



Handwritten signature or logo.

~ TOWN OF CAREFREE'S ~
**ENCHANTED
PUMPKIN
GARDEN**



OCTOBER 20-29, 2017

2017 Enchanted Pumpkin Garden Recap

This was another great year!

- Value to the Town
- Value to the non-profits
- Awareness generated
- Highlights and new elements
- Revenue versus expenses



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Why do we do it?

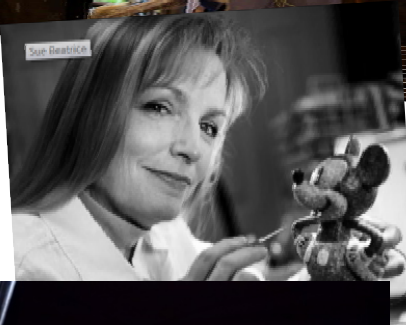
The Enchanted Pumpkin Garden creates opportunities for our businesses, residents and the local non-profit community.

- **Supports economic development**
- **Awareness** (local, national and international media)
- **Unique-** not just another art event (Only one of it's kind)
- **Attracts people who normally wouldn't come to Carefree.**
- **Promotes** Gardens and boutique shops/galleries/restaurants
- **Local Pride**
- Local businesses tie-in opportunities
- Reinforces the mission of being an art community
- It's **FUN**



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Why is it fun?



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2017 Pumpkin Highlights

- Integration of multiple scarecrows
- 672 lb. Pumpkin & celebrity pumpkins
- New humorous/creative garden vignettes
- Rotation of fresh pumpkin carvings
- Up close/personal interaction with carvers



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2017 Highlights

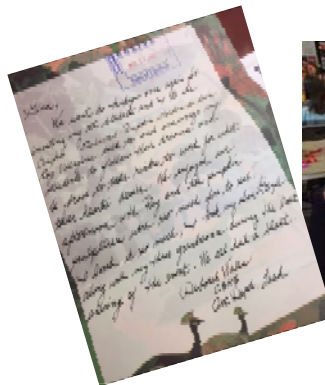
- Gourmet Food Trucks
- Craft Beer Garden
- Merchandise/Info/Medic Tent
- Pie Eating Competition
- Face Painters



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2017 Highlights

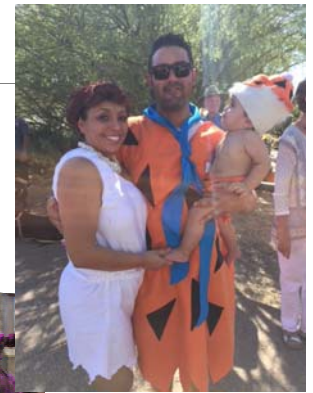
- Glass Pumpkins
- Arts and Crafts
- “Adopt a Pumpkin” Patch
- Witch Story Reading
- YMCA Carving Nights
- CIVANA Promotion
- CCUSD Art Class



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NEW Activities in 2017

- Harvest Market
- Costume Contests
- Witch Hats
- Trunk or Treat Event Oct. 31
- Corn Maze
- New Scarecrow Stilt Walker
- Music



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Community and Business Efforts

\$29,785 Raised!

The Town sets the stage for those businesses or non-profits who wish to leverage the event. These are examples of what can be done when the Town, businesses, citizens and 501C3's *WORK TOGETHER*.

- Witch Hat Initiative: Caring Corp. **\$7,860** Approx. 200 hats
- Craft Beer Garden: Desert Foothills Theater **\$8,700** 20% ↑
- YMCA Pumpkin Patch 25% ↑ & Carving Nights: Total **\$11,470**
- Trunk or Treat: Bella Donna & Cane Boutique
- Easy Street Galleria: 3rd year, 12% ↑ \$1,455 donated to charity
- Carefree Coffee Roastery – 3rd year in attendance
- Various businesses participate in contests/decorate



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Community and Business Efforts

SPECIAL THANKS to Bella Donna & Cane Boutique and owner Misty and her family for their amazing work!

- A safe and fun alternative for trick or treating
- Will build to be a tradition for the area
- Includes any businesses who want to participate
- Over 20 cars participated in 2017



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Community and Business Efforts

- **Witch Hat Initiative: Caring Corps earned \$7,860**
- **150 hats made by Betsy Lynn and Carol Chapin before Labor day!**
- **189 hats were made by Russ Lyon Sotheby's volunteers**
- **Additional hats and supplies came from Caring Corps volunteers, Women Who Wine, church groups and others.**

SPECIAL THANKS to Betsy Lynn for her amazing work!



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Media Summary

- Website traffic up 20%
- TV Publicity up 22%
- Facebook Traffic up 30%
- 641 new followers on Instagram
- Total Digital Impressions: 146, 403
- Google SEM Clicks: 2,817 vs. 2,534 (2016)
- Free advertising garnered over \$190,000
- Paid an estimated \$20,000 in advertising



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Paid Print

Total Spend: \$15,000

- AZ Images
- Valley Guide
- Arizona Key Magazine
- City Sun Times
- North Valley Magazine
- Sonoran News
- Green Living
- Fall Valley Guide Map
- 10,000 rack cards
- Water Bill Inserts
- Street banners



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Paid Facebook Traffic to website

Town of Carefree - Facebook Ads - Clicks to Site by Campaign

Sep 8, 2017 - Oct 31, 2017

3,930 Clicks

Month	Campaign	Clicks	Impressions	CTR	Added Value Page Engagements	Added Value Page Likes
September 2017	Facebook Clicks	1,634	33,627	4.86%	2,594	78
October 2017	Facebook Clicks	2,296	53,947	4.26%	3,379	74
GRAND TOTAL		3,930	87,574	4.49%	5,973	152

Town of Carefree
September 8 · 4h

Come explore Town of Carefree's 3rd Annual Enchanted Pumpkin Garden! Featuring the work of world renowned Ray Villafane. Bring the family and discover something truly unique!



3rd Annual Enchanted Pumpkin Garden
Explore the Enchanted Pumpkin Garden from October 20 - 29th from 10AM - 9PM. Free admission!

VISITCAREFREE.COM [Learn More](#)

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TV Media Summary

- **FREE TV VALUE: \$61,607***
- **12 segments totaling 23 minutes**
- **Nielson Audience: 463,663**
- **Travel Channel show will air in 2018**

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



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Free Digital Media Coverage

Total Est. Value \$20,000

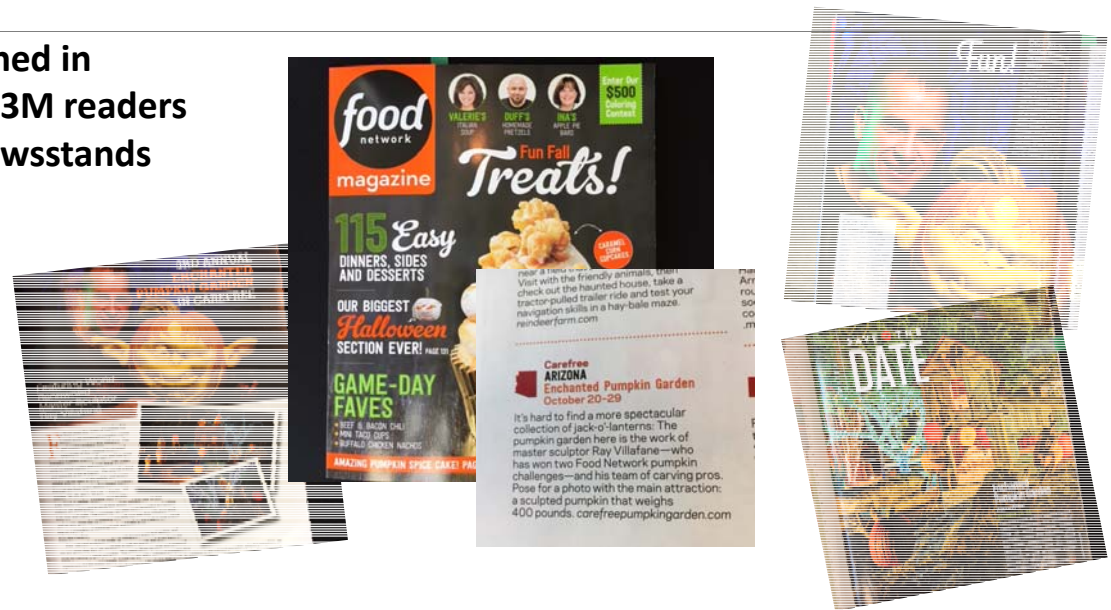
- Visit PHX
- Raising AZ Kids
- AZ Cities at Work
- The Peak
- BestThingsAZ
- Desert Dream Realty
- Phoenix Magazine
- AZ Foothills Magazine
- KidsAndAbout.com
- AZCentral/USA Today
- Feature Prescott
- Scottsdale.com
- FountainHills.com
- Meetup
- Hulafrog and more...



Free Print Media Coverage

Est. Retail Value: \$110,000

- **Only Arizona October Event** mentioned in Food Network Magazine in 2017, 13M readers
2nd largest monthly mag on U.S. newsstands
 - AZ Images
 - Valley Guide
 - Arizona Key Magazine
 - City Sun Times
 - North Scottsdale Magazine
 - Phoenix Magazine
 - Foothills Focus
 - BASHAS' Circulars
 - Carefree Water Bill inserts
 - Numerous event calendars...to name a few.

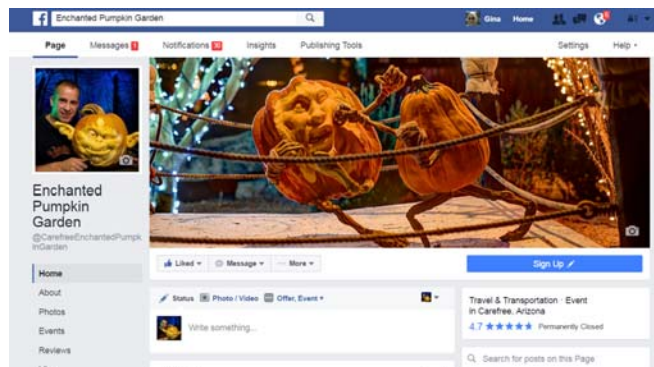


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Social Media



- Total Facebook Page Followers is **3,330** since inception (*Sept. 2016*)
- **New Instagram, 82 posts @ 641 followers**
- Total Reach **123,100** (Oct. 14-October 31) compared to **86,554** in 2016
- 84% Women- 31% (age 35-44), 19% (45-54), 18% (25-34)
- Recommended by **PHOENIX MAGAZINE** (261 shares)



City	Your Fans
Phoenix, AZ	1,080
Scottsdale, AZ	277
Mesa, AZ	137
Peoria, AZ	122
Glendale, AZ	117
Cave Creek, AZ	110
Chandler, AZ	99
Gilbert, AZ	99
Surprise, AZ	97
Tempe, AZ	44



CarefreePumpkinGarden.com

- Website created in 2015 (media/daily schedule/photos/highlights etc.)
- Unique visitors increased from (2015) 20,681 to (2016) 54,512 to **(2017) 67,208**
- **New Visitors 61%, Returning 39%** (54% are organic acquisition, 28% direct)
- Saturday, October 21 was most heavily trafficked day – 7,472 up from 5,345 in 2016
- Saturday, October 28 was 2nd most trafficked day – 6,822 up from 4,838
- Average visit duration 2:23 minutes
- 76% are Female
- Ages **35-44 = 32%**
 - 25-34 = 28%
 - 45-54 = 15%
 - 55-64 = 11%
 - 18-24 9%
 - 65+ = 6%
- **75% users are Mobile**, 18% Desktop, Tablet 6%
- 69% are iOS (Apple) users, 31% Android

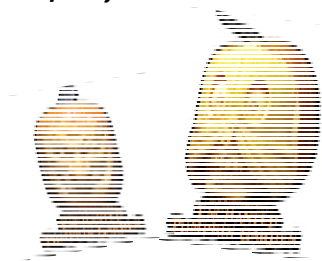


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MERCHANDISE SALES

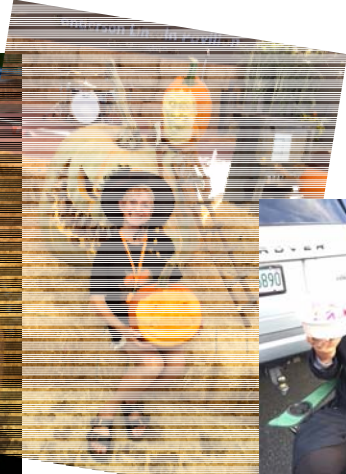
- T-Shirts
- Pumpkin Lanyards
- Postcards
- Pumpkin Book
- Vine arms and legs
- Carving tools
- Pumpkin Pins

2017 Sales: \$16,389
2016: \$15,201.50



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Community



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Sampling of Villafane Studios High Profile Client List....



THE WALL STREET JOURNAL.



The Washington Post



“The Michelangelo of Pumpkin Carving” ~ Martha Stewart

Revenues

Revenue

Paid Sponsors	\$9,000	
Vendor fees	\$8,980 NEW	
Corn Maze	\$5,950 NEW	
<u>Merchandise Sales</u>	<u>\$16,389</u>	
TOTAL	\$40,319	33,700 (2016) 16% ↑

In-Kind Donations: \$10,000

Non-Profit Revenue: \$28,985



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Expenses/Revenues

Expenses

Logistics/Lighting/Misc.	\$12,200	
Labor	\$14,800	14,569 (2016)
Corn Maze	\$1,400	(5,950)
Merchandise	\$8786	(16,389)
Entertainment	\$1,500	
Cleaning/Trash	\$3,288	
Advertising	+ \$20,000	
Sub total	\$61,974	60,849 (2016)
Ray Contract	\$85,000	
TOTAL	\$146,974	
<u>Off-set</u>	<u>-\$40,319</u>	
	\$106,655	112,147(2016)

In-Kind Donations: \$10,000

Non-Profit Revenue: \$28,985



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Thank you to our Sponsors

Total: \$9,000

APS

Russ Lyon Sotheby's International
Carefree Conference Center aka CIVANA

Eastwood Community

Kendrick Wealth Investments

4C Medical Group



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Thank you to our volunteers and in-kind donations

Estimate Donation Value \$10,000

Bashas' Supermarket

- Donated 500 pumpkins
- Refrigerated Truck for 2 weeks for pumpkins
- Free Pumpkin Treat at Carefree Store



Let There Be Light

- Display Lighting in Gardens (labor)



Venues Café

- 24 Pumpkin Pie's for Competition



University of Arizona Co-op

- Pumpkin Donations



Rural Metro

- Put pumpkins to bed every night



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Another Successful Festival!

- 16% increase in revenue
- Website visitors up 20% (39% were new)
- TV publicity value up approx. 30%
- Merchandise sales were up 7%
- NEW Market + Corn Maze added \$14,930
- Free print opportunities – est. \$110,000
- Non-profits earned over \$28,000
- Event continues to grow and attract new visitors every year
- Increase in business participation



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Next Year Considerations

- Continue to invite local businesses to participate
- Continue Harvest Market
- Continue activities – more arts/crafts/novelties
- Continue to provide “quality” food (themed)
- Continue to attract sponsors
- Continue non-profit participation
- Continue Beer Garden



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