

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.**



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 SUBTRACTOR
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 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*:

Email*:



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**

MENU

- Include a link to your website where visitors can find more information about your organization.
- Include a horizontal/landscape image or poster. Images that are at least 900x600 pixels are highly preferred.

visitaustin

🔍

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.

MENU

• Include a link to your website where visitors can find more information about your event.

• Include a horizontal/landscape image or poster image. Images that are 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

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

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

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.

MENU



EVENT INFORMATION

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

Title*:

Name of the Event

Event Category*:

[Select all that apply]

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



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

MENU

—Choose One—

Other Host Organizations

eg; The Canterbury Music Society

VISIT

Austin

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.

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.

MENU

Austin
State:
TX






Zip/Postal Code:
78701

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



If there is a cost or ticket fee for your event, put that information here! Make sure to use a semicolon to separate ticket categories.

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.

MENU

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

UPLOAD IMAGES

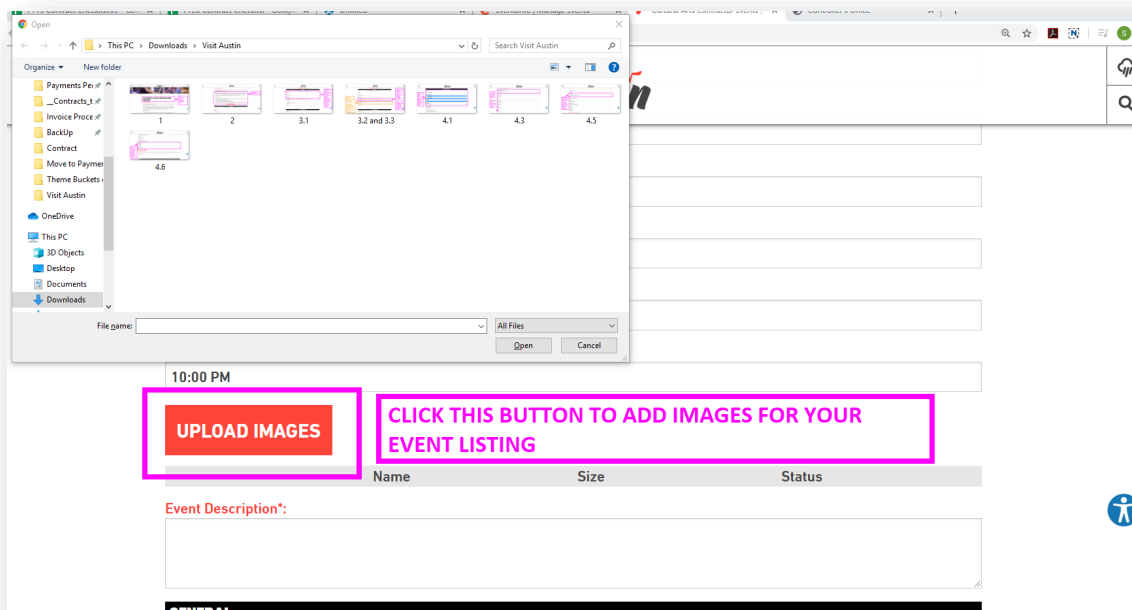
Name	Size	Status
------	------	--------

Event Description*:

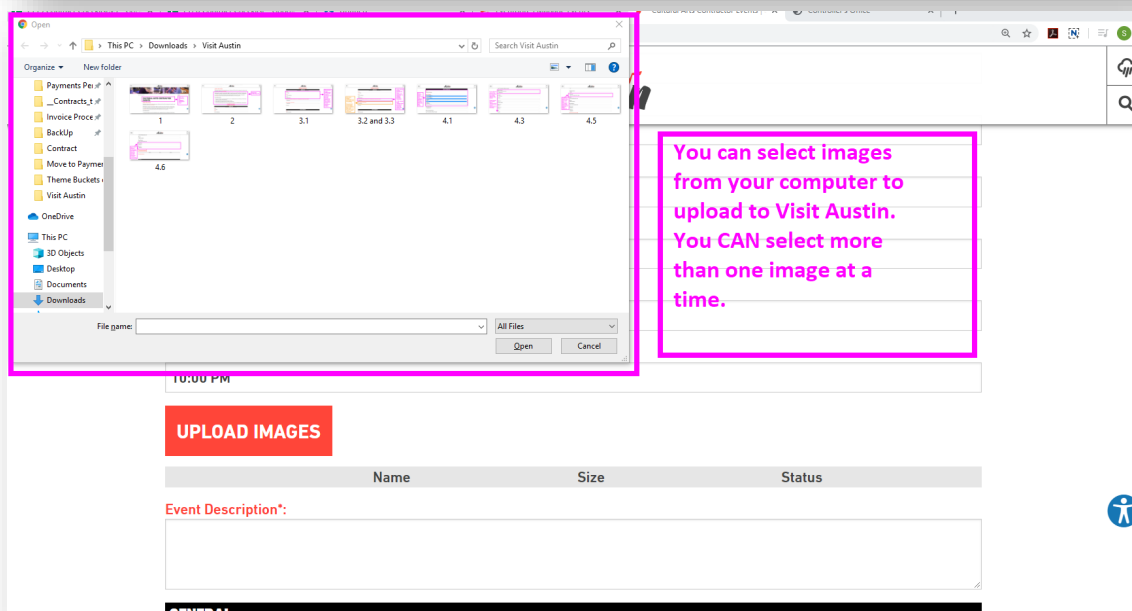
GENERAL

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.

MENU




(555) 555-5555

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





You can now see your uploaded images and manage them here.

If you want to remove an image you can delete it by clicking the trash can icon. You can NOT re-order images once they are uploaded.

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

End Time:
10:00 PM

Event Description*:

Start*:
02/13/2020

ONE DAY

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

VISIT
Austin

☀

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This is your chance to get people interested in your amazing work.

Make it exciting!

UPLOAD IMAGES

NAME

SIZE

STATUS

GENERAL

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

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

Pick the start date you want from the calendar.

ONE DAY

o 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

MENU

GENERAL



Start :

02/29/2020

▶ ONE DAY

▼ DAILY

Daily Recurrence Options

EVERY DAY

☒ EVERY 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

VISIT
Austin

▶ 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

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.





Another example:

MENU

Start*
02/29/2020



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.

▶ 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



Another example:

MENU



DAILY

WEEKLY

MONTHLY

YEARLY


CUSTOM

Add Custom Date(s)

ADD DATE

	DATE	DAY
×	03/04/2020	Wednesday
×	03/23/2020	Monday
×	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).

MENU

EVERY WEEKDAY



▶ WEEKLY

▶ MONTHLY

▶ YEARLY

▶ CUSTOM


Recurrence Range


☒ END AFTER OCCURRENCES

END ON

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

☐ I'm not a robot


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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/>
- If you have any feedback about your experience with the Visit Austin platform, please let your contract administrator at the Cultural Arts Division know!

The screenshot shows the 'Visit Austin' event submission form. At the top, there is a header with a 'MENU' button, a search bar, and the 'Visit Austin' logo. Below the header, there are two rows of form fields: 'END AFTER 6 OCCURRENCES' and 'END ON'. A pink callout box with the text 'SUBMIT THAT EVENT!' has an arrow pointing to a red-bordered box containing the 'I'm not a robot' checkbox, the reCAPTCHA logo, and the 'SUBMIT MY EVENT' button. Below the reCAPTCHA, there is a note: '* Indicates a required field.' The bottom of the page features a dark footer with a small icon of a person on the right and a landscape image on the left.