

How to Post Your Event on Visit Austin

We are excited to announce a new partnership between [Visit Austin](#) and the City of Austin's Cultural Arts Division to bolster our collective efforts promoting the creative and cultural community in Austin to audiences near and far. Visit Austin is the top tourist search site in Austin the official destination marketing organization for Austin. As a result of this partnership with CAD, the program includes a specialized Cultural Arts landing page, a custom portal for cultural and creative event listings (free to post), robust search engine optimization and related marketing efforts reaching more than **3.3 million** visitors annually. Visit Austin will point visitors to events posted by cultural contractors and Art In Public Places artists.

This document is a step-by-step guide to help you post an event to Visit Austin so you can start reaching the **3.3 million visitors** who use the Visit Austin site.

ALL Cultural Funding contractors **are strongly encouraged** to post their funded events for FY20 to Visit Austin. For 2021, it will be a contractual requirement. If you have questions about this requirement for your contract with Cultural Funding, please contact your contract administrator.

PLEASE NOTE: any field with an * is a required field, those without an * can be skipped if you don't have a response for the question.

HAVE QUESTIONS?

See the next page for a list of contacts.

After you submit your event:

- It can take up to 5 business days for the event to be approved and displayed on the Visit Austin calendar.
- If you have questions about your submission please contact Visit Austin directly.
- Want to submit more events? Please use the same link: <https://www.austintexas.org/things-to-do/arts/submit-event/>
- If you have any feedback about your experience with the Visit Austin platform, please let your contract administrator at the Cultural Arts Division know!

Contacts

If you have any questions about how to post your event to Visit Austin please contact Visit Austin directly by emailing website@austintexas.org

Please expect up to 2 business days for a response. You can also contact your contract administrator if you have any questions.

Cultural Arts Division, Cultural Funding Contract Administrators

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STEP 1:

Go to the Visit Austin website and submit your event through the Cultural Arts Contractor Events page: <https://www.austintexas.org/things-to-do/arts/submit-event/> . **Make sure you use this link to submit your events.** Cultural Contractors have a prioritized special listing page on Visit Austin, but you **MUST** post your event using the link above. **You MUST use this link for your events to be included on a custom content landing page only for our Cultural Contractors.**

MENU

VISIT
Austin

Home / Things to Do / Arts

SHARE

CULTURAL ARTS CONTRACTOR EVENTS

Submit Your Event

Would you like to list your City of Austin-funded event on VisitAustin.org? Please fill out the submission form below in order to submit your events to our [online calendar](#).

Please note: Your event will not automatically be added to the calendar once you click "Submit Event" at the bottom of the form. It will first go through an approval process, which may take up to 5 business days, to make sure it is appropriate for our calendar and that it contains all the information needed to be added. To best serve our visitors, the Calendar of Events [editor](#) will review each proposed listing. You will be notified if your event is not approved.

Tips and Requirements:

- Please specify whether your event is funded, either in part or completely, by Cultural Arts Funding, Art in Public Places

Make sure you are on the **CORRECT** submission page!

STEP 2:

Read the information provided above the submission form. It outlines the timeline for the approval of your post and information on what you should provide

MENU

CULTURAL ARTS CONTRACTOR EVENTS

visit Austin

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Please note: Your event will not automatically be added to the calendar once you click "Submit Event" at the bottom of the form. It will first go through an approval process, which may take up to 5 business days, to make sure it is appropriate for our calendar and that it contains all the information needed to be added. To best serve our visitors, the Calendar of Events **editor** will review each proposed listing. You will be notified if your event is not approved.

Tips and Requirements:

- Please specify whether your event is funded, either in part or completely, by Cultural Arts Funding, Art in Public Places Funding or other City of Austin Departments.
- Include a description of your event and what visitors can expect.
- Include a link to your website where visitors can find more information.
- Include a horizontal/landscape image or poster. Images with 3:2 ratio and at least 900x600 pixels are highly preferred.

SUBMIT MY EVENT

CONTACT INFO
[Does NOT appear on web site. For the Bureau use only]

Name*:
Your Name

Email*:
Your Email Address

Read this! It will help you!

STEP 3:

Enter your contact information. This information is NOT public.

Name, Email, and Phone: This should be information for the cultural contractor.

IF you are fiscally sponsored, please put the lead contact for the sponsored project. **Do not put the Fiscal Sponsor's contact information in this section**

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• Include a link to your website where visitors can find more information about your event.
• Include a horizontal/landscape image or poster. Images that are at least 900x400 pixels are highly preferred.

VISIT Austin

SUBMIT MY EVENT

CONTACT INFO
[Does NOT appear on web site. For the Bureau use only]

Name*:
Your Name

Email*:
Your Email Address

Phone:
(555) 555-5555

The event I am posting is funded (in part or completely) by the City of Austin as follows*:
--Choose One--

District Number / ETJ of Venue:
--Choose One--

Comments:

EVENT INFORMATION

Title*:
Name of the Event

This should be the contact info for the lead cultural contractor. IF you are fiscally sponsored please put the contact information for the sponsored project contact.

The event I am posting is funded (in part or completely): If you are funded through the Core, Community Initiatives, or Cultural Heritage Festivals Program, you should select “Cultural Arts Funding” in the drop down box.

District Number/ ETJ of Venue: If you do not know this information please use the City’s Council District Map, <https://www.austintexas.gov/GIS/CouncilDistrictMap/>.

Comments: This section is for internal comments only. If there is any specific information that you want the Visit Austin moderator to know, please tell them here. It is NOT publicly visible.

The screenshot shows the 'SUBMIT MY EVENT' form on the Visit Austin website. The form is divided into two main sections: 'CONTACT INFO' and 'EVENT INFORMATION'. The 'CONTACT INFO' section includes fields for Name, Email, and Phone. Below these is a dropdown menu for 'The event I am posting is funded (in part or completely) by the City of Austin as follows*'. The 'EVENT INFORMATION' section starts with a dropdown for 'District Number / ETJ of Venue' and a 'Comments' text area. Annotations include an orange box on the left pointing to the 'District Number / ETJ of Venue' dropdown, a pink box on the right pointing to the funding dropdown, and a pink box at the bottom right with instructions on how to select the funding option. A 'MENU' button is visible in the top left corner, and a search icon is in the top right corner. The 'VISIT Austin' logo is centered at the top of the form area.

CONTACT INFO
[Does NOT appear on web site. For the Bureau use only]

Name*:
Your Name

Email*:
Your Email Address

Phone:
(555) 555-5555

The event I am posting is funded (in part or completely) by the City of Austin as follows*:
--Choose One--

District Number / ETJ of Venue:
--Choose One--

Comments:

EVENT INFORMATION

Title*:
Name of the Event

Annotations:

- Orange box (left):** Select the district number/ETJ of the activity you are posting. If you do not know please use the City's Council District Map. Link provided in the "How To Post" document
- Pink box (right):** Is this activity funded through the Core, Community Initiatives, or Cultural Heritage Festivals Programs? If YES, please select "Cultural Arts Funding" if NO please select the option that best fits.

STEP 4:

Event Information. This section will contain all of the PUBLIC information about your event.

Title and Event Category: These sections are REQUIRED. For Event Category you can select all that apply. To select more than one category you MUST hold the Ctrl button on your keyboard and then select the appropriate categories.

Host Organization and Other Host Organization: If this event is a collaboration, this is an option for you to list collaborating organizations. This section is NOT your event venue, and it is not required that you have any co-hosting organization.

EVENT INFORMATION

Title*:
Name of the Event

Event Category*:
[Select all that apply]

- Museums & Exhibits
- Outdoors
- Performing Arts
- Poetry & Literature
- Public Arts
- Shopping
- Sports
- Theater
- Under 21
- Visual Arts
- African American

Host Organization:
--Choose One--

Other Host Organization:
eg; The Canterbury Music Society



If you want to select more than one category, hold the Ctrl key and then select all that apply.

Select A Venue: This is where you will select your event venue. Once selected it will auto populate the Location and address information below. If your venue is not listed please select “--Choose One--” from the drop down box and then type your location information below

---Choose One---

MENU

Other Host Organization:
eg: The Canterbury Music Society

SELECT A VENUE:
[Connects to your website listing]
--Choose One--

Location:
on the street

Contact:
|

Address 1:
827 W. 12th St.

Address 2:
Line 2

Address 3:
Line 3

City:
Austin

If you select a venue from the drop down box, it will auto-fill the address info below!

If your venue isn't listed, select "Choose One" and type your venue information in manually.

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Admission: If your event requires a ticket or cost to attend, please enter that information here. You should separate categories of tickets with a semicolon. For example, *\$5 for kids; \$18 for adults; \$15 for veterans*

Email, Phone, and Event Website: This information should be the BEST contact for your event. If you are selling the tickets yourself and managing all attendees indicate the name of the team member who would be responsible for responding to questions from participants or registrants of your event. IF the venue is managing that information you might want to list the appropriate contact here. For example, if there is a box office at your venue, you should put the box office contact information here.

Admission:
eg; \$15 for adults; \$8 for kids

Email:
johnsmith@example.com

Phone:
(555) 555-5555

Event Website:
http://www.example.com

Start Time:
08:00 PM

End Time:
10:00 PM

Start Time and End Time: This section is for the start and end times only. You will include event date(s) in a different section. Pro-tip: These time fields are not required, and you can leave blank if you like. If you have multiple showings of the same event on the same day, you can just include various show times in the Event Description text box just below this entry.

eg. \$15 for adults; \$8 for kids

VISIT Austin

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Email:
johnsmith@example.com

Phone:
(555) 555-5555

Event Website:
http://www.example.com

Start Time:
08:00 PM

End Time:
10:00 PM

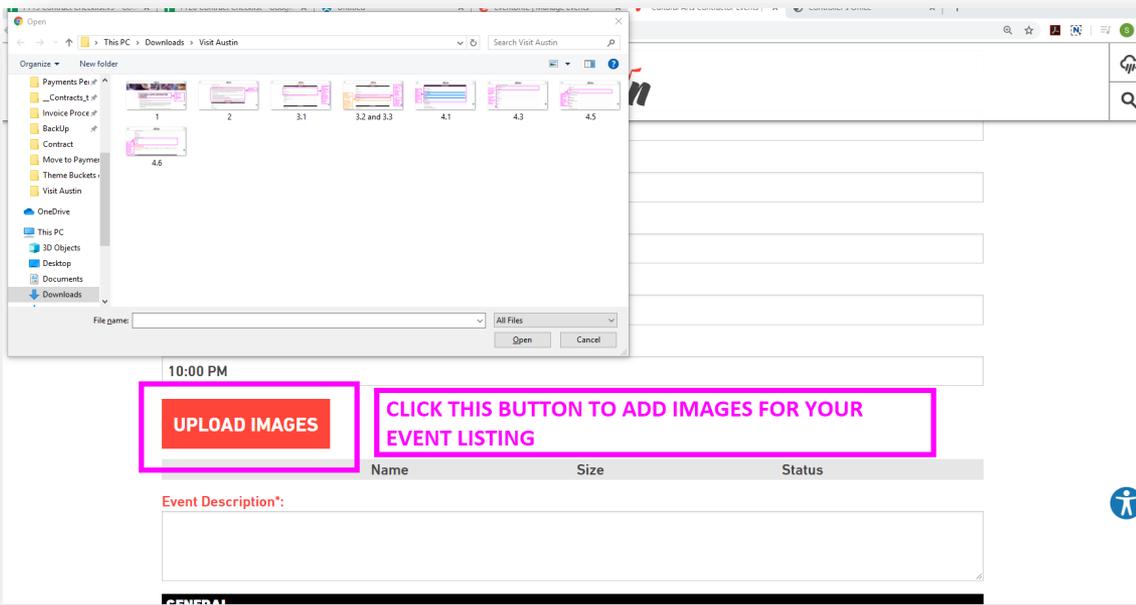
UPLOAD IMAGES

Name	Size	Status
------	------	--------

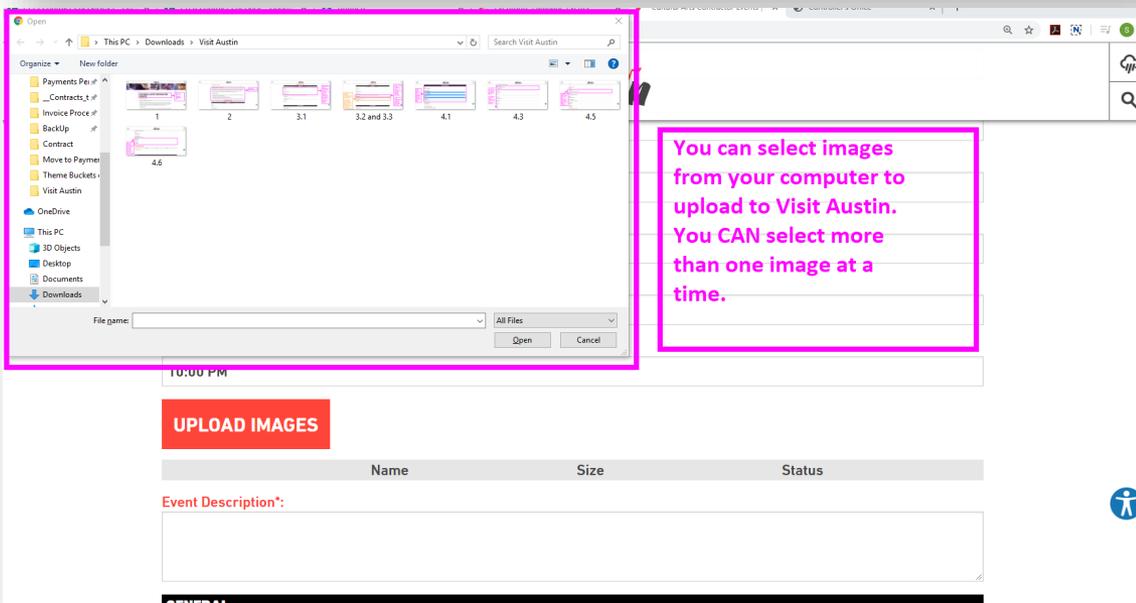
Event Description*:

GENERAL

When your show or event starts and finishes. You can **ONLY** list one start and one finish time for each event listing.



5.Upload Images: To add images to your event listing, click the red UPLOAD IMAGES button. Images can be uploaded from your computer into Visit Austin. After clicking the red UPLOAD IMAGES button a pop-up window from your computer will open. You can select one or more images from your computer and add them to your Visit Austin listing.



IMPORTANT: Image format matters. Include a horizontal/landscape image or poster. Images with 3:2 ratio and at least 900x600 pixels are highly preferred.

Once uploaded you will see the images listed below the UPLOAD IMAGES button on the Visit Austin site. You can delete images from this list by selecting the trash can icon. You can not re-order the images.

(555) 555-5555

MENU

Event Website:
http://www.example.com

Start Time:
08:00 PM

End Time:
10:00 PM

UPLOAD IMAGES

	Name	Size	Status
	1.png	849.31 KB	Complete
	2.png	166.63 KB	Complete
	3.1.png	142.09 KB	Complete

Event Description*:

GENERAL

Event Description: This is a REQUIRED section. You must put a summary description of your event here. **Make sure the description is exciting and interesting to a public audience. This is your opportunity to get people interested in your event!** You can also list schedule of events here for clarity, as noted on page 10 of this document.

MENU

Start Time:
08:00 PM

VISIT
Austin

End Time:
10:00 PM

UPLOAD IMAGES

Name	Size	Status
------	------	--------

Event Description*:

GENERAL

Start*:
02/13/2020

ONE DAY

No event recurrence, this event will occur only on the date shown above.

This is your chance to get people interested in your amazing work. Make it exciting!

STEP 5:

General - This is the final section for your event listing. It is where you will share public information about your event date(s).

Start: This is a required field. You should put the date your event starts. If your event occurs on only one day, put that date here. If your event occurs on multiple days, put the FIRST day here.

GENERAL

Start*:

02/29/2020

Pick the start date you want from the calendar.

February 2020

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

ONE DAY

If no event recurrence, this event will occur only on the date shown above.

DAILY

WEEKLY

MONTHLY

YEARLY

CUSTOM



Event Occurrences: IF your event occurs on more than one day you will use this section to select the days that best fit your event. For example, if your event is DAILY you should select the DAILY drop down box then select the option that best fits your event. See the following images for a few examples

The screenshot shows the 'VISIT Austin' event creation interface. At the top, there is a 'MENU' button on the left and a search icon on the right. The main header area contains the 'VISIT Austin' logo and a 'GENERAL' tab. Below the header, there is a 'Start' date field with the value '02/29/2020'. A dropdown menu is open, showing recurrence options: 'ONE DAY', 'DAILY', 'WEEKLY', 'MONTHLY', 'YEARLY', and 'CUSTOM'. The 'DAILY' option is highlighted in red. Under 'DAILY', there is a sub-section 'Daily Recurrence Options' with three options: 'EVERY DAY', 'EVERY 5 DAY(S)', and 'EVERY WEEKDAY'. The 'EVERY 5 DAY(S)' option is selected, indicated by a checkmark and a red background. A pink callout box on the left contains text explaining the selection process. At the bottom right, there is a blue accessibility icon.

MENU

GENERAL

VISIT Austin

Start

02/29/2020

ONE DAY

DAILY

Daily Recurrence Options

EVERY DAY

EVERY 5 DAY(S)

EVERY WEEKDAY

WEEKLY

MONTHLY

YEARLY

CUSTOM

Recurrence Range

In this example we selected DAILY and then EVERY DAYS. We then filled in the number of days between the event occurrences.

You MUST click on the selection that fits your event. It will highlight RED once selected.

If you have multiple showings of the same event on the same day, consider using the **WEEKLY** option. Many performing arts orgs and galleries use this option.

For example, if there are performances Thursdays through Sundays, every week for a month, then you can select only the days of the week that the performances will run, and duration.

MENU Start: 02/14/2020  ☰ 🔍

For multiple showings of the same event on the same day, use the **WEEKLY** option.

This example shows an exhibition that will run for 6 weeks, and will be open to public every day except Monday.

Selections are for days of the week that the exhibition is open (T-W-Th-Fr-Sa-Sun), and # of weeks to run.

▶ ONE DAY

▶ DAILY

▼ WEEKLY

Weekly Recurrence Options

EVERY 1 WEEK(S) ON:

SU MO TU WE TH FR SA

▶ MONTHLY

▶ YEARLY

▶ CUSTOM

Recurrence Range

END AFTER 6 OCCURRENCES

END ON



Another example:

MENU

Start*
02/29/2020

VISIT Austin

ONE DAY

DAILY

WEEKLY

MONTHLY

Monthly Recurrence Options

DAY 10 OF EVERY 1 MONTH(S)

THE 1st Monday OF EVERY 1 MONTH(S)

YEARLY

CUSTOM

Recurrence Range

END AFTER 0 OCCURRENCES

END ON

In this example we selected MONTHLY.

PLEASE NOTE: In this category the first option is for the day of the month. If selected the event would occur on the 10th of every month.

The second option is for a specific day of the week in a month. If selected the event would occur on the first Monday of each month.



Another example:

MENU

VISIT Austin

DAILY

WEEKLY

MONTHLY

YEARLY

CUSTOM

Add Custom Date(s)

ADD DATE

	DATE	DAY
<input type="checkbox"/>	03/04/2020	Wednesday
<input type="checkbox"/>	03/23/2020	Monday
<input type="checkbox"/>	05/29/2020	Friday

I'm not a robot

reCAPTCHA
Privacy - Terms



The **CUSTOM** option is for adding multiple dates that do not fit a pattern.

Click the box next to **ADD DATE** to select your first event date. Click **ADD DATE**.

You will see the date underneath the **ADD DATE** box. Continue to add dates as needed.

Delete dates by selecting the **X** icon next to the date on the list.

For almost all repeating recurrence options (DAILY, WEEKLY, MONTHLY), you MUST select an end to the range of events. At the bottom of the screen you will select either END AFTER ____ OCCURRENCES (fill in a number of events) or you will select END ON _____ (fill in a date).

The screenshot shows the 'VISIT Austin' website interface for creating an event. At the top, there is a navigation bar with a 'MENU' button on the left, the 'VISIT Austin' logo in the center, and a search icon on the right. Below the navigation bar, there are four recurrence options: 'EVERY WEEKDAY', 'WEEKLY', 'MONTHLY', 'YEARLY', and 'CUSTOM'. The 'CUSTOM' option is selected, and a 'Recurrence Range' section is expanded. This section contains two radio button options: 'END AFTER 6 OCCURRENCES' (which is selected) and 'END ON'. A pink arrow points from a text box to the 'END AFTER' option. The text box contains the instruction: 'Make sure you set an end date or number for ANY of your recurring events!'. At the bottom of the form, there is a reCAPTCHA widget with the text 'I'm not a robot' and a 'reCAPTCHA Privacy - Terms' link. A blue user icon is visible in the bottom right corner of the page.

Make sure you set an end date or number for ANY of your recurring events!

SUBMIT: Make sure you click the box next to “I’m not a robot” and complete any required security task. Then click on the Red SUBMIT MY EVENT button at the bottom of the page. You did it!

After you submit your event:

- It can take up to 5 business days for the event to be approved and displayed on the Visit Austin calendar.
- If you have questions about your submission please contact Visit Austin directly.
- Want to submit more events? Please use the same link: <https://www.austintexas.org/things-to-do/arts/submit-event/>
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