



*Let's
Connect!*

Kay Wolf
TFEA
Kay@tfea.org

Mike Baxter
City of Tomball
MBaxter@tomballtx.gov

Carina Jimenez
City of McAllen
CJimenez@mcallen.net



Joe Vera
City of McAllen
Jvera@mcallen.net

Yajaira Flores
City of McAllen
YJFlores@mcallen.net



COVID-19 IMPACT

WHAT ARE WE DOING IN TOMBALL

THE SITUATION:

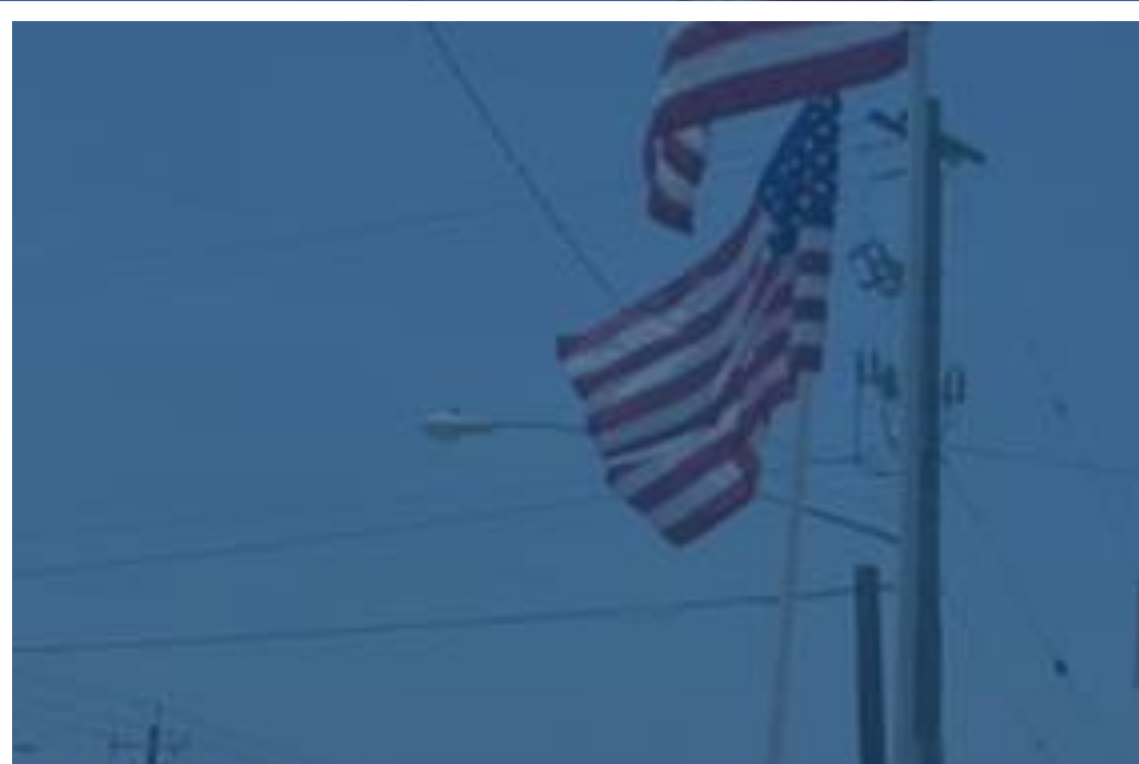
- Restrictions related to COVID-19 caused the cancellation of ten city festivals and four major hosted events in 2020, and closure of the downtown railroad depot museum

THE IMPACT:

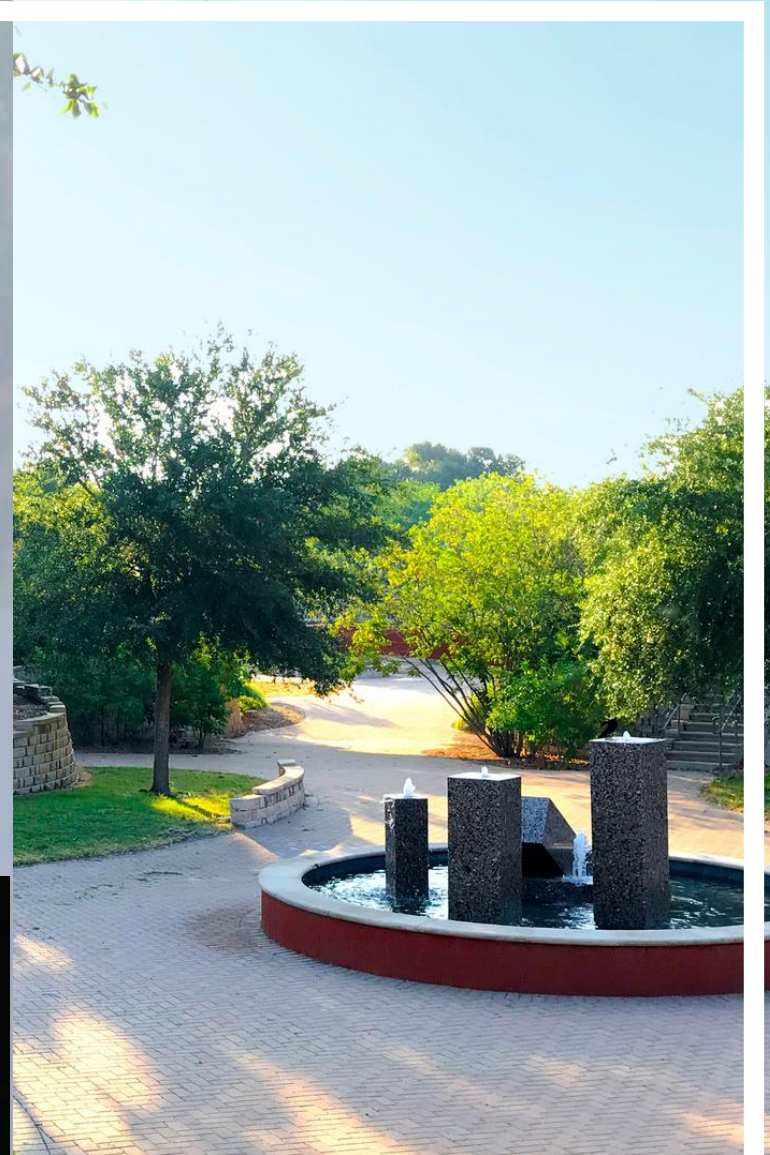
- Loss of an estimated 200,000 in event attendance, overnight hotel stays and hot funds, sales tax generated by visitors coming to Tomball, and public awareness

THE APPROACH:

- Creation of virtual events streamed on social media, for example . . . GroovFest, Bluegrass Tomball, and the annual Christmas tree lighting
- Increased presence on social media platforms to stay connected with our audience
- Created a series of short videos in-house for social media re: history, things to do, restaurants, shopping, hurricane preparedness, and . . . COVID-19.
- Developed promotional programming and psas for city-owned KTTF 95.3 FM low-power radio
- Continuing to work with our tourism and festival partners locally and at the state level
- Continuing to stay in touch with our business partners and local residents



POLICIES,
ORDINANCES,
SPECIAL ORDERS,
OR RULE
CHANGES



KEY
STRATEGIES



MEASURING
IMPACT



This national emergency might change how we live, but it doesn't change who we are.

VISIT MAKETHEMOSTOFMCALLEN.COM

for community services provided by the City of McAllen.

FREE HOT SPOT



Make the most of your connectivity at one of 14 FREE WiFi Hotspots throughout McAllen. Hotspot Map at www.makethemostofmcallen.com

FREE GRAB & GO MEALS FOR MISO STUDENTS

Student ID#. Pickup breakfast and lunch at 40+ drop-point locations. Monday – Friday starting August 24th. Locations at: www.makethemostofmcallen.com



FREE SENIOR MEALS



Make the most of your community with McAllen Senior Meals- FREE of charge to anyone over 60. Pick up at Las Palmas Community Center from 11:30a.m. to 1:30p.m. on Mon, Wed, and Fri. In person registration is required. Learn more at 956-681-3350.

RESTAURANT DELIVERY & CURBSIDE

Make the most of your time together over a meal and spirits delivered from McAllen's finest restaurants. List at www.makethemostofmcallen.com



BUSINESS PORTAL COVID-19 McALLEN CHAMBER OF COMMERCE

Make the most of vital resources at the COVID Business Portal provided by the McAllen Chamber of Commerce.



WATER QUALITY-SOURCED

Make the most of your resources with fresh, quality-sourced water from one of America's most trusted utilities. McAllen Public Utility treats each glass of water through a rigorous EPA approved process to provide you the very best in quality.



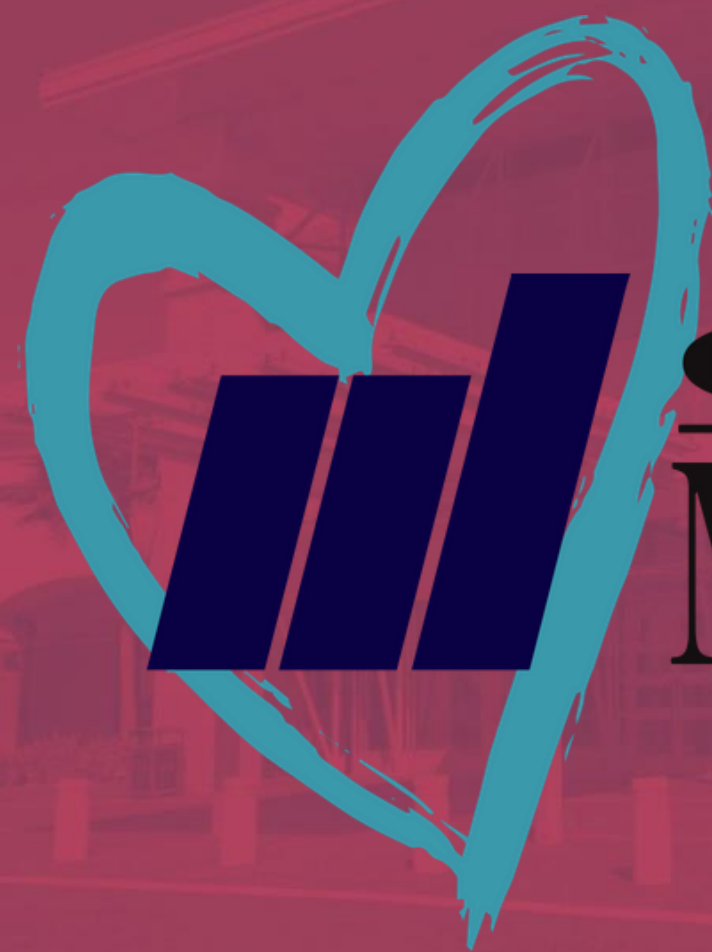
Make the most of your downtime with the McAllen Parks and Recreation UNPLUGGED video series. Tune in for new home activities every Tuesday, Thursday, and Saturday at 3pm on @McAllenParks social media. Now Featuring McAllen E-Sports

McALLEN Parks & Recreation UNPLUGGED HOME ACTIVITIES

CONNECT WITH MPL: VIRTUAL LIBRARY

Make the most of family time by exploring the McAllen Public Library's expanded virtual services, e-books, live storytelling, and challenges. Learn more at: www.makethemostofmcallen.com





CITY OF
McALLEN

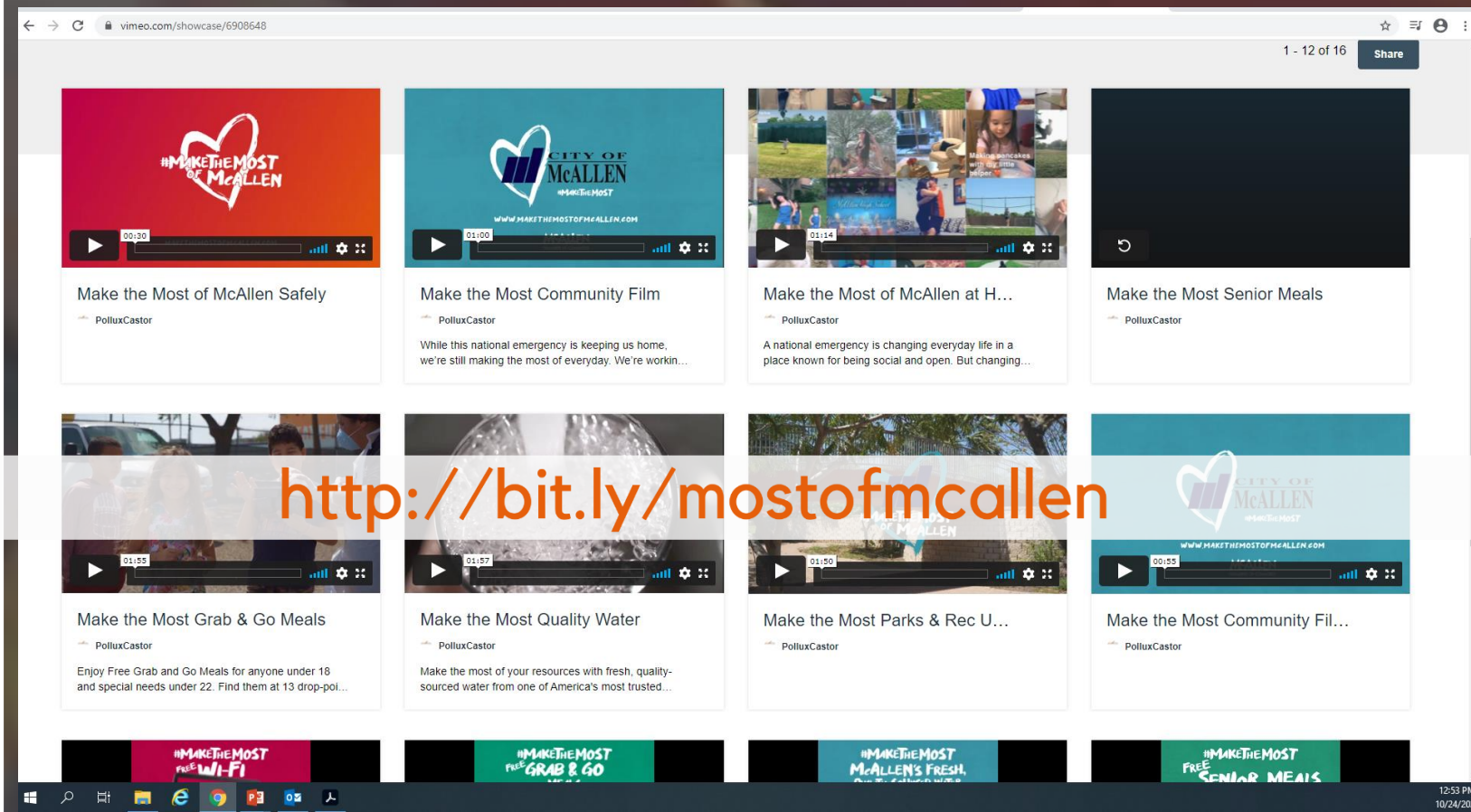
#MAKETHEMOST

VIDEO

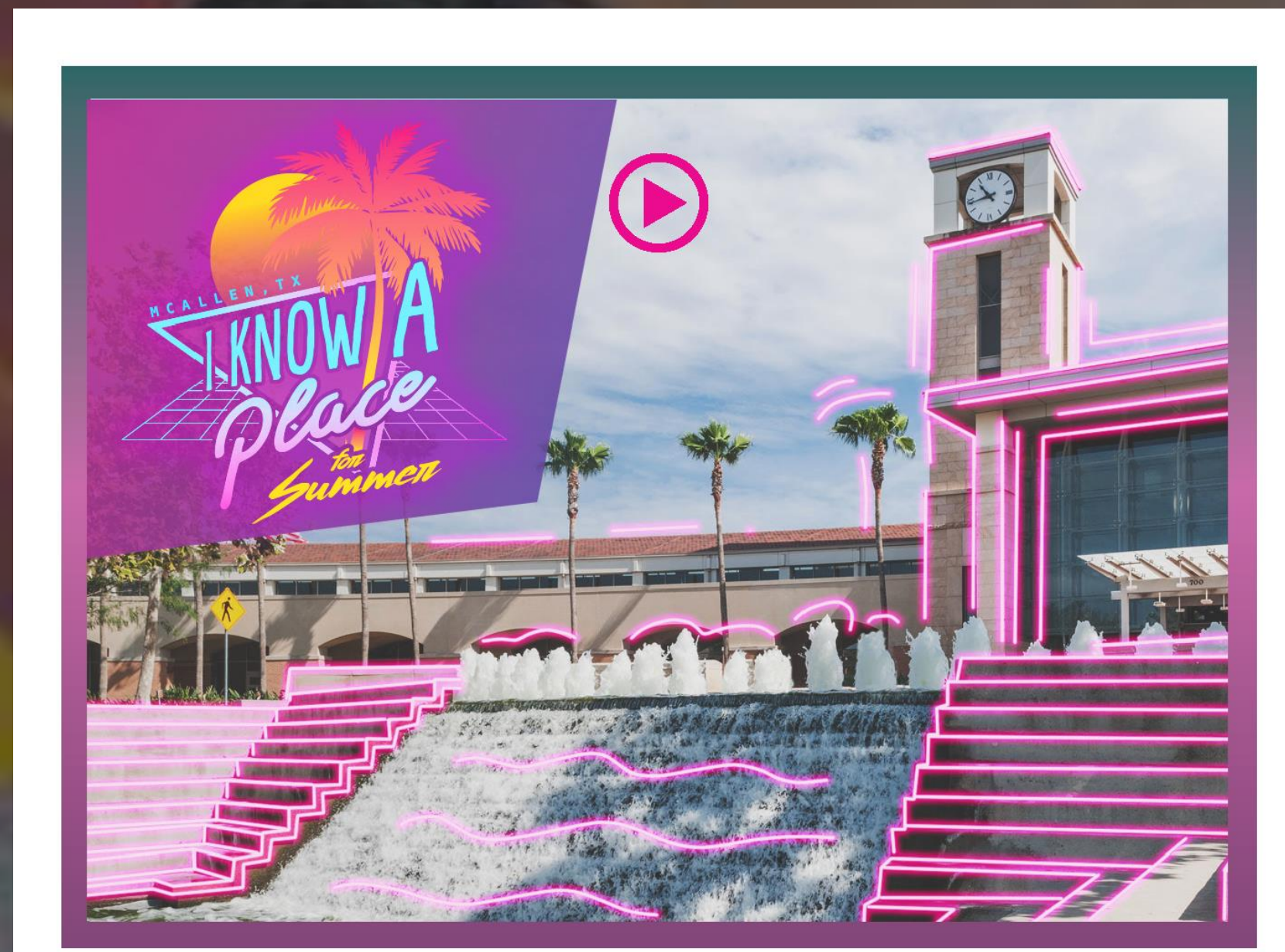
ADVERTISING

TV, RADIO, BILLBOARD, SOCIAL MEDIA, EMAIL, TEXT & PRINT

37,972,676 Impressions (3/14/20 to 9/30/20)



RECOVERY



A romantic couple is shown in profile, embracing and dancing. The man is on the left, wearing a patterned shirt, and the woman is on the right, wearing a light-colored dress. They are both smiling and looking at each other. The background is filled with out-of-focus lights, creating a bokeh effect in shades of blue, green, and purple. The entire image is framed by a thin white border.

**A POSITIVE GUEST EXPERIENCE IS
ALWAYS AT THE FOREFRONT OF
EVERYTHING THAT WE DO.**

TOGETHER AGAIN RE-OPENING GUIDELINES

1

PHASE REOPENING



2

CLEANING AND
SANITIZATION PROTOCOLS



3

EXTENSIVE EMPLOYEE
TRAINING AND HEALTH PROTOCOLS



4

SCREENING AND
PREVENTION SUPPORT





*Together
Again*

VIDEO



reliant[®]
presents

Fiesta

DE PALMAS

MUSIC • FOOD • ENTERTAINMENT

NOV. 7TH & 8TH

MCALLEN CONVENTION CENTER & ONLINE
@FIESTADEPALMAS

Together at a Distance
2020 EDITION



reliant
presents

Fiesta

DE PALMAS MUSIC • FOOD • ENTERTAINMENT

NOV. 7TH & 8TH

MCALLEN CONVENTION CENTER & ONLINE
@FIESTADEPALMAS

Together at a Distance 2020 EDITION

TRAJINERA BOAT RIDE & DINE

AUTHENTIC MEXICAN MEAL
ON YOUR OWN BOAT
SOCIAL DISTANCE EXPERIENCE

Convention Center
Nov. 7, 2pm-9pm
Tickets at [ticketmaster.com](https://www.ticketmaster.com)



FIESTA LIVE & ARTISAN MARKET

BOOK PRIVATE POD
with Whataburger Snack Box
& access to Artisan Market

Nov. 7, 5pm-9pm
Book at
[ticketmaster.com](https://www.ticketmaster.com)



FIESTA BEER BOX & SCAVENGER HUNT

BEERS AROUND THE WORLD
LOTERIA SCAVENGER HUNT
GIFT VOUCHERS \$\$\$

Nov. 7, 6pm-9pm Curbside
Purchase box at [ticketmaster.com](https://www.ticketmaster.com)



FIESTA FOOD FAIR

DRIVE IN EXPERIENCE

Street Food Vendors
Nov. 7th 12pm-9pm &
Nov. 8th 12pm-6pm
Credit cards accepted
Free Admission



VIRTUAL FIESTA

ONLINE SHOWS & EXHIBITIONS
RGV Performers, Educators & More
Watch at [Facebook](https://www.facebook.com/fiestadepalmas) | Nov. 8, 12pm-8pm

SCHEDULE, TICKETS & SAFETY AT [FIESTADEPALMAS.COM](https://www.fiestadepalmas.com)
TOGETHER AGAIN SERIES PRESENTED BY







2019

Fiesta

DE PALMAS MUSIC • FOOD • ENTERTAINMENT

PODS
STARTING AT
\$5*PER
PERSON



Together at
a Distance

7TH 5 PM
TO 9 PM
of NOVEMBER



FOOD TRUCKS

pepsi. STAGE

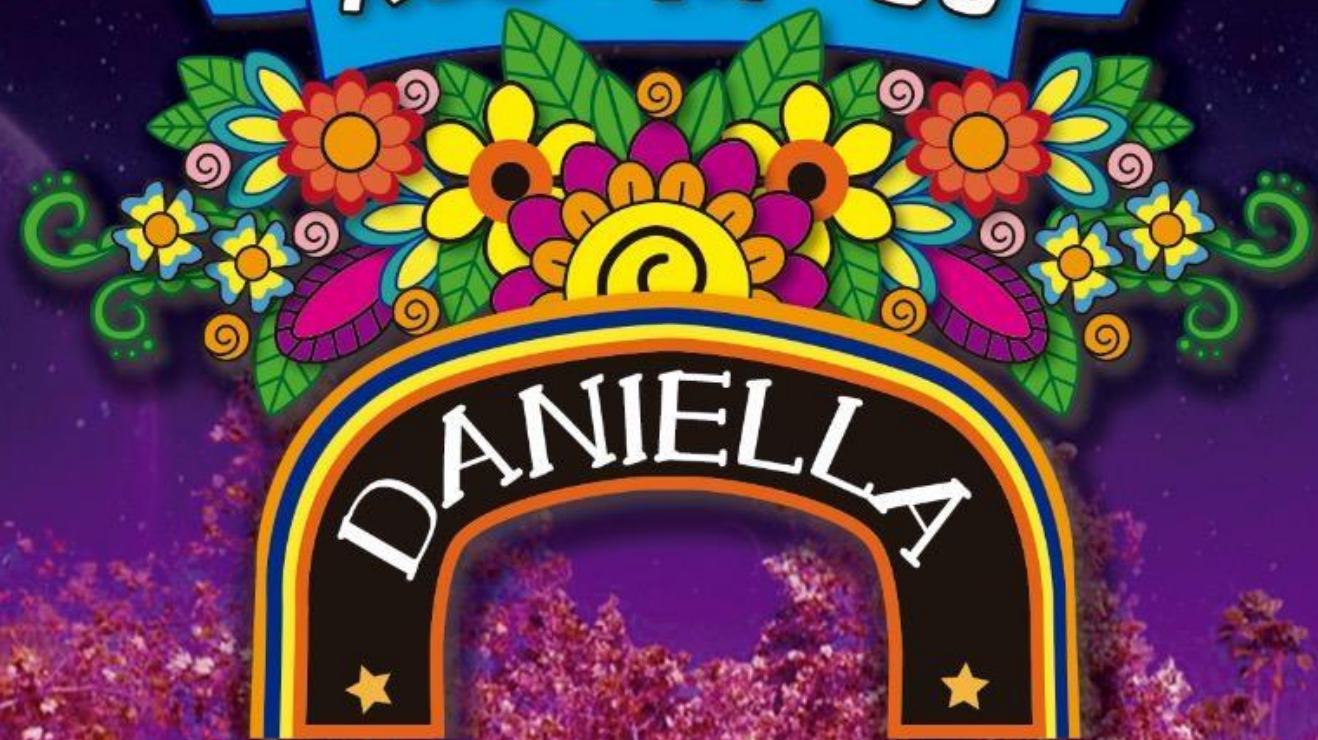
Live Music



Reserve your event pod at [ticketmaster.com](https://www.ticketmaster.com) | *\$40 per pod, maximum capacity per pod of 8 people.

LAS TRAJINERAS DE

XOCHIMILCO



UN PEDACITO DE

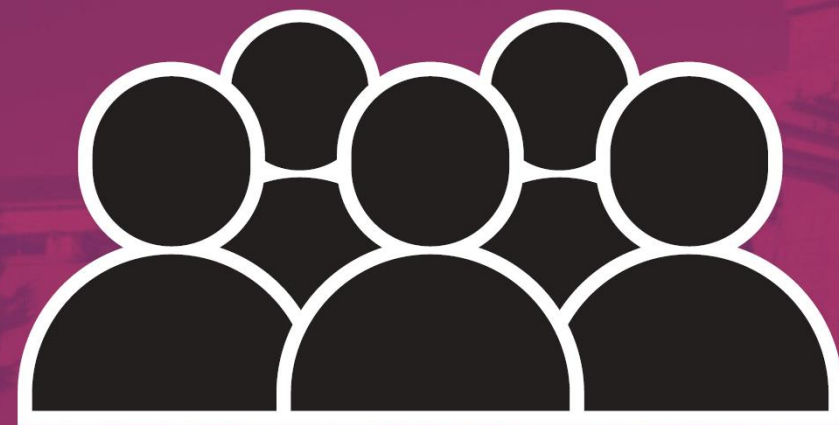


EN McALLEN, TX

INITIATIVE #2

OPENING

MCCALLEN PERFORMING ARTS CENTER



250

MAX CAPACITY



FIRST COME
SELF-SEATING



KILL EVERY
OTHER ROW



VIDEO

MCCALLEN HOLIDAY PARADE

PRESENTED BY H-E-B





Texas Festivals & Events Association (TFEA) Top 3 Reasons to Become a Member



The Texas Festivals & Events Association (TFEA) is the **only** professional association **exclusively** serving Texas-based festivals, fairs, event planners, volunteers, and suppliers. **TFEA** is an official affiliate of the International Festivals & Events Association (IFEA).



EDUCATION



TFEA provides unparalleled educational opportunities to its members. From the annual statewide conference to "Behind the Scenes Tours" and bi-monthly webinars, TFEA utilizes industry experts to deliver the most current information and best practices. If you want to take your career to the next level, TFEA offers the "Certified Festival & Events Associate (CFEA)" designation through its Texas Events Management Institute, which leads to IFEA's CFEE Certification.

NETWORKING



As a TFEA member you will have chance to meet, interact, and learn from your peers throughout the state. If you have a problem, question, or idea, a fellow TFEA member can help you explore it further.



VALUE



By being a member of TFEA you will enjoy:

- Discounted registration rate on the annual statewide conference
- Dual membership with the International Festivals & Events Association so you can expand your education and networking to a worldwide audience.
- Up to 50% discount on education classes and webinars
- Opportunity to have your work recognized through participating in the annual "Kaliff Zenith Marketing Awards Competition."

To become a member or receive more information contact
Kay Wolf, CFEE, Executive Director at kay@tfea.org or 830-997-0741.



Texas Events Management Institute (TEMI)



What is TEMI?

TEMI is the educational component of the Texas Festivals & Event Association (TFEA) and the Texas Association of Fairs & Events (TAF&E). It provides professional development from leading industry experts. The program offers a strong basic understanding and awareness of multiple, critical components involved in event planning and management.

What is the TEMI Curriculum?

There are 27 mandatory courses that cover such topics as administration, budgeting, merchandising, leadership, legal considerations, marketing, community relations, business plans, disability accommodations, risk management, security, ticketing, program development, operations, and sponsorships. For a complete listing and description of the TEMI courses:

<https://www.tfea.org/p/conference/texas-event-management-institute>

What are the benefits of the TEMI program?

Upon completion of the TEMI program, enrollees will earn the designation as a "Certified Festival & Event Association" (CFEA), the first step towards the "Certified Festival & Event Executive (CFEE) designation through the International Festival & Events Association (IFEA). For those looking to earn them, Continuing Education Units (CEU's) and Certificates of Completion will be awarded by South Texas College for all training sessions.

What is the time commitment?

By utilizing the TEMI "Fast Track" program, a participant can complete the 27 mandatory courses in two years. One class per month is offered online and 13 classes are offered in-person at the annual TFEA Conference and Trade Show (August 4-8, 2021 in San Antonio). Those that decide not to enroll in the TEMI "Fast Track" program can take classes at their own pace until completion.

What is the financial commitment?

There is a \$150 one-time enrollment fee for members and classes can be purchased separately or in a bundle. Current prices are: 13 class Fast Track Bundle \$275, 3 class bundle for \$75 or single class \$30. *Please note these 50% discounted rates are for TFEA members only, so join today!* For non-member rates, please contact TFEA.

Who should enroll in the TEMI program?

Current mid-management event staff; City Parks & Recreation Departments/Libraries, Chambers of Commerce, CVB's staff and anyone who produces local events; those who are new to the Event Management field, Event Management students, and key event volunteers.

How do I enroll?

For more information on the TEMI Program or TFEA, please contact Kay Wolf, CFEE, Executive Director of TFEA at kay@tfea.org or 830-997-0741.

