TUCSON
ARIZONA, U.S.A.

2017 IFEA
WORLD FESTIVAL & EVENT CITY AWARD
PRESENTATION

Festivals+Events
Association of Tucson & Southern Arizona

CITY OF TUCSON FOUNDED 1775

Visit tucson

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Table of Contents

1. Introduction
2. Letter from Tucson Mayor Jonathan Rothschild
3. Section 1: Community Overview 1
4. Section 2: Community Festivals and Events 28
5. Section 3: City/Governmental Community Support of Festivals and Events 54
6. Section 4: Non-Governmental Community Support of Festivals and Events 70
7. Section 5: Leveraging 'Community Capital' Created by Festivals and Events 90
8. Section 6: Extra Credit 108
9. Exhibits
    - A. Recent Awards and Accolades for Tucson
    - B. Additional Festivals and Events Venues
    - C. City of Tucson Special Event Application
    - D. City of Tucson Permitted Festivals and Events FY2017
    - E. Visit Tucson PR & Communications
10. Special Thanks

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INTRODUCTION

Known unofficially for decades as the Old Pueblo, Tucson is building on its vibrant multicultural heritage to create a more urban, yet uniquely Southwestern-style future.

The rest of the nation is taking notice that Tucson is on the upswing—a high quality of life, economic opportunity, lots to do and experience, and a happening dining, arts, entertainment, and local events scene. Tucson is being increasingly recognized for its livability, vitality, and cool factor.

Tucson is a place like none other. Surrounded by five mountain ranges—the highest reaching more than 9,000 feet in elevation – and home to giant saguaro and other rare cacti in the heart of the living Sonoran Desert, Tucson enjoys an average 350 days of sunshine each year.

Tucson hosts eclectic festivals and events year-round, most of them one-of-a-kind and home-grown, celebrating the region's history and culture, visual and performing arts, a unique food heritage—Tucson is the first American city to be named a City of Gastronomy by UNESCO—local music, outdoor recreation, nature, science and technology, spectator sports, cycling and running.

With more than 4,000 years of continuous habitation along the banks of the Santa Cruz River, Tucson still embraces its deep Native American roots. Tucson's historical ties to Mexico, significant Mexican-American population, and proximity to the state of Sonora reinforce a strong, and continuing cultural and economic connection to Mexico.

Tucson is leveraging knowledge and technology developed at the University of Arizona to create a foundation for industry and commerce that stretches limits and sets new standards. Tucson ranks high as a center for entrepreneurship and has become a launching pad for bioscience, defense, and aerospace industries.

Off-beat, unpretentious and relaxed, yet refreshing and energizing, Tucson inspires a sense of freedom among all who visit. To get to know Tucson, attend a festival or event and experience the food, music, art, culture and heritage, in an unrivaled natural setting. You may truly 'free yourself' in Tucson. Let our city inspire the free spirit in you.

LETTER FROM TUCSON MAYOR JONATHAN ROTHSCHILD

JONATHAN ROTHSCHILD
MAYOR

CITY OF TUCSON
OFFICE OF THE MAYOR

255 WEST ALAMEDA ST.
P.O. BOX 27210
TUCSON, ARIZONA 85726-7210
PHONE: (520) 791-4201

Thank you for considering Tucson as a possible recipient of the 2017 International Festivals and Events Association's (IFEA) World Festival and Event City award.

Tucson is fueled by world-renowned festivals and events that enrich deeply our residents' quality of life and attract visitors from across the globe. Many of our festivals and events are unique to Tucson and originated organically from residents and business operators seeking to celebrate Tucson's culture and diversity.

A few of our locally-grown events and festivals include:

- **Tucson Rodeo Parade** has operated for more than 90 years, attracts thousands along the parade route, and causes local school districts to close for two days every February to celebrate the Tucson Rodeo, Rodeo Parade, and our Old West culture.
- **Tucson Meet Yourself** is a remarkable community endeavor that is attended by more than 100,000 residents and visitors for a three-day downtown festival every October to experience culture, food, art, music and dance from numerous cultural groups, ethnicities and nationalities.
- **Tucson Festival of Books**, which was started in 2009, attracts more than 100,000 book and author enthusiasts annually in March to the University of Arizona's campus to enjoy author panels, purchase books and generate funds to improve literacy throughout our region.

One of our biggest success stories, though, is the **Tucson Gem, Mineral & Fossil Showcase**. This two-week long event includes more than 40 shows operating throughout the Tucson region each February. Gem show owners, exhibitors and buyers from, on average, 45 states and 18 nations spend $120 million annually and fill hotels throughout the area. Like many of our events, this event has a long history having started in 1955 at a local elementary school.

Maintaining and growing existing Tucson-area festivals and events is a major part of the 2017-20 strategic plan for Visit Tucson, the region's primary travel marketing and sales organization. Visit Tucson invests more than $500,000 annually in event sponsorships to encourage their growth and help them attract visitors from outside our metro area.

LETTER FROM TUCSON MAYOR JONATHAN ROTHSCHILD CONTINUED

Visit Tucson invests in numerous sports and culinary events, music and film festivals, cultural attractions and more, while the City of Tucson invests in event infrastructure and public safety to provide safe and enjoyable venues for our festivals and events.

Travelers spend $2.2 billion annually in the Tucson region and the tourism industry employs nearly 25,000 people throughout the area. Growing existing events, while seeking new festivals and activities that can deliver additional exposure and visitors to Tucson, is good business. Visiting festival- and event-goers experience our culture and want to return, while our residents' quality of life is enhanced by having these high-end events in our city.

Thank you again for considering Tucson for a 2017 IFEA World Festival and Event City award. We embrace festivals and events fully in our city and I believe Tucson would be an outstanding choice for this prestigious honor.

Sincerely,

Jonathan Rothschild
Mayor of Tucson

COMMUNITY OVERVIEW

SECTION | 1

Tucson was ranked

#2 of 10 "Best Small American Cities" (Population under 1 Million) for 2017,

Resonance Consultancy, ResonanceCo.com, June 15, 2017

COMMUNITY OVERVIEW

CURRENT CITY POPULATION

531,641 (U.S. Census estimate, July 1, 2015) a 2.1% increase from the 2010 Census. Tucson is the 33rd largest city in the United States by population.

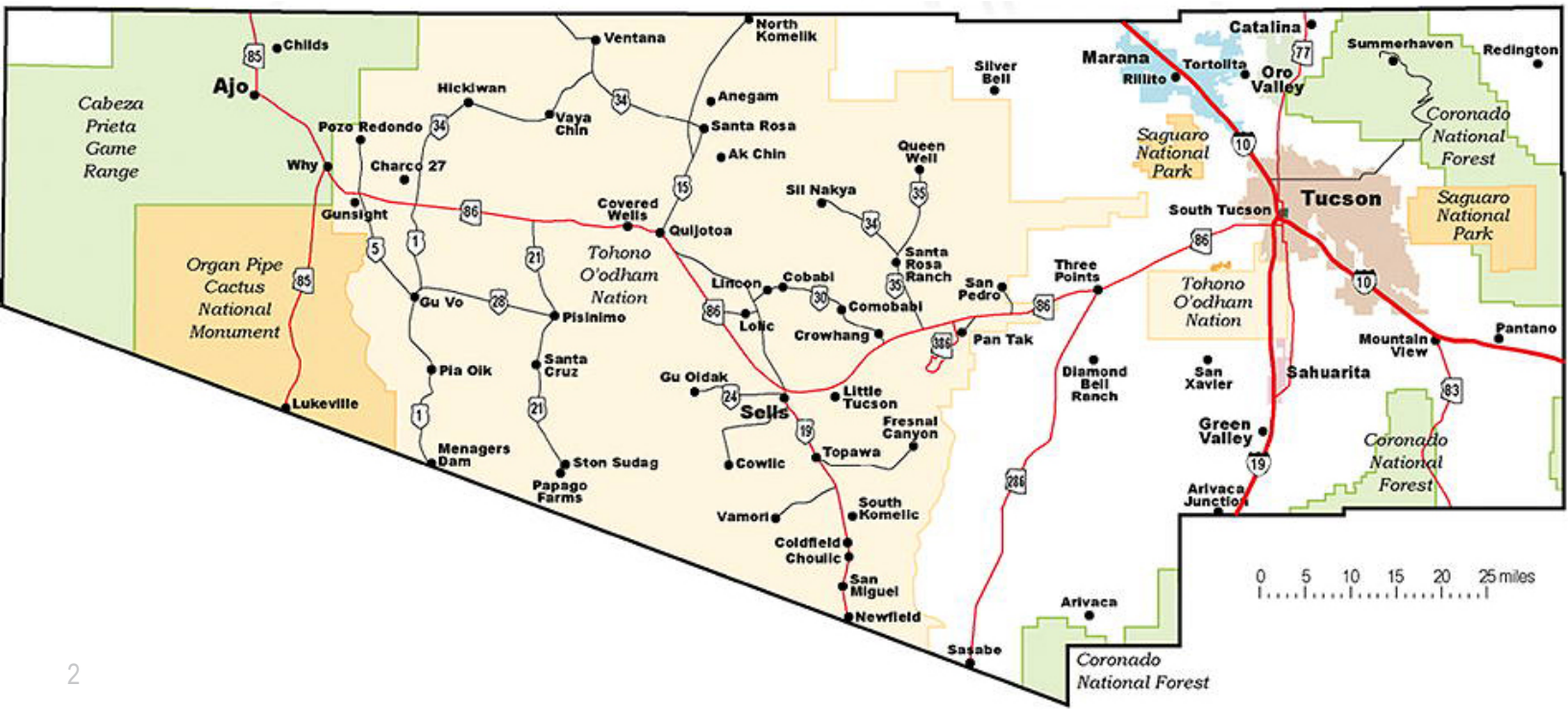
CURRENT SMSA POPULATION

1,013,103 in Tucson's MSA, which is Pima County, in 2016.

POPULATION WITHIN A 50-MILE RADIUS OF APPLICANT CITY

1,016,206 in 2016

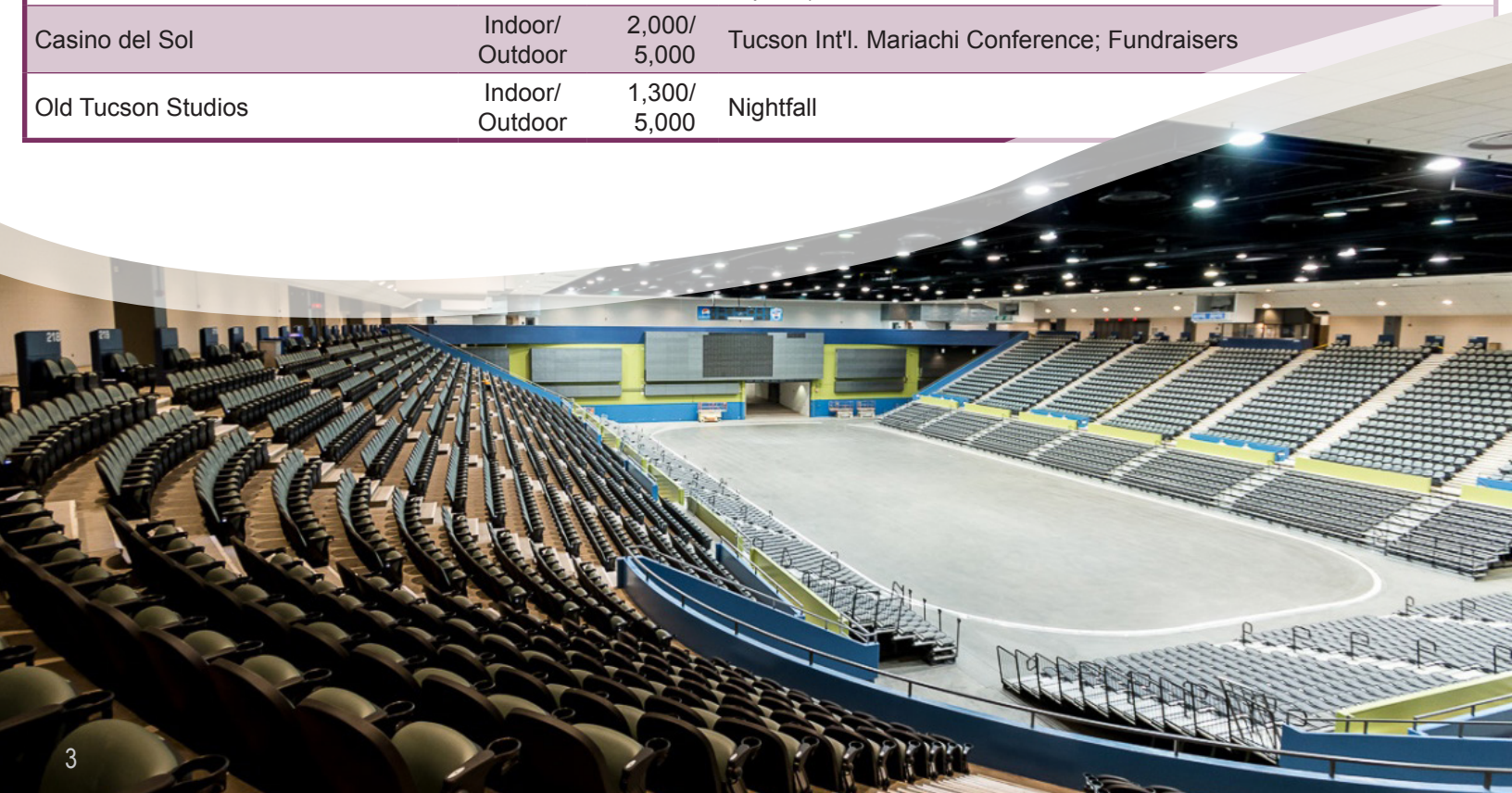
Tucson is located in the northeast corner of Pima County. Its 50-mile radius area includes portions of other counties, specifically, Cochise County, Santa Cruz County, and Pinal County.



COMMUNITY OVERVIEW

PRIMARY FESTIVAL AND EVENT VENUES AVAILABLE / WATER AND POWER ACCESSIBILITY IN OUTDOOR VENUES

Venue Name	Indoor/ Outdoor	Capacity	Events
Arizona Stadium (University of Arizona)	Outdoor	55,675	UA Football; Nova Home Loans Arizona Bowl
Pima County Fairgrounds	Outdoor	25,000	Pima County Fair; Gem & Jam Festival; Concerts
University of Arizona campus/mall	Outdoor	20,000	Tucson Festival of Books; Spring Fling; USS Arizona Memorial events
4th Avenue	Outdoor	20,000	4th Avenue Winter/Spring Street Fairs, (see page 78 in Section 4.e.)
McKale Center (University of Arizona)	Indoor	14,545	UA Basketball and Volleyball
Kino Sports Complex	Outdoor	11,000	Desert Diamond Cup; Mexican Baseball Fiesta
Tucson Rodeo Park	Outdoor	10,000	La Fiesta de los Vaqueros
El Presidio Park	Outdoor	10,000	Tucson Meet Yourself; Tucson Folk Festival; farmers markets
Hi Corbett Stadium	Outdoor	9,500	UA Baseball; Great Tucson Beer Fest
Tucson Arena	Indoor	9,275	Tucson Gem, Mineral & Fossil Showcase; professional and collegiate hockey; circuses
Reid Park/DeMeester Performance Center	Outdoor	7,000	Cox Communications Movies in the Park; Running/Walking Events; Concerts; Firefighters Chili Cookoff;
Tucson Convention Center/Exhibit Hall	Indoor	6,000	Tucson Gem, Mineral & Fossil Showcase; Home Shows; Modernism Week; Tucson Musicians Museum; Sales Events; Fundraisers
Main Gate Square	Outdoor	6,000	Bear Down Fridays, other events described in Section 4 (Main Gate Square)
Casino del Sol	Indoor/ Outdoor	2,000/ 5,000	Tucson Int'l. Mariachi Conference; Fundraisers
Old Tucson Studios	Indoor/ Outdoor	1,300/ 5,000	Nightfall



COMMUNITY OVERVIEW

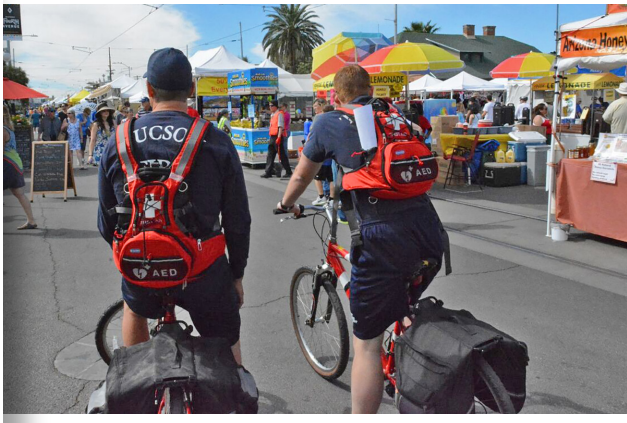
Venue Name	Indoor/ Outdoor	Capacity	Events
Oro Valley Marketplace	Outdoor	5,000	Spring Festival of the Arts; Oro Valley Concert Series
Armory Park	Outdoor	3,000	Parade of Lights, Procession of Little Angels, St. Patrick's Day Parade; El Tour de Tucson Start/Finish, Desert Dogs D-Day, others
Tucson Convention Center Eckbo Park	Outdoor	3,000	Modernism Week, TCC Pre-show VIP Events, community events
Centennial Hall	Indoor	2,526	Broadway in Tucson, UA Presents
Rillito Race Track	Outdoor	2,500	Horse Racing, Soccer, Heirloom Farmers Market; Celtic Games
Steam Pump Ranch	Outdoor	2,500	Oro Valley 2nd Saturdays; Heirloom Farmers Market
Tucson Music Hall	Indoor	2,289	Tucson Symphony Orchestra; Arizona Opera; Tucson Boys Chorus, other performances
La Encantada Shopping Center	Outdoor	2,000	Southern Arizona Salsa, Tequila, & Taco Challenge; La Encantada Fine Art Festival
J.W. Marriott Starr Pass	Indoor/ Outdoor	2,000	JCK Tucson (gem show), Tucson23 Festival, conventions
Jacome Plaza	Outdoor	1,800	Tucson Meet Yourself, Main Library events, farmers markets
Rialto Theatre	Indoor	1,200	Concerts, fundraisers; voted Best Indoor Venue 9 times
Fox Theatre	Indoor	1,164	Concerts; Film; Fundraisers
Hotel Congress	Indoor/ Outdoor	1,000	HoCo Fest, Dillinger Days, Agave Heritage Festival; Fundraisers, Concerts
St. Philip's Plaza	Outdoor	1,000	Food in Root Farmers Markets; Arts in the Plaza Fine Art Festival

Note: Venues with Capacity less than 1,000 are in Exhibit B.

COMMUNITY OVERVIEW

HOSPITAL AND EMERGENCY RESPONSE AVAILABILITY

No one wants to think about illness, accidents, or disaster when they're attending an event. And there's no need to do so, as behind the scenes, Tucson's medical and emergency response industries stand ready. From pre-natal to geriatric care, from individual to mass injury attention, Tucson can manage the gamut with care and efficiency, as it boasts some of the nation's leading medical care facilities[1] and emergency management programs[2].



Medical Care Facilities

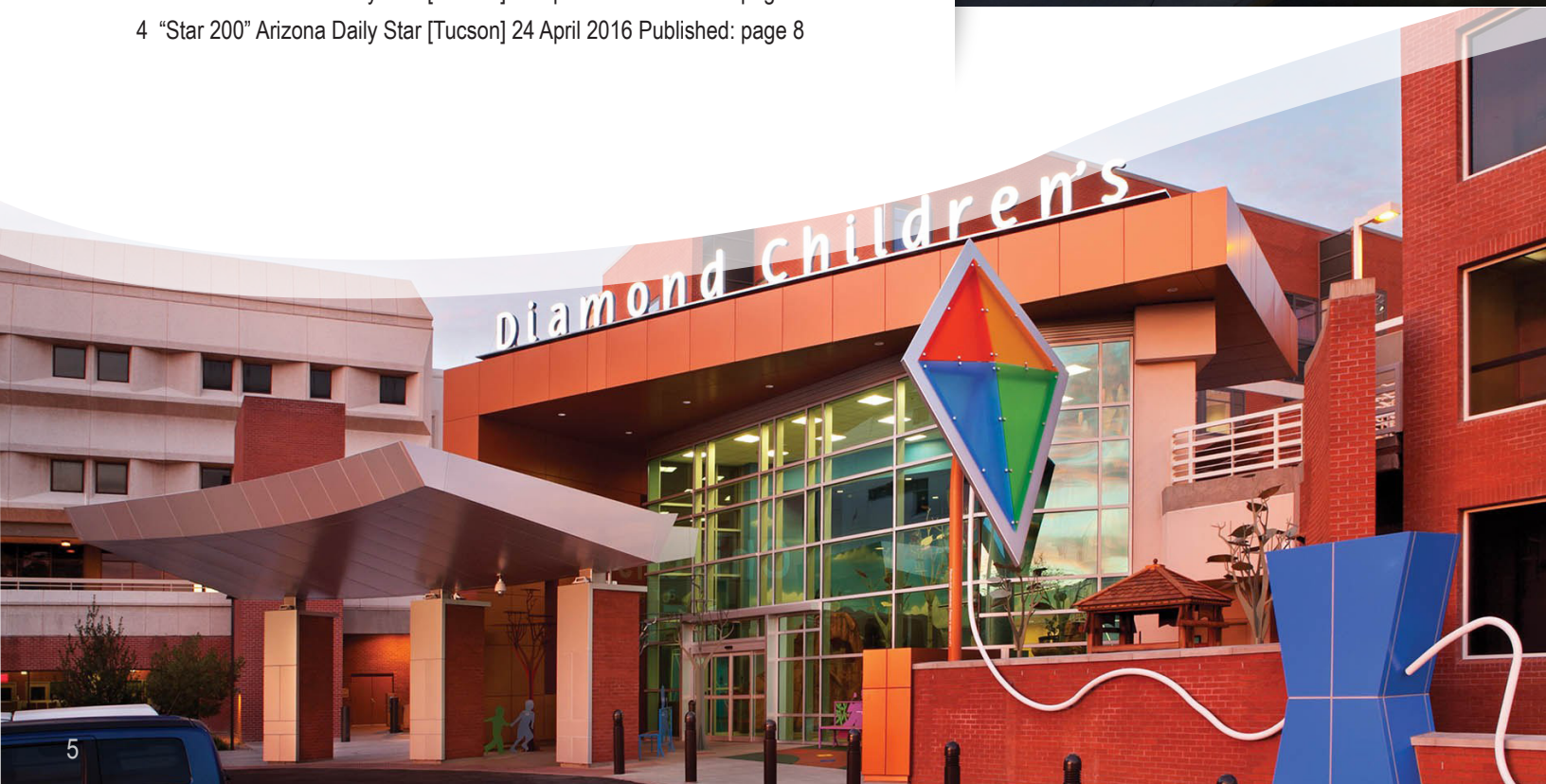
With over half of the City's top 10 largest nonprofit employers being hospitals and health centers[3], and two of the top five private employers based in Tucson being medical centers and systems[4], Tucson understands how important all levels of health care is to a community.

1 http://health.usnews.com/best-hospitals/area/az/tucson-medical-center-6860020

2 https://www.tucsonaz.gov/emergency-management

3 "Star 200" Arizona Daily Star [Tucson] 24 April 2016 Published: page 9

4 "Star 200" Arizona Daily Star [Tucson] 24 April 2016 Published: page 8



COMMUNITY OVERVIEW

Even without additional emergency medical accommodations being erected if necessary, Tucson area hospitals offer almost 2,700 beds at any given time, and if one includes the Southern Arizona Veterans Affairs Hospital, that number rises to almost 3,000 beds:

Facility	Beds
Carondelet – Saint Joseph's Hospital	486
Carondelet – Saint Mary's Hospital	400
Carondelet – Heart & Vascular Institute	60
Banner – University Medical Center, Tucson	479
Banner – University Medical Center, South Campus	245
Tucson Medical Center	586*
Northwest Medical Center	294
Oro Valley Hospital	146
Southern Arizona VA Health Care System - Hospital	285**

http://deptmedicine.arizona.edu/about/facts-figures

* health.usnews.com/best-hospitals/area/az/Tucson

** http://health.usnews.com/best-hospitals/area/az/southern-arizona-veterans-affairs-health-care-system

COMMUNITY OVERVIEW

Marana Health Center Healthcare (MHC Healthcare) has 15 easily accessed locations in and around Tucson[5], and not including the Southern Arizona VA Hospital, Tucson has over 140 local medical centers[6], with 42 exclusively urgent care clinics listed[7]. Serving Tucson's veterans' urgent medical needs, the Southern Arizona VA Hospital managed 28,836 emergency room visits in 2016[8].

While event planners, participants and attendees focus on creating fun experiences and memories, Tucson medical systems and professionals are prepared to try to make any unfortunate medical emergencies a little less traumatic.

Emergency Response System

Isolated and low/mid-casualty incidents are managed quickly and effectively by Tucson's twenty-one fire stations and paramedic companies[9]. Tucson Fire Department provides emergency medical services and response to residents and visitors in the City of Tucson, via its skilled emergency medical technicians, toxicology paramedics and rescue teams. Pima County expands that reach with Rural Metro's eight additional fire stations and associated professionals[10].

5 https://MHCHealthcare.org/locations

6 Tucsonaz.localguides.com

7 https://www.urgentcarelocations.com/az/tucson/tucson-urgent-care

8 http://health.usnews.com/best-hospitals/area/az/southern-arizona-veterans-affairs-health-care-system-6860520

9 https://www.tucsonaz.gov/fire/emergency-operations

10 https://www.ruralmetrofire.com/stations-a-service-areas-pima-county.html

COMMUNITY OVERVIEW

Should a large scale crisis occur, Tucson Community Emergency Response Team (CERT), sponsored by the AZ National Guard, is prepared to do what it takes to restore order and calm. Community awareness and disaster training is provided by the Tucson Office of Emergency Management and Homeland Security (TOEMHS), which lays out detailed plans, adopted from the National Incident Management System, a standardized emergency management structure[11].

"The TOEMHS seeks to promote a safer, less vulnerable community in the City of Tucson, with the capacity to cope with hazards and disasters." - TOEMHS Mission Statement

The Community Emergency Response Team, and the Medical Reserve Corp program are examples of two citizen preparedness groups that extend the range of Tucson's comprehensive professional emergency response system[12].

11 https://www.tucsonaz.gov/em/culture-preparedness; ***NFPA 1600 - Standard on Disaster/Emergency Management and Business Continuity Programs***

12 https://www.tucsonaz.gov/em/culture-preparedness

COMMUNITY OVERVIEW

COMMUNITY OVERVIEW

TOTAL NUMBER OF HOTEL ROOMS AVAILABLE

Tucson has a wide variety of lodging options for visitors of varying means and seeking varying experiences.

There are 15,566 rentable overnight rooms in Pima County, in resorts, hotels, motels, bed-and-breakfasts, and guest ranches. A significant majority of these rooms are in Metro Tucson.

Of these, there are 2,737 luxury/resort rooms in 13 resort properties in Pima County.

Airbnb lists 38 properties as Tucson bed-and-breakfasts.

True to its western heritage, the greater Tucson area still boasts 17 guest ranches for visitors to immerse themselves in a cowboy experience.

Tucson hotels and resorts have been honored with numerous industry awards over the years for quality, service, and unique character, and here are two such honors from 2017:

#2 of Top 9 Hotels for Nature Lovers—Loews Ventana Canyon Resort, Sunset Magazine, April 18, 2017

#1 Hotel of the Year, Select-Service Division-Homewood Suites by Hilton Tucson/St. Philip's Plaza University, Interstate Hotels & Resorts, April 2017

COMMUNITY OVERVIEW

AC Hotel Tucson

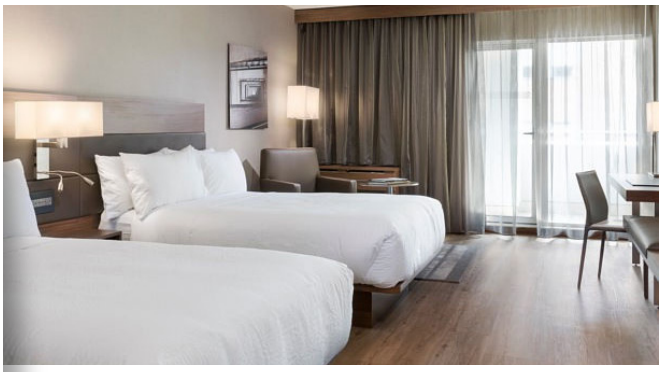
Tucson's newest hotel is located in the heart of Tucson's unique cultural scene. AC Hotel Tucson Downtown offers walk-out access to the Tucson Convention Center, Fox Theatre, Rialto Theatre, Temple of Music and Art, and Club Congress. AC Hotel Tucson is located at 5th Avenue and Broadway, from which guests may explore the thriving culture of the Downtown corridor, home to award-winning restaurants and a progressive craft cocktail scene, or find adventure at one of Tucson's original events, including the All Souls Procession, Dillinger Days, and the Tucson Gem, Mineral & Fossil Showcase.

Hotel Features:

- 136 European-styled guest rooms and suites
- Guest rooms feature connected HDTVs, bedside USB ports, mini-fridge, coffeemaker, integrated work desk, luxurious platform beds and smart lighting
- Two meeting rooms totaling 1,600 sq. of flexible space
- Two state-of-the-art Media Salons
- AC Lounge featuring wine-on-tap, signature cocktails, craft beers, and sharable plates

COMMUNITY OVERVIEW

- AC Kitchen, featuring a European-inspired breakfast
- AC Library, a 24-hour access self-service business center with free Wi-Fi and wireless printing
- 24-hour fitness center with state-of-the-art equipment and free weights
- 6th floor pool with a full bar overlooking the surrounding mountains and urban landscape
- 4000 sq. of Retail Space with street access
- On-site valet parking

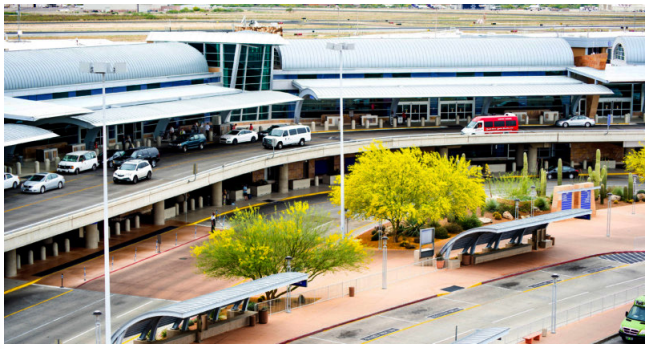


PUBLIC TRANSPORTATION OPTIONS

Tucson International Airport

Tucson International Airport, located just 15 minutes south of Downtown Tucson and the University of Arizona, serves nearly 3.3 million airline passengers per year. Seven airlines offer 60 departures per day, with 6,200 available seats, to 19 nonstop destinations. Passenger traffic grew at an annual rate in 2016 of 3.4%, its largest increase since 2007. Tucson is connected to Mexico with direct flights to and from Hermosillo, Sonora.

Recent renovations have provided additional visitor amenities and enhanced TIA's reputation for providing a comfortable, low-stress travel experience. This year, new food and beverage offerings include locally-based establishments such as El Charro Café, Beyond Bread, Noble Hops, Sir Veza's Taco Garage, Agustin Kitchen Express, and Thunder Canyon Brewery. The retail concepts are designed and themed to reflect iconic cultural influences of the Tucson region, including a traditional mercado and tienditas (small shops). The locally-based businesses are intermingled with national brands.

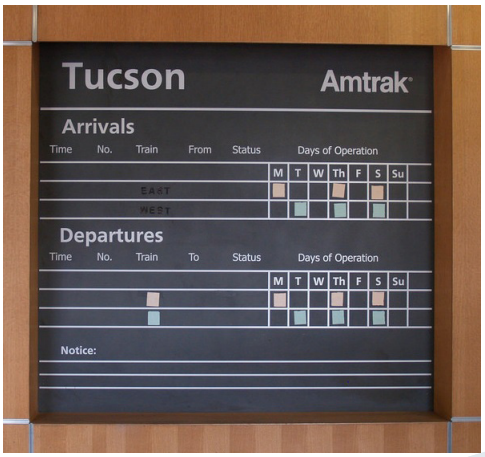


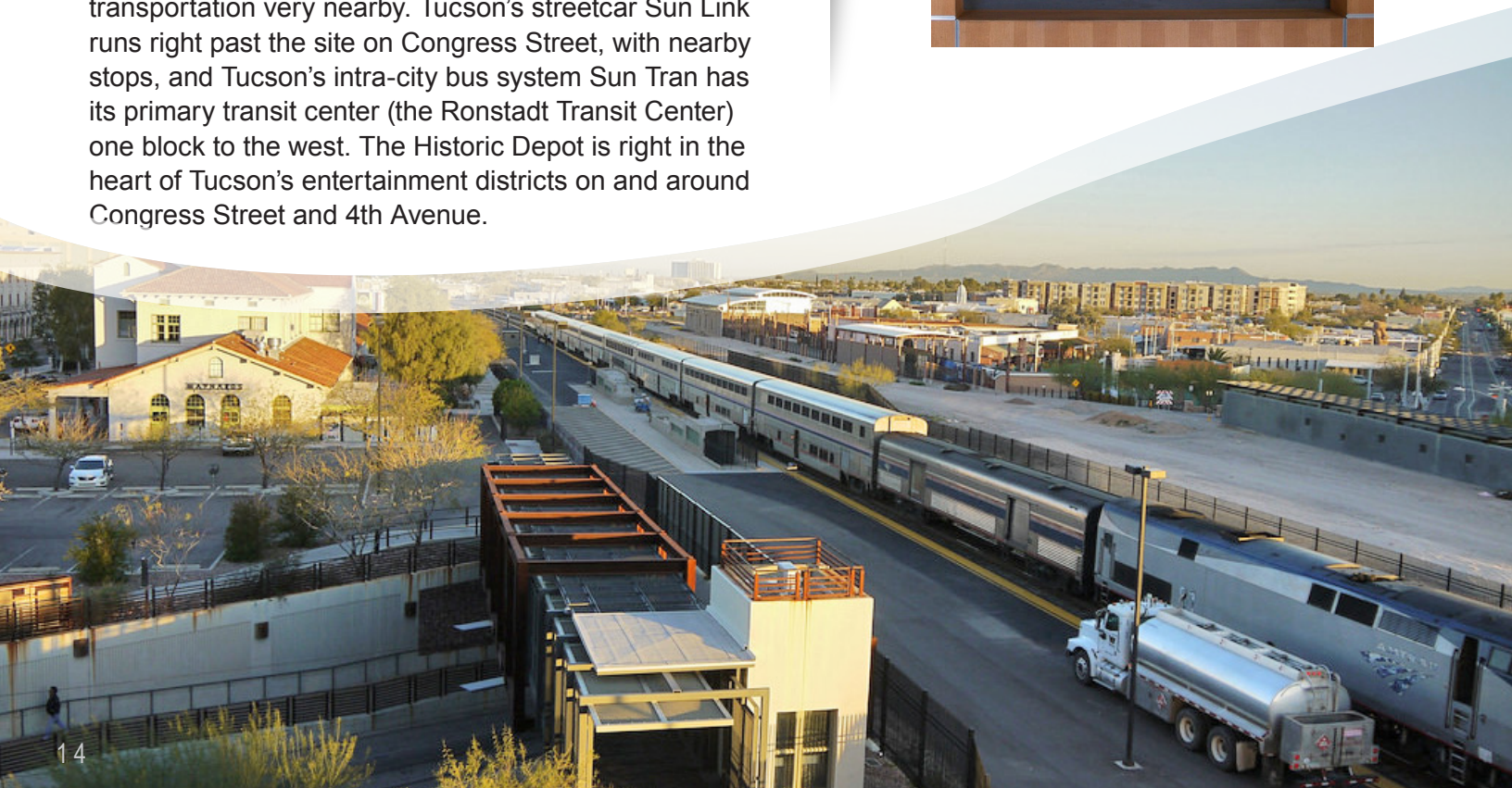
Greyhound

Tucson opened a brand-new Greyhound Bus Station on the east end of Downtown near Broadway Blvd. and Euclid Avenue in the spring of 2017. The new station is a 1,500-square-foot free-standing building plus bus bays, and is located a few blocks from the University of Arizona and the Downtown Intermodal Center, and just five minutes from Interstate 10.

Amtrak

Tucson is served by Amtrak's "Sunset Limited" line, which runs from Los Angeles to Phoenix, Tucson, San Antonio and New Orleans, with service in each direction three times a week. Tucson's Amtrak station is Downtown's Historic Depot, a restored 1907 structure that includes Maynard's Market and Kitchen, other shops and offices, and the Southern Arizona Transportation Museum. The Amtrak station is part of Tucson's Intermodal Center, with the Amtrak sharing track with the Union Pacific Railroad, and local public transportation very nearby. Tucson's streetcar Sun Link runs right past the site on Congress Street, with nearby stops, and Tucson's intra-city bus system Sun Tran has its primary transit center (the Ronstadt Transit Center) one block to the west. The Historic Depot is right in the heart of Tucson's entertainment districts on and around Congress Street and 4th Avenue.





Sun Tran

Sun Tran is Tucson's local bus system, and the heart of the region's transit system, which also includes the following elements:

Sun Van

Paratransit service in Tucson, Tohono O'Odham Nation, Pascua Yaqui Tribe, South Tucson and parts of Pima County.

Sun Express

A weekday rush hour service in Tucson, Marana, Oro Valley, Rita Ranch and parts of Pima County.

Sun Link

The Sun Link streetcar serves the University of Arizona, Main Gate Square, 4th Avenue, Downtown Tucson and the Mercado districts.

Sun Shuttle

A neighborhood transit service in Marana, Oro Valley, Catalina, Sahuarita and Green Valley, Tucson Estates, San Xavier, Rita Ranch, southwest Tucson and Ajo. Dial-a-Ride service is also available in Oro Valley, Sahuarita and Green Valley.

COMMUNITY OVERVIEW

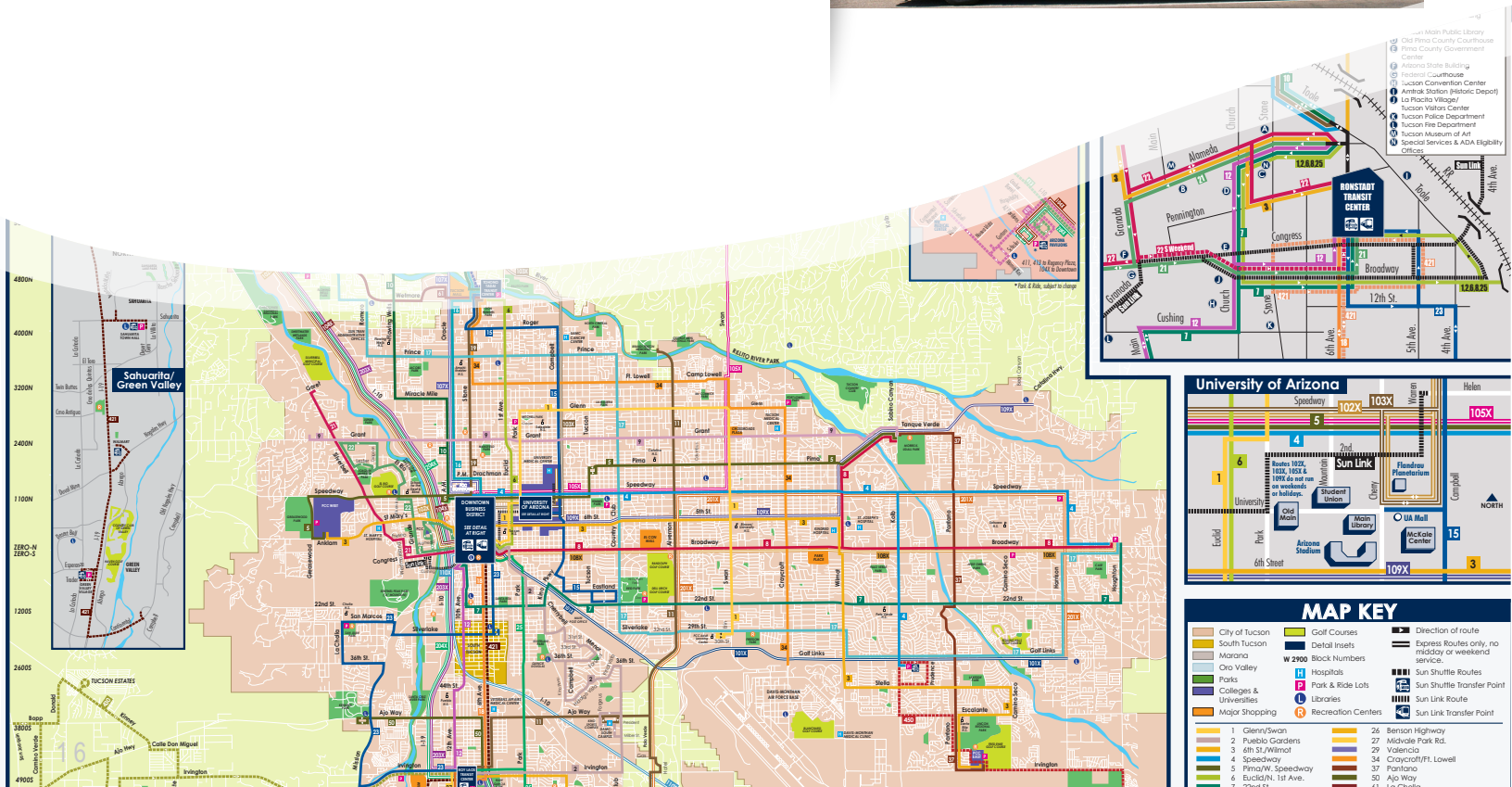
SUN TRAN *CONTINUED*

Sun Tran serves approximately 20 million passengers each year on 40 fixed routes. Three transit centers act as hubs for Sun Tran and Sun Shuttle routes, including the Tohono Transit Center on the north side, the Roy Laos Transit Center on the south side, and the Ronstadt Transit Center in Downtown. Sun Tran has earned numerous awards over the years for the high quality of its service.

Sun Tran makes it easy to be a regular passenger with its SunGo cards, which use smart card technology and are valid on Sun Tran, Sun Express, Sun Link, and select Sun Shuttle routes. Riders may add value to the cards through various means. Economy fares are available to those who qualify.

The GoTucson Transit app allows for purchase of one-way fares, 24-hour passes, and 30-day passes right on your phone.

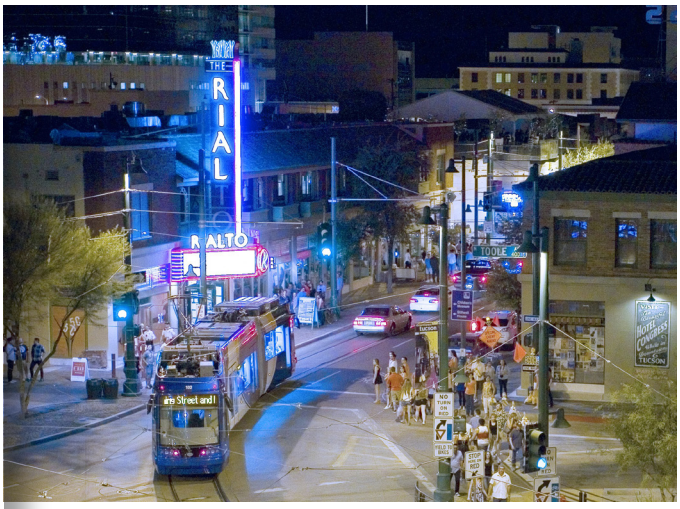
www.SunTran.com



COMMUNITY OVERVIEW

Sun Link

Sun Link is Tucson's 4-mile-long modern streetcar circulator, operating eight streetcars on fixed rails and connecting all of the business districts and activity centers in Tucson's city center. Sun Link takes you from the emerging Mercado/Mission District west of I-10, through the heart of Downtown along Granada Avenue (serving Tucson Convention Center), Congress Street, and Broadway (numerous dining and entertainment destinations and the new AC Hotel opening in August), then up the vibrant 4th Avenue shopping and entertainment district, through a portion of the historic West University Neighborhood, through lively Main Gate Square (shopping, dining, services, and entertainment) and into the 42,000-student University of Arizona campus, terminating near the University Medical Center complex now operated by Banner. Twenty-three stops provide opportunities to board every 2-3 blocks in the business districts. Stops are shaded and have various amenities including public art and scrolling poetry, through a partnership with the UA Poetry Center.



Sun Link is a fun way to explore Tucson's growing urban center, and it connects areas where many of Tucson's top festivals and events take place, with parking and other transportation. New hotels,

COMMUNITY OVERVIEW

SECTION 1

Sun Link *continued*

restaurants, bars, residential buildings, shops and cultural amenities are springing up along the Sun Link line. Sun Link has been recognized as a catalyst for over $1 billion in economic investment within a few blocks of its tracks, since its approval and funding in 2006 (local funds committed by voters in the Regional Transportation Authority plan) and 2010 (award of TIGER grant from the U.S. Department of Transportation).

Sun Link became operational on July 25, 2014, and it has met and exceeded its ridership projections in the three years since it opened with two-day festival that spanned each of the four business districts and the University of Arizona.

Sun Link may be extended in the coming years as funding becomes available.

www.SunLinkStreetcar.com

Riding Sun Link Streetcar to All Souls Procession

Taxis and Ride-hailing Services

Tucson is well-served with several taxi companies, and recently by the ride-hailing services such as Uber and Lyft that have become such a familiar feature of urban life in our new “on-demand” society.

GemRide

The City of Tucson provides a free shuttle service to buyers and sellers at the annual Tucson Gem, Mineral, and Fossil Showcase, known as GemRide. GemRide is a system of ten shuttles and buses connecting parking and other transportation centers with more than forty gem, mineral, and fossil shows around the city. Many are in the Downtown area and area served by the Downtown Gem Loop and the Mineral & Fossil Loop, but a GemRide express bus connects a Downtown parking and shuttle hub with another ten shows located five miles southeast of Downtown, and served by GemRide's Kino Gem Loop. The service runs every day for the duration of the 16- day Showcase each January and February, and transports nearly 10,000 passengers.

COMMUNITY OVERVIEW

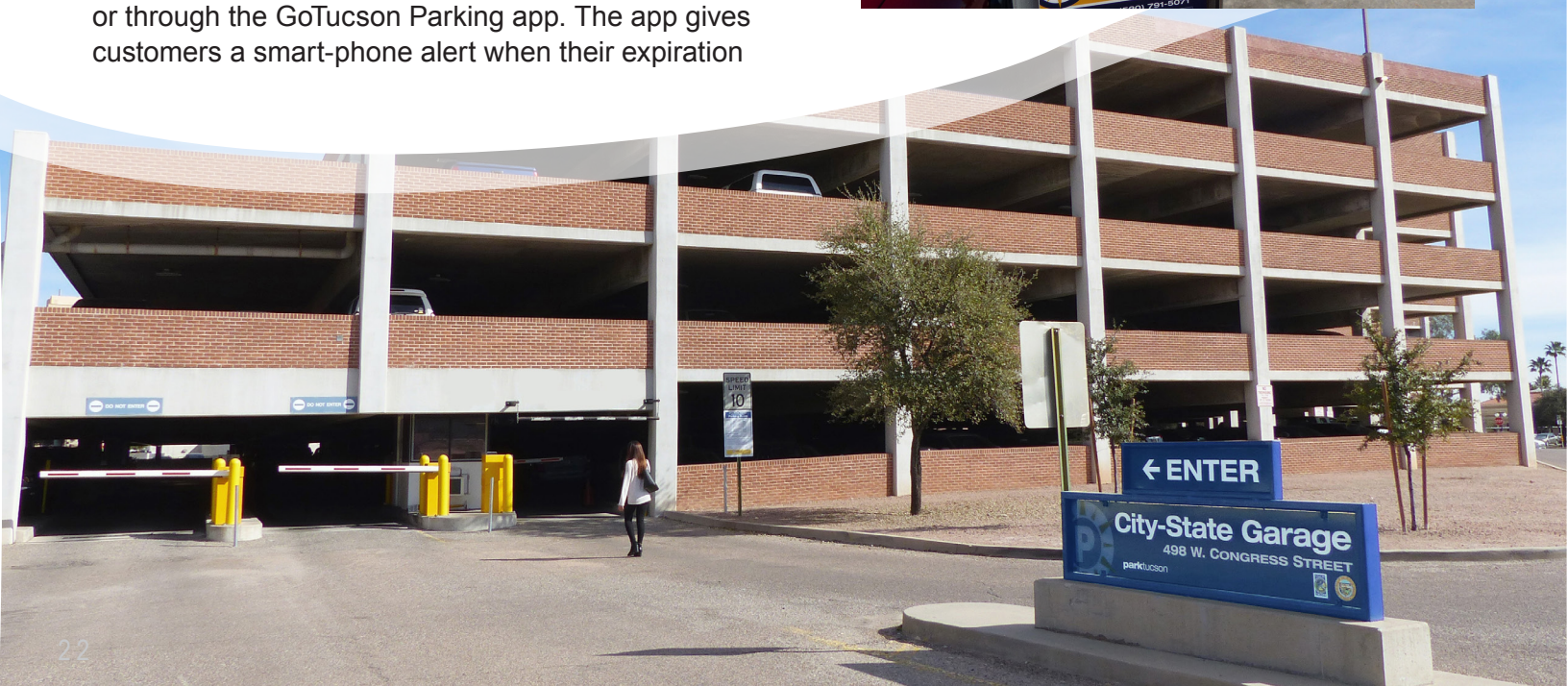
COMMUNITY OVERVIEW

PARKING AVAILABILITY

The City of Tucson's parking department, Park Tucson, manages six city garages and several surface parking lots, as well as more than 1,800 metered parking spaces in Downtown and the other business districts along Tucson's modern streetcar (Sun Link) line. From the Mercado District through Downtown, to the 4th Avenue shopping and entertainment district, to Main Gate Square at the doorstep of the beautiful University of Arizona campus, Park Tucson has more than 5,000 public parking spaces available, and the Sun Link streetcar connects you to businesses, campus, government centers, and special events in each of these unique districts.

Many of Tucson's festivals are located in these Downtown-area districts. The University of Arizona has many public garages as well, all within walking distance of Sun Link.

Park Tucson's garages are all clean, well lighted, and safe, with convenient ways to pay and be on your way. Metered parking is available in each business district, with state-of-the art, solar-powered, credit-card-accepting "smart" meters, that allow for payment with a personal Park Smart card, coins, credit/debit, or through the GoTucson Parking app. The app gives customers a smart-phone alert when their expiration



time is approaching to allow them to extend their paid time and avoid a ticket. Customers may also set up their own prepaid “wallet” on the app, to avoid having many transactions on their debit or credit card.

Metered spaces are free after 5:00pm and on weekends, when many of the Downtown-area festivals and events take place. Tucson’s Downtown Destinations way-finding signage program not only helps motorists find destinations but the parking garages that serve them, and some of the signs even point to the best locations to park for Special Events. Signage also points to Park Tucson’s EV-charging stations.

Park Tucson seeks ongoing improvement in the customer parking experience. In 2016, each garage’s lighting system was improved with high-quality, energy-saving LED lighting fixtures. This year, customers will be able to pay for their parking in surface lots and garages with the GoTucson Parking app.

Parking garages, lots and on-street spaces along the Sun Link corridor allow visitors to “park once” and ride the streetcar and/or walk to numerous unique destinations and events.

www.ParkTucson.com

WALKING PATHS, BICYCLE LANES

The City of Tucson, Pima County, and Regional Transportation Authority have active and forward-looking pedestrian and bicycling programs, and are committed to enhancing facilities and increasing walking and bicycling's share of the regional travel mix.

The Tucson region is home to over 1,000 miles of bikeways including, bike lanes, designated residential bike boulevards, and over 190 miles of off-street biking and walking paths. In addition, Tucson is a national leader in safe major street crossing improvements for people biking and walking. The high-intensity activated crosswalk (HAWK) was invented at the City of Tucson and there are over 130 of these bicyclist and pedestrian activated signals in the region. Tucson and Pima County are home to The Loop, a growing system of shared-use paths that provides car-free transportation and recreation with connection to Tucson's street bicycle network.

The City of Tucson Department of Transportation Bicycle & Pedestrian Program works to achieve the following objectives:

- Plan, implement and maintain a network of bikeways and walkways
- Plan and construct pedestrian and bicycle signals
- Identify and rectify barriers to walking and biking
- Educate motorists, cyclists and pedestrians on "rules of the road"
- Encourage walking and bicycling by initiating and continuing to support key projects, such as Cyclovia Tucson, Bike Fest, Pedal the Pueblo and the El Grupo Youth bicycle camps
- Install bicycle parking
- Collaborate with the Tucson Police Department on enforcement strategies

COMMUNITY OVERVIEW

In January 2017 the City of Tucson's Mayor and City Council formally adopted a Bicycle Boulevard Master Plan - identifying and prioritizing 193 miles along 64 residential corridors for bicycle and pedestrian improvements.

Later this year the City of Tucson will launch a public Bike Share system with 330 bicycles and 36 stations to provide additional transportation options for residents and visitors in the city's downtown and urban core. Bike Share will provide 24/7 access to a network of branded bicycles that can be rented from self-service kiosk stations.

According to the Living Streets Alliance, a local advocacy group that works closely with the City of Tucson to promote walking and bicycling, "The Bike Share system is expected to provide a number of benefits to our community, such as extending the reach of a bus or streetcar stop or filling in gaps between bus routes, and strengthening local businesses as bike share riders "stop and shop" near the stations. Bike share also provides an easy way for people new to bikes to test out riding to work or running errands close to home, without the need to purchase and maintain their own bike until they're ready."

TucsonAZ.gov/bicycle/tucson-bike-share

Tucson has a variety of bicycle encouragement campaigns including a highly successful open streets event known as Cyclovia Tucson. Twice a year Cyclovia Tucson temporarily closes a network of roads to car traffic and invites people biking, walking, strolling and rolling to enjoy a fun filled day of activities in the streets. Over 60,000 people attended Cyclovia Tucson events in 2016.

Pima County's Bicycle and Pedestrian Program is responsible for planning, engineering, and improving bicycle and pedestrian facilities throughout unincorporated Pima County. The Loop around metro Tucson links to the towns of Marana, Oro Valley, and the City of South Tucson. Residents and visitors on foot, bikes, skates, and horses can enjoy the 100+ miles of shared-use paths already completed, from sunrise to sunset.

The Regional Transportation Authority, voter-approved in 2006 and funded by a half-cent sales tax, funds bicycle, pedestrian, and transit enhancements throughout Pima County, and since its launch has delivered 266 miles of bicycle lanes, 149 miles of sidewalks, and 52 pedestrian crossings.

COMMUNITY OVERVIEW

A Bicycling and Walking Mecca

As the Tucson community works to advance the safety and availability of facilities that encourage residents and visitors to walk or bike to every day destinations, the area has also become well-known for competitive cycling and training opportunities. The mountain and desert roads surrounding Tucson have become appealing training opportunities for competitive cyclists. El Tour de Tucson is not only a Top 10 event for Tucson but it raises Tucson's international profile as a bicycling mecca.

The Loop and other area walking trails bring the desert right into the city. Walking or jogging up Tumamoc Hill has become a local tradition. The 700-foot vertical climb on a paved roadway to the top of a desert mountain located just west of Downtown Tucson draws walkers early mornings, in the evenings, and on the weekends. At the top, they can enjoy 360-degree views of the city, five mountain ranges that surround Tucson, and the desert beyond. During the weekday business hours, Tumamoc is off-limits to walkers because the road is used by scientists studying the flora and fauna at the University of Arizona Desert Laboratory near the top of the mountain. Despite these restrictions, an estimated average of 7,000 walkers climb Tumamoc each week.

According to the University of Arizona, "some well-traveled walkers even claim Tumamoc as the best walk in all North America."

Recent Rankings for Tucson's Bicycling Environment:

- Best City for Everyday Biking - People For Bikes (2015)
- Gold Rated Bicycle Friendly City - League of American Bicyclists (2006, 2008, 2012, 2016)
- Top 10 cycling cities in U.S. – TravelChannel.com, May 2015
- 7th most bike-friendly city – BetterDoctor.com, March 2015
- 7th best U.S. cycling town – 10best.com/USA Today, July 2014
- 7th best city in the U.S. for people who love to ride – Bustle.com, June 2014
- 7th best bike rides in the world, Mt. Lemmon - 1843 magazine, June 2016

COMMUNITY OVERVIEW

ESTIMATED CITY VISITORS ANNUALLY ATTRIBUTED TO FESTIVALS AND EVENTS

Visit Tucson, the Tucson region's official destination marketing organization (DMO) and convention & visitors bureau (CVB), estimates that 20% (or 1.4 million) of Tucson/Southern Arizona's 7 million overnight visitors in the last year participated in festivals and events, based on visitation statistics from Arizona Office of Tourism.

Some of these overnight guests came to Tucson specifically for a festival or event (such as riding in or supporting someone who rides in, El Tour de Tucson); for others, attending a festival or event is not the primary purpose of the visit, but the festival/event complements their stay.

COMMUNITY FESTIVALS AND EVENTS

SECTION | 2

Featuring the

Top 10 Tucson Festivals

Tucson Gem, Mineral & Fossil Showcase

The largest gem-and-mineral event of its kind in the world takes place in Tucson every winter, when wholesale gem and jewelry buyers and sellers, mineral and fossil collectors and sellers, beaders of all skill levels, gemologists, hobbyists, shoppers for rocks, minerals, fossils, gems, home accessories and garments gather in Tucson for all or portions of sixteen days

The Showcase is spread across the city at multiple venues — convention halls, hotel ballrooms, hotel rooms, shops, and tents. It all got started in 1955 with Tucson's own Tucson Gem & Mineral Society (TGMS) which brought together collectors and experts who shared finds from mines the world over, including and especially in Southern Arizona. Exponential growth in the number of shows during the 1980's led to what we have today, which is not just one event but 45 (in 2017) separate shows, drawing visitors from all six continents.

Given its rich geologic history and mild winters, Tucson is the perfect place for such an event. While there are gem shows taking place all over the world, everyone who does business in that arena wants to be in Tucson. The gem shows are part of Tucson's heritage. Each year, Tucson welcomes 25,000 out-of-market visitors from 28 countries, including India, Morocco, Brazil, Mongolia, New Zealand, Mexico, Canada, Germany, France, Thailand, the United Kingdom, Indonesia, China, Kenya, Myanmar, Sierra Leone, and others, plus 45 U.S. states.

Each year we strive to improve all the underpinnings of the Showcase: public safety, street maintenance, aesthetics, GemRide, the Gem Guide (both print and app), parking, and our celebratory welcome event/press conference. The free GemRide, for example, which moves thousands of visitors to the shows each year, now serves 40 of the 45 shows. Given the large swath of support the City Working Group provides to this event, we are remarkably fluid and are prepared to meet the changing needs of our key gem show stakeholders. We recently welcomed five new shows to the event, providing personalized service to all the owners.

– Jane Roxbury, Visit Tucson's Director of Convention Services, Tucson's primary liaison to the Showcase

The logistical support provided by the City of Tucson, combined with the client and marketing support undertaken by Visit Tucson, have been well-received by the key event stakeholders.

Tucson itself turns out for this international event, with nearly 25,000 locals visiting the shows. The true partnerships within our business community to support this event, combined with heavy local promotional and international media coverage of our mining and show traditions raise the profile of Tucson to the world during the weeks of the Showcase. Such is the fascination in the event locally that a January 2017 information session hosted by City and Visit Tucson staff and the Arizona Daily Star on how to access the Showcase and get the most out of it generated a standing-room-only crowd of hundreds at a suburban church on Tucson's north-west side, miles away from the nearest gem show.

Tucson Gem, Mineral & Fossil Showcase

TOP EXECUTIVE CONTACT INFORMATION

Jane Roxbury, Director, Convention Services

Visit Tucson, 100 S. Church Ave., Tucson, AZ 85701
jroxbury@VisitTucson.org

WEBSITE – TucsonGemShow.org

Mobile app available on iTunes or Google Play: "Official Tucson Gem Show Guide"

NUMBER OF YEARS FESTIVAL OR EVENT HAS BEEN PRODUCED – Every year since 1955

EVENT DATES – Sixteen total days, including three full weekends. The Showcase generally begins the last Saturday in January and runs through the second Sunday in February. The time frame "leaps" forward when dates start backing farther into January. For example, 2018 dates are January 27-February 11, but 2019 dates are February 2-17.

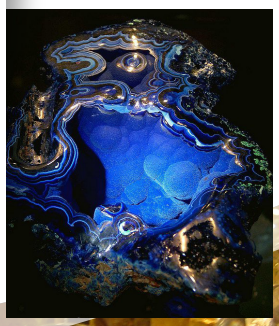
PRIMARY TARGET AUDIENCE – Buyers and sellers of precious gems and jewelry, mineral and fossil collectors and sellers, beaders of all skill levels, gemologists, hobbyists, shoppers for rocks, minerals, fossils, gems, aficionados of international and native art, home accessories, and garments.

RECURRENCE CYCLE – Every year in late January to mid-February

ESTIMATED COMBINED AGGREGATE ATTENDANCE – 50,000

When I think of the Gem & Mineral Show, I think of BEAUTY. You, our esteemed guests, are the stewards and merchants of beauty – what an awesome job! For many of you, it was a long journey in getting here. The Gem, Mineral, and Fossil community was very patient with Tucson in those intervening years as we developed our urban core. I know that some people were skeptical in those early days, but today we enjoy a vibrant city center replete with new housing construction. With our 23 miles of Mexican food and our beautiful downtown, we are truly the place to be. On behalf of the Tucson Police Department, we are deeply appreciative and offer you our most grateful welcome.

– Tucson Assistant Chief of Police Carla Johnson, to the Gem Show operators and stakeholders at the 2017 Tucson Gem, Mineral & Fossil Showcase kickoff.



COMMUNITY FESTIVALS AND EVENTS

Tucson Festival of Books

In just nine years since its launch, the Tucson Festival of Books has become the third-largest literary event in the United States, with 135,000 attendees over two days in March 2017. The Festival consists of 400 individual or panel presentations, 30 food vendors, and 270 exhibitors.

The Festival harnesses the energies of 2,000 volunteers and just one paid staff member, and donates a substantial portion of its proceeds to local literacy programs – $1.6 million in the first nine years of the event. Recipient organizations include ***Literacy Connects, Reading Seed***, and University of Arizona Literacy Outreach Programs.

Located on the mall of the beautiful University of Arizona campus in central Tucson, the Festival takes place each March during the University's spring break.

Primarily through advertising and coverage donated by local media, including the ***Arizona Daily Star*** (a co-presenting sponsor of the event); the massive volunteer force is drawn from the community, serving to bond and involve Tucsonans of all walks of life with the Festival. A significant portion of the top presenters and self-published authors at the Festival are local and are highlighted in both the marketing and news coverage of the event.

The Tucson Festival of Books is a model of rigorous year-round planning, volunteer activation, and game-day execution.

TOP EXECUTIVE CONTACT INFORMATION

Brenda Viner,
bviner@tucsonfestivalofbooks.org

WEBSITE – TucsonFestivalofBooks.org

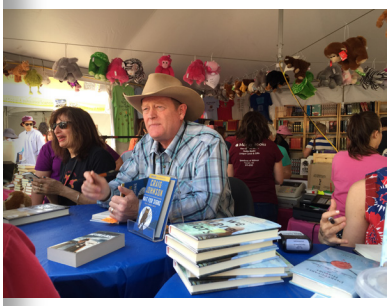
NUMBER OF YEARS FESTIVAL OR EVENT HAS BEEN PRODUCED – Continuously since 2009. The 2017 Festival was the ninth annual event.

EVENT DATES – The Tucson Festival of Books is keyed to spring break at the University of Arizona, where the event takes place. It varies slightly from year to year, but is generally the festival is held in the second weekend in March, every year.

PRIMARY TARGET AUDIENCE – Adults and youth from all community segments, including winter visitors and visitors from throughout Arizona.

RECURRENCE CYCLE – Annual Event

ESTIMATED COMBINED AGGREGATE ATTENDANCE – 135,000 over a two-day period (Saturday and Sunday). The Tucson Festival of Books is now the 3rd largest literary event in the United States, by attendance.



All Souls Procession Weekend

Organizers of the All Souls Procession describe this unique experience as “a free, civic-scale, public ceremony that transcends the title of festival, fair or event. It is a vehicle for the expression of grief, loss, memory and celebration of the deceased in a highly creative and engaging format that inspires artistic expression, deep reverence and our shared experience of death.”

The All Souls Procession is perhaps one of the most important, inclusive and authentic public ceremonies in North America today. The Procession had its beginnings in Tucson in 1990 with a ceremonial performance piece created by local artist Susan Johnson. Johnson was grieving the passing of her father, and as an artist, she found solace in a creative, celebratory approach to memorializing him. Says Johnson, “From the beginning, it was different people’s ethnic groups, different cultures, but also it was all these different art forms put together.”

The Procession consists of myriad altars, performers, installation art, and creatives of all kinds, many of whom collaborate for almost half the year to prepare their offerings for this amazing event. The Procession extends almost two miles along the streets of Downtown Tucson to the site of the Grand Finale at the Mercado San Agustin on Downtown’s west side. The “processioners” blend with those watching the spectacle pass by, and after the last in the Procession have passed each point, all fall in behind and proceed to the finale site.

Exemplifying the integrated nature of the diverse Tucson community and providing a safe, creative forum for reverberating the memories of the deceased, All Souls Procession, the Procession of the Little Angels, the Children’s Altar and Personal Altars Vigil are held on the first weekend of November each year, following El Dia de los Muertos/Day of the Dead. All Souls Procession is a non-commercialized, free event with a mix of local, national and international artists and creatives that participate each year. One out of every eight Procession participants/guests hails from outside of Arizona.

The event has grown organically over the 27 years since its inception. Many Mouths One Stomach, the 501c3 entity that organizes the event, has established a legacy fund to sustain and grow the event. The organization spends two years planning and curating each All Souls Procession Weekend, engaging local, regional and international artists to contribute to the ceremony.

Many Mouths One Stomach invites everyone to come and participate in, contribute to, and experience, the All Souls Procession.

All Souls Procession Weekend

TOP EXECUTIVE CONTACT INFORMATION

Nadia Hagen, flamchen@yahoo.com

WEBSITE – AllSoulsProcession.org

NUMBER OF YEARS FESTIVAL OR EVENT HAS BEEN PRODUCED – Continuously since 1990.

EVENT DATES – First weekend in November. The Procession of the Little Angels takes place on Saturday, and the All Souls Procession and Finale take place on Sunday.

PRIMARY TARGET AUDIENCE – General public; all ages and backgrounds.

RECURRENCE CYCLE – Annual Event

ESTIMATED COMBINED AGGREGATE ATTENDANCE – Estimated 150,000 un-duplicated participants over the weekend. More than 500 core artists and dozens of organized artist groups create the main body of the event each year.

Major League Soccer Preseason and the Desert Diamond Cup

Major League Soccer (MLS) Preseason and the Desert Diamond Cup bring the highest level of professional American Soccer to Tucson. In 2017, Tucson hosted half of all MLS franchises, 10 MLS teams, and produced 23 games.

In the past five years, Tucson has hosted global soccer superstars including David Beckham, Thierry Henry, David Villa, Andrea Pirlo, Clint Dempsey and more. Tucson receives national exposure through game broadcasts and marketing by MLS nationally and by participating teams in their home cities. The event is supported by local government, private sponsors and local non-profits. The end result is an exciting sports tourism event and amenity for Tucson.

The event engages the full spectrum of Tucsonans in a celebration of the world's game. Tucson takes pride in the fact that this event, which boasts a national footprint, was conceived by and is operated and supported by Tucsonans.

MLS Preseason reflects the strength of the local soccer community. Tucson is the largest site for MLS Preseason in the world. Tucson is now a Top 25 national soccer market according to 2016 study conducted by Gilt Edge Marketing.

As a result of the interest and economic impact generated by this event, Pima County invested in the development of eight world-class soccer pitches at the Kino Sports Complex, the former site of MLB spring training (Chicago White Sox and Arizona Diamondbacks).

When MLS teams aren't in town, Tucson's children play league and tournament games and train on these pitches. The event has elevated the local soccer community through availability of these pitches and contact with the best players and coaches in America.

Tucson now boasts world-class soccer infrastructure, expertise in hosting clubs for training and games, and excellent community support for soccer, along with the top-level resorts and unbeatable year-round climate that have long been hallmarks of Tucson's destination appeal.

The event involves all eight soccer pitches at Kino Sports Complex, and three additional pitches in Tucson and Oro Valley. The event utilizes the 2,900-seat Kino North Stadium for games. Participating teams and fans stay at hotels throughout Pima County. In 2017, the event drew in excess of 3,000 out-of-market visitors from around the U.S. to Tucson.

Major League Soccer Preseason and The Desert Diamond Cup

The organization that produces and promotes MLS Preseason and Desert Diamond Cup is FC Tucson, a USL Premier Development League team that has been recognized with the following awards since its founding five years ago:

- USL Premier Development League Rookie Franchise of The Year, 2012
- USL Premier Development League Marketing Excellence Award, 2013 and 2014
- USL Premier Development League Franchise of the Year, 2014

For attracting Major League Soccer to Tucson, FC Tucson was recognized by the Metropolitan Pima Alliance with its "Award of Distinction" at its 2013 Common Ground Awards ceremony.

The MLS Preseason games and Desert Diamond Cup have supported numerous local charities; most recently, Chicanos por la Causa.

MLS Preseason and the Desert Diamond Cup have been strongly supported by the Pima County Administrator and Pima County Board of Supervisors as well as the City of Tucson Mayor and Council and City Manager. The Town of Oro Valley has also provided meaningful support. The Tohono O'odham Nation has sponsored the event since its inception, through the Desert Diamond Casino. The greater Tucson community is truly "all in" for building soccer in Tucson.

TOP EXECUTIVE CONTACT INFORMATION

Greg Foster, Greg@FCTucson.com

WEBSITE – FCTucson.com

NUMBER OF YEARS FESTIVAL OR EVENT HAS BEEN PRODUCED – Every year since 2012

EVENT DATES – Approximately January 20 through February 28

PRIMARY TARGET AUDIENCE – All community segments as well as out of market visitors. Soccer fans and emerging soccer fans.

RECURRENCE CYCLE – Annual Event

ESTIMATED COMBINED AGGREGATE ATTENDANCE – 13,000

4th Avenue Winter and Spring Street Fairs

The twice-annual 4th Avenue Street Fairs have become a well-loved Tucson tradition attended by more than 600,000 people between the winter and spring fairs. The fairs are located on Historic 4th Avenue, running five full blocks, double-loaded with vendors and walking areas from 8th Street north to University Blvd.

The fairs are family-friendly, with something for everyone — 400+ juried artists from around the U.S. and internationally, 40+ food vendors, three music stages, street performers, and a kids' art area.

The fairs are a people-watching paradise, and are a great place to find gifts or one-of-a-kind items for yourself, with everything from jewelry, custom woodwork, and metal sculptures, to paintings, photography, and non-traditional artistic media.

Rain or shine, the street fairs run from 10:00am until dusk Friday, Saturday, and Sunday of each street fair weekend, but since the weather is usually very mild, the fairs are a great opportunity to enjoy the Tucson sun. The winter fair is a fabulous showcase of Tucson's sunny, warm mid-December climate.

In recent years, the fairs have benefited a local Rotary Club, The Lions Club, The Elks Club, UA ROTC, Southern Arizona AIDS Foundation, and the following surrounding neighborhood associations: West University, Pie Allen, and Iron Horse.

TOP EXECUTIVE CONTACT INFORMATION

Fred Ronstadt, Fred@FourthAvenue.org

WEBSITE – FourthAvenue.org

NUMBER OF YEARS FESTIVAL OR EVENT HAS BEEN PRODUCED – Every year since 1970

EVENT DATES – The Winter Street Fair: 2nd weekend in December

Spring Street Fair: Weekend in Late March or early April

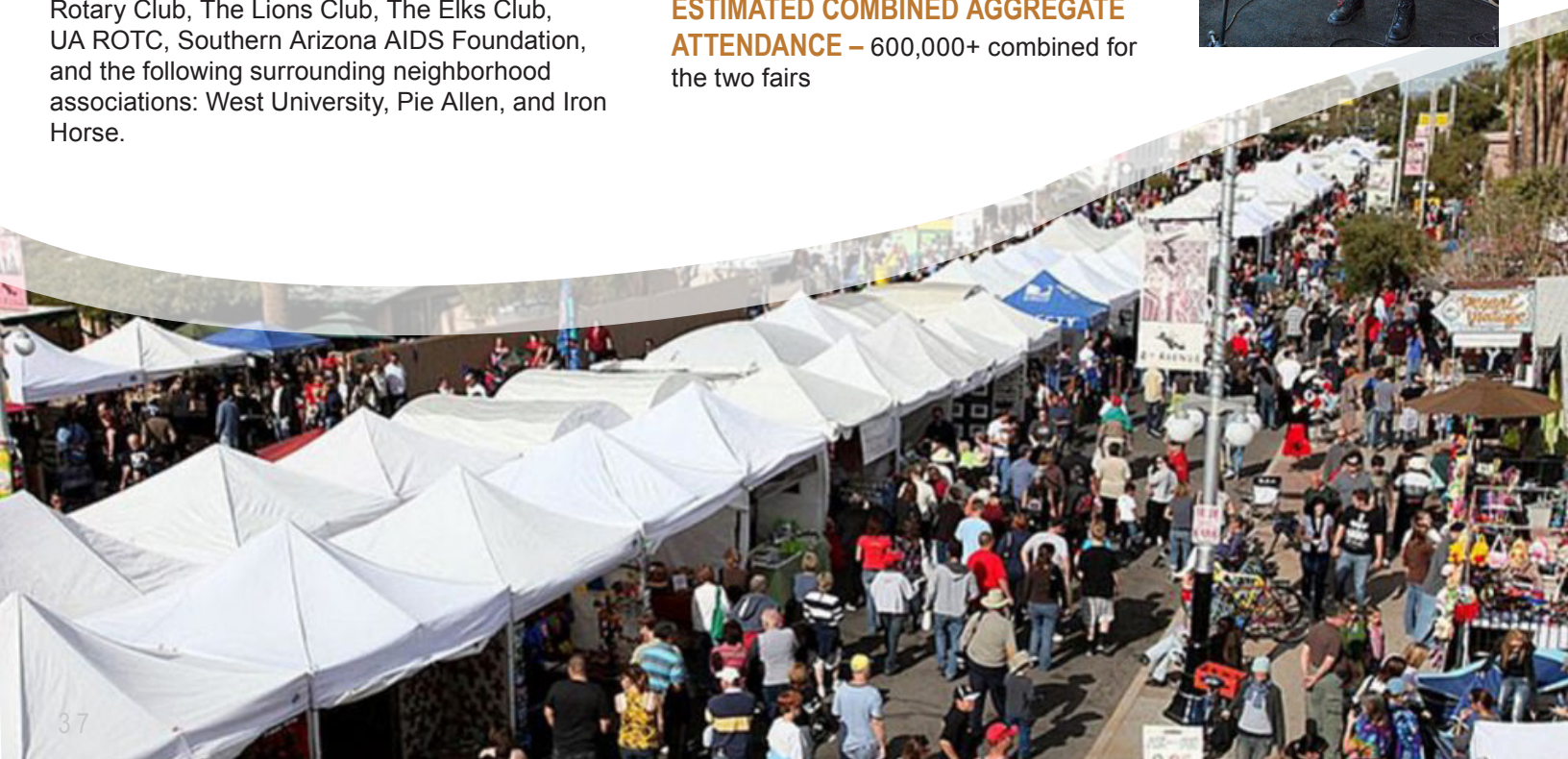
Both fairs run from Friday through Sunday.

PRIMARY TARGET AUDIENCE – Families, young adults, seniors, children, specific cultural heritage groups, all community segments

RECURRENCE CYCLE – Twice per year

ESTIMATED COMBINED AGGREGATE ATTENDANCE – 600,000+ combined for the two fairs

4th AVENUE



COMMUNITY FESTIVALS AND EVENTS

Tucson Meet Yourself ... *A Folklife Festival*

Tucson Meet Yourself is an annual celebration of the living traditions of Southern Arizona's and Northern Mexico's diverse ethnic and folk communities. Each October, the three-day festival features hundreds of artisans, home cooks, dancers, musicians, and special exhibits that celebrate and honor beauty in all its diverse, informal, and everyday forms.

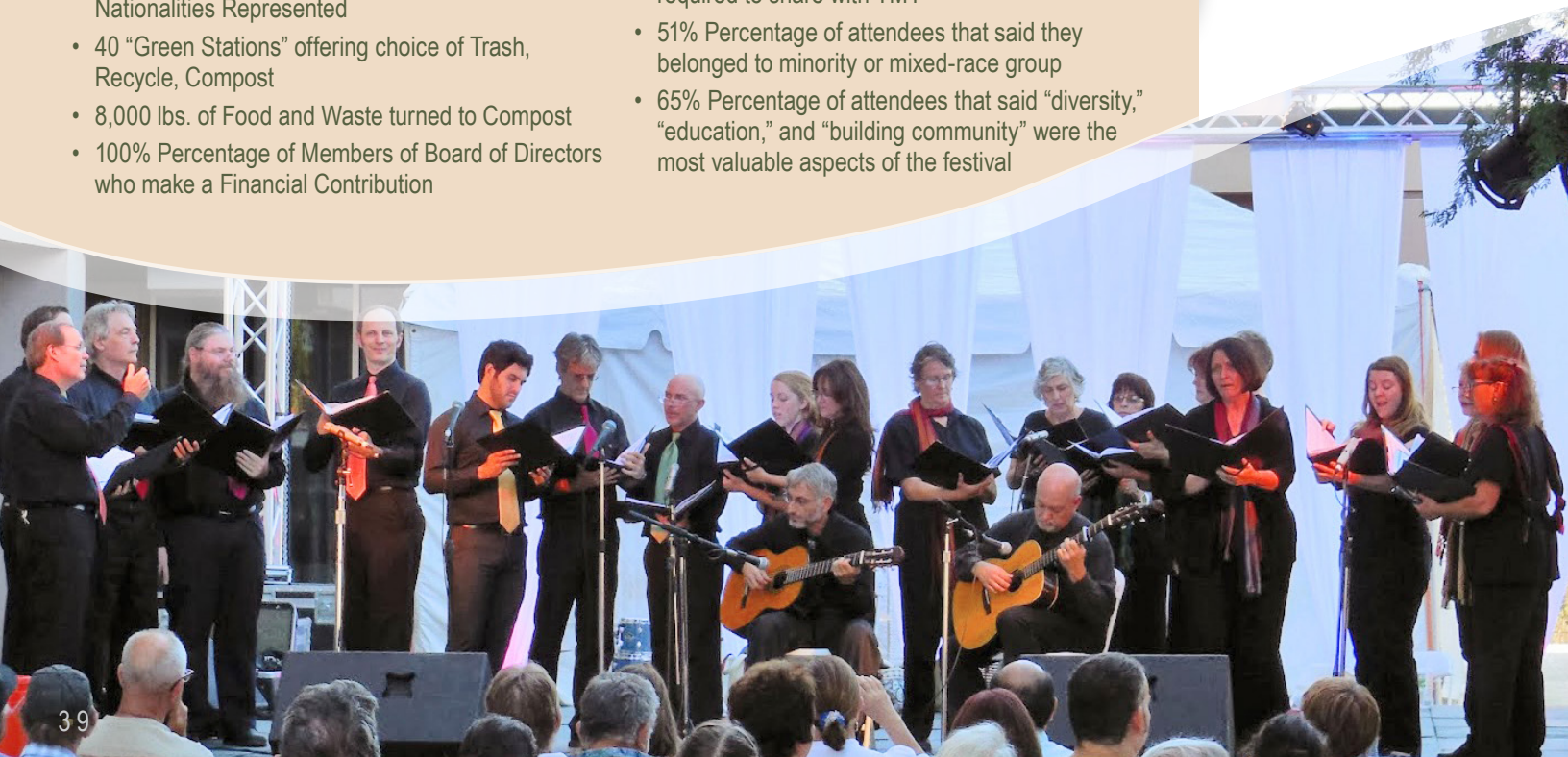
The mission of Tucson Meet Yourself is to research, document, interpret, and present the living traditional arts and expressions of everyday life of the folk and ethnic communities of the multi-national Arizona-Sonora region. As a "folklife" festival, TMY's focus is on presenting artists and communities that carry on living traditions rooted in a group's own definition of identity, artistry, and cultural significance.

The festival has been held each year in Downtown Tucson, Arizona since 1974. TMY was founded by University of Arizona folklorist and anthropologist Dr. James "Big Jim" Griffith, who in 2011 was honored by the National Endowment for the Arts with a prestigious recognition as a "National Heritage" treasure.

TMY is the signature annual event of the ***Southwest Folklife Alliance***. SFA produces a number of other programs that help support, honor and promote the traditional arts and heritage practices of the region and that complement the festival year-round.

Tucson Meet Yourself "By the Numbers"

- 130,000 Curious and Respectful Attendees
- 600 Dedicated Volunteers
- 56 Authentic Cultural Food Vendors
- 75 Community Groups/Exhibitors
- 557 Folk Artists, Musicians, Dancers and Tradition Bearers
- 45 Different Cultural Groups, Ethnicities and Nationalities Represented
- 40 "Green Stations" offering choice of Trash, Recycle, Compost
- 8,000 lbs. of Food and Waste turned to Compost
- 100% Percentage of Members of Board of Directors who make a Financial Contribution
- 32% Share of Festival support that comes from Government
- 80% of Festival Expenses are paid to local and small businesses/contractors
- $350,000+ Amount raised by non-profit and cultural groups that sell at the festival
- 0% Percentage of Sales that vendors/artists are required to share with TMY
- 51% Percentage of attendees that said they belonged to minority or mixed-race group
- 65% Percentage of attendees that said "diversity," "education," and "building community" were the most valuable aspects of the festival



Tucson Meet Yourself
A Folklife Festival

TOP EXECUTIVE CONTACT INFORMATION

Dr. Maribel Alvarez, AlvarezM@u.arizona.edu

WEBSITE – TucsonMeetYourself.org

NUMBER OF YEARS FESTIVAL OR EVENT HAS BEEN PRODUCED – Continuously since 1974.

EVENT DATES – 2nd Weekend of October, Friday through Sunday.

PRIMARY TARGET AUDIENCE – All are welcome.

RECURRENCE CYCLE – Every October

ESTIMATED COMBINED AGGREGATE ATTENDANCE – 130,000 over the weekend.

Tucson International Mariachi Conference

The Tucson International Mariachi Conference (TIMC) was created to pass mariachi traditions to the next generation – keeping the cultural heritage alive. Each year, in late April, hundreds of students from all over the world learn music and dance from experienced mariachi masters. The event is comprised of student workshops that are followed by several public concerts featuring the world's best and brightest mariachi musicians.

The festival showcases the best in mariachi and baile folklórico. There are four events at Tucson's Casino del Sol that are open to the public: the Participant Showcase, the Espectacular Concert, the Mariachi Mass and the Fiesta de Garibaldi. The conference also includes workshops, giving students of all ages the opportunity to study the music and dance of Mexico.

The mission of TIMC is to promote awareness and foster traditional values of Mariachi music and Baile Folklórico through educational activities that increase knowledge, artistic and technical experience, cultural identity, and pride in our youth and community. The Conference also promotes awareness of and generates funding for La Frontera Center, a non-profit behavioral health agency serving children, families, and adults.

TOP EXECUTIVE CONTACT INFORMATION

Alfonso Dancil, Board Chair

c/o La Frontera Center, 504 W. 29th St., Tucson, Arizona 85713

WEBSITE – TucsonMariachi.org

NUMBER OF YEARS FESTIVAL OR EVENT HAS BEEN PRODUCED – 35 years in 2017

EVENT DATES – Last week of April

PRIMARY TARGET AUDIENCE – Southern Arizona residents and visitors who appreciate the culture of Mexico and have a passion for the performing arts

RECURRENCE CYCLE – Once each year since 1982

ESTIMATED COMBINED AGGREGATE ATTENDANCE – 40,000

Tucson International Mariachi Conference

Select Mariachi Terminology *(relating to costumes and music)*:

Apagón: A manico of the right hand across the strings of the guitar or vihuela in such a way that no distinct pitches are heard; used primarily in the huapangos and borrowed from joropo; also called tapón and tope.

Botin(es): Charro boots with low-cut uppers; also called botas de charro.

Botonadura: Literally, set of buttons; the silver or chrome plated buttons are worn along the outside of the pant legs; a set of botonadura also includes the broche and special button for the sleeves also called plata.

Corrida: Literally, running too fast.

Corrido: A musical form similar to a ballad, where there is no refrain in the lyrics. In Mexican music, the majority of corridos are in 3/4 time, but there are many in 4/4.

Delantal: Apron. Black velvet apron with silk-embroidered flowers in various hues. The apron is tied to the waist in the back with wide black ribbons forming a large bow.

Ebilla: Belt buckle.

Falda: Skirt. White organza, circular-cut, sewn in sections, embellished with lace in the form of diamonds, fans or butterflies between two seams and with a pleated ruffle at the edge.

Folklórico: Related to music and dance of Mexico.

Greca: A type of design sewn on the aletón or on the side of the pant legs; made of suede; it can be worn with or without botonadura.

Jalón: Literally, pull; the right hand pulling technique of playing the guitarrón.

Liso: Plain, as in "plain black uniform," traje liso negro.

Moño: Literally, topknot the "tie" used around the shirt collar with the charro suit.

Peinado: The hairdo. Consists of two braids intertwined with ribbons, the same color as the rebozo; they cross at the nape and are tied at the crown with the leftover ribbon. Single and engaged women place a small bouquet of flowers on the left side of their head and married women wear flowers on the right side; a large haircomb called a cachirulo is placed towards the back of the head.

Picado: Staccato bowing at the frog of the bow, usually all down-bow; the staccato tonguing technique for the trumpets, which is very characteristic of the mariachi trumpet style.

Quedado, quedadito: A rubato technique that avoids melodic accents on the beat, or the off beat.

Ranchera: A musical style in 2/4, 3/4 or 4/4; usually in a major key. The ranchera is also a feeling. The types of ranchera are: the ranchera corrido or polka in 2/4; ranchera valsada in 3/4 and the ranchera romantica in 4/4. There is always an entrada, canto intermedio, canto, and depending on the type of ranchera a cajón ending.

Rebozo: Shawl, usually in silk; rebozo de Santa Maria and the same color as the ribbons

Son: A generic from identifying a regional sound music. The sound is usually a very traditional instrumental, vocal or danced piece.

Son Jarocho: From the Sate of Veracruz, jarocho means "brisk" which describes the music and dance of this tradition the vocal timbre is the high but does not use the falsetto technique of the Huapango; although, since the two areas are close in proximity, they are known to borrow or exchange repertory.

Traje de Charro: Charro suit, or mariachi suit.

Traje Chinaco: A suit with wide bell-bottom pant legs, cut from the shin down where a piece of bright colored cloth is sewn in.

El Tour de Tucson

America's largest perimeter bicycling event circles Metro Tucson annually on the Saturday before Thanksgiving. El Tour de Tucson was started in 1983 and today it attracts 9,000 cyclists of all ages and abilities with main rides of 106, 76, 54, 37 and 28 miles, plus shorter "Fun Rides" (11 miles, 5 miles, or ¼-mile for youngsters).

The longer rides take cyclists on scenic journeys with views of Tucson's five surrounding mountain ranges and the Sonoran Desert, and vary in difficulty and character. The 106-mile ride includes the foothills of the Santa Catalina Mountains and two sandy wash (usually dry riverbed) crossings. The 28-mile ride is mostly flat and is good for families and first-timers. All routes offer aid stations with water and snacks, at 7-12-mile intervals. Law enforcement personnel provide traffic control support at intersections, and many volunteers and spectators line the route to share their enthusiasm and boost morale for riders.

The "El Tour season" kicks off every September at Loop the Loop, a free bicycling event around The Loop, Tucson's car-free multi-use urban path. Other El Tour season activities include Training Classes and Training Rides, Bike Patrol Certification, a two-day Bicycle/Fitness/Health EXPO, Orientation Meetings, a Dedication Dinner, and the Indoor El Tour, which is a stationary cycling event that may be ridden anywhere in the world, starting a week prior to race day.

The activities culminate in the El Tour de Tucson, with the start of the 106-mile event and the finish line for all events located at Armory Park in Downtown. After completion of the ride, finishers pick up their finisher's medallion and then can celebrate with their family, friends, and fellow cyclists at the El Tour Downtown Fiesta. The Fiesta features food vendors, a beer garden, kids activities, the El Tour Perimeter Store, live music, and the Grand Cycling Awards Ceremony.

Founder DeBernardis' objective was to create the nation's largest charity fund-raising bicycling event, and to prove that a bicycle event could generate as much money as any fundraiser, while educating the participants and the community about healthful benefits of cycling. El Tour has grown from a 198-person bicycling event that raised $5,500 for the American Diabetes Association in 1983, to a two-month series of activities that attracts up to 9,000 cyclists who raised nearly $13 million for charities in 2016.

DeBernardis was a tour cyclist who set several world records and accomplished many long-distance cycling "firsts", including being the first cyclist to ride the perimeter of Japan's four main islands, a total distance of 6,325 miles accomplished in 77 days. He cycled the perimeter of the United States in 180 days, a distance of 12,092 miles.

El Tour de Tucson

The Perimeter Bicycling Association of America, Inc. (PBAA), a 501(c)(3) organization that DeBernardis founded in Tucson with a mission of "cycling in pursuit of a cause", operates El Tour de Tucson and other cycling events. PBAA tracks world records for fastest time bicycling the perimeters of defined geographical boundaries of 50 miles or more—nations, states, counties, lakes, etc.

Since El Tour passes through multiple jurisdictions, planning the logistics and executing the ride, while maintaining public safety, and minimizing impacts on roadways, is a significant challenge. Pulling off El Tour each year is truly a team effort.

TOP EXECUTIVE CONTACT INFORMATION

Richard DeBernardis, Founder and President

President@PerimeterBicycling.com

WEBSITE – PerimeterBicycling.com

NUMBER OF YEARS FESTIVAL OR EVENT HAS BEEN PRODUCED – Continuously since 1983

EVENT DATES – The last Saturday before Thanksgiving

PRIMARY TARGET AUDIENCE – Cycling enthusiasts, riders, spectators, their families and friends

RECURRENCE CYCLE – Every November

ESTIMATED COMBINED AGGREGATE ATTENDANCE – 9,000+ registered riders

Tucson Folk Festival

The Tucson Folk Festival is a free two-day event held annually in Downtown Tucson, celebrating American folk music traditions and all the wonderful variations, including American Bluegrass, Blues, Country, Jazz, Celtic, and Zydeco.

The Tucson Folk Festival is in its 33rd year of producing a high quality folk music festival event, offering more than 120 music performances on five stages, a national/local headliner each night, and a multitude of opportunities for musicians and attendees to participate at a level at which they are comfortable. This festival maintains its unique "home town" essence, year after year.

The Tucson Kitchen Musicians Association (TKMA) plans and produces the festival, seeking each year to present a diversity of music expressions within the "Folk Music Genre". The festival celebrates a common appreciation and expression of the human experience. The Tucson Folk Festival celebrates its past and the continuity of the annual festival experience. Past festival headliners and competition recipients are celebrated, and the continuing participation of long-time Tucson musicians is always encouraged.

Highlights of the Tucson Folk Festival include:

- National Headliner Performance Saturday night
- Local Headliner Performance Sunday Night
- 5 performance stages
- 120+ acts, selected by a juried Performer Selection Committee
- Young Artists Stage (Juried)
- Children's Show
- 20 Workshops
- Songwriter Competition (Juried)
- Ballard Tree Open Mic
- Retail "Kitchen Store" selling festival items and memberships
- Raffle Booth
- 11 food vendors
- 11 craft vendors
- 2 non-profit organizations
- Beer Garden

Over 200 volunteers support the facilitation of this festival. Except for the Headline Performers, all musicians volunteer their performances.

TKMA proudly hosts the Tucson Folk Festival in the historic El Presidio area of Downtown Tucson. Venues include El Presidio Park, the Tucson Museum of Art, La Cocina at Old Town Artisans, and El Presidio San Agustin del Tucson, the re-created northeast wall of the original 1775 Presidio. Hosting two of the venues at the Tucson Museum of Art and the Presidio Museum acquaints festival attendees with events occurring at these museums, encouraging visitation at these cultural facilities in the future.

Tucson Folk Festival

The Tucson Kitchen Musicians Association (TKMA) is an all-volunteer 501(c)(3) non-profit organization whose sole purpose is to produce the Tucson Folk Festival annually, keeping it FREE to the public since its inception. This enables all community members to enjoy and participate in this festival. TKMA is working to expand the festival's appeal to younger generations by displaying a "jumbo-tron" in 2018.

The festival is a regular nominee for "Best Annual Festival" in the annual BEST OF TUCSON Award by Tucson Local Media.

TOP EXECUTIVE CONTACT INFORMATION

Diane Perry, President

Tucson Kitchen Musicians Association,
PO Box 26531, Tucson, AZ 85726

WEBSITE – TucsonFolkFest.org

NUMBER OF YEARS FESTIVAL OR EVENT HAS BEEN PRODUCED – The 2017 Festival was the 32nd consecutive annual event

EVENT DATES – The first Saturday and Sunday in May

PRIMARY TARGET AUDIENCE – Community-wide segments: Family-friendly, welcoming musicians and music lovers of all ages.

RECURRENCE CYCLE – Every year since 1986

ESTIMATED COMBINED AGGREGATE ATTENDANCE – 12,000

Tucson Rodeo Parade and La Fiesta de los Vaqueros

Who didn't want to be a cowboy of cowgirl when growing up? They are icons of the West. Even though Tucson is now more "urban" than ever, the Tucson Rodeo reminds us that there are still cowboys and cowgirls in our world, many of whom still work on or own ranches just a short drive away.

The Tucson Rodeo and Parade are the oldest of all of Tucson's current festivals. From their beginning in 1925, the Rodeo and Parade engaged residents, visitors, Native Americans, Mexican vaqueros, shop owners, and working cowboys.

Generations of families have been attending the Tucson Rodeo and/or the Tucson Rodeo Parade for decades; it's part of Tucson's heritage. Schools still close for two days during rodeo week and the Tucson Rodeo recruit hundreds of men and women to volunteer to help stage the event. 4-H Clubs, high-school football teams, Rotary Clubs, Lion's Clubs and other non-profits are invited to provide services including parking cars, selling programs, selling foods and beverages, etc. to raise monies for their groups.

The Tucson Rodeo's current Board of Directors and associate member group are widely diverse and mirror our community. These men and women volunteer to plan and execute this event every year for the purpose of preserving and celebrating Tucson's cowboy/vaquero heritage.

Tucson Rodeo Parade

The Tucson Rodeo Parade teaches guests the cultures of Southern Arizona, Northern Sonora, and local Native Nations with Tucson being the hub of all these regions/nations. The American Cowboy, Mexican Charro, and Native Americans have worked the lands around Tucson for centuries. The Parade is a way for the community to come together and not only share, but experience the work and life of cattle ranching. Entries in the Tucson Rodeo Parade include private individuals, family groups, non-profit organizations, and for-profit companies. The parade holds the distinction of being the largest non-motorized parade in the United States.

The Tucson Rodeo Parade shares the "Old West" diversity of Tucson and the Southwest through its spectacle of riders and many historic wagons.

Spectators from around the world join the locals to experience the Tucson Rodeo Parade. The 2.5-mile parade route concludes at the Tucson Rodeo Grounds at 6th Avenue and Irvington Road. The parade is broadcast live on KOLD-TV in English and Azteca-14 in Spanish. The parade script is read at the grandstands, and at four locations on the parade route.

Tucson Rodeo Parade and La Fiesta de los Vaqueros

Judging and pre-parade performances are at the grandstands. Several food and other vendors are scattered along the parade route.

While preserving the traditions of the cowboy way, the Tucson Rodeo Parade continues to work to enhance the visitor/guest experience. In 2017, a mobile app was introduced, with the parade route and information on entries, parking locations, restrooms, sponsors, and local business along the parade route.. The 2018 parade app will be enhanced with a Spanish language option.

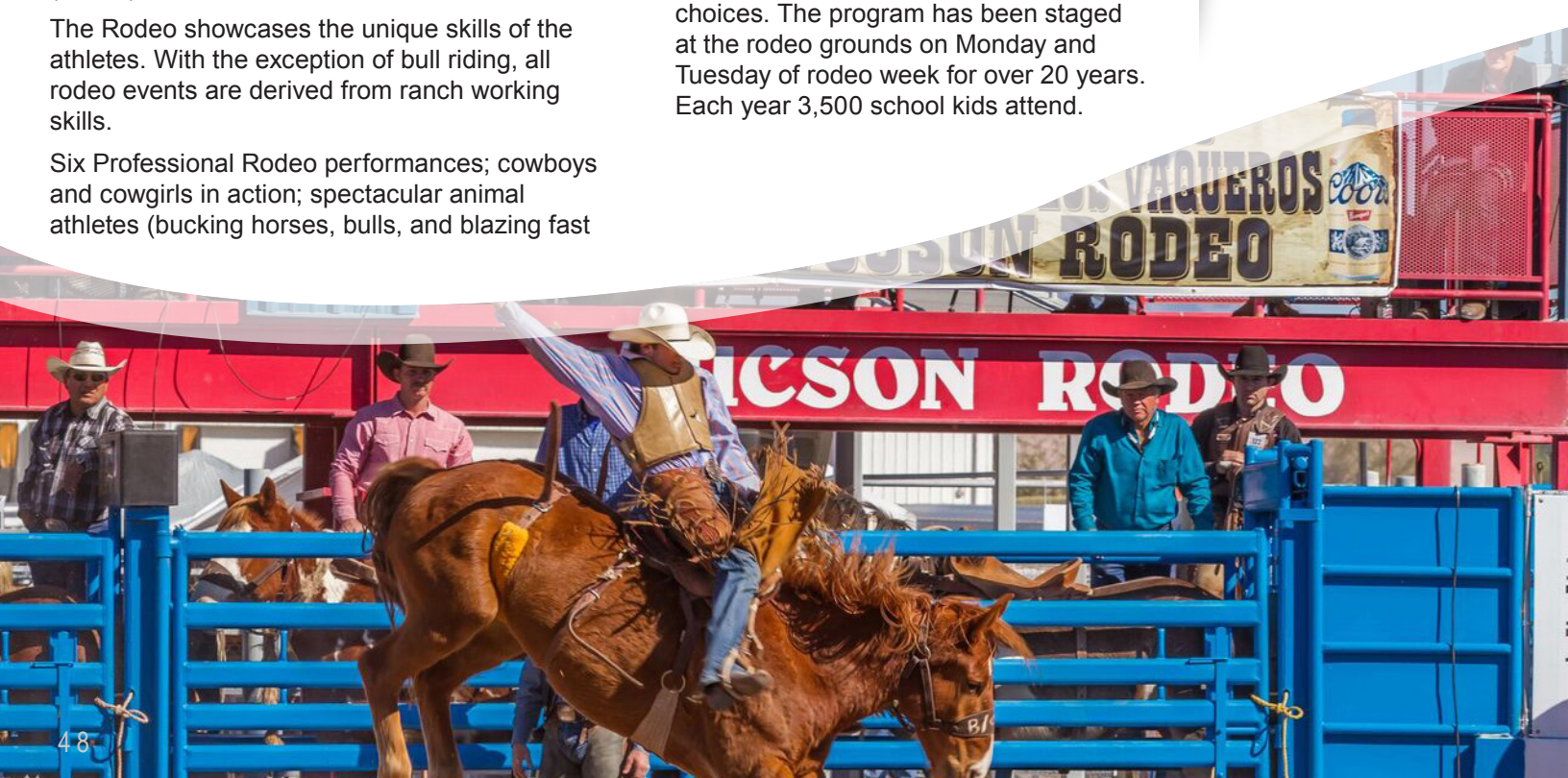
La Fiesta de Los Vaqueros

The Tucson Rodeo, or La Fiesta de los Vaqueros, celebrates cowboys and cowgirls and keeps the traditions and contributions of cowboys and vaqueros in Southern Arizona. This event keeps those wild, wild west days of Tucson's beginnings alive and combines it with a fast-paced, professional sporting and entertainment event. The Tucson Rodeo is the largest winter outdoor rodeo sanctioned by the Professional Rodeo Cowboys Association. (PRCA)

The Rodeo showcases the unique skills of the athletes. With the exception of bull riding, all rodeo events are derived from ranch working skills.

Six Professional Rodeo performances; cowboys and cowgirls in action; spectacular animal athletes (bucking horses, bulls, and blazing fast horses ridden by cowgirls); elements of the wild, wild, west; escape to the West of yesteryear. Vendors specializing in western art, clothing, decorative items and food are a unique part of the rodeo experience. . There is even a barn dance with country-western music.

The Tucson Rodeo features youth rodeo events before the Pro Rodeo. Local boys and girls complete in "mutton busting" (they ride sheep!) and members of Junior Rodeo clubs (boys and girls) compete in our Junior Rodeo. Our Tucson Rodeo Ambassadors participate in Love of Reading week in area schools and attend other local events. Tucson Rodeo also offers a no-cost event for school groups (K-6). REACh introduces students to all aspects of rodeo while increasing their awareness of Western heritage and the working cowboy. Important components of the REACh presentation are its positive and unique substance abuse and gang prevention messages. Students learn to "cowboy up" when faced with difficult choices. The program has been staged at the rodeo grounds on Monday and Tuesday of rodeo week for over 20 years. Each year 3,500 school kids attend.



Tucson Rodeo Parade and La Fiesta de los Vaqueros

On average, 33% of tickets are sold to out-of-market visitors, but often local residents purchase tickets for visiting relatives so the proportion of attendees who are from out-of-town is likely higher.

The sincere dedication of the non-profit Tucson Rodeo Committee and its many volunteers to preserve this iconic event for generations to come, while continuing to update it for modern audiences, is the backbone of its 92-year success. This coupled with providing a first-class event for local residents and visitors at an affordable price is the Committee's ongoing goal. The Tucson Rodeo Committee continues to improve its high-quality performance features. Beginning this year, a fourth video camera location was added to expand more angles for our video replays.

La Fiesta de los Vaqueros/Tucson Rodeo was inducted into the PRO RODEO Hall of Fame in 2008.

TOP EXECUTIVE CONTACT INFORMATION

Diane Culin, Rodeo Parade Chairperson, dculin@courts.az.gov, (520) 400-3271

Gary Williams, General Manager, garywilliams@tucsonrodeo.com
Rodeo Office: (520) 294-8896

WEBSITE – TucsonRodeoParade.com, TucsonRodeo.com

NUMBER OF YEARS FESTIVAL OR EVENT HAS BEEN PRODUCED – 92 years, since 1925

EVENT DATES – The Rodeo Parade is held on the last Thursday in February.

The Tucson Rodeo extends over ten days in late February.

PRIMARY TARGET AUDIENCE – Due to the cultural diversity of the entries, both young and old and ethnicities from the world over come out to learn the ways of the Southwest.

All community segments and ages attend as do winter visitors. Over the past three years the Committees have increased emphasis on promoting University of Arizona student attendance.

RECURRENCE CYCLE – Every February

ESTIMATED COMBINED AGGREGATE ATTENDANCE – More than 200,000 spectators line the parade route.

Average aggregate attendance at the 6 rodeo performances is 60,000.

Other Mainstay Festivals and Some Emerging Events

AGAVE HERITAGE FESTIVAL

The Agave Heritage Festival explores and celebrates the cultural, commercial, and culinary significance of agave on the border region through a week-long festival of seminars, trade shows, and world-class culinary events. Highlights include Agave Fest, Agave Heritage Dinner, Agave Heritage Brunch, and Mez Crawl, an exploration of agave spirits at Downtown bars.

PARADE OF LIGHTS

For 23 years, the Parade of Lights has made one Saturday night in Downtown Tucson shine very brightly. The parade features nearly 100 lighted entries, nearly 2,000 parade participants, and more than 15,000 attendees, lining the streets of the Armory Park area of Downtown.

DILLINGER DAYS

Dillinger Days, held on the fourth weekend of January each year, celebrates the capture, by Tucson law enforcement, of public enemy #1 John Dillinger and his gang, in January 1934. A fire on the third floor of the Hotel Congress started a chain of events that led to the captures, surprising Dillinger and his men, who had come to sleepy Tucson to lay low. The gang was brought into custody without firing a shot. The festival's highlight is a series of humorous, action-packed re-enactments of the gang's arrival in the Old Pueblo and the series of events that resulted in the entire gang being rounded up by Tucson's finest. Dillinger Days is also a celebration of a bygone era, with a period car show, music, and carnival games, and attendees are encouraged to dress in 1930's attire.

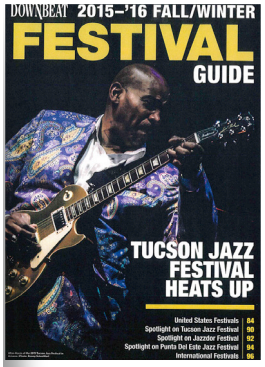
Other Mainstay Festivals and Some Emerging Events

TUCSON JAZZ FESTIVAL

Coming up on its 4th year, the Tucson Jazz Festival is the ONLY jazz festival in the U.S. held in January, and it's the largest jazz festival in Arizona, by number of performances and attendees. The festival is designed to include venues along the Sun Link streetcar line.

TJF presents the Tucson Jazz Institute Ellington band each year in a concert with a guest artist who also helps the band prepare for its audition for the Essentially Ellington competition at Jazz at Lincoln Center. They have made it to the finals seven years in a row and have placed in the top three the last five years with three 1st place wins.

Average High Temperature during 2015 Festival – 71.5°

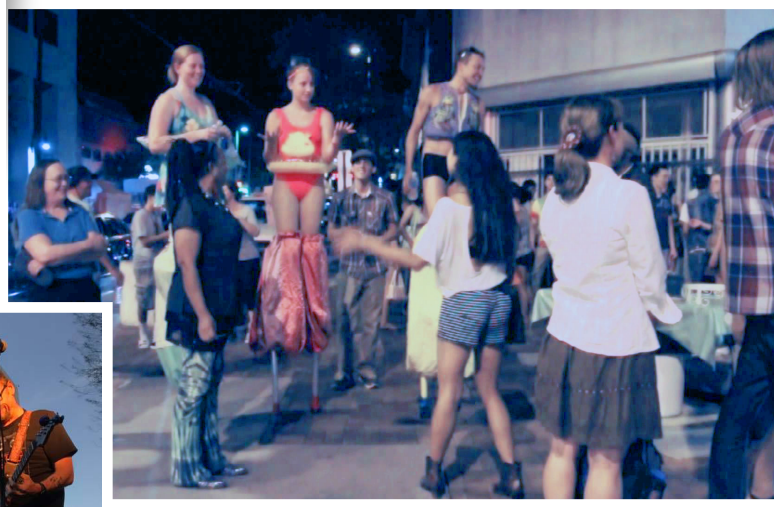


TUCSON 23

Tucson is home to some of the most authentic Mexican food north of the border, and many of the restaurants that provide it are concentrated in a 23-square-mile area stretching from Tucson's midtown into the City of South Tucson. The Tucson 23 festival is quickly becoming a signature event, celebrating some of the best Mexican food in the region. In 2017, Tucson 23 was held at the J.W. Marriott Starr Pass.

2ND SATURDAYS

2nd Saturdays is an urban street festival that showcases local musicians and draws Tucsonans into their Downtown monthly to see the ongoing revitalization, exploring new restaurants and other businesses. 2nd Saturdays closes one block of Scott Avenue for its primary outdoor stage, food trucks, and seating areas, but otherwise its performers and vendors are extended along Congress Street. Some vendors are placed in the on-street parking spaces, so that guests can walk through a corridor of eclectic activity—businesses on one side, vendors on the other. 2nd Saturdays is held monthly, rain or shine, and has withstood the disruption of streetcar construction to be a mainstay of Downtown. To some extent, 2nd Saturdays has "trained" Tucsonans to come Downtown on any Saturday of the month.



Other Mainstay Festivals and Some Emerging Events

FORT LOWELL SOCCER SHOOTOUT

For 27 years, this event, put on by the Fort Lowell Soccer Club, has brought hundreds of youth soccer teams to Tucson in January, providing more than $4M in economic impact. Last year's Shootout featured 322 teams (143 from out of town), more than 5,000 players, playing 575 games at 48 fields around the city.

BEAR DOWN FRIDAYS

Bear Down Fridays bring UA Wildcat fans to Main Gate Square the night before each Saturday home football game for a pep rally, to cheer the Wildcats to victory, and to connect the community with Tucson's outstanding institution of higher learning. UA's mascots, Wilbur and Wilma lead the cheers with the Pride of Arizona Marching Band, UA Poms, Twirlers and Flags. Guest hosts from Arizona Athletics, music, and dance are always part of the fun. Main Gate Square is a pedestrian-friendly shopping, dining and entertainment destination located on University Blvd. at the Main Gate of the University of Arizona. "Bear Down" is the UA's iconic rallying cry.

TENWEST FESTIVAL

Held in Downtown Tucson over one week in October, TENWEST brings together culture-makers, technologists, and community builders to celebrate what inspires Tucson, to share perspectives, and create innovative solutions.

TENWEST was created by Startup Tucson in 2015 to drive economic development in Southern Arizona by fostering the entrepreneurial ecosystem.

The 2017 festival features the following four "paths":

- **Arts**, including Film Fest Tucson, live music, mixers, discussions, and daily workshops that connect artists, technologists, and entrepreneurs together.
- **Technology**, featuring three days of workshops, demos, and panel discussions from thought leaders in topics like Augmented Reality, 3D-printing, and Podcasting.
- **Communities**, celebrating and exploring the culture of Tucson and the Southwest via engaging panels and activities, wrapping up with a TEDx Tucson talk.
- **Entrepreneurship**, a path with four days of focused tactical and skill-building for professionals who are growing, improving, or just starting out.

TENWEST

Other Mainstay Festivals and Some Emerging Events

ARIZONA BOWL

The Nova Home Loans Arizona Bowl is in its third year, featuring football teams from the Mountain West Conference and Sun Belt Conference in a matchup at Arizona Stadium in late December.

The Arizona Bowl Downtown Block Party will be expanded to a two-day format in Downtown Tucson in 2017, featuring live local and national music acts, pep rallies by each team, a fan fest, and the world's longest Sonoran Hot Dog.

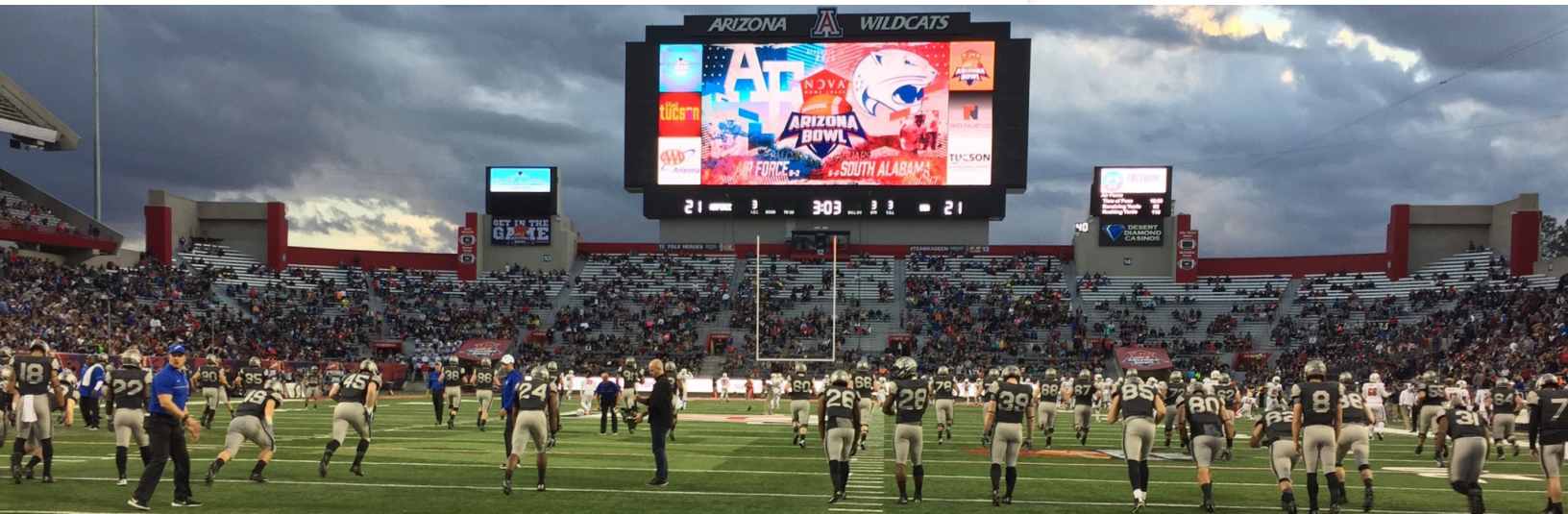
TUCSON DESERT SONG FESTIVAL

This three-weekend blend of singing in orchestral, chamber, choral, and solo formats features internationally celebrated soloists along with the Tucson Symphony Orchestra (formed in 1929, the oldest continuing professional performing arts organization in Arizona), Tucson Chamber Artists, UA Presents, Arizona Opera and other groups, in conjunction with master classes and lectures at the University of Arizona School of Music.

The festival consists of 30 events, 15 ensemble; Recitals, Chamber Music, Classical Guitar, Symphony, Opera, Choral, Ballet, Film, Jazz, Symposiums, Master Classes, and Lectures. These events are held at various performance halls: Tucson Music Hall, Leo Rich Theatre, Catalina Foothills High School concert hall, UA Stevie Eller Dance Theatre, Centennial Hall, UA Fred Fox School of Music's Crowder Hall and Holsclaw Hall, and some local churches.

Desert Song brings together world-class singers from the top opera houses in the U.S. to perform with local professional arts organizations. The festival is putting Tucson on the map for providing some of the world's finest classical vocalists in an intimate setting with local performing artists.

George Hanson, Director and former Music Conductor/Music Director of the Tucson Symphony Orchestra, plans to broaden the scope and theme for upcoming festivals. The 2018 festival will celebrate the 100th anniversary of Leonard Bernstein's birth, and the 2019 festival will feature music from various Hispanic cultures throughout Latin America.



CITY/GOVERNMENTAL SUPPORT OF FESTIVALS AND EVENTS

SECTION | 3

#4 City for Millennials,

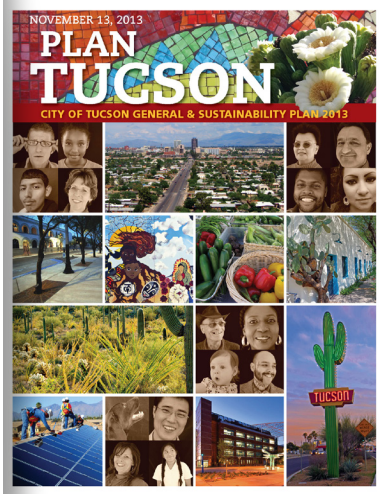
Money magazine, 2015

CITY/GOVERNMENTAL SUPPORT OF FESTIVALS AND EVENTS

DEFINED AND ACCESSIBLE PUBLIC OBJECTIVES AND SUPPORT STATEMENTS FOR EVENTS

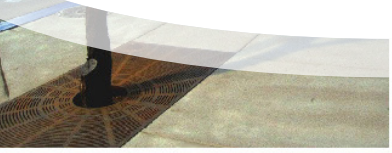
On November 13, 2013 Tucson residents voted to approve the **City's General Plan**, called ***Plan Tucson***. The General Plan is the City's long-term strategic plan developed through numerous community workshops. Every ten years the General Plan has to be updated and approved by voters. There are numerous goals related directly to embracing arts, culture and events:

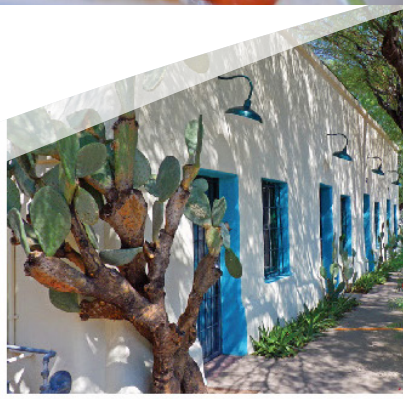
1. A community whose economic stability and sense of place reflects its commitment to arts and culture and its care or the natural environment.
2. A community whose vibrant economy and quality of life benefits residents and attracts visitors.
3. Encourage community and neighborhood events and ensure their safety through accessible City permitting and coordination.
4. Improve the quality of life and livability of the community through the arts by supporting avenues for expression and creativity that strengthen and enhance the social, civic and cultural participation of citizens.
5. Promote heritage destinations and annual heritage events regionally, nationally, and internationally.
6. Increase the capacity of an access to buildings and open spaces to expand art-related activities and public programming throughout the community.
7. Target public investment to leverage additional capital for heritage, arts and cultural activities.
8. Recognize and celebrate Tucson's cultural diversity through the arts.
9. Increase access and participation in arts and cultural activities for all.
10. Connect arts with science and technology as a catalyst for innovation.



CITY/GOVERNMENTAL SUPPORT OF FESTIVALS AND EVENTS

11. Brand and market Tucson's business climate by promoting local assets such as the downtown and University of Arizona, the modern streetcar line, Tucson's cultural heritage, diversity, and events; and the outdoor life style and scenic beauty of the Sonoran Desert.
12. Promote and preserve Tucson's cultural heritage and historic resources, including archaeology, architecture, performance, art, landmarks and events.
13. Invest in the maintenance and expansion of sports and recreational facilities, venues, and events to serve local demand and promote sports tourism.
14. Promote Tucson as a destination for epicurean adventure capitalizing on the diversity of locally-owned restaurants, authentic Mexican food, local wineries and breweries, farmer's markets, and culinary expertise and events.
15. Retain, enhance and expand the annual Gem, Mineral, and Fossil Show and make Tucson a year-round gem and mineral destination.
16. Support and strengthen the emerging independent music and performing arts community. Source: **https://www.tucsonaz.gov/files/integrated-planning/Plan_Tucson_Complete_Doc_11-13-13.pdf**





CITY/GOVERNMENTAL SUPPORT OF FESTIVALS AND EVENTS

Pima Cultural Plan

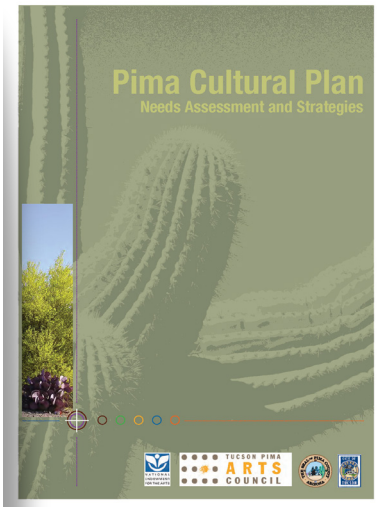
The Pima Cultural Plan, published in February, 2008, recognizes the role of festivals as expressions of **Pima County**'s cultural identity and distinctiveness.

In the "Identity and Distinctiveness" chapter of the Plan, the Overarching Goal is stated thus:

Pima County's cultural resources are fully understood and valued for their indelible contribution to an authentic identity rooted in history, heritage, culture and place. Tucson's and Pima County's cultural vibrancy is expressed and experienced powerfully both as a regional ecosystem, redolent of the interplay of natural and human habitat and history – and in its diverse neighborhoods, which are important building blocks for regional identity.

"What sets us aside, what makes us different? It's the climate, cultural diversity and respect for history. Tucson is unique in the sense that over time the community has continued to embrace a sense of place."

– Cultural Plan Participant



CITY/GOVERNMENTAL SUPPORT OF FESTIVALS AND EVENTS

Discussion/Rationales

- There are many layers of history and culture in Tucson and Pima County: Native, Spanish, Mexican, ranching, railroad, Chinese and contemporary – finding expression in a robust variety of performing and visual arts, crafts and traditional arts and historic and contemporary architecture.
- Tucson has been called a "mecca" for the arts and culture. It is referred to, in Arizona, as the oldest or first arts city. As a territorial capital it became the home for the first University in Arizona and the third library that Carnegie built. Major statewide cultural institutions such as the Arizona Historical Society, Arizona Opera Company, Arizona Theatre Company and Tucson Symphony Orchestra were founded here. Tucson is in the nation's 52nd largest metro region, but is one of only 37 cities that are home to major institutions for theater, opera, symphony and ballet.

  Tucson was recently ranked #9 of "Top Arts Destinations" for mid-sized cities, by American Style Magazine, based on their annual readers poll.
- Tucson is home to the first youth mariachi established in the United States. Formed in 1964, Mariachi Los Changuitos Feos is a thriving youth program of which the youth mariachi movement evolved. The movement led to the culmination of the oldest and one of the largest Mariachi Conference Festivals in the world. The International Mariachi Conference is hosted annually in Tucson, Arizona.
- Tucson is one hour from the border and is home to a plethora of restaurants, cultural activities, and neighborhoods that reflect the historic diversity of "frontera" culture.

CITY/GOVERNMENTAL SUPPORT OF FESTIVALS AND EVENTS

- Pima County is home to two Native American tribes, the Tohono O'odham Nation and the Pascua Yaqui Tribe. Each is bi-national with members from both the U.S. and Mexico. The Tohono O'odham nation spans most of Pima County and is the 2nd largest reservation in the US. The Pascua Yaqui Tribe has several historical communities throughout Pima County, including Marana, 39th Street, Old Pascua, and the reservation, New Pascua. Both tribes host cultural events, casinos, and play an integral role in the cultural and historic make-up of the region. The Yaqui Tribe has just formed a Yaqui Artists Association (YAA) that is in contact with TPAC.
- **Organizations and events such as Mariachi Los Changuitos Feos de Tucson, The League of Mexican American Women, El Centro Cultural de las Americas, Juneteenth, All Souls Procession, the Greek Festival, the Viva Arizona Hispanic Performing Arts Conference, the Waila Festival, La Fiesta de San Agustin, Tucson Folk Festival, Dia de San Juan, Feria Navidena, Latino Music Festival, Heritage celebrations held at the Kennedy Park Fiesta, Southwest Indian Art Fair and Tucson Meet Yourself to name a few, showcase the rich ethnic heritage of the region.**
- **Tucson also hosts the largest Gem and Mineral Show in the world each year, reflecting the region's mining heritage and the abundance of fossils.**
- On the cutting edge, Tucson is home and host to modern circus performers (such as Flam Chen), internationally known bands and the "Tucson sound" (such as Al Perry and Calexico), international performers (UA Presents), its own Museum of Contemporary Art and a plethora of art galleries and festivals.
- The Pima Cultural Plan has produced a preliminary inventory of formal and informal cultural expressions and activity that reflects both the depth and breadth of Tucson's and Pima County's arts, heritage and natural resources and the myriad ways they define quality of life and sense of place. Some mapping of cultural activity will occur and it is hoped that the Inventory will find a web based home where it can function as a growing and useful data base for the region.
- There is growing recognition of the importance of cultural vitality to quality of life and regional economic development, as reflected in the work of TREO, Rio Nuevo and the Southern Arizona Leadership Council.

CITY/GOVERNMENTAL SUPPORT OF FESTIVALS AND EVENTS

DIRECT FUNDING SUPPORT PROVIDED TO AND/OR BUDGETED FOR FESTIVALS AND EVENTS FROM THE CITY OR OTHER GOVERNMENT AGENCIES

Special events in metro Tucson receive governmental funding through its municipalities and Pima County. The City of Tucson and Pima County each contribute a portion of the bed taxes generated at hotels and resorts in their respective jurisdictions to Visit Tucson, Tucson's destination marketing organization. Visit Tucson's many contributions to support and promote festivals and events will be discussed in Section 4.

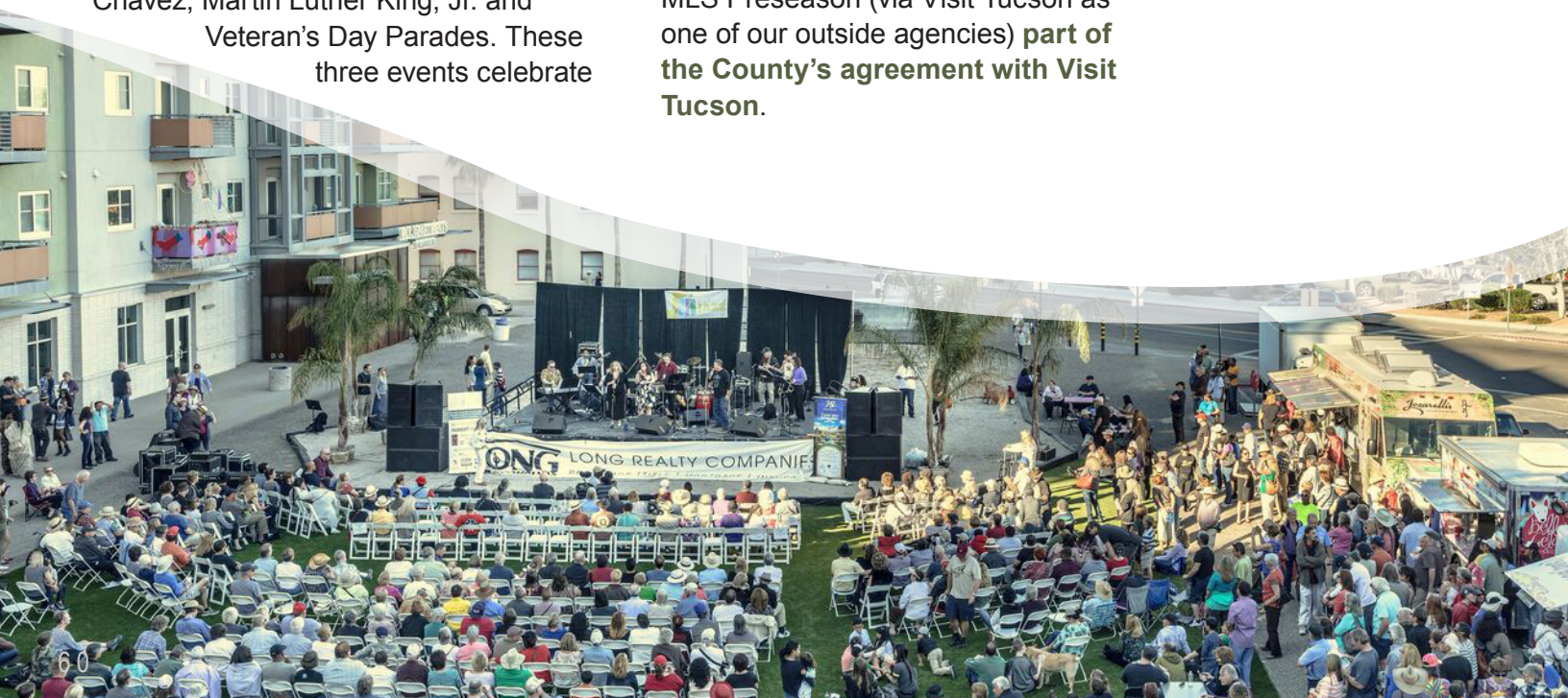
City of Tucson

The City of Tucson budgets $60,000 each year for direct special event funding that is awarded through a grant process. The funds are typically awarded in $10,000 increments with a funding commitment for two years. The City also allocates $8,000 per year for the following three civic events: the Cesar Chavez, Martin Luther King, Jr. and Veteran's Day Parades. These three events celebrate national or local holidays. The City also provides over $300,000 a year to help facilitate the Tucson Gem, Mineral & Fossil Showcase and Major League Soccer Preseason in Tucson.

Pima County

Pima County provides direct support of the following festivals and events:

- Tucson Meet Yourself (annual funding agreement) **$27,930**
- El Tour de Tucson (annual funding agreement) **$30,000**
- TENWEST Conference (direct sponsorship) **$3,500**
- UNESCO/Tucson City of Gastronomy Conference (direct sponsorship) **$15,000**
- Nova Home Loans Arizona Bowl Game (direct sponsorship) **$10,000**
- MLS Preseason (via Visit Tucson as one of our outside agencies) **part of the County's agreement with Visit Tucson**.



CITY/GOVERNMENTAL SUPPORT OF FESTIVALS AND EVENTS

Rio Nuevo

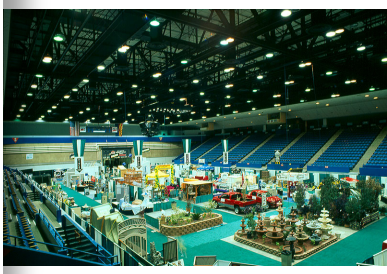
The Rio Nuevo Multipurpose Facilities District is a State of Arizona-created special taxing district authorized to receive an increment of state sales tax revenues generated within a defined area that includes Downtown and the Broadway corridor, and leverage these funds into redevelopment, in turn, generating new sales tax for the District and for the State.

Rio Nuevo has recently invested in numerous redevelopment projects, including the AC Hotel, Caterpillar headquarters campus, the City Park development (consisting of restaurants, entertainment, and offices for Hexagon Mining's new North American headquarters), streetscape improvements, renovated Tucson Arena, Congress Street retail space, a new Greyhound Bus Terminal, and other projects. The renovated arena leveraged the relocation of a minor-league hockey franchise to Tucson, when the Arizona Coyotes NHL team purchased a minor-league franchise based in Massachusetts, moved it here, and named the team the ***Tucson Roadrunners***.

Rio Nuevo also invests in events, to bring residents and visitors to the Downtown area and other commercial areas within the District. Rio Nuevo has provided cash sponsorships of the following Tucson events:

- Park Place Mall Concert Series
- Iron Chef
- El Tour de Tucson
- Tucson Jazz Festival
- Cyclovia
- Dia de San Juan
- Mexican Independence Day
- Downtown NOW

The incorporated towns in metro Tucson are also active places for festivals and events, and these town governments invest in local festivals.



CITY/GOVERNMENTAL SUPPORT OF FESTIVALS AND EVENTS

Town of Oro Valley

The Town of Oro Valley has a population of 43,781, and is located north of the City of Tucson, on the west side of the Santa Catalina Mountains.

Within the Town there are 50+ events annually. Of those, the Town of Oro Valley puts on 25-30 events.

Town of Sahuarita

The Town of Sahuarita, with a population of 28,794, is located south of Tucson. The Town sponsors almost 30 events each year, including several run by the Sahuarita Teen Advisory Council.

There are approximately 50 events each year that are sponsored by private groups.

The largest of these is the Sahuarita Pecan Festival, now in its ninth year. Sahuarita is known for its pecan industry, and this festival celebrates that heritage. The event features food, arts and crafts from the Santa Cruz River Valley and surrounding areas, music, dancing, and family-friendly activities. A 5K "Nut Run" through the pecan orchards, horse demonstrations, and a pecan pie contest round out the fun. The festival has raised more than $35,000 and 7,000 pounds of food for local charities since its launch, and averaged more than 15,000 attendees each year.

Town of Marana

The Town of Marana, with a population of 43,474, is located northwest of, and adjacent to, the City of Tucson, and it has several festivals that take place within its town limits. Many celebrate Marana's agricultural heritage, including the Cotton Festival, Marana Pumpkin Patch & Harvest Festival, and Marana Christmas on the Farm. Marana also features Wings of Freedom at Marana Regional Airport, Marana Bluegrass Festival, and July 4th Star Spangled Spectacular.

CITY/GOVERNMENTAL SUPPORT OF FESTIVALS AND EVENTS

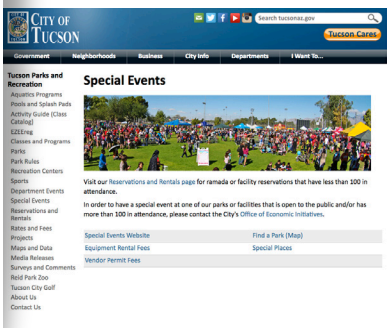
IN-KIND SERVICES SUPPORT PROVIDED TO AND/OR BUDGETED FOR FESTIVALS AND EVENTS FROM THE CITY OR OTHER GOVERNMENT AGENCIES

City of Tucson

The City does not offer significant in-kind services at this time, but has opted to keep costs to event producers very reasonable. The cost to rent space (streets and parks) for festivals and events is minimal.

Pima County provides in-kind support to the following festivals and events, some of them through the efforts of the **Pima County Department of Natural Resources, Parks and Recreation. In-kind support takes the form of staff support, use of facilities, use of equipment, etc.**

- Tucson Meet Yourself
- Ted Walker Youth Day at Old Tucson Studios
- Heritage Fair at Historic Canoa Ranch
- Anza Day at Historic Canoa Ranch
- Bats in Flight at the Campbell and Pantano Bridges
- Batapalooza at Roy P. Drachman Agua Caliente Regional Park
- Desert Discovery Days in Tucson Mountain Park
- History Day at Roy. P. Drachman Agua Caliente Regional Park
- Living River of Words Youth Poetry and Art Contest/Celebration
- El Tour de Tucson
- Nova Home Loans Arizona Bowl
- Cyclovia
- Ajo Sonoran Shindig
- Ajo Holiday Angel Tree
- HopeFest
- Pima County Fair
- Plus, many events hosted by the Pima County Library system throughout the year.

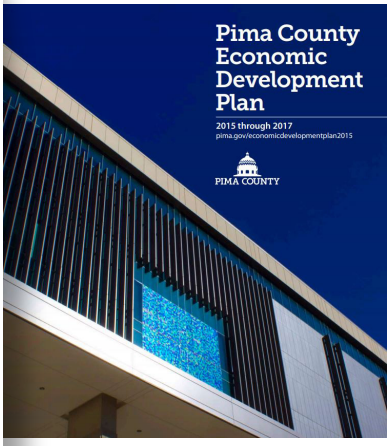


CITY/GOVERNMENTAL SUPPORT OF FESTIVALS AND EVENTS

Pima County also provides indirect support of festivals and events through strategic investments in facilities that support events that are significant generators of overnight visitation. The "Promoting Tourism" chapter of Pima County's Economic Development Plan, 2015-2017" discusses the County's recent and future investments in facilities to host MLS Preseason Soccer, in partnership with FC Tucson and Visit Tucson Sports, and for cycling, both recreational and competitive.

Pima County envisions continuing to build Tucson's capacity as an amateur athletics destination, based on recommendations in the 2013 sports facility assessment developed by the Pima County Sports & Tourism Authority. Tucson already hosts several amateur athletic events each year, with soccer, baseball, and softball events being annual features of Tucson's event tourism calendar.

Pima County also provides links to the websites of the following festivals from its own website: **www.Pima.gov/recreation**: All Souls Procession, El Tour de Tucson, Fiesta de los Vaqueros, Gem and Mineral Show, Ha:san Bak: Saguaro Harvest Celebration, Horse Racing, Mariachi Festival, Pima County Fair, and Tucson Meet Yourself.



CITY/GOVERNMENTAL SUPPORT OF FESTIVALS AND EVENTS

DEFINED ROLE OF THE CITY IN FESTIVAL AND EVENT APPROVAL

The primary focus for the City when approving an event is safety of people and property and balancing the positive benefits of events with potential negative impacts on businesses and neighborhoods.

In 2014 the City designated a position within the City Manager's office to be the central coordinator for handling requests for special events. After a lengthy public process with event producers and city staff, a special event application was developed; a special event website was developed; and centralized coordination with all the city departments was implemented. This position accepts special event applications, routes the application out to the various City departments to review and coordinates a timely review and approval by the various department representatives. This person also serves as the primary point of contact for communication with the event producers. Special event review committee meetings are held twice a month with the staff from key City departments meeting with special event producers to ensure coordination of activities and understanding of requirements. Several key outcomes from the central coordination is more consistent interpretation of policies and procedures, "one-stop-shop" for event producers to get answers to questions, and notice of a preliminary event approval to the event producer within two weeks.

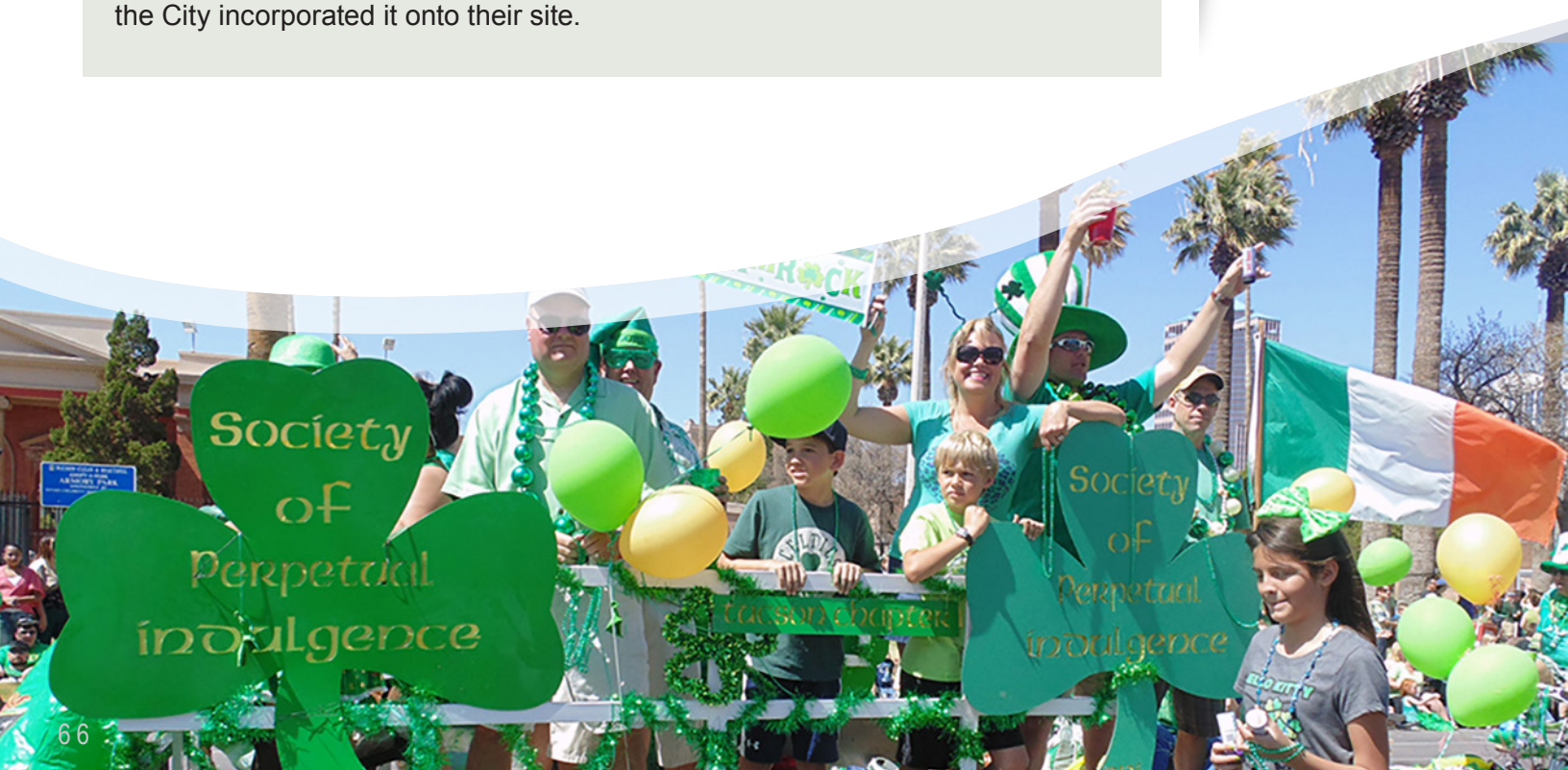
CITY/GOVERNMENTAL SUPPORT OF FESTIVALS AND EVENTS

CITY-PROVIDED FESTIVAL AND EVENT PROCESS COORDINATION AND ASSISTANCE SYSTEMS

The City's special event coordinator serves as the central point of contact for special event producers and also coordinates the twice a month special event review committee meetings. The City's coordinator ensures that the following departments are included for any pertinent events: City Clerk's office for alcohol permits, Transportation Department, Sun Link Streetcar, Sun Tran bus service, Park Tucson for metered parking that may need to be reserved and to maintain access to public parking garages, Tucson Police, Tucson Fire, Parks and Recreation, Finance for business licensing, Risk Management, Environmental Services for trash and recycling, Planning and Development Services for inspections, and the Pima County Health Department. This position also helps coordinate information and approvals with Pima County Parks and Risk Management, Visit Tucson, the University of Arizona, City Council ward offices, business associations and impacted neighborhood associations.

Event producers are invited to these meetings to present their event plan. These meetings are useful opportunities for them to get to know City officials and vice versa, and to have a dialogue about the requirements and expectations for executing safe events.

This video was put together to recruit IFEA to bring their annual conference here – **TucsonAZ.gov/business/special-events** – it worked! And then the City incorporated it onto their site.



CITY/GOVERNMENTAL SUPPORT OF FESTIVALS AND EVENTS

PARTICIPATION IN OFFICIAL CAPACITY BY CITY DEPARTMENT REPRESENTATIVES ON BOARDS AND PLANNING COMMITTEES OF LOCAL FESTIVALS AND EVENTS

The City of Tucson does not assign staff members to serve on boards or planning committees of local festivals and events. The relationship is kept separate, but the planning process as it relates to permits and City approvals is collaborative and cooperative. The City's Civic Event Committee brings the event planners together with City department representatives to coordinate and problem-solve.

The Tucson Gem, Mineral & Fossil Showcase is spread out at many venues around the city and outside the city limits, and it involves several city functions. Each year, a City Working Group is convened to prepare for the upcoming Showcase, working with Visit Tucson and other jurisdictions as needed. Planning for other large-scale events, such as El Tour de Tucson, is also done with collaborative ad hoc working groups that cross jurisdictional boundaries. A liaison, Andy Squire from the Office of Economic Initiatives of the City of Tucson, has been designated by the city manager to coordinate all city services for this 16+ day event.

The Board of Directors of Visit Tucson does include standing representation from the Tucson City Council and the Pima County Board of Supervisors.

Two Pima County officials participate formally with Tucson Meet Yourself. Regina Kelly from the Pima County Grants Office is a Board Member, and Catherine Strickland from the Pima County Tourism and Economic Development Department, is a Festival Advisor.

CITY/GOVERNMENTAL SUPPORT OF FESTIVALS AND EVENTS

LOCAL LAWS, ORDINANCES, REGULATIONS, PERMITS AND POLICIES IMPACTING AND SUPPORTIVE OF FESTIVALS AND EVENTS

The City does not currently have a specific ordinance or policy that is solely focused on special events. Most ordinances are organized by department, so ordinances related to festivals and events are intertwined in multiple section of the Tucson City Code. Ordinances allow the Tucson Department of Transportation to issue temporary street closure permits for festivals and events on city streets, and the Parks and Recreation Department to issue permits for festivals and events in City parks.

Part II, Chapter 7 of the Tucson City Code, “Businesses Regulated” allows street fairs under article XIII, Street Fairs and article XVI, Community Special Events. The City Code has a noise ordinance that allows for waivers to be granted for special events. Other permits that may be required are for tents, stages, electrical hook-ups, and special event liquor license.

GREEN INITIATIVES

The city’s Environmental and General Services Department works with event producers to implement recycling programs during events. This includes partnering with the Compost Cats (University of Arizona) for recycling food waste at larger events.

The Living Streets Alliance, a local bicycle and pedestrian advocacy organization, which also puts on the semi-annual Cyclovia event, organizes bicycle valet stations at some local festivals to encourage people to ride their bicycles to festivals and events rather than drive. Pictured here is the bike valet station at the Heirloom Farmers Market at Rillito Race Trac – “Making Event Parking Care/Exhaust/Hassle Free.” The City of Tucson, Pima County, and Visit Tucson support this initiative.

CITY/GOVERNMENTAL SUPPORT OF FESTIVALS AND EVENTS

CITY PROVIDED FESTIVAL AND EVENT TRAINING PROGRAMS

The City works closely with the Festivals and Events Association of Tucson and Southern Arizona (FEATsAZ) to help make online training opportunities available to members of the local festivals and events industry.

DIRECT INDUSTRY INVOLVEMENT/MEMBERSHIPS BY ANY OF THE ABOVE

Several City staff are members of IFEA and FEATsAZ. Greg Jackson, the City of Tucson's Special Events Coordinator (a position in the Office of Economic Initiatives, which works under the City Manager's Office), attends FEATsAZ meetings regularly and makes himself available as a resource to event producers. Andy Squire is an Economic Development Specialist with the City Manager's Office of Economic Initiatives and serves as the City of Tucson's Liaison to the Tucson Gem Shows. Donovan Durband, the current president and a founding board member of FEATsAZ is the Administrator of the Park Tucson Division of the City's Department of Transportation.

Also, FEATsAZ board member Deborah Melcher handles the events calendar and other marketing platforms for Visit Tucson. Melissa Hinkle, the Events and Volunteer Coordinator for the Town of Sahuarita and a CFEE graduate, is a board member of FEATsAZ as well."

PIMA COUNTY

MARANA AZ

ORO VALLEY ARIZONA FOUNDED 1974

TOWN OF Sahuarita

Green Valley | Sahuarita CHAMBER OF COMMERCE

NON-GOVERNMENTAL COMMUNITY SUPPORT OF FESTIVALS AND EVENTS

SECTION | 4

#7 of 10 U.S. Top Destinations on the Rise:

TripAdvisor 2016 Travelers' Choice Awards

NON-GOVERNMENTAL COMMUNITY SUPPORT OF FESTIVALS AND EVENTS

VOLUNTEER INVOLVEMENT

Volunteers are critical to making festivals and events successful. Festivals and events are often operated by non-profit organizations working on a tight budget. Earned revenue and sponsorships cannot pay for large paid work-forces or temporary paid labor. On the other side of the equation, many community members are looking for ways to stay active, get involved with the community, have fun, and contribute to the life of their city. Matching supply with demand for volunteer services is an important undertaking.

In Tucson, would-be volunteers can contact the Volunteer Center at United Way of Tucson and Southern Arizona, or other agencies, to identify opportunities to help out with non-profit agencies, cultural organizations, or festivals/events.

The University of Arizona encourages student involvement in the community, as do individual service clubs and social/Greek organizations.

Tucson's festivals and events have variable needs for volunteers, in terms of tasks needed to be performed, and the numbers of people needed. Some festivals can use volunteers for advance preparation, while others use volunteers strictly at the event itself.

The Tucson Festival of Books and Tucson Meet Yourself are two festivals that not only are registered with the aforementioned Volunteer Center, but they pursue volunteers proactively. TFOB and TMY each use their own websites to attract and register volunteers, and each of the two festivals utilizes the services of hundreds of volunteers.

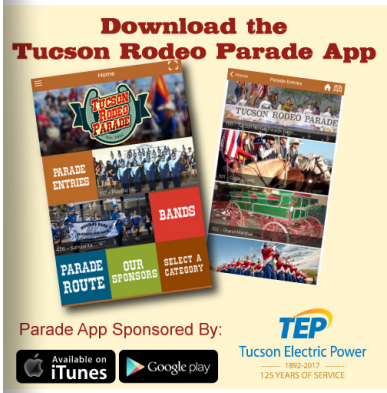
Volunteering for a Tucson festival or event can be a fun and hugely rewarding experience for a resident or student with some spare time.

NON-GOVERNMENTAL COMMUNITY SUPPORT OF FESTIVALS AND EVENTS

SPONSORSHIP SUPPORT

Tucson's economy has traditionally been heavy on public-sector employment, but our business community has reliably stepped up to support charitable causes and to address unmet needs of our less fortunate citizens. The Tucson business community has also recognized the value of supporting the arts and culture, including festivals and events. They recognize the value of festivals and events in enhancing Tucson's quality of life, and understand that festivals and events are also good business — for them and for our community. Tucson's most reliable sponsor partners come from both national corporations with Tucson operations and locally-based businesses. We thank these companies and many others for stepping up to support festivals and events in Tucson. *(in alphabetical order)*

- Banner University Medical Center
- Carondelet Hospitals
- Casino del Sol (Pascua Yaqui Tribe)
- Cox Communications
- Desert Diamond Casinos (Tohono O'odham Nation)
- HSL Properties (apartment communities and hotels)
- Jim Click Automotive Group
- Nova Home Loans
- Raytheon
- Tucson Medical Center



NON-GOVERNMENTAL COMMUNITY SUPPORT OF FESTIVALS AND EVENTS

MEDIA SUPPORT

Tucson's local media is very active in covering and often sponsoring festivals and events. Television stations often send photojournalists to festivals for live remotes during news telecasts. Music festivals are often sponsored by local music radio stations.

The ***Arizona Daily Star***, Tucson's daily newspaper, is a frequent sponsor of festivals and events. The ***Arizona Daily Star*** was a founder of the Tucson Festival of Books, and continues to be one of two "Named Sponsors", along with the University of Arizona.

Zocalo magazine is a monthly magazine with the tagline, "Tucson Arts and Culture". ***Zocalo*** features coverage of local events, and also sponsors many as well, including Open Studios Tour, Tucson Craft Beer Crawl, TENWEST, Tucson Modernism Week, Savor/Southern Arizona Food and Wine Festival, Bike Fest, and many more.

KXCI Community Radio 91.3FM is also a frequent sponsor of local events, especially those located in the central city, and are of an arts/music flavor. KXCI sponsors 2nd Saturdays Downtown, The Loft Film Fest, Tucson Spelling Bee, Tucson's Got Talent, Parade of Lights, Tucson Folk Festival, 24 Hours in the Old Pueblo, Dusk Music Fest, Tucson Meet Yourself, Main Gate Jazz, Jewish Film Festival, TENWEST Festival, SABHF Blues Festival, Tucson Fashion Week, Music on the Streetcar, and others.

NON-GOVERNMENTAL COMMUNITY SUPPORT OF FESTIVALS AND EVENTS

CHAMBER OF COMMERCE / CONVENTION & VISITORS BUREAU SUPPORT

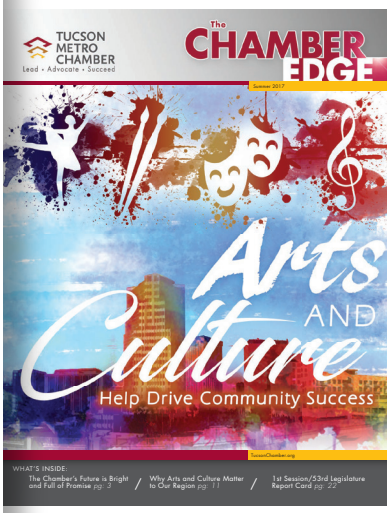
Tucson Metro Chamber

The Tucson Metro Chamber is a membership-based business advocacy and networking organization that represents 1,500 businesses, employing more than 160,000 employees in Tucson and Pima County. Small business makes up approximately 60 percent of Chamber membership.

The Chamber's top priorities are Economic Expansion and Job Creation, Advocacy, and Workforce Development. It hosts more than 50 events annually, including the State of the State and State of the City luncheons, business networking breakfasts and mixers, and business expos.

The Chamber is about business and growing the local economy, and it understands that the Tucson economy depends on quality of life, including what artistic and cultural amenities contribute.

The Chamber publishes a quarterly magazine, ***The Chamber Edge***, and the Summer 2017 edition of the magazine has the following message on its cover: "Arts and Culture Help Drive Community Success". Chamber President/CEO Michael Varney's column is entitled "Why Arts and Culture Matter to Our Region", and he argues that these amenities contribute to a city's image, "creating a sense of place and helping to define a community."



Photos courtesy of Arizona Theatre Company

Support of the Arts is Key to Economic Prosperity

NON-GOVERNMENTAL COMMUNITY SUPPORT OF FESTIVALS AND EVENTS

Convention & Visitors Bureau Support

Visit Tucson was formerly known as the *Metropolitan Tucson Convention & Visitors Bureau*, but with its rebranding and simpler, more direct name, it continues with the functions of a traditional CVB.

Visit Tucson's mission is to drive economic development by welcoming everyone to experience Tucson and Southern Arizona. Successful festivals and events are among the experiences that attract visitors and directly contribute to the positive quality of life for residents. Visit Tucson follows a strategic plan that focuses on, among other things, growing events-related visitation through an integrated program of community relations, marketing, public relations, and community partnerships.

Marketing programs at Visit Tucson involve media planning, content development, and creative execution. The primary goal is to engage travelers with the "Free Yourself" brand and inspire them to experience everything the region offers. Potential visitors are reached via the VisitTucson.org responsive-designed website, social media campaigns, and digital storytelling featuring video, imagery, and compelling text, created and produced internally. Communications and activities highlight Tucson's culinary scene and "UNESCO City of Gastronomy" designation, "Best 23 Miles of Mexican Food" distinction, and "Outdoor Mecca" experiences. The Tucson region's annual calendar of festivals and events are regularly integrated into communications related to these and other destination features.

Public Relations efforts – developing and maintaining one-on-one relationships with travel writers, hosting media missions while pitching stories about great Tucson things to do and see, and participating in industry trade shows and conferences – result in regional, national, and international media coverage of Tucson experiences.

Community Partnerships works in concert with the Marketing and PR departments to provide visitors with their ideal experiences in the Tucson region by connecting them with tourism partner businesses that can enhance their stay. To strengthen relationships with partners, Visit Tucson communicates using e-newsletters, a business-to-business social media channel, and regularly scheduled networking, informational and educational functions. Information about Visit Tucson tourism partners enhances the content on the website and in the Tucson Official Travel Guide-Professional Planners Edition.

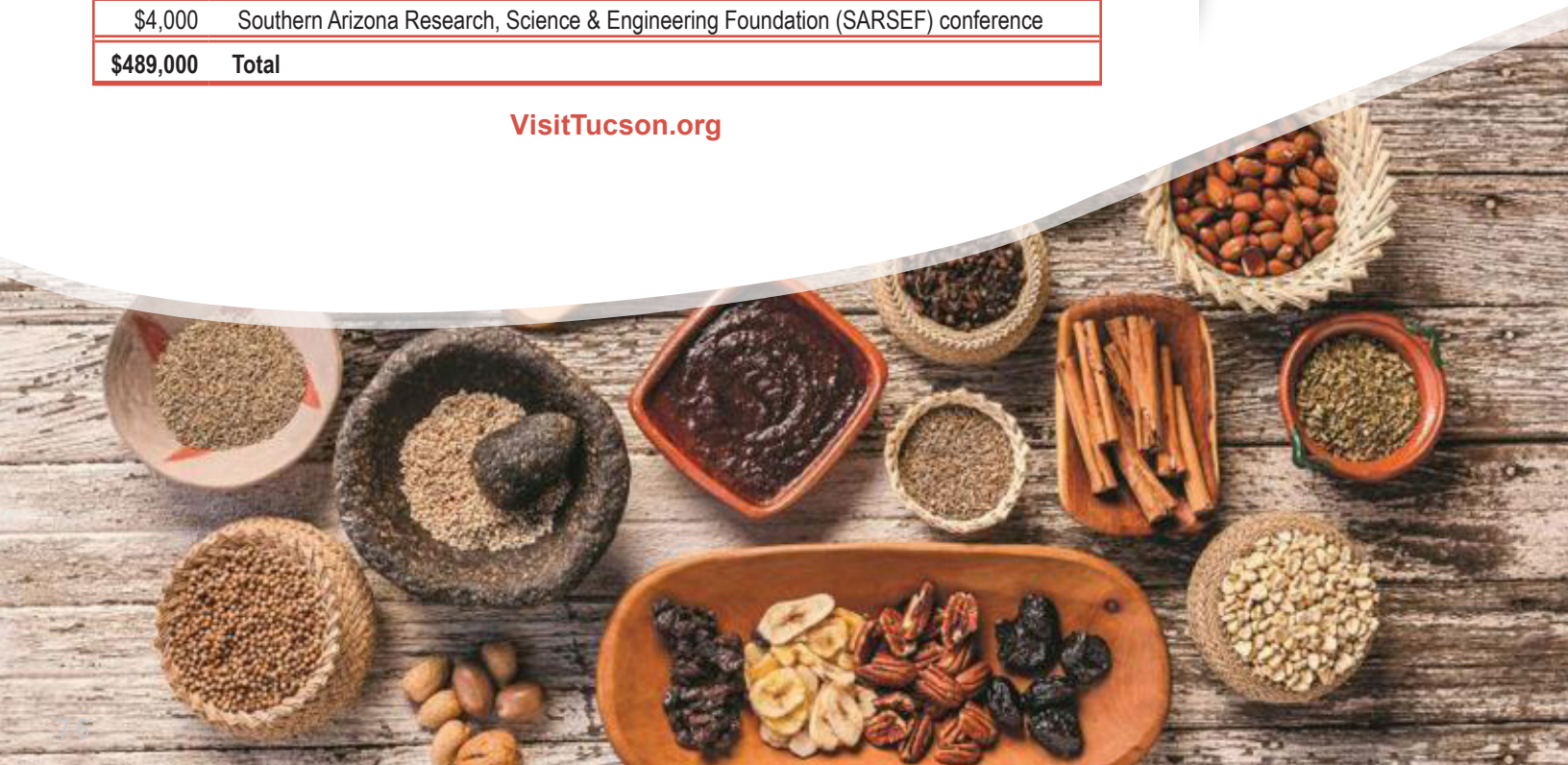
Visit Tucson offers grant opportunities to support festivals and events based primarily on 1) hotel/resort room nights generated; and 2) national/international exposure for Tucson and Southern Arizona.

NON-GOVERNMENTAL COMMUNITY SUPPORT OF FESTIVALS AND EVENTS

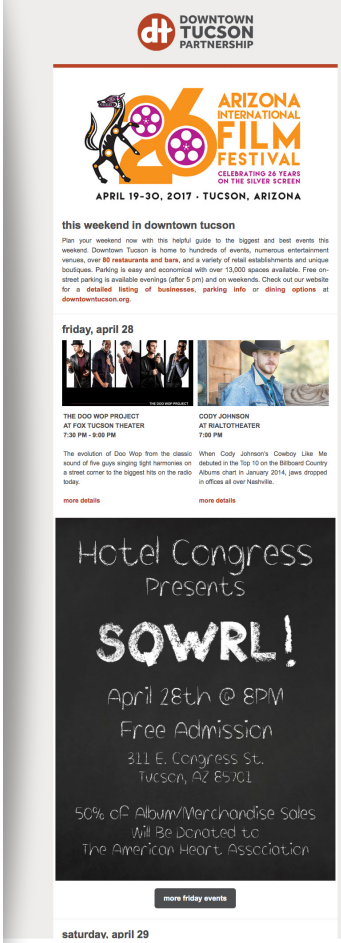
Visit Tucson provided direct funding to the following events in FY2017, and is continuing the direct financial support at the same level in FY2018:

$80,000	Nova Home Loans Arizona Bowl
$70,000	Tucson Rodeo Parade
$60,000	Tucson Conquistadores Classic (Senior PGA Tour event)
$60,000	Major League Soccer Preseason in Tucson
$50,000	Tucson Gem, Mineral & Fossil Showcase (advertising & other hard costs hundreds of hours of staff time not included)
$30,000	Tucson Jazz Festival
$15,000	FilmFest Tucson
$15,000	All Souls Procession
$15,000	Tucson 23
$12,000	2nd Saturdays Downtown
$11,000	Tucson Association of Realtors Soccer Shootout
$11,000	Vamos a Tucson Mexican Baseball Fiesta
$11,000	El Tour de Tucson
$10,000	Tucson Invitational Games
$10,000	Dusk Music Festival
$10,000	Other Tucson film festivals
$5,000	Tucson Veterans Day event
$5,000	Agave Heritage Festival
$5,000	Tucson Festival of Books
$4,000	Southern Arizona Research, Science & Engineering Foundation (SARSEF) conference
$489,000	**Total**

VisitTucson.org



NON-GOVERNMENTAL COMMUNITY SUPPORT OF FESTIVALS AND EVENTS



DOWNTOWN TUCSON PARTNERSHIP

ARIZONA INTERNATIONAL FILM FESTIVAL
CELEBRATING 26 YEARS ON THE SILVER SCREEN
APRIL 19-30, 2017 · TUCSON, ARIZONA

this weekend in downtown tucson

Plan your weekend now with this helpful guide to the biggest and best events this weekend. Downtown Tucson is home to hundreds of events, numerous entertainment venues, over 80 restaurants and bars, and a variety of retail establishments and unique boutiques. Parking is easy and economical with over 13,000 spaces available. Free on-street parking is available evenings (after 5 pm) and on weekends. Check out our website for a detailed listing of businesses, parking info or dining options at downtowntucson.org.

friday, april 28

THE DOO WOP PROJECT
AT FOX TUCSON THEATER
7:30 PM - 9:00 PM

The evolution of Doo Wop from the classic sound of five guys singing tight harmonies on a street corner to the biggest hits on the radio today.

more details

CODY JOHNSON
AT RIALTOTHEATER
7:00 PM

When Cody Johnson's Cowboy Like Me debuted in the Top 10 on the Billboard Country Albums chart in January 2014, jaws dropped in offices all over Nashville.

more details

Hotel Congress
Presents
SQWRL!
April 28th @ 8PM
Free Admission
311 E. Congress St.
Tucson, AZ 85701
50% of Album/Merchandise Sales
Will Be Donated to
The American Heart Association

more friday events

saturday, april 29

DOWNTOWN ASSOCIATIONS

Downtown Tucson Partnership (DTP)

The Downtown Tucson Partnership is a non-profit, 501(c)(6) corporation, charged with acting as a catalyst for the redevelopment of Downtown. The organization was created in 1998 to implement the services of the Enhanced Municipal Services Improvement District, which is a special assessment district established by the City of Tucson in cooperation with commercial property owners. These services include enhanced security, maintenance, marketing, promoting festivals and events, and economic development.

Over the years, DTP has managed several special events in Downtown, such as the annual Parade of Lights. The Partnership maintains a calendar of Downtown events and promotes them on the web and through social media, and each Thursday, sends out an email promoting events in the upcoming weekend. DTP has always supported Downtown events with its purple-shirted security and maintenance presence, keeping the area clean and safe for festival/event patrons.

DowntownTucson.org

NON-GOVERNMENTAL COMMUNITY SUPPORT OF FESTIVALS AND EVENTS

North Fourth Avenue Merchants Association (FAMA)

The Fourth Avenue Business District features dining, entertainment, and retail businesses along six blocks of N. 4th Avenue just northeast of Downtown, and is the site of numerous events, including the well-loved and very well attended Winter and Spring Street Fairs. The association was formed in 1983 as a membership-based non-profit organization dedicated to the growth and development of the businesses and communities in the Historic Fourth Avenue Business District. FAMA has always viewed special events as an opportunity to introduce Tucsonans and visitors to their unique business district.

Annual Signature Events

- Lock Your Love on the Avenue – February
- Fords on Fourth – March
- Fourth Avenue Spring Street Fair – March or April
- Greater Arizona Bicycling Association (GABA) Spring Bike Swap – April
- Rodder's Day – April
- Southern Arizona AIDS Foundation Jell-O Wrestling – May
- Where's Waldo – July
- Super Summer Sale – July
- Adventure on the Avenue – August
- Return of the Mermaids – August
- Smokin' Showdown – October
- Spooky Kid's Halloween – October
- Fourth for All Souls – November
- Made in Tucson Fair – November
- Black Friday/Small Business Saturday – November
- GABA Winter Bike Swap – November
- Festivus on Fourth (in development) – Thanksgiving through New Year's
- Fourth Avenue Winter Street Fair – December
- Fridays on Fourth – weekly
- Fourth Avenue Heritage Market (in development) – weekly

FourthAvenue.org

NON-GOVERNMENTAL COMMUNITY SUPPORT OF FESTIVALS AND EVENTS

Main Gate Square/Marshall Foundation

Louise Foucar came to Tucson in 1898 as a graduate student and later became the University of Arizona's first female Full Professor. She also saw Tucson's potential so she bought up land on the north side of University Blvd. to Speedway Blvd.

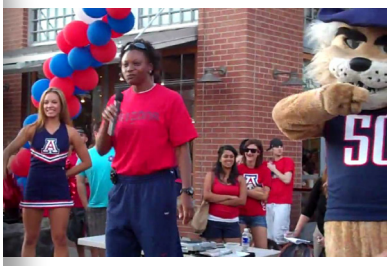
Louise and her husband Tom Marshall formed the Marshall Foundation in 1930 to support those less fortunate in Tucson. Louise died in 1956 and willed her assets to the Marshall Foundation Board who as a nonprofit donate annually 5% of their assets' fair market value.

In 1990, the Marshall Foundation Board of Directors realized they could give more to the community if they undertook a 20-year, $69 million redevelopment of Main Gate Square. As a result, today Marshall Foundation gives away over $1.5 million annually to local nonprofits and the University.

Main Gate Square is now a vibrant, pedestrian-friendly dining and shopping destination, featuring more than 20 retailers and 30 restaurants, that hosts a variety of free events, including:

- Friday Night Live Summer Jazz Concert Series (10 – 12 concerts a year)
- Bear Down Fridays Pep Rallies (6 events a year)
- Main Gate Square Culinary Challenge (annual event)
- Pueblo Express to Santa Concert (annual event)
- Holiday Blvd Month (annual event)
- Streetcar Anniversary Concert (annual event)
- S.Y.STEM Coalition Free Science Day (twice a year)
- Arts Express Vocal Competition (annual event)
- Sounds of America 4th of July Concert Series (6 simultaneous venues featuring local artists)

MainGateSquare.com



NON-GOVERNMENTAL COMMUNITY SUPPORT OF FESTIVALS AND EVENTS

ORGANIZATIONS TO ASSIST INDIVIDUALS WITH DISABILITIES

With its year-round agreeable weather, vast roadway systems, mass transit availability, and extensive bicycle pathways, Tucson is not only a great city for events, it's easy to get around! And the City of Tucson has ensured that *everyone* can easily get around, regardless of their physical ability, in part by creating an advisory Commission on Disability Issues (CODI).

The functions of CODI are as follows:

(1) Act as the official advisory body to Mayor and Council on the priority of concerns faced by the disabled community of Tucson.

(2) Work to formulate policies and recommend activities that address the needs and concerns of the disabled.

(3) Work with City departments and outside agencies and organizations to ensure equitable delivery of services and initiate new ones that benefit the disabled.

(4) Support and sponsor community programs and projects that promote public awareness of the problems of the disabled.

(5) Serve as a liaison between the City of Tucson and other community agencies serving the disabled.

https://www.tucsonaz.gov/files/clerks/uploads/bccfiles/21525.pdf

Sun Tran, the local public transit agency, has partnered with CODI and other community organizations to provide consistent, reliable and safe transportation for people with disabilities. Sun Tran offers 100% accessibility for each of its 40 fixed routes[1]. Yet when additional assistance is required, Sun Van is readily available. This paratransit service has been assisting individuals with their mobility needs since 1987, and now provides over 500,000 passenger trips annually.[2] Sun Van is the go-to transit answer for individuals who have cognitive, physical or orientation/mobility limitations that prevent them from riding Sun Tran.

Tucson's three-year-old streetcar system—Sun Link—is also ADA-accessible, with special yellow boarding zones at each stop. This is important for disabled festival-goers as there are many festivals and events that are held within a short distance from the Sun Link line.

The Pima Council on Aging is another strong team player – not only by helping older individuals with physical restrictions with basic activities of daily living[3], but by keeping in focus a quality of life standard for this demographic, in part by providing opportunities for them to get out and enjoy Tucson's culture and festivities!

1 http://www.suntran.com/accessibility.php

2 http://www.sunvan.com/

3 https://www.pcoa.org/services/

NON-GOVERNMENTAL COMMUNITY SUPPORT OF FESTIVALS AND EVENTS

AZLinks.com also serves as a resource for individual with limitations due to disabilities and aging.[4]

The University of Arizona has extensive resources for students with disabilities. Its UA Disability Resource Center helps guide students with specific needs and disabilities toward assistance with aspects of life on campus, and also for attending/participating in community events. The Center offers and highlights specific programs and activities for disabled athletes and other students. Its Outreach and Education division addresses specific areas of consideration for event planning and disability awareness, including a simulation of activities, which serves to build that awareness, and helps event planners understand the requirements necessary to ensure the best experience possible for individuals with limitations.[5]

Tucson Festival of Books is one of many local events that provides access to disabled guests; TFB prepares and executes plans for accommodation in the full range of ADA issues and services— parking, restrooms, seating, way-finding, etc.

These and other Tucson organizations work to assist people with various degrees of disability. Tucson is a city which loves its events, and collectively works hard to make sure its events are accessible to all people, regardless of physical limitations or challenges.

4 https://azdaars.getcare.com/consumer/about.php

5 https://drc.arizona.edu/outreach-education

NON-GOVERNMENTAL COMMUNITY SUPPORT OF FESTIVALS AND EVENTS

LOCAL EVENT COOPERATIVES

Festivals and Events Association of Tucson & Southern Arizona (FEATsAZ)

The Festivals and Events Association of Tucson and Southern Arizona (FEATsAZ) is a local membership-based trade association for festival and event producers and other industry members. FEATsAZ supports the local festival/event industry through education, networking, advocacy, and marketing.

FEATsAZ planned and executed three annual statewide Arizona Conferences of Festivals and Events, in the years leading up to 2015, when FEATsAZ welcomed the IFEA to Tucson for the first of three consecutive Annual Conferences. FEATsAZ has served as local ambassadors to the IFEA conferences, organizing the free night out to the Downtown area each year. FEATsA Z also partnered with IFEA to provide venues in Tucson for several well-attended CFEE courses in the years prior to the Tucson IFEA conferences, and promoted the sessions statewide.

Founded as a result of a dispute between event producers and the City of Tucson, the group of industry professionals who came together to work with the City to change a policy that impacted the Fourth Avenue Street Fairs, stayed together to form an association that works towards the ongoing betterment of the events industry in Tucson and the surrounding area. FEATsAZ has worked closely with the City to improve and streamline its festival and event permitting process. FEATsAZ also works closely with Visit Tucson to promote events locally and out-of-market.

Monthly mixers sponsored by FEATsAZ at area event venues or restaurants/bars offer regular networking opportunities for industry professionals, while exposing new businesses and venues to decision-makers who are often looking for different locations for events. Event organizers are given the chance to speak at each mixer to promote their upcoming events and ask for volunteers.

Run by a volunteer board of directors with no paid staff, FEATsAZ is creating a strategic organizational plan that will serve as a blueprint for future growth and development as a valued festivals and events industry advocate and partner.

Visit **FEATsAZ.com**

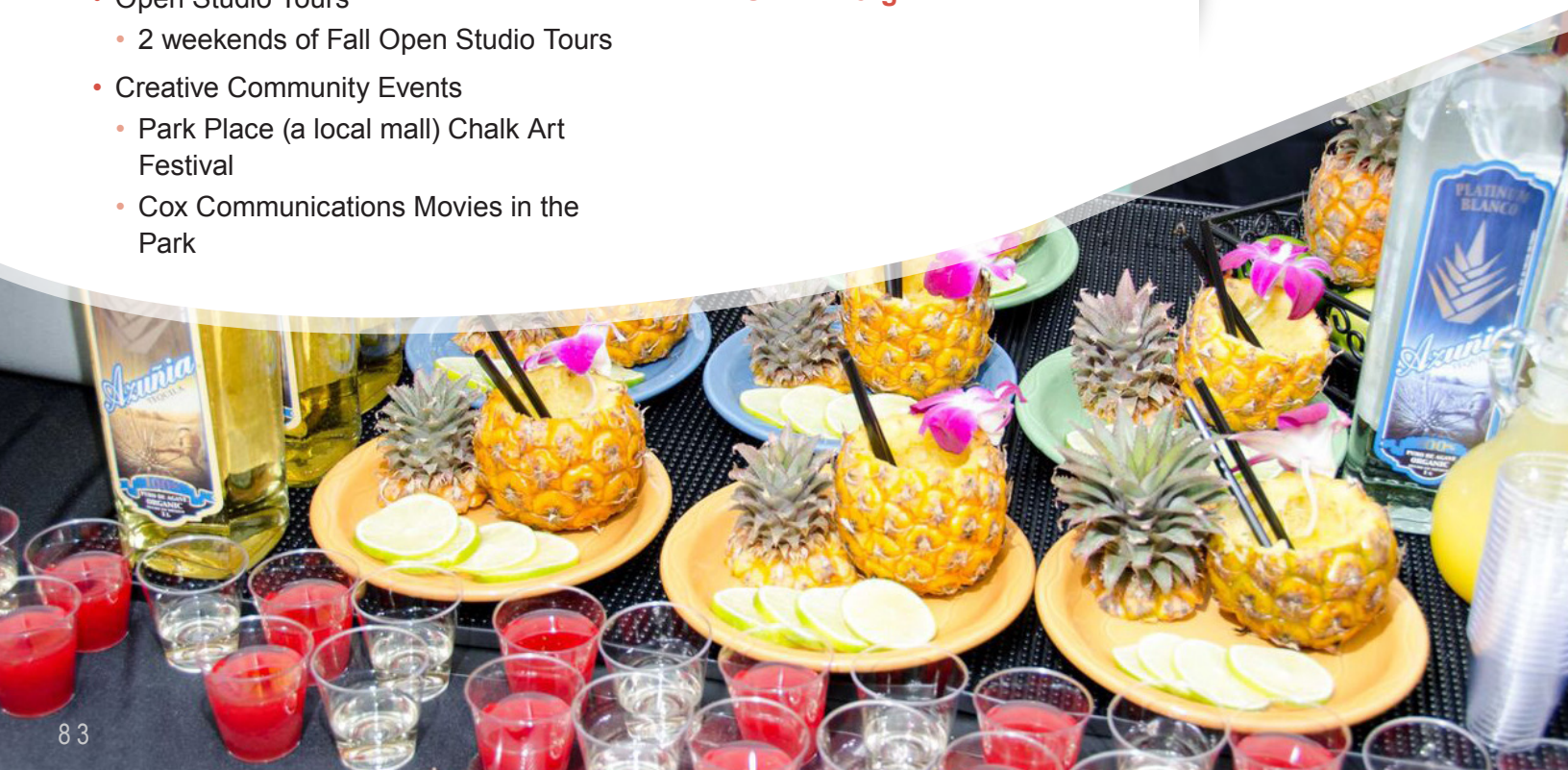
NON-GOVERNMENTAL COMMUNITY SUPPORT OF FESTIVALS AND EVENTS

Southern Arizona Arts & Cultural Alliance (SAACA)

SAACA is a nonprofit organization dedicated to the creation, preservation, and advancement of the Arts. SAACA produces more than 150 unique and culturally diverse events and programs each year, in a wide variety of venues. Some are paid while others are free to the public. SAACA festivals and events fall under the following broad categories, with some of the more significant events listed after each event type:

- Culinary Arts
  - SAVOR Southern Arizona Food & Wine Festival
  - The Tucson 23: A Mexican Food Festival
  - Southern Arizona Salsa, Tequila & Taco Challenge
  - World Margarita Championship
  - Great Chefs Series
- Art Festivals
  - Holiday Festival of the Arts & Oro Valley Tree Lighting
  - Spring Festival of the Arts
  - La Encantada Fine Art Festival
  - Arts in the Plaza Fine Art Festival
- Open Studio Tours
  - 2 weekends of Fall Open Studio Tours
- Creative Community Events
  - Park Place (a local mall) Chalk Art Festival
  - Cox Communications Movies in the Park
  - Cruise BBQ & Blues Classic Car Show & Festival
- Live Music & Concerts
  - Jazz Legends LIVE!
  - Oro Valley Concert Series
  - Community Concert Series
  - Tucson Premium Outlets Concert Series
  - Steam Pump Second Saturdays

SAACA.org



NON-GOVERNMENTAL COMMUNITY SUPPORT OF FESTIVALS AND EVENTS

SPORTS COMMISSIONS

The Pima County Sports & Tourism Authority has been inactive for several years. When it was active, the authority worked in support of enhancing sports facilities and increasing amateur sports and athletic opportunities for area youth, including development of competition sites for soccer, baseball, softball, basketball, and volleyball, among others.

However, Visit Tucson has a department (Tucson Sports) that markets the Tucson area and its sports venues to organizations that may be interested in bringing sports-related events to Tucson.

Over the years, Tucson Sports has supported or recruited various marquee sports events in Tucson, including the Tucson Association of Realtors Fort Lowell Soccer Shootout, Major League Soccer Preseason Training and Desert Diamond Cup, 24 Hours in the Old Pueblo, Tucson Invitational Games (Collegiate Baseball and Softball), Tucson Conquistadores Classic, a PGA Tour Champions event, El Tour de Tucson, Mexican Baseball Fiesta, and the Nova Home Loans Arizona Bowl.

Tucson Sports' plans for 2017-18 are to work with local sports event organizers to determine how to grow their events, promote Tucson aggressively as a destination for new amateur athletic events, and focus on opportunities with field sports, swimming, and baseball.

NON-GOVERNMENTAL COMMUNITY SUPPORT OF FESTIVALS AND EVENTS

EDUCATIONAL INSTITUTION SUPPORT

University of Arizona

Tucson is home to the University of Arizona, a premier public research university with 42,000 students and around 12,000 faculty and staff members. Among the UA's national and international rankings are the following:

- The National Science Foundation ranks the UA **20th in research and development expenditures** among US public universities and colleges and 33rd among US public and private universities.
- The Center for World University Rankings has ranked the UA **#73** in the world and **#46** in the U.S.
- UA is **#1** in PhDs awarded to Native Americans
- UA is **#7** in PhDs awarded to Hispanics
- UA ranks **#25** of US institutions in awarding PhDs
- At **21%**, UA has the most diverse graduate enrollment of all public university members of the prestigious Association of American Universities.
- **60%** of UA doctoral research programs are ranked in the **top 20**

The following UA programs are currently **ranked in the Top 10 by the National Research Council (NRC)**:

- Anthropology
- Applied Math
- Astronomy
- Atmospheric Sciences
- Communication
- Geography
- Ecology and Evolutionary Biology
- Geosciences
- Medical Pharmacology
- Nursing
- Nutritional Science
- Pharmaceutical Sciences
- Physiological Sciences
- Planetary Sciences
- Plant Sciences
- Sociology

NON-GOVERNMENTAL COMMUNITY SUPPORT OF FESTIVALS AND EVENTS

And the following programs have been ranked in the Top 10 among America's Best Colleges by ***U.S. News and World Report***:

- Analytical Chemistry
- Geochemistry
- Latin American History
- Optical Science
- Rehabilitation Counseling
- Ecology and Evolutionary Biology
- Geology
- Management Information Systems
- Pharmacy
- Social Psychology

The University of Arizona competes at the NCAA Division 1 level in the PAC-12 Athletic Conference and is competitive within the conference and nationally in many of its men's and women's programs. National Championship Drive, located in the athletic complex, displays dozens of national championship banners from various team sports, including baseball, men's basketball, softball, swimming, and others. Home football (complete with tail-gating) and basketball games are events in and of themselves. The Arizona Wildcats men's basketball team has led the PAC-12 in attendance for the last 31 years, filling the McKale Center to 99.6% of its 14,545-seat capacity last season.

The University of Arizona hosts many festivals and events on its campus, including the Tucson Festival of Books, Spring Fling, Tucson Desert Song Festival, Arizona Jazz Week, Tucson Poetry Festival, Arizona Insect Festival, Tucson Guitar Society International Festival, the UA's Homecoming Parade and Events, Nova Home Loans Arizona Bowl, and various running/walking events produced by the Southern Arizona Roadrunners.

NON-GOVERNMENTAL COMMUNITY SUPPORT OF FESTIVALS AND EVENTS

SPECIAL INCENTIVES / DISCOUNTS PROVIDED TO FESTIVALS AND EVENTS BY LOCAL VENUES

Discounts are provided by venues and some hotels or resorts to festivals and events based on their size, scope, and economic impact.

Pima County offers discounts on facilities at the Kino Sports Complex to events that bring out-of-town overnight visitors and generate a significant economic impact.

The Tucson Convention Center does the same. Such discounts are offered on a case-by-case basis since no two events or festivals are alike.

Private sector venues will offer discounts to fill rooms when they have availability, and will often work with festival producers accordingly. While Tucson does enjoy favorable weather year-round, the summer season, when the temperatures are high and the University of Arizona is not in regular session, presents a slower period for hotels and other businesses in the tourism and service industries. Recently some emerging indoor Tucson festivals have taken advantage of the opportunities afforded by the summer season, and scheduled summer dates at local resorts and venues, receiving favorable rates on ballroom space and other services.

NON-GOVERNMENTAL COMMUNITY SUPPORT OF FESTIVALS AND EVENTS

ACCESS TO INDUSTRY SUPPLIERS IN THE LOCAL MARKET

The Tucson community has many businesses and professionals who specialize in supplying festivals and events with the necessary equipment, infrastructure, technical know-how, supplies, etc., that are required to produce a successful festival.

With such an active festivals and events calendar, an industry of vendors, suppliers, and professionals has developed here over many years. There are several businesses that provide event infrastructure, such as tents and tables/ chairs; companies that assist with the infrastructure of street festivals, with barricades, fencing, and signage; businesses that employ skilled stagecraft, sound, and lighting technicians; and experienced event producers.

These businesses and professionals build strong working relationships with event producers and local government officials who assist in ensuring events are safe and minimally disruptive, such as Fire, Police, and Transportation.

The Festivals and Events Association of Tucson & Southern Arizona (FEATsAZ) has played a role in introducing event producers, especially those new to the market, or just starting out, to these industry suppliers and professionals. In fact, industry professionals and suppliers have been a key part of FEATsAZ's membership base.

NON-GOVERNMENTAL COMMUNITY SUPPORT OF FESTIVALS AND EVENTS

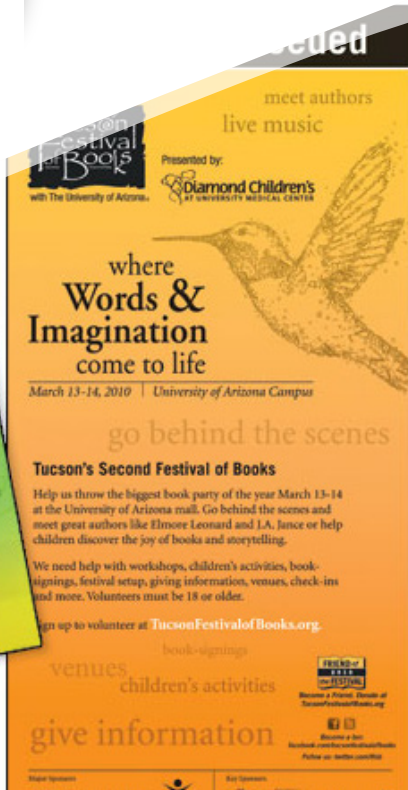
DIRECT INDUSTRY INVOLVEMENT / MEMBERSHIPS BY ANY OF THE ABOVE

Tucson has developed a real “event ecosystem.” The Tucson community is very engaged with events and festivals, and it has a strong interconnected infrastructure made up of supportive media, sponsors, volunteers, industry professionals, event-oriented businesses, and of course, people who love to attend festivals and events.

Local businesses sponsor events; local media members do more than “cover” events – they emcee, sponsor, volunteer their time. Local media outlets often sponsor multiple events, offering in-kind media coverage.

An excellent example of a media organization that has been much more than a media sponsor for a Tucson event is the Arizona Daily Star’s contributions to the Tucson Festival of Books. The Daily Star literally co-created the event nine years ago, and continues to be integrally involved with the planning and execution of the festival, as well as providing extensive media support.

FEATsAZ has facilitated “cross-pollination” of members of the Tucson event community and will continue to do so, to strengthen the already-strong infrastructure of the Tucson event community.



LEVERAGING 'COMMUNITY CAPITAL' CREATED BY FESTIVALS AND EVENTS

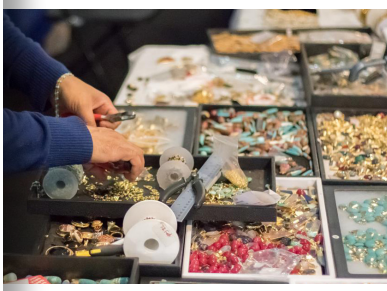
What sets us aside, what makes us different? It's the climate, cultural diversity and respect for history.
Tucson is unique in the sense that over time the community has continued to embrace a sense of place.

LEVERAGING 'COMMUNITY CAPITAL' CREATED BY FESTIVALS AND EVENTS

COMMUNITY BRANDING / PROMOTING TOURISM

Festivals and events are an important component of community branding and tourism promotion for the Tucson region.

The **Tucson Gem, Mineral & Fossil Showcase** is the single largest event in Tucson and the largest event of its kind in the world. This event, commonly referred to as "the gem show," comprises approximately 45 individual shows, each with many vendors; it attracts an estimated 50,000-plus annual attendance including visitors from around the world. A 2014 economic impact study estimated direct spending at $120 million annually. Tucson's mega "gem show" began in 1955 with the ***Tucson Gem and Mineral Show***, as a single exhibit of the Tucson Gem and Mineral Society; today, the show that started it all continues to be a main attraction of the event. A second "fall gem show" in September is a growing offshoot of the main winter event.



Several other annual events can be grouped into a few categories that strongly complement elements of the Tucson community's brand and, also, support tourism promotion, including:

1 ***Food*** – In December 2015, Tucson was the first U.S. city to be designated by the United Nations Educational, Scientific and Cultural Organization (UNESCO) as a "City of Gastronomy". Contributing to this designation are many local, one-of-a-kind events that focus on or feature aspects of the local culinary scene, food and farming, gastronomy. These "foodie" events are an important part of Tucson's distinctive story and brand. Examples: **Savor Food & Wine Festival** (February); **Agave Heritage Festival** (May); ***T*ucson 23: Mexican Food Festival** (June); **Tucson Greek Festival** (September); **Tucson Salsa, Tequila & Taco Challenge** (September); **Tucson Meet Yourself** (October); **World Margarita Championship** (October); **Tucson Tamal &**

The **Tucson 23: Mexican Food Festival** – On or around Father's Day weekend in June, this Mexican food festival celebrates the Best 23 miles of Mexican Food in America – the highest concentration of which is found within a 23-square-mile area that includes the City of South Tucson, Downtown, and lower midtown. At these terrific eateries, many of which are family-owned and decades old, the settings are casual, the ingredients are fresh and the experience is unforgettable. Tucson backs up its "best of" claim with confidence knowing it is home to the most authentic Mexican food north of the border. At the festival, local restaurants and breweries provide the bounty while toasting Tucson's "Best 23 Miles of Mexican Food" distinction.

Heritage Festival (December).

2 ***Cycling*** – A key component of Tucson's brand as an outdoor adventure destination is cycling—recreational and competitive. Several local annual events contribute to the city's identity and enhance the city's brand as a cycling destination. Examples include **24 Hours in the Old Pueblo** (February); **Tucson Bicycle Classic** (March); **Cyclovia Tucson** (April/October), **Tour de Cookie** (April); **Mt. Lemmon Hill Climb**, ranked in 2016 as one of the top seven bike rides in the world, (May); **Cochise County Cycling Classic**, Douglas (October); and the signature event, **El Tour de Tucson** (November). Supporting this scene, the GABA Bike Swap Meet, organized in the Fourth Avenue district twice a year by Tucson's Greater Arizona Bicycling Association, is the largest bicycle swap meet in the Southwestern United States.

3 ***Spectator Sports*** – With year-round sunshine and clear skies, Tucson is perfect for spectator sports, especially outdoor competitions. Professional golfers and ***PGA Tour*** events have been coming to Tucson since 1945; currently, the **PGA Tour Champions Tucson Conquistadores Classic** takes place in March and garners national television coverage. Soccer's popularity continues to grow; youth teams have been playing here since 1990 in the **Tucson Association of Realtors Soccer Shootout** (January), and **Major League Soccer (MLS) Preseason in Tucson, culminating with the Desert Diamond Cup** (February), made its debut in 2011. A few other spectator sport events include **La Fiesta de los Vaqueros-Tucson Rodeo** (February); **Horse Racing at the historic Rillito Park Race Track** (the birthplace of modern-day Quarter-Horse racing and the "photo finish") (February-March); **Tucson Invitational Games** collegiate baseball and softball games (March); **Nova Home Loans Arizona Bowl** (December).

24 Hours in the Old Pueblo – It's really a little "out there," with a bunch of hardcore (men and women) mountain bikers dressed up in goofy wigs, oversized sunglasses, kooky helmets, and even tutus over a weekend in February. Tucson-based Epic Rides created and presents this event, one of the largest, and quirkiest, 24-hour endurance events of its kind in the USA; it's rumored to be the third-largest event of its kind in the world. It's a single-track mountain bike ride in isolated Sonoran Desert terrain with costume-clad pedalers so popular that registration sells out early every year; this year it sold out within a few days. A few thousand supportive spectators enjoy music, local craft brews, and comradeship at the base camp.

Tucson's **PGA Tour Champions-Tucson Conquistadores Classic** event brings together legends, heroes, and stars of men's pro golf. Dozens of top-ranked golfers play in a no-cut competition and walk the course with fans at a two-day Pro-Am event on the famed Catalina Course at Omni Tucson National Resort, a popular PGA Tour venue since the 1960s, in March. More than 350 PGA Tour victories and over 70 major championships are represented by the 78-player field, which features many Hall of Famers who competed here when the Tucson Conquistadores operated the PGA Tour's long-running Tucson Open. The tournament winner, like Tom Lehman after his 2017 victory, is crowned with the coveted "Helmet Trophy." These champions always put on a great show, interact with fans, and create an engaging atmosphere.

4 ***Nature*** – The Tucson and Southern Arizona region consistently ranks as one of the most rewarding bird-watching areas in North America. Bird-watchers flock here to observe not only Sonoran Desert native birds and regional specialties, but also to see a broad range of seasonal migratory birds that visit from Canada and Mexico. At least three birding festivals provide an opportunity for nature-lovers to gather together and explore the region's biodiversity and view an abundance of birds and other wildlife in scenic natural settings. Festivals include **Wings Over Willcox** (January); **Southeast Arizona Birding Festival** (August); **Southwest Wings Birding and Nature Festival** (August). Additionally, in early summer, nature-lovers can participate in a traditional Tohono O'odham cactus fruit harvest during the **Ha:san Bak Saguaro Harvest Festival**, presented by Colossal Cave Mountain Park.

Southeast Arizona Birding Festival – Birders from the region and across the country gather in Tucson for four days in August's monsoon rainy season to enjoy the biodiversity of southeast Arizona at its peak. Headquartered Downtown at Arizona Riverpark Inn and hosted by Tucson Audubon Society, the festival consists of 45 birding field trips, 10 workshops with bird and wildlife experts, two keynote presentations, and a Nature Expo. The festival celebrates the diverse natural environments surrounding Tucson, provides an educational infrastructure to inspire learning and enjoyment of birds and wildlife in the Sonoran Desert, and encourages conservation efforts. The 2016 festival attracted 3,000 attendees (10% were from out-of-state).

5 ***Music*** – Tucson's vibrant music scene covers a broad range of genres, from bluegrass, blues and folk to mariachi, classical, indie rock to hip-hop. Nearly every month, live music is being played somewhere along with many bigger annual events and smaller ongoing events from which audiences can choose. A few examples of longstanding annual events are: **Gem and Jam** (February); **Tucson Winter Chamber Music Festival** (March); **Fiesta Garibaldi at Tucson International Mariachi Conference** (April); **Charles Mingus Hometown Jazz Festival** (April); **Tucson Folk Festival** (May); **Tucson Film & Music Festival** (October); **Southern Arizona Blues and Heritage Festival** (October). Music festivals are among Tucson's newer events: **Tucson Jazz Festival** (January); **Tucson Desert Song Festival** (January/February); **Tucson Hip-Hop Festival** (February); **HoCo Fest** (September); **Oro Valley Music Festival (October) and Dus**k (October).

The **Tucson Winter Chamber Music Festival** celebrates its 25th year in March 2018. Once described by American Record Guide as "one of the best and most adventurous festivals in the US," this event, presented by Arizona Friends of Chamber Music (founded in 1948), draws distinguished artists for a series of concerts, open rehearsals, master classes, and a gala dinner and concert. This festival reveals the full range, skill, and artistry of the world-class musicians. Open rehearsals enable audiences to get behind the scenes. A youth concert brings chamber music to the community, and master classes enable the amateur and the curious to learn from the best. And a gala dinner and concert offers the opportunity to combine food and chamber music.

LEVERAGING 'COMMUNITY CAPITAL' CREATED BY FESTIVALS AND EVENTS

6 ***Film*** – As the site for more than 400 film and television projects since it was built by Columbia Pictures in 1939, Old Tucson is one of the most active filming locations for Western-themed movies, television, cable shows and commercials in the United States. After seven decades and hundreds of films, this award-winning movie location continues to reign as America's "Hollywood in the Desert." While Tucson has long been a location for filmmakers, now it's also a destination for film-lovers. At least 11 film festivals are screened throughout the year in the Tucson area, including **Arizona International Film Festival** (April); **Arizona Underground Film Festival** (September); **Film Fest Tucson** (October); **Loft Kids Fest** (July); **Native Eyes Film Showcase** (April); **Santa Cruz County International Film Festival** (October); **The Loft Film Fest** (November); **Tucson Cine Mexico** (March); **Tucson Film and Music Festival** (October); **Tucson International Jewish Film Festival** (January); **Tucson Terrorfest** (October).

Staying true to its mission of showcasing independent film, the **Arizona International Film Festival** – has exhibited over 2,500 films representing 90 countries to over 148,000 patrons in southern Arizona since opening 26 years ago. Like clockwork, for 11 days every April, this festival continues to present ever more exciting and innovative films from around the world for Tucson audiences. It was ranked #8 of 15 Best Festivals in Arizona in March 2017. The brand-new **Film Fest Tucson** made a stellar debut in October 2016 with a mission of spotlighting Tucson's movie-making legacy, dating back to 1939 when Old Tucson studios was built, with films from Arizona's history as well as showcasing a collection of Arizona premieres of new independent films and hosting appearances by special guests at Scottish Rite Cathedral, listed on the National Register of Historic Places.

7 ***Western Heritage*** – The Old West is alive and well in Tucson and surrounding Southern Arizona communities like Tombstone, Bisbee, Douglass, and Benson. Visitors experience moments from Western books, films, and television when they attend a festival or event at these authentic former hotspots and boomtowns. European visitors are especially entranced with these opportunities to "meet" Old West heroes and experience the cowboy lifestyle at events and festivals such as these: **La Fiesta de los Vaqueros-Tucson Rodeo & Parade** (February); **Cowboy Poetry & Music Festival** (February); **Vigilante Days**, Tombstone (February); **Cowboy Music Festival at Old Tucson** (April); **Wyatt Earp Days**, Tombstone (May); **Salute to the Buffalo Soldiers Days**, Tombstone (June); **102nd Annual 2017 Sonoita Labor Day Rodeo** (September); **Helldorado Days**, Tombstone (October); **Rex Allen Days**, Willcox (October); **Empire Ranch Round-up**, Sonoita (November).

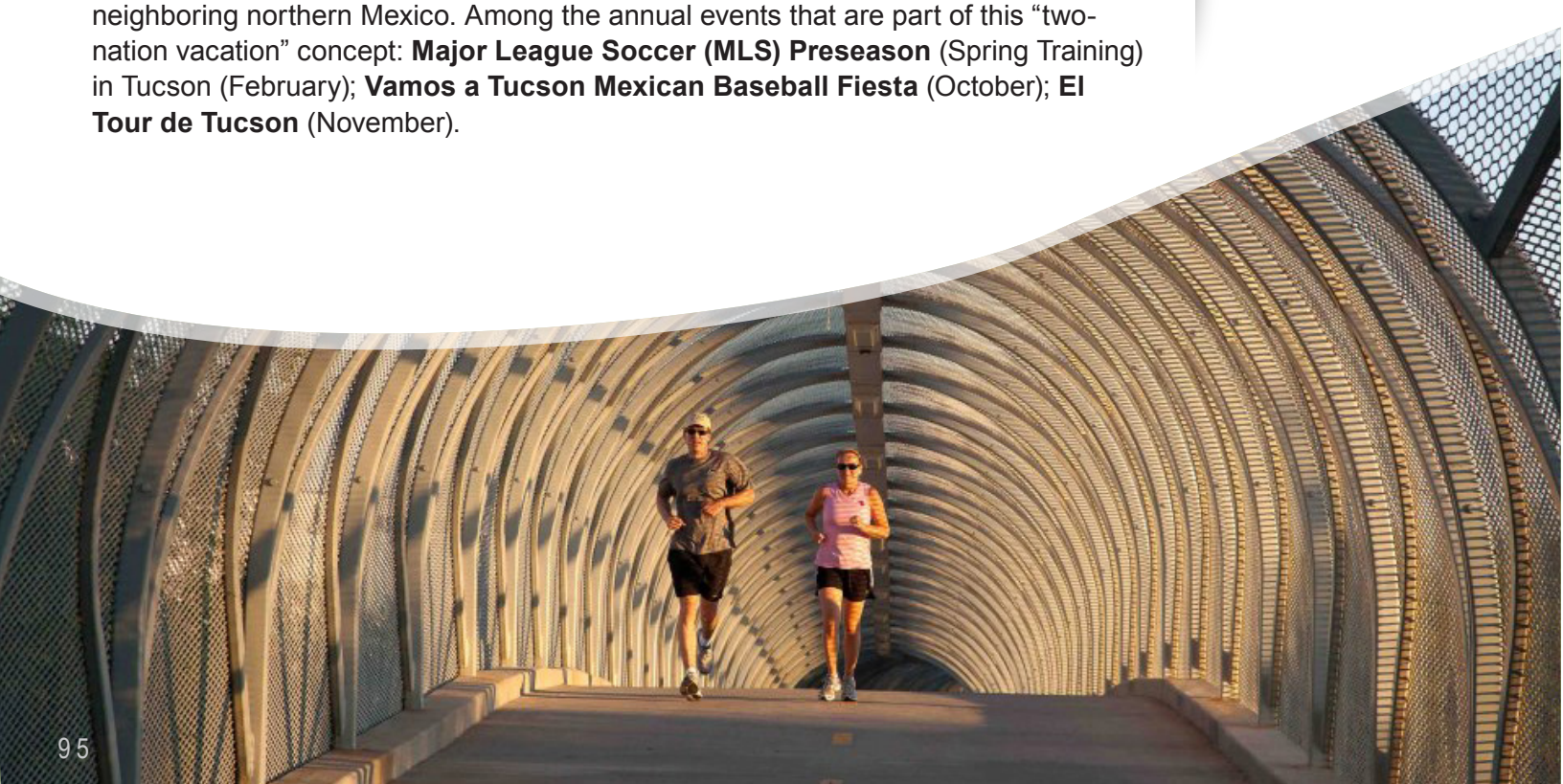
Singing, yodeling and poetry-reciting cowboys and cowgirls take center-stage at the **Cochise Cowboy Poetry and Music Festival**, which just celebrated its 25th anniversary in February 2017. Dozens of cowboy artists from around the United States and Canada preserve the spirit of the American West with family-friendly performances of classic cowboy poems, songs, and storytelling at this annual festival staged at Buena Performing Arts Center, in Sierra Vista, southeast of Tucson. Acclaimed cowboy poets and musicians perform at ticketed events and at free mini-concerts. Audiences learn the history and folklore of the Arizona Territory through an art form not commonly associated with the tougher Old West lifestyle.

LEVERAGING 'COMMUNITY CAPITAL' CREATED BY FESTIVALS AND EVENTS

8 ***Outdoor Recreation*** – In addition to spectator sports and cycling, Tucson is a favorite destination for other outdoor recreational events. The Southern Arizona Roadrunners is a not-for-profit organization dedicated to promoting health and fitness in Tucson and Southern Arizona through running and walking; many of its events, such as the **Saguaro National Park Labor Day 8-Miler & 5k Walk/Run** (September) regularly sell out due to popularity. Here are just a few other events enjoyed here by walkers, runners, and rollers: **Sunrise at Old Tucson Trail Run** (January); **24 Hours in the Old Pueblo** (February); **Arizona Distance Classic** (March); **M.O.V.E Across Two Ranges** (March); **Texas Canyon Trail Run, Dragoon** (April); **Meet Me Downtown 5K** (June); **Breeze in The Trees 5K**, Sahuarita (July); **Kartchner Caverns 5K Trail Run & Kids Fun Run**, Benson (October); **Tucson Marathon, Marathon Relay & Half-Marathon** (December).

The Tucson Marathon – including the Holualoa Tucson Marathon & Marathon Relay as well as the Damascus Bakeries Half Marathon – takes place during the first week of December annually. No matter how chilly the early morning temperatures, a winter morning is perfect for a brisk run in the mountainous Tucson suburbs of Oracle, Catalina and Oro Valley. This endurance race is often called one of the prettiest courses in the country and one of the easiest to run a personal best. Participants and spectators enjoy the crisp Tucson winter weather, with temperatures at the start averaging in the high 30s and reaching 65-70 degrees Fahrenheit by 11 a.m. This is primarily a downhill marathon with some hills. A portion of the race proceeds benefit local school sports programs and other selected youth groups. The course is USATF Certified and is a Boston Marathon qualifier.

9 ***Mexico Visitation*** – Events are also an important component of community branding and tourism promotion for Visit Tucson and for the City of Tucson as they relate to efforts by Visit Tucson's Mexico Marketing division to promote Tucson and Southern Arizona as a leisure travel destination for potential visitors in neighboring northern Mexico. Among the annual events that are part of this "two-nation vacation" concept: **Major League Soccer (MLS) Preseason** (Spring Training) in Tucson (February); **Vamos a Tucson Mexican Baseball Fiesta** (October); **El Tour de Tucson** (November).



LEVERAGING 'COMMUNITY CAPITAL' CREATED BY FESTIVALS AND EVENTS

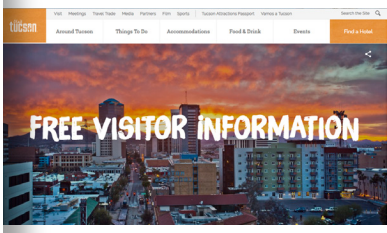
CONVENTION MARKETING

Tucson's destination marketing organization (DMO)/convention and visitors bureau (CVB), Visit Tucson, works with qualified meeting and event planners and their clients to generate leads and bookings for group meetings/events that take place at area hotels, meeting facilities, and event venues. Marketing activities to attract this type of business include hosting potential customers on familiarization tours (FAMs) and site visits in the Tucson area, and coordinating sales missions, special events and themed dinners to engage potential customers in their own cities.

Examples include the Up with People annual reunion 2017; Tucson International Mariachi Conference; International Festivals & Events Association (IFEA) annual conference.

As noted in the section on Familiarization Tours, Visit Tucson endeavors to time many of its meeting planner site visits with key festivals in the fall of each year.

Visit Tucson showcases significant "Free Yourself" brand experiences – rock climbing walls, guided yoga sessions, and chef demonstrations – at special events organized in cities with potential for visitation here. Such activities are combined with advertising/marketing promotions and public relations efforts to attract interest in and visitation for the Tucson region.



LEVERAGING 'COMMUNITY CAPITAL' CREATED BY FESTIVALS AND EVENTS

CORPORATE RECRUITING EFFORTS

Tucson's corporate recruiting efforts are led by Sun Corridor, Inc. a private-sector based organization that sells Tucson to site selectors considering the area to relocate or expand operations for corporate clients.

Sun Corridor has had some significant recent recruitment successes, working in collaboration with the City of Tucson, Pima County, the Arizona Commerce Authority, Tucson's Rio Nuevo Multipurpose Facilities District, and other organizations. Sun Corridor and its partners made arts, culture, events, and other quality of life amenities a significant part of the sales pitch to the Caterpillar Corporation, which has decided to relocate hundreds of well-paying jobs to Tucson at a new facility on the west side of Downtown, bringing together widely-scattered offices within Caterpillar's mining division.

Sun Corridor staff believes that Tucson's cultural amenities are a strong selling point. Sun Corridor now routinely weaves Tucson's lifestyle amenities—including a resurgent downtown and festivals and events – into the Tucson story that it presents to numerous companies considering making Tucson the site of a regional office, corporate headquarters, or an expanded existing presence.

Downtown Resurgence

- $439 million in private investment and $541 million in public investment in Downtown over last eight years
- Modern Streetcar system connects Downtown Tucson with the University of Arizona – Caterpillar office is on the streetcar line
- Downtown is the cultural center for Tucson, with seven museums, six theaters, and a thriving art and music scene
- There are more than 50 major events held annually Downtown – the nation's largest Gem and Mineral Show calls Downtown Tucson home every January and February

LEVERAGING 'COMMUNITY CAPITAL' CREATED BY FESTIVALS AND EVENTS

RELOCATION PACKETS AND INFORMATION

Festivals and events are considered an important part of life in Tucson, significant enough to be included in information materials made available to newcomers and prospective new residents.

The ***Tucson Metro Area Investor Directory & Relocation Guide***, distributed by the Tucson Metro Chamber, features festivals and events prominently in a two-page article, "Select Tucson Festivals and Events." The article provides information on seven of the Top Ten festivals and events listed in Section 2 of this entry.

As the same magazine's welcome letter states, "The City's history, heritage, and culture is unique and eclectic, offering ways for everyone to enjoy the diversity."

LEVERAGING 'COMMUNITY CAPITAL' CREATED BY FESTIVALS AND EVENTS

FAMILIARIZATION TOURS

Visit Tucson tends to front-load its meeting planner "FAM Tours" or "FAMs" into the first half of the fiscal year (July-December) because hotels and resorts typically have more rooms and time available to host these customers with Visit Tucson staff.

This timing strategy also gives Visit Tucson time to work with these customers to book their meetings in the latter half of the fiscal year. Visit Tucson has taken meeting planners, whether on FAMs or individual site visits, to events such as the Tucson Fall Gem Shows, Tucson Meet Yourself, All Souls Procession, NOVA Home Loans Arizona Bowl, Tucson Gem, Mineral & Fossil Showcase, and the Tucson Conquistadores (Golf) Classic.

Tucson's hotels and resorts book numerous meetings in February and March with delegates attending the Gem Show, Tucson Rodeo, Major League Soccer in Tucson, and the Tucson Festival of Books.

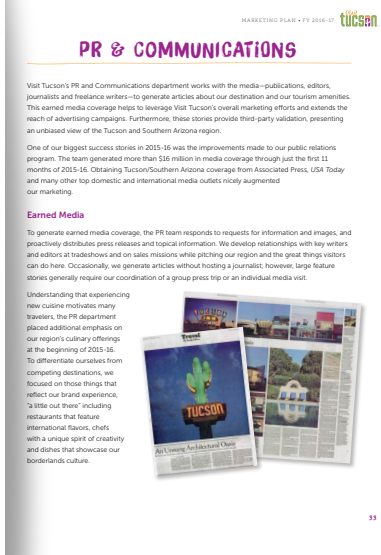
LEVERAGING 'COMMUNITY CAPITAL' CREATED BY FESTIVALS AND EVENTS

OUT-OF-MARKET MEDIA COVERAGE

Visit Tucson's PR and Communications department works with the media — publications, editors, journalists and freelance writers—to generate articles about our destination and our tourism amenities, including festivals and events. For background on Visit Tucson's efforts in this area, see Exhibit E.

Here is a sampling of earned media generated out-of-market for Tucson events over the last two-plus years:

Festival or Event	Out-of-Market Media Coverage
Agave / Heritage Festival	***"The West Win"*** The Food Network Magazine, 4/01/2016 ***"Agave Festival – Sabor a Mexico – at the historic Congress Hotel in Tucson"*** El Imparcial, 3/22/2016 ***"10 places for a tasting flight of agave spirits"*** USA Today, 5/05/2016
All Souls Procession	***"100,000 in Tucson embrace Mexican approach to death with All Souls Procession"*** Los Angeles Times, 11/11/2015 **http://www.latimes.com/nation/la-na-ff-all-souls-tucson-20151111-story.html** ***"Wanderings"*** Western Art & Architecture Magazine, 2/01/2015
El Tour de Tucson	***"Get fit and do good at the same time by joining a charity bike ride"*** Los Angeles Times. 4/09/2017
Golf / PGA	***"2017 Tucson Conquistadores Classic"*** Golf Travel Weekly, 3/22/2017 ***"Awesome Arizona - Teeing up in Tucson"*** Destination Golf Magazine, 1/01/2017 ***"Four Tucson Courses Awarded the 2017 GEM Award by the Arizona Women's Golf Association"*** American Golfer, 2/10/2017
MLS Soccer	***"10 MLS teams to descend on Tucson for 2017 Desert Diamond Cup, friendlies"*** MLSSoccer.com, 11/28/2016 **https://www.mlssoccer.com/post/2016/11/28/10-mls-teams-descend-tucson-2017-desert-diamond-cup-friendlies**
Tucson Gem, Mineral & Fossil Showcase	***"The Greatest Rock Show on Earth"*** Financial Times, 03/30/2017 **https://www.ft.com/content/87073a54-0e64-11e7-a88c-50ba212dce4d** ***"Jewelry Designer Irene Neuwirth Goes to the Gem Show"*** New York Times, 2/11/2015



MARKETING PLAN • FY 2016–17 visit tucson

PR & COMMUNICATIONS

Visit Tucson's PR and Communications department works with the media—publications, editors, journalists and freelance writers—to generate articles about our destination and our tourism amenities. This earned media coverage helps to leverage Visit Tucson's overall marketing efforts and extends the reach of advertising campaigns. Furthermore, these stories provide third-party validation, presenting an unbiased view of the Tucson and Southern Arizona region.

One of our biggest success stories in 2015–16 was the improvements made to our public relations program. The team generated more than $16 million in media coverage through just the first 11 months of 2015–16. Obtaining Tucson/Southern Arizona coverage from Associated Press, *USA Today* and many other top domestic and international media outlets nicely augmented our marketing.

Earned Media

To generate earned media coverage, the PR team responds to requests for information and images, and proactively distributes press releases and topical information. We develop relationships with key writers and editors at tradeshows and on sales missions while pitching our region and the great things visitors can do here. Occasionally, we generate articles without hosting a journalist; however, large feature stories generally require our coordination of a group press trip or an individual media visit.

Understanding that experiencing new cuisine motivates many travelers, the PR department placed additional emphasis on our region's culinary offerings at the beginning of 2015–16. To differentiate ourselves from competing destinations, we focused on those things that reflect our brand experience, "a little out there" including restaurants that feature international flavors, chefs with a unique spirit of creativity and dishes that showcase our borderlands culture.

55

LEVERAGING 'COMMUNITY CAPITAL' CREATED BY FESTIVALS AND EVENTS

ENHANCING EXPOSURE TO THE ARTS AND OTHER CAUSES

Tucson festivals provide a high-visibility showcase opportunity for local visual and performing artists. Festivals need artistic and entertainment content, and local artists need an audience. The relationship is mutually-rewarding. Such partnerships have been occurring for years and will certainly continue.

In the case of the Tucson Desert Song Festival, whose fifth annual event occurred over 19 days in January and February 2017, the very point of the event is to showcase local performing artists, using the human voice as its unifying element. Ten Tucson arts organizations collaborated to make the 2017 festival a success. These include the Tucson Symphony Orchestra, Arizona Opera, Friends of Chamber Music, Arizona Theatre Company, Ballet Tucson, Tucson Guitar Society, and others.

Exposing Tucsonans to the arts organizations and talent that is here throughout the year is a wonderful benefit of Desert Song, but as Cathalena E. Burch of the Arizona Daily Star put it in a January 17, 2017 article, "One of the happy by-products of the festival has been audience cross-pollination—symphony fans finding themselves at an early music recital or classical guitar concert, drawn by their love of voice."

"Many organizations have noted the song festival has brought in new audiences who return for other events outside of the festival."

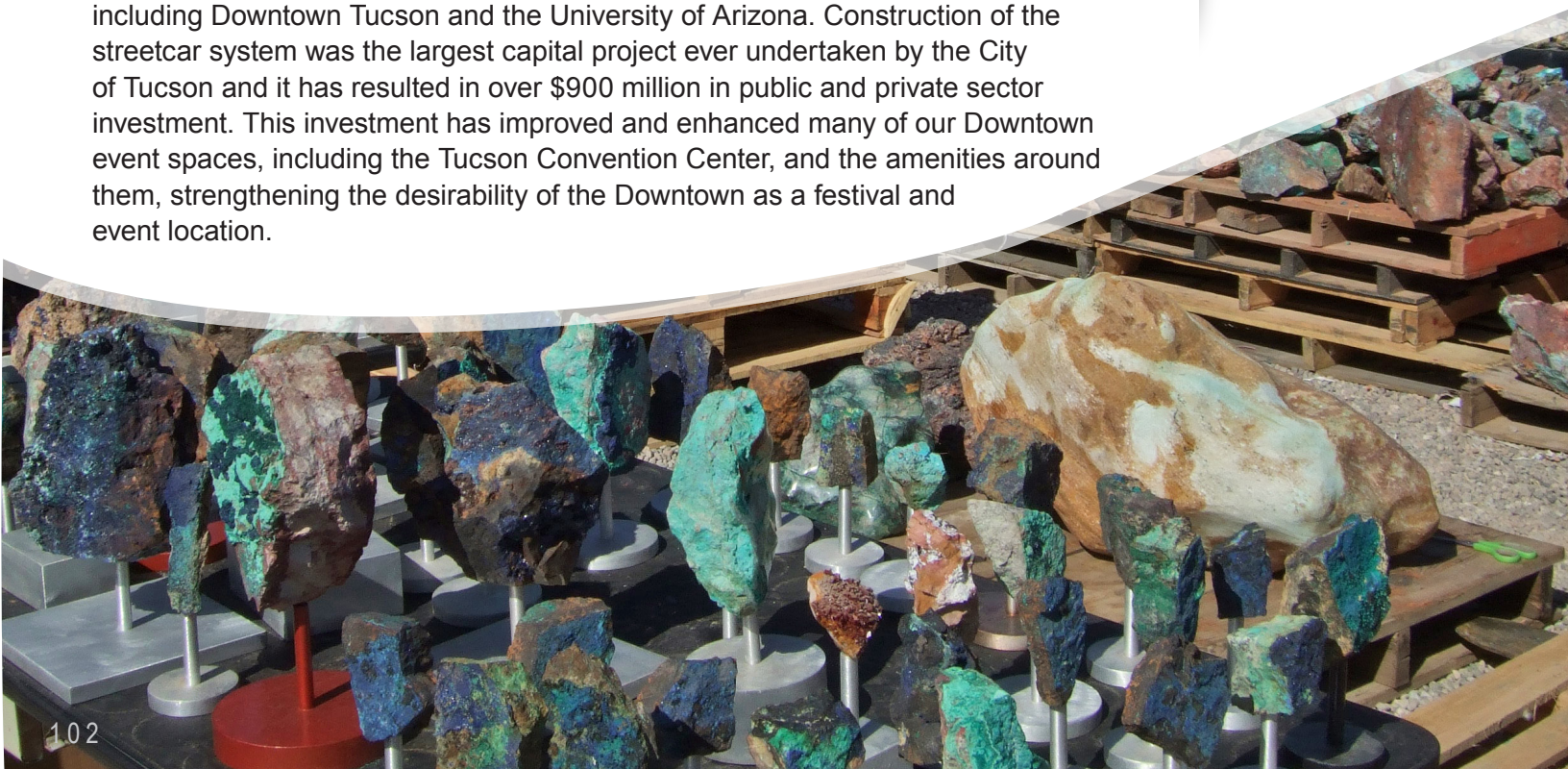
LEVERAGING 'COMMUNITY CAPITAL' CREATED BY FESTIVALS AND EVENTS

CREATING HIGHLY VISIBLE PUBLIC RELATIONS CAMPAIGNS FOR CITY FACILITIES AND SERVICES

Tucson's festivals and events often present synergistic opportunities for developing creative promotion of the City's services, facilities, and initiatives. We recognize that our first and best promotion opportunity is always working collaboratively with event promoters and organizers to plan and execute fantastic events, large and small, for the enrichment of our community that are safe, well-organized, and achieve the outcomes desired by the organizers.

Two of the Tucson region's major events, The Tucson Gem Mineral & Fossil Showcase (the Gem Show) and the El Tour de Tucson Perimeter Bicycling event, provide an annual opportunity for promotion of multi-agency regional and state government cooperation and excellence as both events, while centered in the City of Tucson, stretch out into Pima County, the adjacent municipalities of Oro Valley, Marana, Sahuarita, and the Tohono O'odham and Pascua Yaqui Nations. The State and Region's public safety agencies are the face of these events as they are conspicuously deployed with their equipment and vehicles keeping participants and attendees safe.

Over the past four years, both of these events also have afforded the City the opportunity to promote to a local, regional, national, and international audience the redevelopment and resurgence of Tucson's Downtown. This redevelopment was driven primarily by the construction and operation of the Sun Link streetcar. This public transportation option runs nearly four miles along five distinct districts, including Downtown Tucson and the University of Arizona. Construction of the streetcar system was the largest capital project ever undertaken by the City of Tucson and it has resulted in over $900 million in public and private sector investment. This investment has improved and enhanced many of our Downtown event spaces, including the Tucson Convention Center, and the amenities around them, strengthening the desirability of the Downtown as a festival and event location.

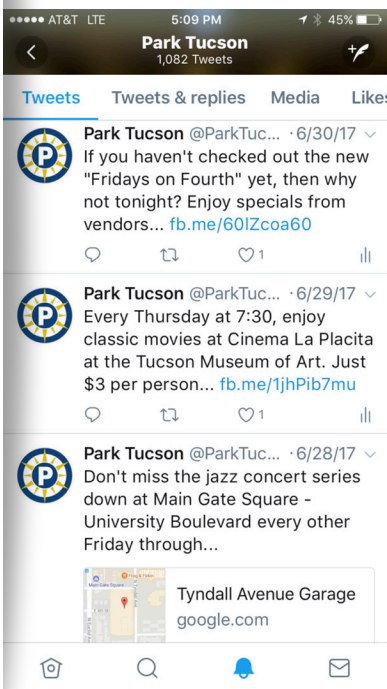


LEVERAGING 'COMMUNITY CAPITAL' CREATED BY FESTIVALS AND EVENTS

Promotion of Sun Link and our transit system has become a synergistic component of all events and festivals that occur in the operating area. From the 4th Avenue Street Fairs to University of Arizona Athletics events, the City works with festival and event promoters and sponsors to encourage the utilization of the transit system to improve ease of attendance and enhance attendees' experience. Promotion of Sun Link is done across all print, broadcast media, and social media platforms. The City's Department of Transportation and Sun Link staff regularly meet with the business district stakeholders to coordinate joint marketing programs to encourage customers and event-goers to ride the streetcar.

For many Tucson residents who neither live nor work near the streetcar line, using Sun Link to access events in the greater Downtown area is a logical way to introduce them to the system. Residents driving from outlying areas are encouraged to park in a city garage and then take the streetcar to the business district where the event is being held, so as to reduce traffic congestion in the immediate area of the event, as well as introduce the streetcar to the visitor as a safe, convenient, and fun way to get to their ultimate destination. Sun Link and Sun Tran are both promoted each week with media releases that encourage weekend event-goers to take transit to the festival.

Park Tucson, the City's parking management division, regularly promotes festivals and events in the greater Downtown area as a way to encourage visitation and utilization of City parking facilities. It's more fun to focus on promoting a good reason to visit than on how and where to park your car once you're there, although that information is presented as well.



LEVERAGING 'COMMUNITY CAPITAL' CREATED BY FESTIVALS AND EVENTS

ENCOURAGING COMMUNITY BONDING, PARTICIPATION, AND CELEBRATION

Tucson has many festivals and events, which are primarily about community bonding.

Perhaps the best example of a Tucson festival whose very purpose is to knit the community together is the All Souls Procession. The traditional distinction between participant and spectator is very much blurred. Community members are invited to bring photos of deceased loved ones and place them in the ceremonial urn that is carried near the front of the Procession and ultimately lit on fire, in dramatic fashion (think, trapeze performer shooting a flaming arrow into the urn suspended 100 feet in the air). Realize there are thousands of people who are honoring their deceased family and friends and sharing that feeling with thousands of others present in close proximity.

All Souls Procession is not a Mardi Gras-style parade/party; it is a respectful, ceremonial, communal experience—expressed with beauty, artistry, and energy. As organizer Paul Weir said about the All Souls Procession Weekend, the event "transcends the title of festival, fair, or event. It is a vehicle for the expression of grief, loss, memory, and celebration of the deceased in a highly creative and engaging format that inspires artistic expression, deep reverence, and our shared experience of death."

Another Tucson event designed to bring community members together is Cyclovia. Cyclovia promotes walking and bicycling as everyday means of not only getting around, but engaging with one's neighbors and community at a more direct level than is possible in a car. Cyclovia changes its footprint with each event so as to bring the experience to different streets and different neighborhoods. Neighborhood streets along the event route are closed to traffic for the day, so that citizens can bike or walk on the street and engage with each other. There are also the traditional festival-like activities—kids' activities, entertainment, food trucks, vendors—but the point is to build community by getting people moving around at a human scale.

Mia Hansen of the Southeast Arizona Birding Festival notes that the participants of this annual August monsoon event are a social "flock". "Birders are communal," she observed. The culture of birding is that "they go out in groups and work together to spot and identify birds and wildlife. They are lovers of nature and they come together around the mission of nature conservancy."

Other Tucson festivals bring people together, of course. Tucson Meet Yourself is by its nature a celebration of the diversity of cultures—one shared by over 100,000 in a weekend. The Patronato San Xavier Christmas Concerts bring various cultures of the Tucson community together to enjoy beautiful music at the historic Mission San Xavier.

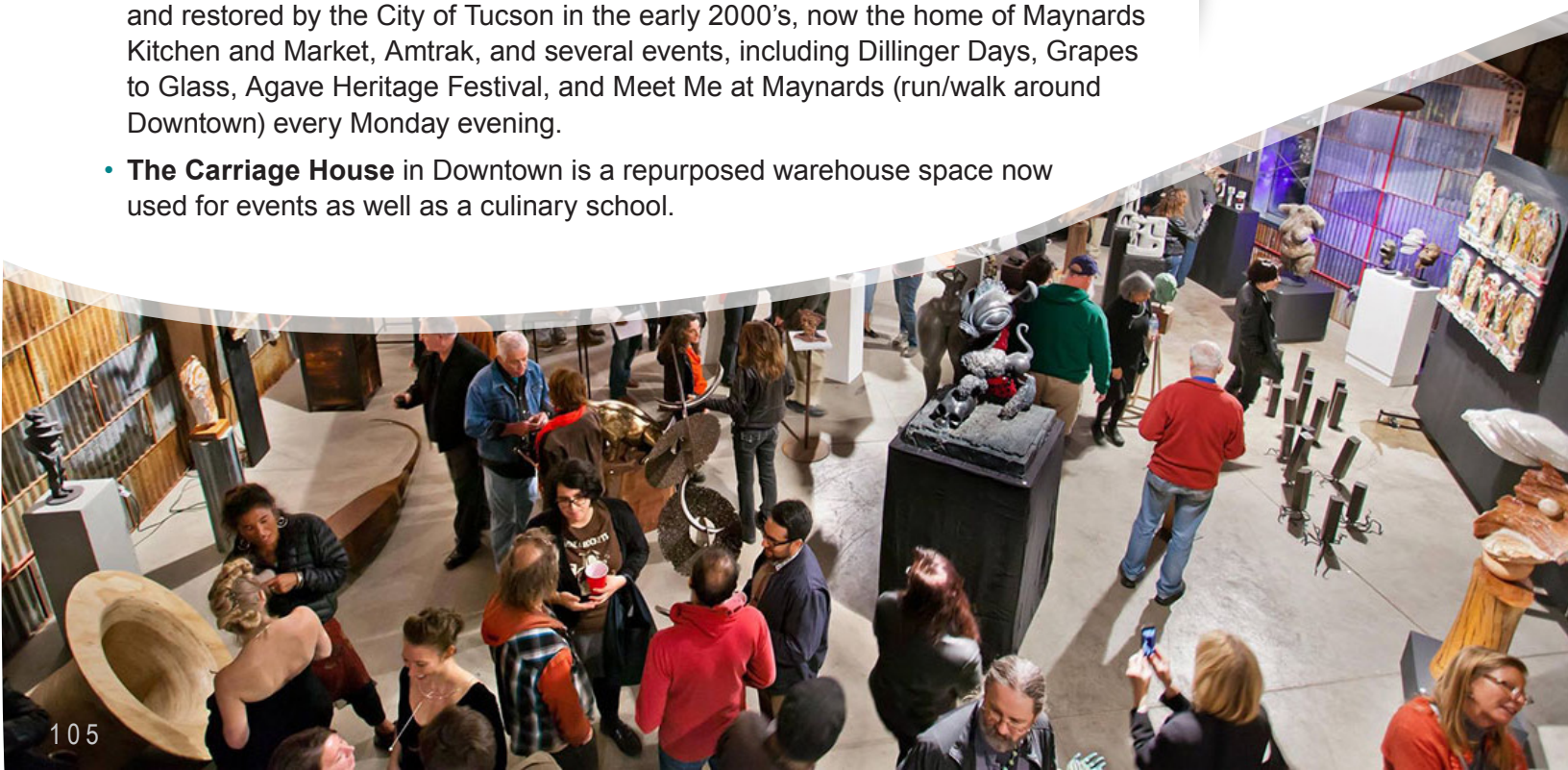
Many other Tucson events bring families together, in some cases as multi-generational family traditions, such as the Rodeo Parade. The audience at each Parade of Lights on a Saturday evening in December is largely families attending together.

LEVERAGING 'COMMUNITY CAPITAL' CREATED BY FESTIVALS AND EVENTS

HIGHLIGHTING OR DEVELOPING UNDERUSED VENUES OR SECTIONS OF THE COMMUNITY

Tucsonans are creative in identifying opportunities for repurposing underutilized properties for uses that often include special events and festivals. In recent years, the following properties have been renovated specifically for event space, or have events as a significant component of their use plan:

- **Whistlestop Depot** has hosted art, music, fashion and other events since renovation. **WhistlestopTucson.com**
- **The Historic El Casino Ballroom** hosts music, dance, and other events. **ElCasinoBallroom.com**
- **Scottish Rite Temple**, used for many events, including Tucson Fashion Week and the Film Fest **TucsonScottishRite.org**
- **Museum of Contemporary Art (MOCA)**, now located in Tucson's former Fire Dept. central station. **MOCA-Tucson.org**
- **Monterey Court**, a former motel, has been transformed into shops, a café, and event venue. **MontereyCourtAZ.com**
- **City Center for Collaborative Learning** is renovating an old Downtown shoe store into a learning center and event space. TENWEST Festival will use the space, along with City High School and Paulo Freire Freedom School. **CityCCL.org**
- Tucson's **Historic Southern Pacific/Union Pacific Train Depot**, built in 1907 and restored by the City of Tucson in the early 2000's, now the home of Maynards Kitchen and Market, Amtrak, and several events, including Dillinger Days, Grapes to Glass, Agave Heritage Festival, and Meet Me at Maynards (run/walk around Downtown) every Monday evening.
- **The Carriage House** in Downtown is a repurposed warehouse space now used for events as well as a culinary school.



LEVERAGING 'COMMUNITY CAPITAL' CREATED BY FESTIVALS AND EVENTS

There have been numerous efforts to use festivals and events to invigorate underdeveloped sections of Tucson. For example:

- **Fiesta Grande** in the **Barrio Hollywood** neighborhood northwest of Downtown. A free celebration of Barrio Hollywood's history and culture with a street fair, carnival rides, car show, live music, food vendors, beer garden, and more.
- **Mercado San Agustin**, west of the Downtown core, has been the location for:
  - the Grand Finale of the All Souls Procession, first Sunday in November
  - the Santa Cruz Farmers Market every Thursday afternoon/evening, year-round
  - El Dia de San Juan, a cultural event held on a Saturday in late June each year
  - Other festivals planned at the new 500-seat performance venue in the Mercado San Agustin (MSA) Annex, which features businesses in a unique configuration of repurposed shipping containers used for store spaces and restaurants. Opening in late 2017.
- Events planned to support the ***Best 23 Miles of Mexican Food*** designation along **S. 12th Avenue**, where there is a concentration of traditional Mexican restaurants.

LEVERAGING 'COMMUNITY CAPITAL' CREATED BY FESTIVALS AND EVENTS

CREATING LEGACIES AND IMAGES BEYOND THE EVENT

Tucson's festivals and events are rich in iconic imagery. The racing El Tour cyclist, the Day of the Dead-inspired painted faces or over-sized puppets of All Souls Procession, the rodeo cowboy of La Fiesta de los Vaqueros, the bright, colorful dress of the Folklorico dancer at the Tucson International Mariachi Conference, or a fantastic geode on display at the Tucson Gem, Mineral & Fossil Showcase—these are all indelible images familiar to Tucsonans.

Each of these images and many others has become instantly recognizable from the festivals that produced them, but they leave an impression well beyond the end of each event. They are known and understood between the events that generated them, but beyond mere familiarity, they endure as permanent symbols of life in Tucson.

More specifically, some Tucson festivals archive materials from each event and make them available on-line for future reference. This provides a record that can help audiences appreciate the history and evolution of the festivals over time. Tucson Meet Yourself archives its beautiful and comprehensive festival programs on its website.

tucsonmeetyourself.org/tmy-archives/

EXTRA CREDIT

#7 of 12 Best Weekend Getaways

U.S. News & World Report, Travel Rankings, March 31, 2017

SKILLS DEVELOPMENT – AVAILABILITY OF A CERTIFICATE OR DEGREE PROGRAMS IN FESTIVAL & EVENT MANAGEMENT THROUGH A LOCAL UNIVERSITY OR PRIVATE PROVIDER

Tucson's primary institutions of higher learning are the University of Arizona, a premier public research institution with more than 42,000 students, and Pima Community College, which has six campuses around the Tucson valley.

Neither institution currently offers a certificate or degree program in festival or event management. However, multiple programs at the UA offer management training that support careers in event management, including the Retailing and Consumer Sciences program, and the Sports Management program at the UA Eller College of Management. Eller offers an upper-level undergraduate course in Sports Tourism and Event Management (MGMT 352).

Eller's highly-regarded (top 5 such program nationally, as ranked by ***U.S. News and World Report***) McGuire Entrepreneurship Program provides its highly-motivated students the knowledge and the skills to become entrepreneurs in whatever business sector that interests them. Tucson-based company Food in Root Markets and Events, which operates ten weekly or monthly farmers markets and events around the Tucson area, has its roots in the UA Entrepreneurship program. Food in Roots' founder/owner is a graduate of the program, which gave him the skills to build his business model, establish the business, and grow the company's event footprint.

Pima Community College offers event-related skills training in various business and marketing courses. PCC's leadership has indicated a willingness to FEATsAZ to consider enhancing its curricular offerings to include a more formal offering in festival and events management.

EXTRA CREDIT

MEMBERS OF YOUR EVENT COMMUNITY WHO CURRENTLY HOLD A CERTIFIED FESTIVAL & EVENT EXECUTIVE (CFEE) DESIGNATION

The following event professionals in the metro Tucson area have earned the CFEE designation:

Lynanne Dellerman-Silverthorn

Melissa Hinkle

Brandon Laue

Nick Scala

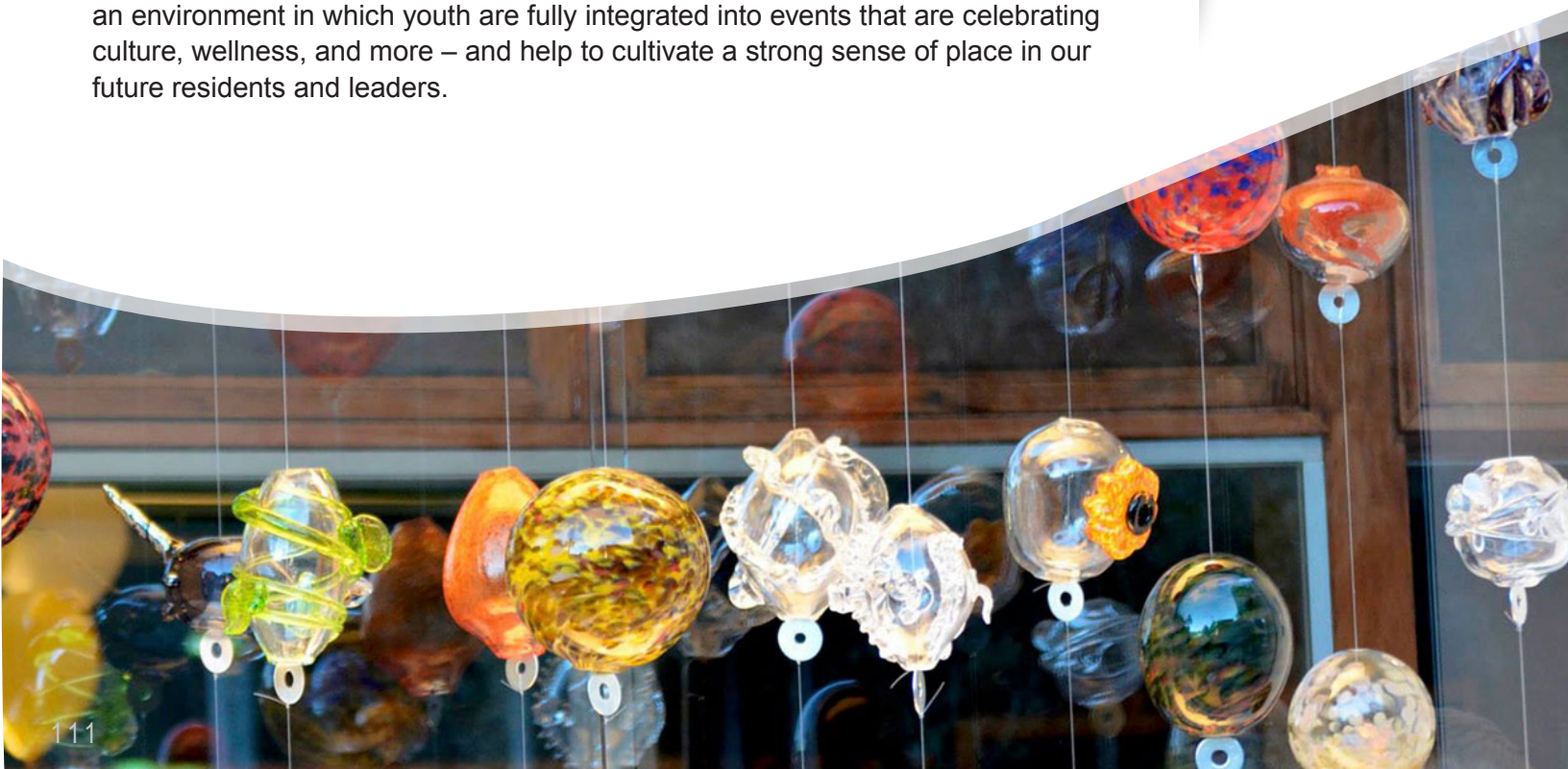
Additionally, many members of the Tucson event community have attended one or more CFEE courses through the partnership between IFEA and FEATsAZ to bring these courses to Tucson over the last five years.

SECONDARY SCHOOL SYSTEM GRADUATION REQUIREMENTS THAT ENCOURAGE VOLUNTEERISM AND COMMUNITY SERVICE DURING FESTIVALS AND EVENTS

Tucson's youth play an important role in many of our vibrant regional events. They are alongside their adult peers as volunteers, performers, and engaged audience members. Some secondary schools in Tucson require or incentivize community service hours and most have extracurricular and arts programs that have strong connections in the community. The University of Arizona has a '100% engagement' goal for all of its undergraduates that strongly encourages community involvement. In addition, many of the nonprofits working with youth encourage participation in community events.

The CITY Center for Collaborative Learning organization, which operates two campuses of Paulo Freire Freedom (Middle) School and City High School in Downtown, emphasizes learning experiences that connect students with the community. "As part of our project based learning curriculum and commitment to creating real world connections for kids, we view our downtown and university neighborhoods – and all of Tucson and Southern Arizona – as our larger learning environment." CITY encourages its students to become engaged with local arts, cultural venues, and events, and the schools also organize an annual student showcase that has taken the form of a block party, with significant participation from the students themselves.

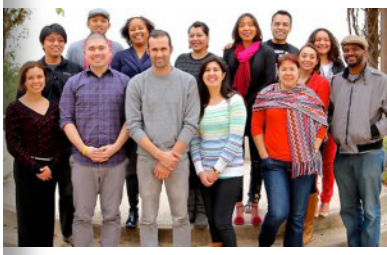
Fortunately, on the other side of the equation, the event organizers welcome youth participation. Together the myriad organizations throughout Tucson foster an environment in which youth are fully integrated into events that are celebrating culture, wellness, and more – and help to cultivate a strong sense of place in our future residents and leaders.



EXTRA CREDIT

Three strong examples youth involvement in events are El Tour de Tucson, Tucson Meet Yourself, and the International Mariachi Festival.

- ***El Tour de Tucson*** – In addition to providing event levels appropriate for children, youth, and families, the Tour has a special 'Kids Riding for Those Who Can't' program that encourages youth to ride in the bike race on behalf of a friend or family member who is not physically able to do so themselves. Link to learn more: **www.perimeterbicycling.com/el-tour-de-tucson/fun-ride**
- ***Tucson Meet Yourself*** – Cultural performance groups of all ages are on the TMY stages throughout the three-day event, including many multi-age groups that include children as well as youth-only groups. In addition, university and high school age students provide service as the Green Team for the event, assisting with sustainability and waste management for the event and setting up recycling 'green stations'. Link to learn more: **https://tucsonmeetyourself.festivalsetup.com/volunteer-registration**
- ***The Tucson International Mariachi Conference*** would not be what it is without the participation of youth mariachi groups from dozens of schools throughout Arizona and the Southwest United States. The youth performers steal the show and many are active conference participants, attending workshops alongside adult musicians. Tucson's youth also play a leadership role in organizing and promoting the annual event through the conference's student advisory council. Link to learn more: **https://www.tucsonmariachi.org/student-advisory-council/**

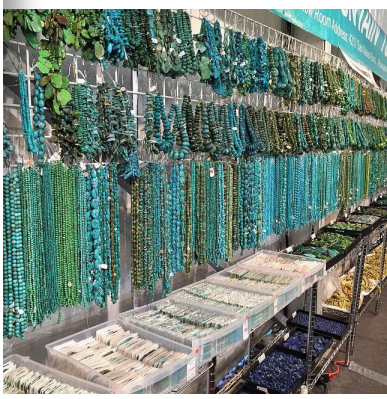


A FESTIVAL AND EVENT SHARED RESOURCE PROGRAM IN YOUR CITY

The City of Tucson does not have a formal shared festival resource program. However, the City, particularly through the Department of Parks & Recreation, maintains and makes available at a reasonable cost to event producers, equipment that is needed for staging festivals, such as a portable stage and bleachers.

The City's GemRide shuttle system, which runs during the 16 days of the Tucson Gem, Mineral & Fossil Showcase, is an example of a resource – a targeted transportation service – shared among 40+ widely distributed gem shows around the city. The City even runs the GemRide to shows in unincorporated areas outside the city limits so as to more comprehensively serve the entire event and the many visitors who have come to depend on this free service. While many show operators hire shuttles to connect to area hotels, only the GemRide service connects virtually all of the shows, and to public parking locations. The City allows private shuttle operators to use its two shuttle hubs, which are located at large parking areas, which creates more customer convenience and a seamless network.

Pima County also works with event producers to provide event infrastructure at a reasonable cost. Pima County sponsors several events on County property, and for these, it provides in-kind support, in the form of staff support, tables, supplies, equipment, etc.



EXTRA CREDIT

Tucson Gains International Food Fame

First UNESCO City of Gastronomy in U.S.

By Eric Jordan

TASTE OF TRAVEL

Ambassador for the City of Gastronomy

EFFORTS TO ACTIVELY RECRUIT NEW EVENTS TO YOUR CITY

Visit Tucson spends considerable time and resources maintaining and growing existing events, while seeking new events that will add to Tucson's quality of life and attract visitors.

Visit Tucson invests approximately $500,000 annually in sponsoring and marketing festivals and events throughout the Tucson region. It worked with the Arizona Sports & Entertainment Commission and the Rio Nuevo Multipurpose Facilities District to create the NOVA Home Loans Arizona Bowl in 2015. Visit Tucson also approached the Southern Arizona Arts & Cultural Alliance (SAACA) to create the Tucson 23 Mexican food festival. This event has sold out in both years of existence, including 1,100 attendees in June 2017.

Visit Tucson is a primary sponsor of Major League Soccer Preseason in Tucson. Visit Tucson partners with minor league soccer team FC Tucson to bring in approximately 10 Major League Soccer teams for training and exhibitions from late January through February.

Visit Tucson is also investing in and marketing particular events with an eye toward creating a week's worth of Mexican-themed events to attract visitors from outside the Tucson region to celebrate Cinco de Mayo in Tucson, such as the Agave Heritage Festival and Tucson 23.

Supporting those two festivals are also part of Visit Tucson's strategy to maximize the impact of the UNESCO City of Gastronomy designation, the only one of its kind in the United States.

RECENT AWARDS & ACCOLADES FOR TUCSON

EXHIBIT | A

#7 of 100 Best Cities for Recreation in 2017, WalletHub.com, July, 2017

#2 of 10 "Best Small American Cities" (Population under 1 Million) for 2017, Resonance Consultancy, ResonanceCo.com, June 15, 2017

#9 of "10 US Cities Where Everyone Wants to Live Right Now," by Business Insider (business news website, June 6, 2017

#48 of Top 50 Meeting Destinations in the United States, Cvent, May 16, 2017

#7 of 12 Best Weekend Getaways, U.S. News & World Report, Travel Rankings, March 31, 2017

#10 of 12 Best Golf Destinations, which includes several international destinations. U.S. News & World Report, Travel Rankings, 2017

#3 of 10 Best Zoos in the United States - Arizona-Sonora Desert Museum, USA Today, 10 Best-Readers' Choice Travel Awards, 2017

#10 of Top 10 North American Gardens Worth Traveling For - Tucson Botanical Gardens, Garden Tourism Awards, Canadian Garden Council and the American Public Gardens Association, March 27, 2017

#5 of 20 Most Overlooked Cities in America, DK Eyewitness Travel, March 8, 2017

#7 of 10 Top Destinations on the Rise - United States: Tucson, Arizona, TripAdvisor 2016 Travelers' Choice Awards, December 21, 2016

Best Winter Trips 2017, Tucson, Arizona: For the Food, National Geographic, December 6, 2016

10 Best Mexican Restaurants in the United States - El Charro Cafe, Money Inc., September, 2016

#20 Best Retirement City out of 150 Cities in the United States - WalletHub, August, 2016

#57 Overall Out of Top 100 United States City Brands - Resonance 2016 U.S. Place Equity Index, July, 2016

#2 of Top-10 United States Cities for 'Stretching A Dollar' - CareerCast.com, July, 2016

Best "Under the Radar" Food City in the United States - Wine Enthusiast, July, 2016

7th Best Music City in the United States - Value Penguin, July, 2016

#7 of Top 10 Most Affordable United States Travel Destinations for Family of 4 - SmartAsset, June, 2016

9th Best Summer Destination - Travelocity.com, June, 2016

Top 50 Meeting Destinations - Cvent, May, 2016

Least Expensive Cities for Business Travel - Business Travel News, May, 2016

First City in the United States Named a UNESCO City of Gastronomy - United Nations Educational, Scientific and Cultural Organizations (UNESCO), December, 2015

4th Best City for Conferences - Successful Meetings, November, 2015

Top 50 Meeting Destinations - Cvent, August, 2015

Best City for Pets - Pet 360, August, 2015

#4 for Millennials, Money Magazine, 2015

Top 5 Cities for Entrepreneurs, Entrepreneur Magazine, August, 2013

SECONDARY FESTIVAL & EVENT VENUES - WATER & POWER ACCESSIBLE

EXHIBIT | B

Venue Name	Indoor/ Outdoor	Capacity	Events
Arizona-Sonora Desert Museum	Outdoor	700/500	Full Moon Festival; Creatures of the Night; Fundraisers
Temple of Music and Art	Indoor	623	Arizona Theatre Company, film festivals
UA School of Music Crowder Hall	Indoor	544	Performances
Leo Rich Theater	Indoor	511	Performances; Arizona Friends of Chamber Music; Fundraisers
El Casino Ballroom	Indoor	500	Concerts, weddings, quinceaneras, fundraisers
Pima Air & Space Museum	Indoor/Outdoor	500	Military reunions, convention events
Scottish Rite Temple	Indoor	500	Arizona International Film Festival
Mercado San Agustin Amphitheater	Outdoor	500	Pyrotechnic Circus Performances, and To be determined (opening December 2017)
Depot Plaza	Outdoor	500	Tucson Jazz Festival/Downtown Jazz Fiesta
191 E. Toole	Indoor	500	All-ages Concerts; "Safe" venue for youth
Berger Performing Arts Center	Indoor	496	Performances
Savoy Opera House	Indoor	500	Fundraising Events
Whistlestop Depot	Indoor	300	Fashion, Arts, and Music events; Native American Craft events
Plaza Palomino	Outdoor	300	Rodeo Days Arts Celebration: Tucson Museum of Art Treasure House; Palomino Nights
UA Stevie Eller Dance Theatre	Indoor	295	Performances
Tucson Botanical Gardens	Outdoor	175/200	SAVOR; Fourth Fridays; Dog Days of Summer; Gala in the Gardens
Tucson Museum of Art	Indoor/Outdoor	60/250	Holiday Artisans Market (32nd Annual in 2017); Cinema La Placita. Fundraisers
Historic Depot	Outdoor	250	Meet Me at Maynard's, Agave Heritage Festival, Grapes to Glass
UA Holsclaw Hall	Indoor	204	Performances
The Carriage House	Indoor	160	Cooking demos, classes, culinary events, convention events
The Screening Room	Indoor	100	Arizona International Film Festival, music performances

**All venues have water and power accessibility.*

See attached Special Event Application Documents

Special Event Application

Economic Initiatives Office
520-837-8011
www.tucsonaz.gov/business/special-events

The application and supporting documentation can be submitted via email to Specialevents@tucsonaz.gov.

This application is intended to help event producers and the city ensure proper coordination of services for a successful and safe event. Please provide as much information on the application as possible and if applicable. The information will be reviewed by city staff to help approve the application as quickly as possible. The application should be submitted at least 60 days, but not more than a year before the event date. Applications submitted within 30 days of an event may not be accepted.

Special Event Guidelines
The city's special event guidelines are intended to help event producers plan a successful event and ensure compliance with appropriate regulations. The safety of people and property is important. For your convenience, blue links within the application will take you to additional information specific to the item.

Event producers are strongly encouraged to review the city's special event guidelines prior to completing the application. Additional information can be found on the city's special event website.

Site Plans
A detailed site plan must be provided no less than 30 days before the event. Hand sketched site plans are acceptable. The city recognizes that site plans may change, and a final site plan can be submitted no less than 14 days before the event. Event producers should be prepared to discuss any changes to the site plan at the special event review committee meeting.

Compliance with Laws
Applicants must comply with all federal, state and local laws, ordinances, rules and procedures. In addition, event producers cannot prevent event attendees from exercising their U.S. Constitutional First Amendment rights on city property.

Street Closures
Major street lane closures require a traffic control plan from a barricade company. A list of local barricade companies is available on the special event website. The traffic control plan must meet MUTCD standards and should be submitted no less than 30 days before the event.

Applications for parades, races and walks on public streets must include a route map with the application.

Insurance
All events on city property will require insurance. Please review the special event guidelines for details; however final insurance requirements will be determined after reviewing the application materials.

Note
The certificate of insurance and traffic control plan are necessary for issuing the special event permit. Event producers are encouraged to finalize these details as early as possible.

Download and perform a "save as" before completing the application.

Date of Application:	Permit Application # (For office use only)

Section 1 – Applicant and Organization Information

Applicant name			
E-mail address for correspondence	Applicant's cell phone number	Applicant's home or work phone number	
Mailing address	City	State	Zip
Corporation name, organization name or D.B.A.			
Primary contact on day of event and cell phone number	**Secondary contact on day of event and cell phone number**		

Section 2 – General Event Information

Name of event

Location and address where the event will take place

Type of event (select all that apply)

Bicycle event ☐ Block party ☐ Car show ☐ Concert ☐ Cultural event ☐ Festival ☐
Parade ☐ Protest/Rally ☐ Run/Walk ☐ Sporting event ☐ Street fair ☐ Other:_____

Brief description of event

Event date(s)	Set-up date and hours	Event start and end times each day	Take down date and hours

E-mail address for public information:	WEB address for public information:

Are you coordinating with (select all that apply)

Visit Tucson ☐ Downtown Tucson Partnership ☐ Fourth Ave Merchants Assoc. ☐ Main Gate Square ☐
Mercado District ☐ Neighborhood association (list specific association): Ward office

Is this a first time event? Yes ◯ No ◯

Event attendance

Anticipated total event attendance	Anticipated peak event attendance – day, time and number in attendance:	Is there a cap on attendance/registration? If so, what is it?

Please indicate the type of advertising/promotion that will be done prior to the event:

Newspaper ads	Yes ◯	No ◯	What publications?
Radio	Yes ◯	No ◯	What stations?
TV	Yes ◯	No ◯	What stations?

Will there be a live remote? Yes ◯ No ◯ If yes, what stations?
(Live remote is a scheduled TV and/or radio station broadcasting from the event, not a news station showing up to do a story)

Section 3 – Event Details

Will there be (select all that apply)? Admission charge ☐ Tickets sold ☐ Registration/entry fee ☐

Is this event open to the public or a private event? Public ☐ Private (invitation only) ☐

Will there be amplified sound? Yes ☐ No ☐ Tucson City Code, Chapter 16, Section 31

Will there be entertainment? Yes ☐ No ☐ If yes, please list entertainment groups, bands, etc:

What type of genres will be represented?

Will the event include vendors selling merchandise/services? Yes ☐ No ☐ **A business license may be necessary.
If yes, the City requests a list of vendors with contact information 14 days before the event.

What is your plan for coordinating vendors for setting up and breaking down-loading, unloading, parking, etc?

Food

Will food be (select all that apply):

Sold ☐
Given away ☐
Prepared onsite ☐
Food trucks ☐
Cooked or heated onsite ☐

Describe your plan for containing and disposing of grease, oils and ashes:

If food is being prepared onsite, Pima County Health Department rules will apply.

Provide Pima County Health Department and the City of Tucson a list of vendors with contact information 14 days before the event.

All cooking and heating equipment will be required to follow Tucson Fire Prevention policy. This policy can be obtained at http://fire.tucsonaz.gov/files/fire/Cooking_Booth_Information_11-08-13.pdf.
The extinguisher requirements outlined in this policy must be followed.

Will the event include any of the following? (Indicate on site plan)

Will any part of the event take place in a building? Yes ☐ No ☐

Tents Yes ☐ No ☐ Number of pop up tents: Number of tents 20' x 20' or greater: Company providing tents:	Tents with side walls 400 square feet or more and tents open on all sides that are 900 square feet or more require permits from the Planning and Development Services Department. All tents and pop-ups must be anchored appropriately. Review Tucson Fire Department's Prevention Division's policy for tent use at: http://fire.tucsonaz.gov/files/fire/TFD_Tent_Information_11-8-13.pdf.
Fireworks/Pyrotechnic/Flame Performance Yes ☐ No ☐ Company:	All fireworks, pyrotechnics and flame performance activities require a permit from the City of Tucson Fire Department Prevention Division.
Temporary fencing Yes ☐ No ☐ Company:	Provide accurate dimensions of fenced area on site plan. Include on the site plan the maximum number of persons expected in the fenced area as well as exits (with width dimensions labeled) and exit sign locations.
Electrical drops/generators Yes ☐ No ☐ Company:	Generators should be separated from tents by 20' or an approved distance by the Tucson Fire Department and shall be isolated from contact with fencing or other approved means (2012 IFC 3104.19).
Carnival/Amusement rides Yes ☐ No ☐ Company:	A separate permit from the Fire Department may be required. Provide a list of rides.
Inflatables/Rock Walls/Interactive equipment Yes ☐ No ☐ Company:	Provide a list of equipment.
Signs/Banners Yes ☐ No ☐ Company:	A separate sign permit from Planning and Development Services Department may be required.
Will waste water/gray water be generated? Yes ☐ No ☐ If yes, how will it be disposed?	The City's Stormwater Management website includes a link to the Stormwater Quality ordinance.
Live animal exhibits Yes ☐ No ☐ Company:	Provide a list of animals that will be at the event.
Portable toilets Yes ☐ No ☐ Number of standard _____ Number of handicap accessible _____ At least 5% of portable toilets must be handicap accessible, but never less than 1. Company:	
Parks and Recreation equipment Yes ☐ No ☐	To reserve equipment, go to https://www.tucsonaz.gov/parks/special-events, complete and submit the equipment reservation form.

*If you are staking amusement rides, inflatable equipment or tents call Arizona 811 Blue Stake, Inc. for free marking of underground utilities. Call 811 or 800-782-5348 **AT LEAST 14 days in advance** of the event set up date.

Section 4 – Transportation, Streets and Parking

Any street lane closure **will require a traffic control plan. The traffic control plan **must** be submitted at least 30 days before the event.

Does the event require street(s) to be closed? Yes ◯ No ◯ If no, skip to Parking Plan section Parades and races must provide a map showing the route with the application and can disregard the section to the right. All other events please indicate the streets that will be closed with the corresponding intersections in the section to the right. →	For all events that close streets EXCEPT parades and races: (ex. *Church St* closed between *Main Street* and *Maple Street*) _____ closed between _____ and _____ _____ closed between _____ and _____ _____ closed between _____ and _____ _____ closed between _____ and _____ _____ closed between _____ and _____
Have you requested a traffic control plan? Yes ◯ No ◯ Company:	If yes, please indicate the dates and hours barricades will be in place:
Does the event impact (select all that apply) Sun Link street car ☐ Street parking ☐ Parking garage access ☐	If the event impacts the Sun Link Streetcar, event coordinators must review the guidelines for events along the street car corridor. **The street car route will not be closed nor will operations stop. If street parking and garage access are impacted, please contact Park Tucson at 520-791-5071. www.tucsonaz.gov/park-tucson

Parking plan

What is your plan for vendor parking? Onsite ☐ Offsite ☐	If offsite, where:
What is your plan for guest parking? Onsite ☐ Offsite ☐	If offsite, where:
Are you using a shuttle service? Yes ◯ No ◯ Company:	If using private property for parking, a letter of approval from the property owner is required.

ADA parking

Existing lots: When parking lots are used for activities other than parking, accessible spaces must be kept open and usable. If not feasible, the same number of spots must be provided as close as possible to original spaces and/or main event site.

Temporary lots: Accessible spaces must be created and held in reserve for people with disabilities, laid out in accordance with standards, marked with the accessibility symbol, and connected to the closest accessible route.

Section 5 – Events on City Property

Will any city electric hookups be used? Yes ◯ No ◯	If yes, the event organizer should provide a list of equipment and amperages 14 days before the event.
Will any city water hookups be used? Yes ◯ No ◯	If yes, access to water and/or water keys must be coordinated with the appropriate city department.

What company/organization are you using to remove trash from the property?
City of Tucson ◯ Private refuse company ◯ If private, company name:

Who are you using for recycling? City of Tucson ◯ Private refuse company ◯
Company:

To schedule trash/recycle service with the City of Tucson, call Environmental Services at 520-791-3171 or 520-837-3798.

Section 6 – Alcohol

** The City of Tucson Special Event Liquor License Application and Arizona Department of Liquor Licenses and Control Application for Special Event License MUST be completed and submitted to the City Clerk's office a minimum of 45 days before the event date.

Will there be alcohol at the event? Yes ◯ No ◯ **If no, skip to section 7.**

Will alcohol be (select all that apply)? Sold ☐ Given away ☐ Included in admission price ☐

Is the alcohol to be dispensed being donated? Yes ◯ No ◯	Who is the alcohol being donated by or purchased through:

If you answered **yes** to any of the above questions in section 6, then a State Special Event Liquor License is required. What type of liquor license will be used for this event (select all that apply)?

Special Event Liquor License ☐ Extension of Premise (existing liquor license holders only) ☐ Other:

Section 7 – Event Security and Traffic Control

Will you be using off-duty police officers for (select all that apply): Event security ☐ Traffic control ☐

If yes, from what agency: Number of personnel:

After reviewing the event application, you may be required to use off-duty police officers for the event at the special duty or overtime rate. For scheduling purposes, officers must be requested no less than 30 days before the event. The following link can be use to request TPD Special Duty: http://police.tucsonaz.gov/police/news/how-hire-duty-police-officers

Will you be using private security? Yes ☐ No ☐ Number of personnel: _____ Will the private security be (circle all that apply): Armed ☐ Unarmed ☐ Security company and contact info.	Only security companies that are licensed and bonded in the State of Arizona may be used. The Tucson Police Department will not work events with armed private security companies.
Will there be any dignitaries attending the event? Yes ☐ No ☐ Please list dignitaries invited: Please list confirmed dignitaries:	The Tucson Police Department needs to be notified if an invited dignitary confirms after this application has been submitted.

Section 8 – Emergency Medical Services

Will you be providing EMT's or equivalent? Yes ☐ No ☐ Number of personnel requested: _____

Organization providing EMT or equivalent service: _____

After reviewing the event application, you may be required to provide EMTs for the event.

Section 9 – Acknowledgement and Signature

I hereby certify that the statements made in this application are true and complete to the best of my knowledge. I understand that intentional omissions or falsification of information is sufficient grounds for denial of the application and subsequent revocation of the permit.

I understand that the City reserves the right, in its sole discretion, to determine if any City facilities are unusable as a result of inclement weather.

_____

Signature of Applicant's Authorized Agent or Applicant Date

CITY OF TUCSON PERMITTED FESTIVALS AND EVENTS, FY2017

EXHIBIT | D

The following festivals and events were held on either City streets of City parks and required a City of Tucson permit. This is just a fraction of the events held in Tucson.

Festival or Event	Date
4th of July Freedom Run 5K-8th Annual	7/4/2016
Second Saturday	7/9/2016
Second Saturday	8/16/2016
Get in the Game Family Fun Fair	8/20/2016
Run for Los Muertos	8/27/2016
Pima Area Labor Federation Labor Day Picnic	9/5/2016
Bear Down Fridays Spirit Party and Pep Rally	9/9/2016
Second Saturday	9/10/2016
Art & Business Awards Benefit	9/16/2016
Mexican Independence Day Celebration 2016	
"El Grito de Independencia"	9/16/2016
Tri For Kindness Sprint Triathlon Bike, Swim and 5K	9/17/2016
Baconfest	9/17/2016
Walk Like Madd	9/17/2016
Pascua Yaqui Tribe 2016 Flag Relay Run	9/18/2016
Fiestas Tucson	
(Iheart Media Market/Chicanos Por La Causa)	9/18/2016
Arizona Department of Public Safety Memorial 5K	9/18/2016
Bow Tie Block Party (El Rio)	9/24/2016
Walk to Defeat ALS	9/24/2016
Out of the Darkness Walk	9/25/2016
Taste of Tucson (BBBS)	9/25/2016
Second Annual Stone Avenue Block Party	9/29/2016
Pride on Parade	9/30/2016
Arizona Theater Company Gala	10/1/2016
Tucson Gay Pride	10/1/2016
Kappa Alpha Color Run	10/2/2016
Jim Click's Run N Roll	10/2/2016
World Habitat Day	10/3/2016
National Latino AIDS Awareness Day	10/6/2016
Flowing Wells HS Homecoming	10/7/2016
Tucson Meet Yourself	10/7/2016
Color Vibe 5K	10/8/2016
Second Saturday	10/8/2016
Nam Jam	10/8/2016
PICOR Pancake Breakfast	10/9/2016
28th Annual AIDSWALK Tucson	10/9/2016
Hermosa Montessori School Carnival	10/14/2016
AZ Run for the Fallen	10/14/2016
Tucson Team Hope Walk	10/15/2016
14th Annual American Cancer Society-Making Strides	
Against Breast Cancer- Kino Sportsplex	10/16/2015
Noche en Blanco	10/16/2016
Blues Heritage Festival	10/16/2016
Tucson Fire Fighters Chili Cook-Off	10/22/2016
Basis Tucson North Boosters Picnic	10/23/2016
Tenwest Festival	10/24/2016
Tenwest Idea Funding	10/24/2016
Get Moving Tucson Half-Marathon Events	10/28/2016
The World's Biggest Eye Contact Experiment	10/29/2016

Festival or Event	Date
Catalina Methodist Church Fall Festival	10/30/2016
Cyclovia	10/30/2016
El Grupo's Fall Fondo	10/30/2016
ASDB 5K Run/Walk	11/5/2016
Walk to End Alzheimer's	11/5/2016
All Souls Procession	11/6/2016
Tucson Veteran's Day Parade	11/11/2016
Hats Off To Heroes	11/12/2016
Second Saturday	11/12/2016
Tucson Buddy Walk	11/13/2016
Fall 2016 GABA Bike Swap	11/13/2016
El Tour de Tucson	11/19/2016
Adoption in the Park	11/20/2016
Thanksgiving Cross Country Classic	11/24/2016
World AIDs Day	12/1/2016
Silverbell 5K (Rincon Vista Middle School)	12/3/2016
Tucson Botanical Gardens	12/2/2016
Tucson Jingle Bell Run	12/3/2016
4th Avenue Winter Street Fair	12/9/2016
Second Saturday	12/10/2016
Winterhaven Festival of Lights	12/10/2016
Kruzin for Kids Holiday Parade	12/10/2016
Bark for Life (American Cancer Society)	12/10/2016
Annual Toy Parade - 35th	12/11/2016
St. Joseph's Parish "Camino de La	
Fe Con Maria" Religious Procession	12/12/2016
Mercado Holiday Bazaar	12/16/2016
Downtown Parade of Lights & Festival	12/17/2016
Arizona Bowl Pre-Game Event	12/29/2016
Second Saturday	1/14/2017
Beyond-Commemorate, Celebrate, Commit-Main Event	1/14/2017
Sun Run 5K and 10K	1/15/2017
Tucson Jazz Fiesta	1/16/2017
Martin Luther King Jr. March	1/16/2017
Solidarity Rally	1/20/2017
Tucson March for Life 2017	1/21/2017
Women's March on Washington-Tucson March and \	
Solidarity Rally	1/21/2017
Dillinger Days 2017	1/21/2017
Mission Possible 5K	1/28/2017
We The People Grassroots Rally	2/4/2017
Annual Run, Walk and Roll (Lions Camp)	2/11/2017
Second Saturday	2/11/2017
Fort Lowell Day (Réunion del Fuerte)	2/11/2017
Tucson Craft Beer Crawl (7th Street)	2/18/2017
Tucson Craft Beer Crawl (5th Street)	2/18/2017
BE TUCSON Women's 5K	2/19/2017
Tucson Rodeo Parade	2/23/2017
Peace Fair & Music Festival (35th Annual)	2/25/2017
Tucson Sector Border Patrol Memorial 5K	2/25/2017

CITY OF TUCSON PERMITTED FESTIVALS AND EVENTS, FY2017

EXHIBIT | D

The following festivals and events were held on either City streets of City parks and required a City of Tucson permit. This is just a fraction of the events held in Tucson.

Festival or Event	Date
Wildcat Running Club Sprint Into Spring 5K	2/26/2017
Cotopaxi Questival	3/3/2017
Zero Prostate Cancer Run/Walk	3/4/2017
Spring Cross Country 5K	3/4/2017
Santa Cruz Parish Car and Bike Show	3/4/2017
Climb To Conquer Cancer at "A" Mountain	3/4/2017
#Lifemattersaz Color Run/Walk	3/11/2017
Running with the Irish 5K	3/11/2017
Second Saturday	3/11/2017
Fords on 4th	3/12/2017
Spring Festival Celebration	3/17/2017
Spring Festival Celebration	3/18/2017
Spring Festival Celebration	3/19/2017
Tucson St. Patrick's Day Parade & Festival	3/17/2017
Walk MS: Tucson 2017	3/18/2017
Tucson Bicycle Classic	3/19/2017
47th Annual Spring Street Fair	3/24/2017
47th Annual Spring Street Fair	3/25/2017
47th Annual Spring Street Fair	3/26/2017
2017 Get Your Rear in Gear	3/25/2017
Casa de los Ninos Family Fiesta	4/1/2017
Cesar Chavez Holiday Coalition March and Rally	4/1/2017
Cyclovia Tucson	4/2/2017
Coyote Task Force Block Party	4/1/2017
2017 Southern Arizona NAMIWalks	4/1/2017
Desert Divas and Dudes (Tucson Pulmanary)	4/2/2017
Spring Fling	4/7/2017
Spring Fling	4/8/2017
Spring Fling	4/9/2017
Great Strides (Cystic Fibrosis Found)	4/8/2017
Second Saturday	4/8/2017
Pet Fiesta	4/8/2017
Sneak Preview Celebration	4/8/2017
Girls on the Run Spring 5K	4/8/2017
BTN Annual Art Show (Basis North)	4/9/2017
Spring 2017 GABA Bike Swap	4/9/2017
St. Agustin Easter Procession	4/14/2017
El Grupo's Bicycle Scavenger Hunt	4/15/2017
Earth Day Festival	4/22/2017
Gala 2017 (MOCA)	4/22/2017
Science March Tucson	4/22/2017
Walk the Loop for Lupus	4/22/2017
Bishop Kicanas 50th Anniversary Celebration	4/25/2017
Spring Health and Wellness Fair	4/26/2017
Tucson Heart & Stroke Walk	4/29/2017
Rodders Day, 43rd Annual	4/29/2017
Big Celebration (BB/BS)	4/29/2017
Tucson People's Climate March	4/29/2017
Arizona Bilingual Presents Dia Del Nino	4/29/2017

Festival or Event	Date
March for Babies	4/30/2017
May Day International Worker's Day 2017	5/1/2017
Cox Movies in the Park	5/05/217
Walk Run Roll (Easter Seals)	5/6/2017
Reno Gannon Jell-O Wrestling, 30th Ann	5/6/2017
Tucson Folk Festival	5/6/2017
Tucson Folk Festival	5/7/2017
Dr. Gann's Diet of Hope Cinco de Mayo 10K and 5K	5/7/2017
Tucson 5000	5/13/2017
Second Saturday	5/13/2017
Ride of Silence	5/17/2017
Erik Hite Foundation Memorial 5K	5/20/2017
12th Ave. Music & Food Festival	5/20/2017
12th Ave. Music & Food Festival	5/21/2017
Outrun Anxiety 5K Walk/Run (Anxiety in Teens)	5/21/2017
Meet Me Downtown Night Run	5/26/2017
Meet Me Downtown Night Run	5/27/2017
Memorial Day 3.5 Run/Walk (Steve T)	5/29/2017
Cox Movies in the Park	6/2/2017
National Animal Rights Day	6/4/2017
Second Saturday	6/10/2017
C3 Company Picnic	6/11/2017
Tucson On the Move for Prader-Willi Syndrome	6/17/2017

PR & COMMUNICATIONS

Visit Tucson's PR and Communications department works with the media—publications, editors, journalists and freelance writers—to generate articles about our destination and our tourism amenities. This earned media coverage helps to leverage Visit Tucson's overall marketing efforts and extends the reach of advertising campaigns. Furthermore, these stories provide third-party validation, presenting an unbiased view of the Tucson and Southern Arizona region.

One of our biggest success stories in 2015-16 was the improvements made to our public relations program. The team generated more than $16 million in media coverage through just the first 11 months of 2015-16. Obtaining Tucson/Southern Arizona coverage from Associated Press, *USA Today* and many other top domestic and international media outlets nicely augmented our marketing.

Earned Media

To generate earned media coverage, the PR team responds to requests for information and images, and proactively distributes press releases and topical information. We develop relationships with key writers and editors at tradeshows and on sales missions while pitching our region and the great things visitors can do here. Occasionally, we generate articles without hosting a journalist; however, large feature stories generally require our coordination of a group press trip or an individual media visit.

Understanding that experiencing new cuisine motivates many travelers, the PR department placed additional emphasis on our region's culinary offerings at the beginning of 2015-16. To differentiate ourselves from competing destinations, we focused on those things that reflect our brand experience, "a little out there" including restaurants that feature international flavors, chefs with a unique spirit of creativity and dishes that showcase our borderlands culture.

VISIT TUCSON PR & COMMUNICATIONS

When Tucson received the UNESCO City of Gastronomy designation, the media began to pay even more attention to our message. At that point, we expanded our focus to include farmers' markets, purveyors and farms as well as local beers, wines and spirits. Locally sourced ingredients were always important, but now we showcased ingredients native to the Sonoran Desert such as tepary beans, cholla buds and cactus flowers. Places like Native Seeds/SEARCH and Mission Gardens were added to press releases and itineraries.

67%
Experiencing new cuisine is a motivation for vacation

51%
Desire guided tours to experience local cuisine

Source: 2016 Portrait of American Travelers®

Broadcast Coverage

We have had great success spreading the word of our region's culinary assets and the UNESCO designation, generating more than $3.5 million in coverage on this topic in the last fiscal year. In 2016-17, we will continue to pitch this story with the goal of generating more in-depth coverage. While we have been successful with print and online publications, our next objective is to secure broadcast coverage for Tucson's UNESCO City of Gastronomy designation. We will do this by working closely with Film Tucson to attract an unscripted television production.

In 2016-17, our goal is to generate $12 million in earned domestic and international media coverage, which will require increased resources and dedication. We will continue to emphasize traditional tactics, such as press trips and old-fashioned pitching, which have established us as PR professionals who can be counted on for timely assistance. We intend to host 70 or more media on press trips and to update the Press Room of Visit Tucson's new responsive design website. We will engage with journalists through press releases, emails and social media platforms like Twitter and Facebook.

Media Missions

As domestic coverage is of critical importance, we will organize media missions in the key cities of New York, Los Angeles and Chicago. In November, we plan to have a major presence at Travel Classics West, an intimate conference of top domestic editors and freelancers, with the goal of securing that conference in Tucson in 2017 or 2019. To support Visit Tucson's international efforts, we will work with the Arizona Office of Tourism and other DMOs to conduct media missions to Canada and the U.K.; we will attend ITB, the world's largest travel trade show, taking place in Berlin, Germany.

Visit Tucson's PR team generated $3.5 million in coverage related to the UNESCO designation and culinary tourism, last fiscal year. In 2016-17, the objective is to secure broadcast coverage for this story.

SPECIAL THANKS

Special Thanks to the Following Individuals and Organizations

(in alphabetical order)

Arizona Public Media
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Lisa Cortese
Marcela Davila-Barley
Lynanne Dellerman-Silverton
Brent DeRaad
Kathleen Dreier
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Ted Fleming
Greg Foster
Fourth Avenue Merchants Association
Susan French
GOATographer
Scott Griessel
Michael Guymon
Brandi Haga-Blackman
Todd Hanley
Cynthia Hansen
Mia Hansen
Melissa Hinkle
Graeme Hughes
Greg Jackson
Caitlin Jensen
Carla Johnson
Rob Kaler
Kaneen Communications: Rick Kaneen, Debbie Arthur, Carrie Wilkinson, Shevon Johnson
John Kerr
Tim Keene
KOLD-TV
La Fiesta de los Vaqueros
Limell Lawson
Joan Liess
Lane Mandle
Many Mouths One Stomach
Marshall Foundation
Kevin Mason
Melissa Matriss
Steven Meckler
Jane McCollum
Fletcher McCusker
Deborah Melcher
Kerryn Negus
Tim O'Grady
Diane Perry
Pueblo Vida Brewing Company
Julie Pulliam
Robert Rappaport
Tony Ray
Mary Rittman
James Roebuck
Fred Ronstadt
Mayor Jonathan Rothschild
Jane Roxbury
Kris Siuda
Lynn Wiese Sneyd
Solaris Photography
Andrew Squire
Bill Starr
Duncan Stitt
Herb Stratford
Catherine Strickland
Kurt Tallis
The Screening Room
TNI
Michael Toubassi
Tucson Folk Festival
Tucson Gem & Mineral Society
Tucson Meet Yourself
Monique Vallery
Brenda Viner
Visit Tucson
Paul Weir
Laurie White
Janos Wilder