

# How To Post Your Events on [VisitAustin.org](https://VisitAustin.org)



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 Share

## Office Of Arts, Culture, Music, And Entertainment Grantee 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](#).

For all Austin Arts, Culture, Music and Entertainment (AACME) grantees, it is a contractual requirement of your grant agreement to post all funded activities on the specialized site:  
<https://www.austintexas.org/things-to-do/arts/submit-event/>

Please use the link above to post your events. Events posted at the above specialized landing page are reported back to AACME every 2 months, so that we can track events and deliverables.

We encourage any of the department's Cultural Center Event Producers, as well as all artists who have Art in Public Places commissions to post any cultural and creative exhibitions and/or performances on [the site](#), too.

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

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.

This page does not have any translation to non-English languages. We recommend using an online translator service, such as [deepl](#).

Through our partnership with [Visit Austin](#) and Austin Arts, Culture, Music and Entertainment (AACME), we bolster our collective efforts promoting the creative and cultural community in Austin to audiences near and far.

[VisitAustin.org](#) is the top search site for tourists planning their trips to Austin, as it is a robust search engine optimized to reach more than 3.3 million visitors annually.

The platform will point visitors to cultural and creative events posted by AACME's grantees, AACME's Art In Public Places commissioned artists, and the Cultural Centers. [VisitAustin.org](#) is the official destination marketing organization for The City of Austin. Our partnership provides our grantees with a custom event submission page, at no cost.

After you submit each 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. \(website@austintexas.org\)](#)
- 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, reach out to [Peggy.Ellithorpe@AustinTexas.gov](mailto:Peggy.Ellithorpe@AustinTexas.gov)
- You can also contact your corresponding AACME Staff if you have any questions. See the staff list on the next page for contact details.

## Cultural Arts Division

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## Music and Entertainment Division

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# Make sure you are on the right page



## Office Of Arts, Culture, Music, And Entertainment Grantee 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 ACME or other City of Austin department or office.
- Find the City of Austin Council District/ETJ of the venue using [this map](#).
- 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.
- View Visit Austin's event calendar guidelines [here](#)

**SUBMIT MY EVENT**

Make sure you  
are on the  
correct  
submission  
page before  
beginning!

Use our link to submit events. Austin Arts, Culture, Music and Entertainment Grantees have a prioritized special listing page on Visit Austin.

The header should say **"Austin Arts, Culture, Music and Entertainment GRANTEE EVENTS"** at the top.

Go directly to our [event submission page](#) on Visit Austin.

(<https://www.austintexas.org/things-to-do/arts/submit-event>)

You MUST post your event using the link above so that AACME can track the submissions with Visit Austin.

## Review the steps to submit your event



# Office Of Arts, Culture, Music, And Entertainment Grantee Events

## Submit Your Event

Read all steps below to prepare your event submission.

Would you like to list your City of Austin-funded event on [VisitAustin.org](http://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 ACME or other City of Austin department or office.
- Find the City of Austin Council District/ETJ of the venue using [this map](#).
- 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.
- View Visit Austin's event calendar guidelines [here](#)

Read the information provided above the submission form.

It outlines the timeline for the approval of your post and information on what you should have prepared to successfully complete your event submission.

## Contact Info (not posted)

**SUBMIT MY EVENT**

**CONTACT INFO**

[Does NOT appear on web site. For City of Austin reporting purposes only]

**Name\*:**

**Email\*:**

**Phone:**

**This should be the main contact for the project.**

**If you are a fiscally sponsored project, please input the contact information for the sponsored project.**

Enter your contact information. This information is NOT public. Name, Email, and Phone: This should be the main contact for the grant project.

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. Use your own contact information.

## Grant/Commission Category

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

--Choose One--

--Choose One--

Cultural Arts Grantee

Art in Public Places Commission

Music Grantee

Heritage Preservation Grantee

African American Cultural and Heritage Facility Residency

Other City of Austin Departments

I don't know

None

Select the correct grant/opportunity in the drop down box. If you are not sure which to select, go back to page 5 to find AACME Staff to contact about which dropdown most applies to you.

If you are funded through more than one grant or opportunity, choose the one that applies to the event you are submitting.

## District Number / Extraterritorial Jurisdiction of Venue

If you do not know your venue's district, please use the City's Council District Map:

<https://maps.austintexas.gov/GIS/CouncilDistrictMap/>

If your event is streaming/online, indicate the streaming location, which must be within the 10-Council Districts or ETJ of Austin.

District Number / ETJ of Venue\*:

--Choose One--

--Choose One--

1

2

3

4

5

6

7

8

9

10

2 Mile ETJ

5 Mile ETJ

I don't know

# Title and Event Categories

**Title\*:**

Name of the Event

**Event Category\*:**

[ Select all that apply ]

- Annual Events
- Arts Education
- Comedy & Improv
- Community
- Family Friendly
- Fashion
- Festivals
- Film & Video
- Food & Drink
- Events

If you wish to select more than one category (recommended) - Hold down the Ctrl key and then select any that apply to your event.

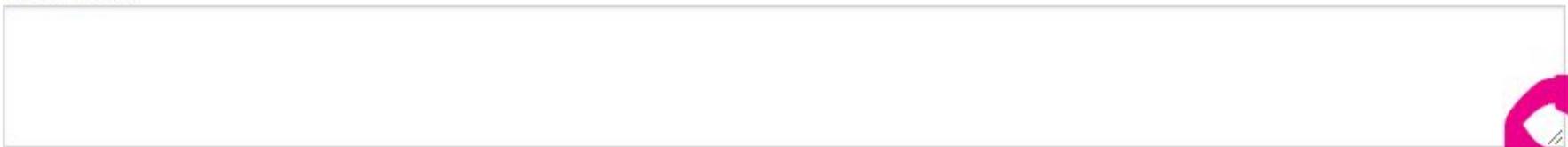
Be sure to scroll down to see all categories.

These sections are REQUIRED. Event Information will contain the PUBLIC information about your event.

For Event Category you can select all that apply. To select more than one category hold the Ctrl button on your keyboard and then select the appropriate categories. These categories help Visit Austin align your event with their searchable categories for the end-users of the website. Choose as many as apply!

## Comments

Comments:



The comments section is for internal only. It serves as a place to leave a message for the Visit Austin staff who review all event submissions.

If there is any information that you want the Visit Austin moderator to know, please indicate it in this box.

It is NOT publicly visible.

You can pull down in the corner to write and see more of your text box.



## Primary Category

--Choose One--

Annual Events

Arts Education

Comedy & Improv

Community

Family Friendly

Fashion

Festivals

Film & Video

Food & Drink

Free

Holiday

Interactive/Media Arts

Live Music

Museums & Exhibits

Outdoors

**Performing Arts**

Poetry & Literature

Public Arts

Shopping

--Choose One--

For Primary Category, select one that best fits the event you are posting.

This field helps the Visit Austin staff best align your event with their website and searchable categories used by tourists to find local events.

This field is required.

# Host Organization

Host Organization (if applicable):

--Choose One--

Zen/Restaurants/Asian

ZIKI (Downtown)/Restaurants/Food Trucks

ZIKI (Georgetown)/Restaurants/Food Trucks

ZIKI (North Lamar)/Restaurants/Food Trucks

ZIKI (Rainey)/Restaurants/Food Trucks

ZIKI (South Congress)/Restaurants/Food Trucks

ZIKI (UT Campus)/Restaurants/Food Trucks

Zilker Botanical Garden/Attractions/Attractions

Zilker Brewing Company/Drink/Breweries

Zilker Clubhouse/Special Event Venues/Parks & Outdoors

**Zilker Hillside Theatre/Arts/Performing Arts**

Zilker Metropolitan Park/Attractions/Attractions

Zilker Park Boat Rentals/Convention Services/Activities

Zilker Park Boat Rentals/Outdoors/Cruises & Watercraft Rentals

Zilker Park Volleyball Courts/Sports Venues/Volleyball

Zilker Theatre Productions/Arts/Performing Arts

Zip Lost Pines/Tours/Tour Companies

Zip Lost Pines/Special Event Venues/Parks & Outdoors

Zombie Taco/Restaurants/Mexican

zTrip/Transportation/Charters & Shuttles

If the event is a collaboration, list the collaborating organization.

This section is NOT your event venue. It is not required that you have any co-hosts.

If your Host isn't listed, see the next page.

## **Other Host Organization**

If your Host Organization was not listed in the dropdown field above, use this field to type the host organization's name. This section is NOT your event venue. It is not required that you have any co-hosts.

**Other Host Organization:**

eg; The Canterbury Music Society

## Select A Venue

Select A Venue (if applicable):

[ Connects to your website listing ]

--Choose One--

Cheba Hut/Restaurants/Deli

**Cheer Up Charlies/Nightlife/Clubs & Bars**

Cheer Up Charlies/Special Event Venues/Live Music Venues & Bars

Cheers Shot Bar/Nightlife/Clubs & Bars

Cherry Creek Catfish/Restaurants/Homecooking

Cherrywood Coffeehouse/Drink/Coffeehouses

Chez Zee/Special Event Venues/Restaurants & Banquet Facilities

Chez Zee/Restaurants/American

Chi'lantro BBQ (South Lamar)/Restaurants/Asian

Chick-fil-A/Convention Services/Catering

Chicken George/Convention Services/Entertainment

Child, Inc./Convention Services/Corporate Social Responsibility/Charities

China Spice/Restaurants/Asian

Chinatown/Restaurants/Asian

Chinatown Center/Shopping/Malls

Chisholm Trail Winery/Drink/Wineries

Chisholm Trail Winery/Special Event Venues/Wineries, Distilleries & Breweries

Chloe Jane Made/Shopping/Shops/Boutiques

Chorizo Funk/Convention Services/Entertainment

Christen's Gourmet Pralines/Convention Services/Catering

Select your event venue from the dropdown list. It auto-populate the location and address information below.

If your event is streaming/online, you can skip these fields, they are not mandatory fields.

## Add Venue Location

Select A Venue (if applicable):

[ Connects to your website listing ]

--Choose One--

If your venue is not in the dropdown, select "–Choose One–" and then type the location and address fields to add your venue.

Location:

eg: Canterbury Music Hall



Address 1:

Address Line 1



Address 2:

Line 2



Address 3:

Line 3



City:

City



State:

--Choose One--



Zip/Postal Code:

85741



If your venue is not listed please select “–Choose One–” and then complete the fields below to add location information for the venue.

If your event is streaming/online, you can skip these fields, they are not mandatory fields.

## Admission

If your event requires a ticket or cost to attend, please enter that amount.

Separate categories of tickets with a semicolon.

Example:, \$5 for kids; \$18 for adults; \$15 for veterans

### Admission:

**5.00 for children under age 12; 10.00 for seniors over age 65; 20.00 general admission adults**

## Email, Phone, and Event Website

Provide the BEST contact for your event for the public. If you are offering admission to your events and self-managing all attendees - Indicate the full contact information for the team member(s) responsible for answering participant or registrant questions. If the venue is managing admissions, list the appropriate contact(s). If there is a box office at your venue, enter the box office contact information.

These fields are not mandatory. If your event is free, but if you take donations, you can list that in these fields.

Email:

johnsmith@example.com

Enter contact info of staff responsible for responding to questions from attendees.

Phone:

(555) 555-5555

Indicate best website for attendee questions.

Event Website:

<http://www.example.com>

## Start Time and End Time

Enter start and end times only! You'll list event date(s) in a different section below.

The fields will only allow you to list ONE start time and ONE end time for each listing.

Pro-tip: These fields are not required. You may leave them blank. If you have multiple showings of the same event on the same day, you can just include various show times in the Event Description field just below the start and end time fields.

IF you are streaming or offering your event as a live online event, please indicate times that the streaming event(s) begin/end, if applicable.

**Start Time:**

08:00 PM

**End Time:**

10:00 PM

## Upload Images Part I

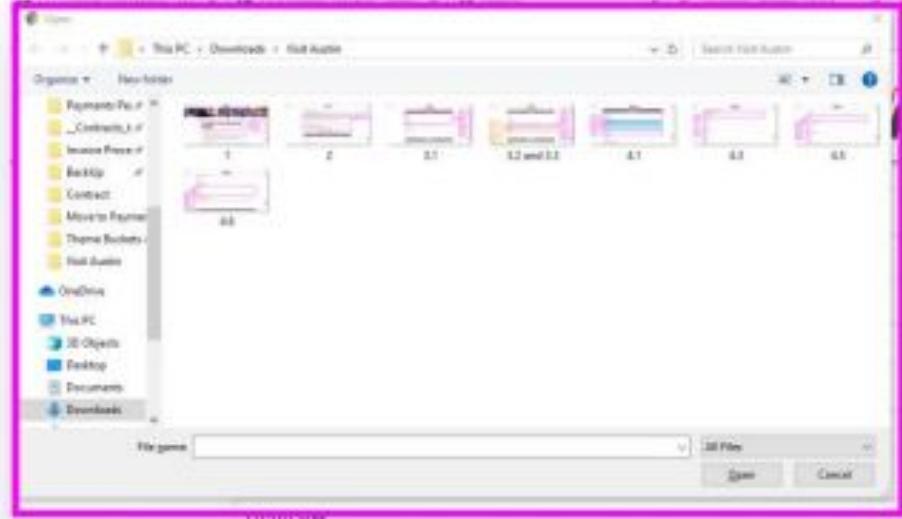
**UPLOAD IMAGES**

Add images to your event listing by clicking on the red UPLOAD IMAGES button. A pop-up window will open, allowing you to select one or more images from your computer to add them to your event listing.

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

Don't forget to place the City of Austin logo on your web images when possible. There are [several versions of the logo in the Contractor Library](#). Choose the style that best suits your graphic design. Remember to include department's Publicity Statement: "This project is supported in part by Austin Arts, Culture, Music and Entertainment." If you need the publicity statement in another language, the [Marketing Requirements](#) contains translations for Spanish, Vietnamese, Traditional and Simplified Chinese, French, Korean, Arabic and Hindi.

## Upload Images Part 2



The screenshot shows a file selection dialog box with a pink border. The path is set to 'This PC > Downloads > Visit Austin'. The 'Selected' column shows several image files (1, 2, 3.1, 3.2 and 3.3, 4.1, 4.2, 4.3) with checkboxes checked. The 'File name' field is empty. The 'Save' and 'Cancel' buttons are at the bottom. The background shows a portion of a web interface with a red 'UPLOAD IMAGES' button.

**UPLOAD IMAGES**

	Name	Size	Status
Event Description*:	<input type="text"/>		

**You can select images from your computer to upload to Visit Austin. You CAN select more than one image at a time.**

10:00 PM

GENERAL

## Upload Images Part 3

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 cannot change the order the images so make sure you select them in the order you want them to show up in your listing.

The screenshot shows a portion of the Visit Austin website. At the top, there is a navigation bar with a 'MENU' button and the 'VISIT Austin' logo. Below the navigation, there are two input fields for 'Start Time' (08:00 PM) and 'End Time' (10:00 PM). A red box highlights the 'UPLOAD IMAGES' button. To the right of the button, a pink box contains two pieces of text: 'You can now see your uploaded images and manage them here.' and '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.' A pink arrow points from the 'UPLOAD IMAGES' button to the explanatory text. Below the button, a table lists three uploaded files:

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

## Event Description

This is a REQUIRED section. Create a summary description of your event. Make the description exciting and interesting to a public audience. This is your opportunity to get people interested in your event! You can also list a schedule of events here for clarity.

Action	Name	Size	Status
<b>Event Description*:</b> <div style="border: 1px solid #ccc; height: 100px; margin-bottom: 10px;"></div> <div style="border: 1px solid #ccc; height: 100px; width: 100%;"></div>			

**Pull down to see all text.** 

## General - Choosing a Start time

**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						

0 event recurrence. this event will occur only on the date shown above.

**ONE DAY**

**DAILY**

**WEEKLY**

**MONTHLY**

**YEARLY**

**CUSTOM**

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. Choose the date that your event starts. If your event occurs on only one day, choose that date. If your event occurs on multiple days, choose the very FIRST date of your event.

## General - Event Occurrence(s) Part 1

**MENU**

02/29/2020

ONE DAY

DAILY

Daily Recurrence Options

EVERY DAY

EVERY  DAY(S)

EVERY WEEKDAY

WEEKLY

MONTHLY

YEARLY

CUSTOM

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 your event occurs on more than one date, 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. See the following pages for a few examples

## General - Event Occurrence(s) Part 2

For multiple showings of the same event on the same day, used the weekly option.

This example shows an exhibition that will run 6 weeks, and will be open to public everyday except on Monday.

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

ONE DAY

DAILY

WEEKLY

EVERY

SU MO TU WE TH FR SA

MONTHLY

CUSTOM

Recurrence Range

END AFTER 6 OCCURRENCES

END ON

If you have multiple showings of the same event on the same day, consider using the WEEKLY 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.

## General - Event Occurrence(s) Part 3

### Another Example- Monthly

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

## General - Event Occurrence(s) Part 4

### Another Example- Custom

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.

DAILY

WEEKLY

MONTHLY

YEARLY

CUSTOM

Add Custom Date(s)

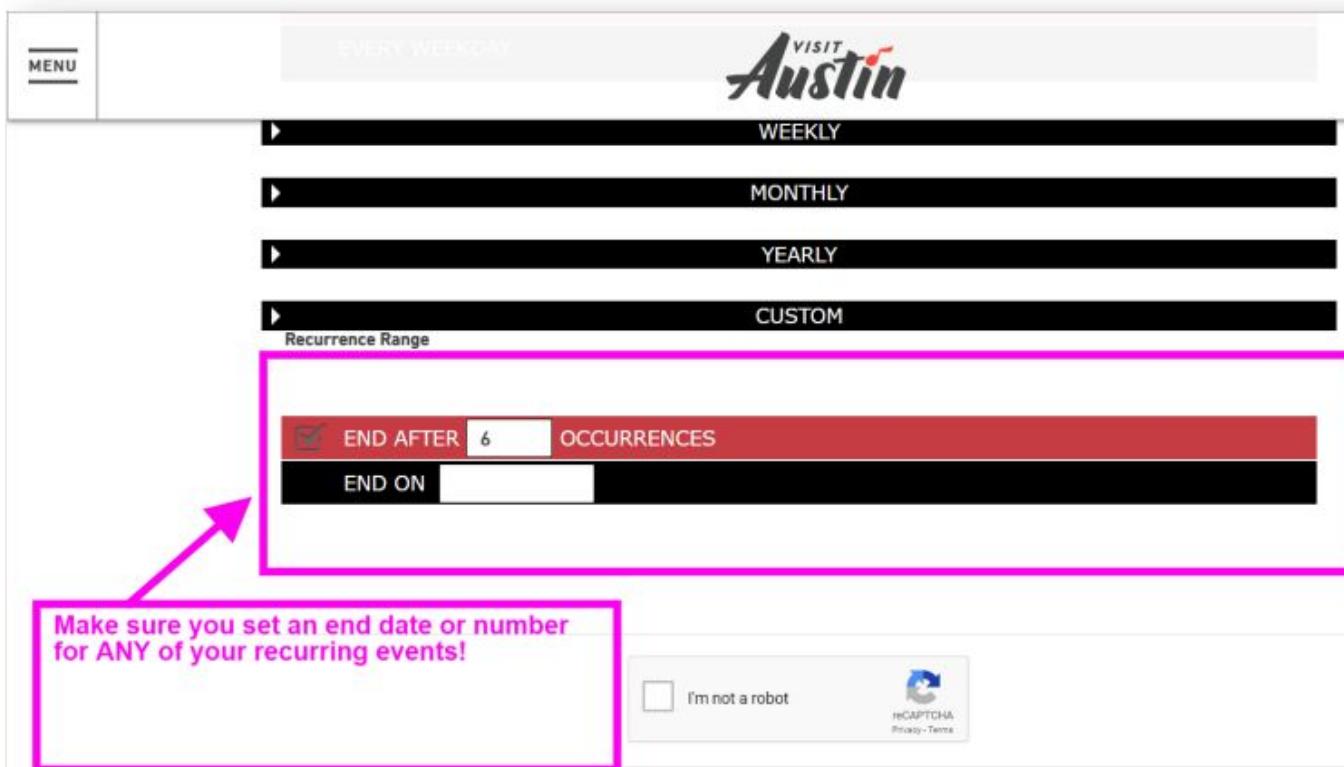
ADD DATE

DATE	DAY
03/04/2020	Wednesday
03/23/2020	Monday
05/29/2020	Friday

I'm not a robot

reCAPTCHA  
Privacy · Terms

## General - Event Occurrence(s) Part 5



The screenshot shows a user interface for setting event recurrence. At the top, there's a 'MENU' button. Below it, a 'EVERY WEEKDAY' button is partially visible. The 'VISIT Austin' logo is in the center. A 'WEEKLY' button is above a list of recurrence options: 'MONTHLY', 'YEARLY', and 'CUSTOM'. A 'Recurrence Range' section is highlighted with a pink box. It contains two options: 'END AFTER 6 OCCURRENCES' with a checked checkbox, and 'END ON [date input field]'. A pink arrow points from a text box at the bottom left to this section. A pink box also surrounds the bottom left text box. At the bottom, there's a 'reCAPTCHA' field with the text 'I'm not a robot' and a checkbox, along with a link to 'Privacy - Terms'.

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

For repeating recurrence options (DAILY, WEEKLY, MONTHLY), you MUST select an end to the range. At the base of the screen select either END AFTER \_(#)\_ OCCURRENCES (for a number of events) or select END ON \_(DATE)\_.

## Submit

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

END AFTER 6 OCCURRENCES

END ON

**SUBMIT THAT EVENT!**

I'm not a robot

reCAPTCHA  
Privacy - Terms

\* Indicates a required field.

**SUBMIT MY EVENT**

## Next Steps

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. Keep an eye out for any emails seeking clarification from Visit Austin staff in your email inbox.
- If you have questions about your submission, or need to update it, please contact Visit Austin directly: [website@austintexas.org](mailto:website@austintexas.org)
- 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, reach out to AACME staff as indicated on Slide 5.

**Thank you for posting your events!**