitors direct spending is estimated at **8.8M** and supported **267** jobs, generated **\$5.7** million in income to local residents, and delivered **\$1.1** million in local and state government revenue



WINTERFEST

WAS MADE POSSIBLE
Thanks **TO OUR SPONSORS!**



◆ SPECIAL ◆ THANK You!

- PARKS & RECREATION
- STREET AND MAINTENANCE
 - FACILITIES
 - LAND MANAGEMENT
- EL PASO POLICE DEPARTMENT
- DESTINATION EL PASO

