



Christmas in Carefree 2017 Recap

2017 Recap

- Why do we have a Christmas Festival?
- Why did we make changes?
- Earned Media
- Revenues vs. Expenditures
- Recommendations



Why do we have a Holiday Festival?

- Tradition
- Community/Local Pride
- Drive traffic for our businesses
- Economic Development
- Free Media



Why Make Changes in 2017?

- Needed to analyze /determine efficiencies
- Safety
- Feedback
- Participation
- Needed a cost recovery model
- Tried different options, see what works



NEW 2017 Highlights

- New name, logo & website
- Town Christmas Tree
- Sundial Tree Lighting Ceremony
- Carefree Desert Gardens Glitters
- Extended Santa Hours
- Carefree Snow Village
- Carefree Christmas Market
- Daytime Parade
- Chanukah Celebration
- Varied Entertainment/Activities
- Three weeks versus one weekend

Christmas in Carefree ~ A Season of Traditions

Christmas in
CAREFREE
a season of traditions

Highlights

December 1 - 23, 2017

CAREFREE
CHRISTMAS
MARKET

Dec. 1st - 3rd & 8th - 10th*

- * **Carefree Snow Village with Santa**
Dec 9th, 9 am - 8 pm & Dec. 10th, 10 am - 5 pm
Featuring 30 tons of REAL SNOW, 35' Alpine Slide, Human Snow Globe and Nutcracker Snowball Throw
Dec. 1st - 3rd, REAL SNOW in the Kiwanis Splash Pad
Dec. 8th, REAL SNOW only
- * **Jill Kimmel Comedy Show for Veterans & First Responders****
Dec 8th, 4 - 5:30 pm
Admission: Unwrapped toy for Rural Metro Toy Drive benefiting Foothills Food Bank's Adopt-A-Family Program
Dec. 8th, 5:30 pm: FREE Main Event Band Concert
- * **10th Annual Parade of Holiday Traditions**
Dec. 9th, 10 - 11 am
Presented by the Chamber of Commerce, featuring Paul Horton

- * Carefree Desert Garden Glitters: Every Evening
- * Photos with Santa: All Season*
- * Tree Lighting Ceremony & Party: Dec. 1st, 5 - 8 pm
- * Carefree Christmas Market: Dec. 1st - 3rd & 8th - 10th*
- * Luminaria Tribute Sale: Dec. 1st - 15th*
- * Santa's Workshop: Dec. 2nd, 9 - 11 am
- * Phoenix Boys Choir: Dec. 1st, 5 pm

- * Santa's Workshop: Dec. 2nd, 9 - 11 am
- * FREE Marmalade Skies Concert: Dec. 2nd, 3 - 5 pm
- * FREE Ryan Sims Band Concert: Dec. 9th, 5 - 7 pm
- * Fireworks Extravaganza: Dec. 9th, 7:00 pm
- * Gingerbread House Competition: Dec. 10th, 1 - 4 pm
- * Chanukah Celebration: Dec. 12th - 20th*
- * Luminarias Display: Dec. 15th - 24th**

Christmas in Carefree ~ A Season of Traditions
Join us for our spectacular Christmas attraction this year!
* Visit our website for times ** Show appropriate for adults age 18 and over

Follow us online

ChristmasinCarefree.com

Free TV Media Summary

- **FREE TV VALUE: \$32,490***
- **3 segments totaling 9.5 minutes**
- **Nielson Audience: 182,162**

***Third Party- Media Monitoring, *News Exposure* LLC**



Free Print Media Coverage

- AZ Images
- Valley Guide
- Arizona Key Magazine
- City Sun Times
- North Scottsdale Magazine
- Phoenix Magazine
- Foothills Focus
- Numerous event calendars

Est. Retail Value: \$10,000



Revenues

Sponsors	\$17,527
Vendor fees	\$18,535
<u>Merchandise/Tickets Sales</u>	<u>\$3,960</u>
TOTAL	\$40,022

In-Kind Donations: \$15,000



Expenses for three week event

Logistics/One time expenses	\$39,700
Entertainment/Activities/Fireworks	\$31,784
Labor	\$14,200*
Advertising	\$13,487
Cleaning/Trash	+ \$2,325
TOTAL	<u>\$101,496</u>
Off-set	<u>-\$40,022</u>
	\$61,474



* Historically labor was not included as an expense



Next Year Recommendations

- Continue to enhance Gardens
- Tree Lighting Friday, Nov. 30
- Continue Christmas Market
- Extended hours for Santa
- Continue Chanukah (Dec. 2 – 10)
- Snow Village
- Daytime Parade (Dec. 8th)
- Explore entertainment/fireworks (Dec. 8th)
- Continue to look for ways to offset costs



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Custom Eyes
Vice Mayor John Crane
Easy Street Galleria
Eco Blu Pools
Giordano's Trattoria Romana
Councilman Mike Krahe
Councilwoman Cheryl Kroyer
The Little Barber Shop
Native American Gallery
Ortega'a Turquoise Trails
Mayor Les Peterson
Pet Food Depot
August Reno-Architect
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State Farm Insurance-Steve Morse
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It's A Nail Thing
Tyler Green - Architect
Tyrol Title

Thank you to our volunteers and in-kind donations

