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"Sense of Place" is defined as
the bond between people and a place or setting. A person forms
attachments to their home through experiences in a particular
place, as well as, their feelings about that place. So, think about
what makes our home, El Paso, Texas unique. El Paso, Texas is the
second largest border city in the United States, has a
one-of-a-kind topography, and ranks as one of the most affordable
places to live in North America; we have a nationally recognized
educational facility in UTEP and much, much more! ***How
does our physical site and situation greatly influence
the feel, look, tastes and sounds of our city?*** In
other words, what makes El Paso, El Paso!?!?

ElPaso411.com is the city’s first events and entertainment website. They launched September 2012. Since then,
elpaso411.com has been visited about 30,000 times per week. Content that they promotes includes
special events, concerts, sports-related events,
photo/museum galleries, local restaurants and businesss,
and other entertainment and lifestyle content.

ElPaso411.com is on the look-out
for freelance talent and content to help show off what is
great about our city. Your team is to focus on creating a video
that promotes the sights, tastes and sounds of El Paso, Texas.
Focus on the distintict cultural characteristics of all regions
within El Paso. Collaborate to map out when and where you all are
going to visit, and carefully plan a creative theme or
frame-of-mind for your video.

Your team must travel to these
sites, capture the essence of El Paso and compose a 60-90 second
video, title your project, set it to music and post it to
youtube or vimeo. We will have a viewing party on
\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to watch the video, which means we will also
have the chance to bring in a El Paso treat, like
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Take time to look through the
packet and start planning your "Sense of Place" video.

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