



# AVONDALE SPECIAL EVENTS



- Review Current Special Event Program
- Identify Potential Changes for Upcoming Season
- Billy Moore Days Alternatives & Discussion



# 2015 – 2016 SPECIAL EVENTS



EVENT	MONTH	ATTENDANCE		COST	REVENUE
Avondale Day of Play	Aug	300		\$4,429	\$0
Back to School Movie Night	Sept	400		\$11,562	\$35
RAN/GAIN	Oct	4000	←	\$14,131	\$3,712
Tres Rios Make Difference	Oct	300		\$7,625	\$650
Veteran's Day	Nov	250		\$6,825	\$1,450
Mayor's Golf Challenge	Nov	86		\$5,086	
Avondale Winterfest	Dec	5000	←	\$37,333	\$4,223
Avondale Comedy Night	Jan	175		\$6,537	\$0
Tale of Two Cities Parade	Feb	9000	←	\$70,375	\$35,187.50
Tres Rios Nature Festival	Mar	8000	←	\$34,609	\$5,999
Avondale KidFest	Apr		←	\$15,986	\$7,767
Avondale Fiesta	Apr		←	\$16,505	\$3,000
Memorial Day	May			\$5,025	\$778



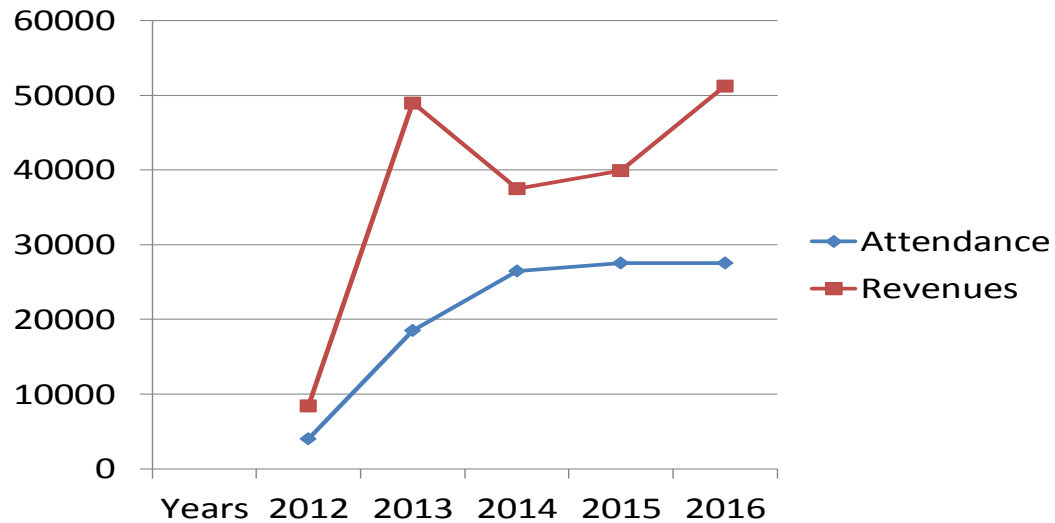
# GOOSEBUMP



- ⌘ Approved contract in Sept. 2012
- ⌘ Contract scheduled to expire in 2017
- ⌘ Avondale Special Events Budget ~ \$247,000
- ⌘ Sponsorships and Contributions ~ \$63,000
- ⌘ Net Financial Impact to Avondale ~\$184,000
- ⌘ Goosebump Annual Fee ~\$50,000
- ⌘ Goosebump Labor Hours - 706
- ⌘ Sponsorship and Attendance History since 2012



# ATTENDANCE AND REVENUES





# FRAMEWORK FOR FY 2016-2017 EVENTS

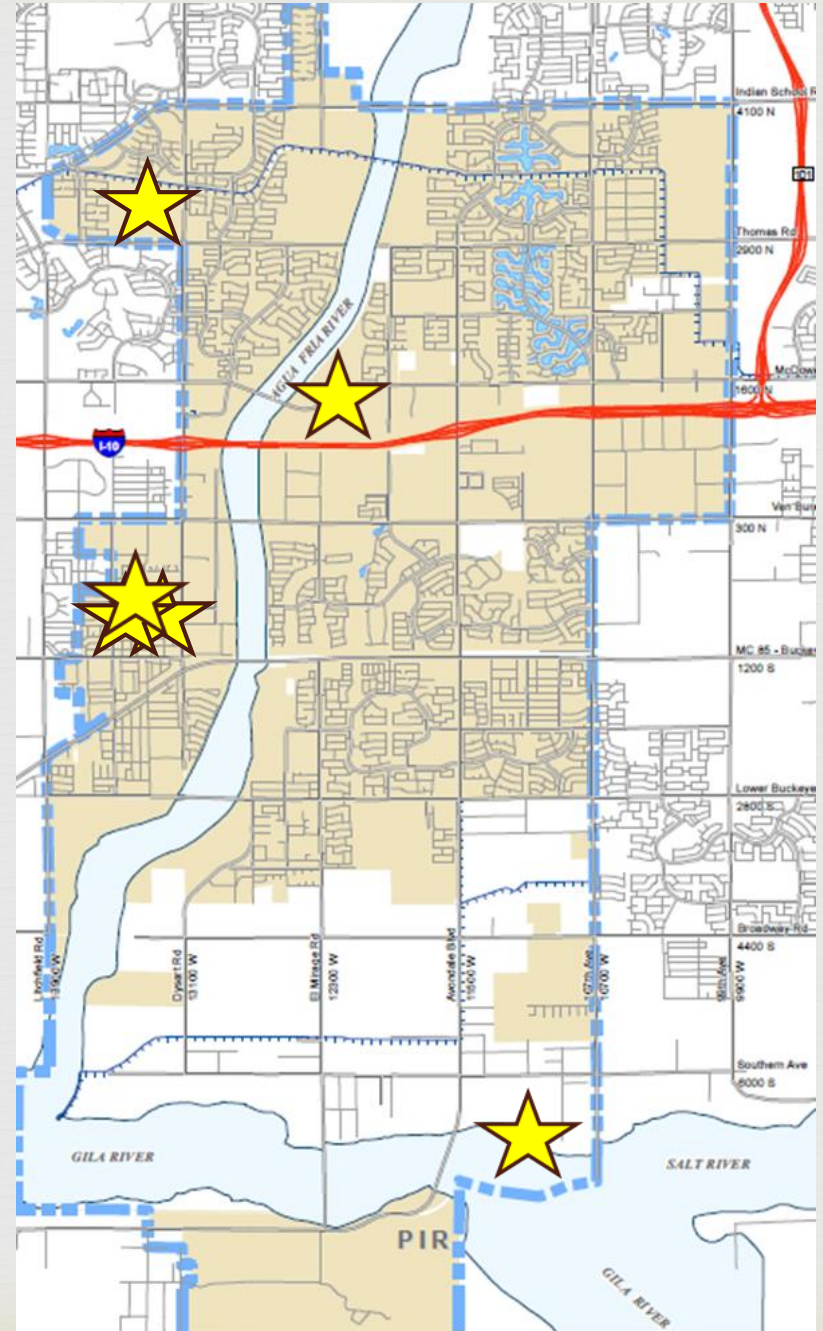


- ❧ Continue to work with Goosebump to manage all special events through June 2017
- ❧ Host six signature special events annually (budget ~\$275,000)  
RAN:GAIN, Winterfest, Tale of Two Cities, Tres Rios Festival KidFest, Fiesta Avondale
- ❧ Host 6-15 Specialty Events annually (budget ~ \$57,000)
- ❧ Expand Specialty Events into neighborhood areas
- ❧ Support Affiliated Special Events (budget ~ \$15,000)
- ❧ Financial Impact of \$100,000 for Fiscal Year 2017



# SIGNATURE SPECIAL EVENTS

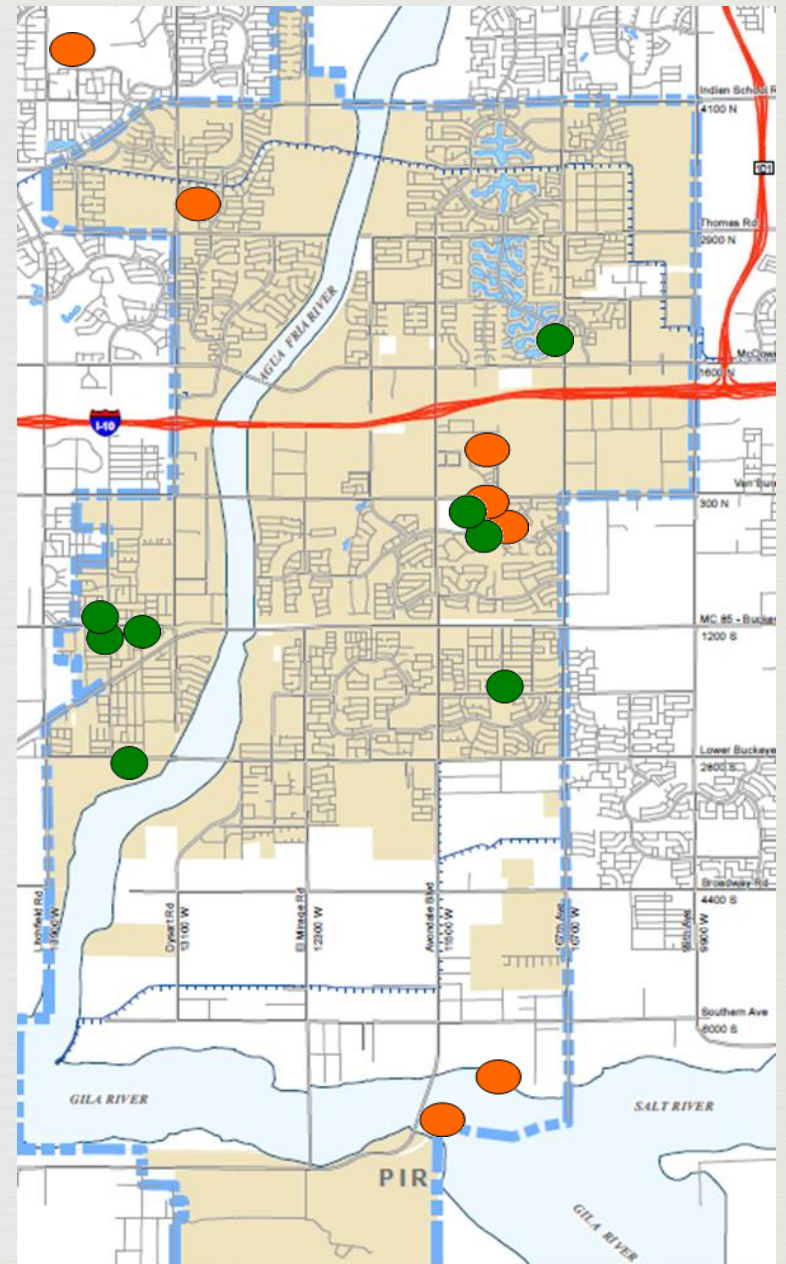
- RAN : GAIN
- WINTERFEST
- TALE OF TWO CITIES
- TRES RIOS NATURE FESTIVAL
- KIDFEST
- FIESTA AVONDALE





# SPECIALTY EVENTS

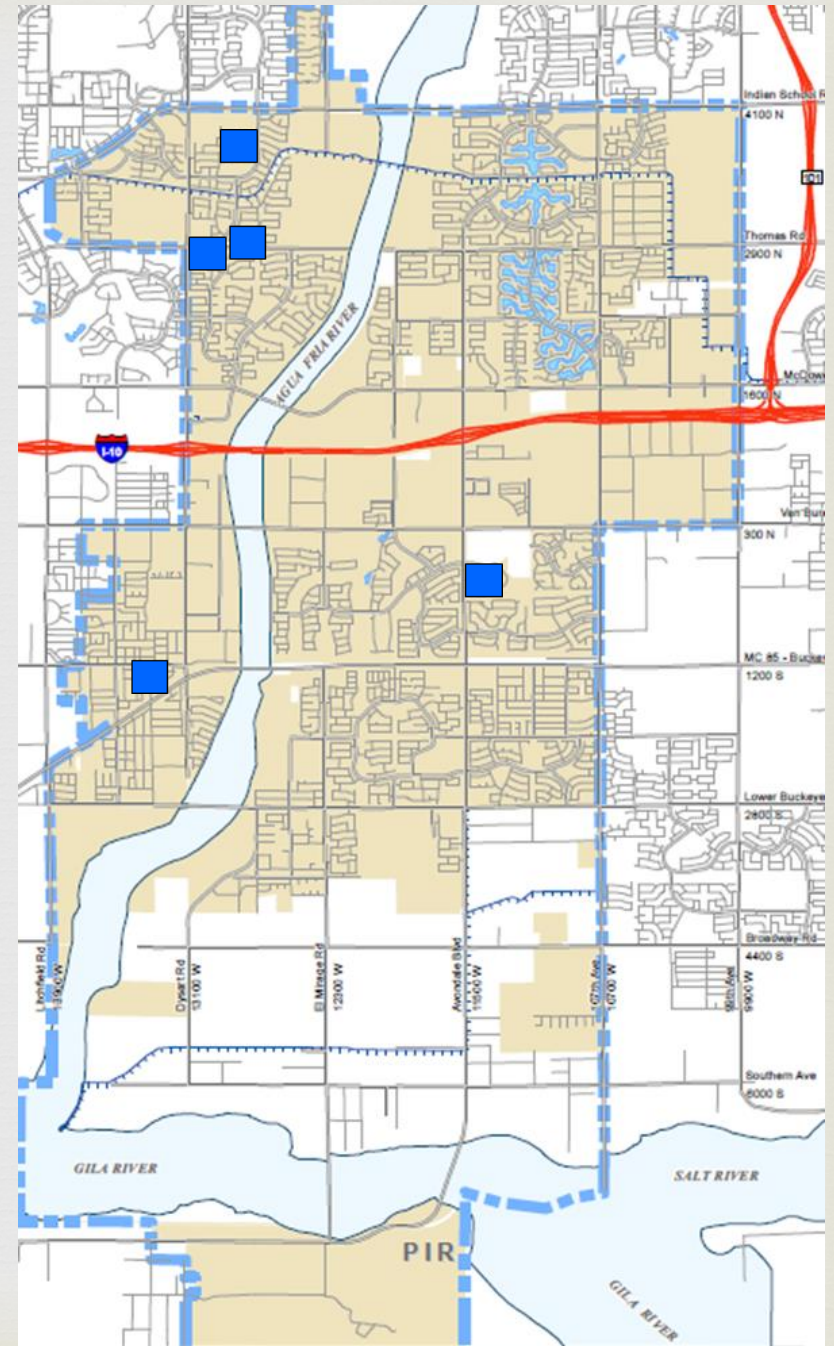
- AVONDALE DAY OF PLAY
- BACK TO SCHOOL MOVIE NIGHT
- MAKE A DIFFERENCE DAY
- VETERANS DAY
- MAYOR'S CHALLENGE
- AVONDALE SHOWCASE COMEDY NIGHT @ EMCC
- MEMORIAL DAY
  
- RESOURCE FAIR
- PROJECT WET
- FIRE STATION OPEN HOUSES
- CASHION HOLIDAY CELEBRATION
- STEM FEST
- ANNUAL WRITER'S CONFERENCE
- FARMERS MARKET





# AFFILIATED EVENTS

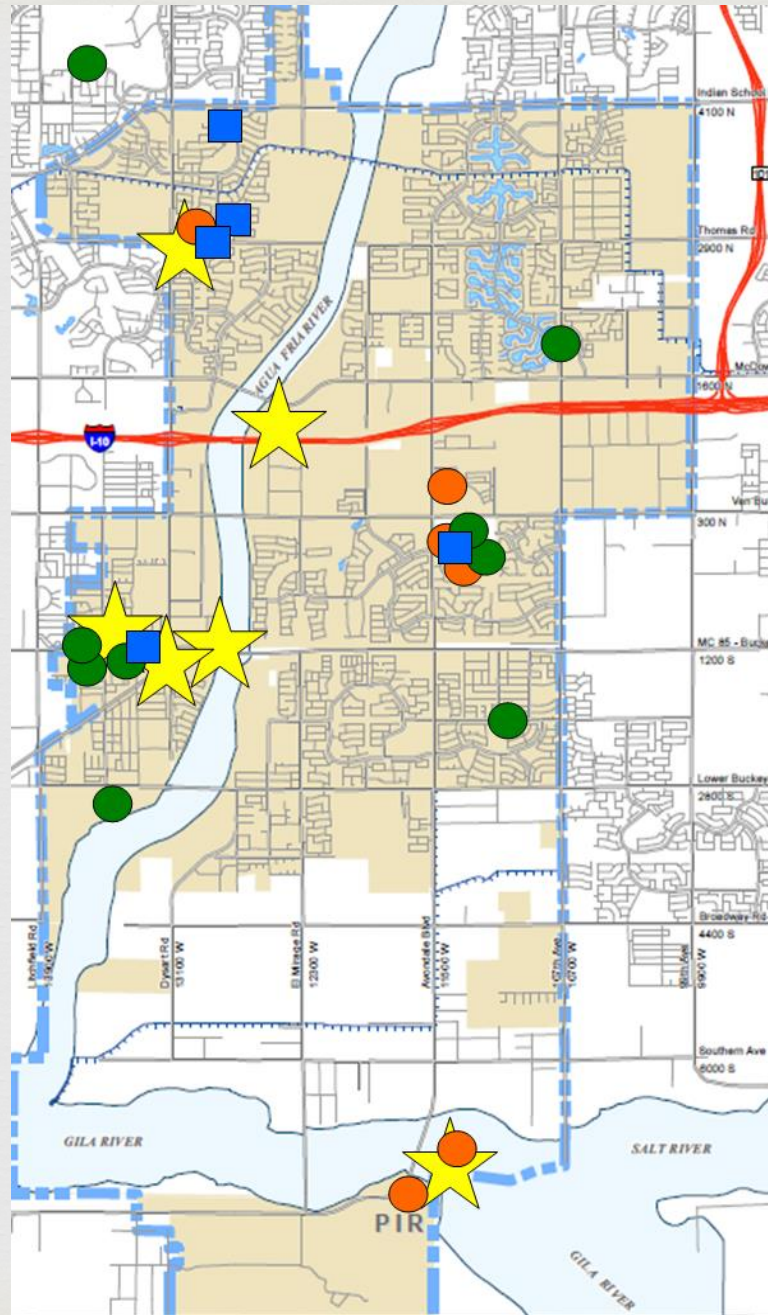
- BLACK HISTORY MONTH - EMCC
- DIA DE LOS MUERTOS
- VETFEST
- IMS MARATHON
- CRITERION BICYCLE RACE







# ALL EVENT LOCATIONS



# Billy Moore Days



The Westsider

Devoted to the interests of Avondale, Tolleson, Litchfield Park, Goodyear and Cashion.

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## Gala Billy Moore Days Friday And Saturday

The 18th annual Billy Moore Days celebration this year entitled Fiesta Del Oeste, will begin Friday evening at 4:30 when the midway opens at Laddie Coor Elementary School, La Canada Blvd., and North Central Avenue in Avondale.

At that time booths and rides will open their doors.

Later that evening two dances will be held, one at the Crandall-Palmer Post, American Legion Hall, 38 North 8th St., (Dysart Road), Avondale, and the other at the Avondale Moose Lodge, located south of Yuma Road on the west side of Cotton Lane.

A highlight of the annual celebration, the Billy Moore Days parade will start at 11 a.m. Saturday, from the corner of Litchfield Road and Western Avenue. It will proceed east on Western, passing the reviewing stand on the corner of Western and Central Avenue, and disbanding on Dysart Road at the Gua Fria Union High School grounds.

Parade Marshal is Thomas Aragon, Avondale pioneer, and division marshal is Alberto (Loco) Arce, longtime Westside resident.

The midway will reopen at 12 noon, and general chairman, David Lauer, announced many activities have been planned "from shootouts between the Black West Gang (American Legion) and the Westside Vigilantes (The Avondale Moose Lodge) to sky diving."

Other events include the awarding of parade trophies at 2; the Whiskerino contest at 2:30; the awarding of the television set in the clean-shave contest at 3.

That evening dances will be held at the Avondale Moose Lodge, and the American Legion Hall from 8 to 1.

In a message to the Billy Moore Days committee, Gov. Williams said, "Arizona is a modern, progressive state. Arizona is also the old west, land of hardy pioneers and builders, land of life on the range. Billy Moore days each year revives the long saga of historic Arizona, bringing enjoyment both to those who participate



**ORIGINAL COLDWATER STORE**—This picture of uncle Billy Moore's store at Coldwater Crossing was taken in 1907. It was still a stagecoach stop at that time, though automobiles were beginning to use it as a water stop between Buckeye and Phoenix. Note the big cottonwood trees which grew along the Agua Fria River, which was a flowing stream most of the time then.



# Public Feedback



☞ A-Voice – Nov. 2015

☞ On-line Petition; since Dec. 2014; 479 Responses



# BILLY MOORE DAYS ALTERNATIVE 1

*2 Day Event with Parade and Mini Carnival  
Western Avenue*



- ❧ **Spring Event- Combine with Avondale Fiesta**
- ❧ **Parade of lights (Friday Night)**
- ❧ **Headliner entertainment Friday and Saturday night\***
- ❧ **Mini-carnival rides – Free to participants**
- ❧ **Community stage acts and entertainment throughout Saturday**



# BILLY MOORE DAYS ALTERNATIVE 2

*2 Day Event with Parade and Carnival  
Western Ave*



- ❧ **Fall Event – Combine with RAN/GAIN (Friday night)**
- ❧ **Carnival rides**
- ❧ **Saturday parade on Western ending at Agua Fria High School**
- ❧ **Entertainment and activities along Western**
- ❧ **Headliner entertainment Saturday night**
- ❧ **Fireworks to close out the event Saturday night**



# BILLY MOORE DAYS ALTERNATIVE 3

*3 Day Event with Carnival and No Parade  
Festival Fields*



- ☞ **Spring or Fall event**
- ☞ **Entertainment from Friday night through Sunday afternoon**
- ☞ **Headliner Friday and Saturday night**
- ☞ **Family oriented booths and activities**



# DISCUSSION



☞ Options/Interests for Billy Moore Days

☞ Special Events Framework

☞ Signature Events

☞ Specialty Events

☞ Affiliated Events

☞ Next Steps