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# City Launches Survey to Capture Input on Public's WinterFest Experience

## Feedback to Guide Holiday Programming

**El Paso, Texas**—If you visited downtown El Paso during the WinterFest holiday season, the City of El Paso wants to hear about your experience at the Coolest Fest in the Southwest.

**The short survey is available at <https://bit.ly/2024WinterFestSurvey>. The deadline to participate in this public engagement opportunity is Saturday, March 30.**

Survey results will help guide future programming for the annual celebration that attracts more than 400,000 people to San Jacinto Plaza and downtown's Arts District for the family-friendly holiday fun.

"The City has long hosted WinterFest to uplift our residents and visitors during the holiday season while also bolstering the local economy. The feedback gathered from this survey will offer valuable insights into the customer experience, guiding us in enhancing this beloved festival even further," said Parks and Recreation Interim Director Pablo Caballero.

During the winter, San Jacinto Plaza is illuminated with more than 500,000 mini-lights, oversized decorations, and a 55-foot holiday tree that is the centerpiece of the displays. Signature events for the celebration include a tree lighting ceremony, lights parade, live music, and an ice-skating rink.

For more information about the City of El Paso's WinterFest visit, [EPWinterFest.com/](http://EPWinterFest.com/).

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