



ENCHANTED PUMPKIN GARDEN

FEATURING WORLD-RENOWNED ARTIST - RAY VILLAFANE
CAREFREE, AZ - OCTOBER 17-31, 2015

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



“The Michelangelo of Pumpkin Carving” ~ Martha Stewart

Attraction Highlights

- New sponsor, Jelly Belly Candy Co. (“Bean Boozled” Challenge)
- Saloon in “Pumpkin Town” was one of the most popular exhibit’s
- Addition of ancillary activities and products
- Rated “Top 5” Things to Do in October in Phoenix
- Addition of gourmet food trucks by AZFeastivals & Beer Garden
- Addition of Scarecrows, Horse and Pumpkin Town



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Attraction Highlights...over 50,000 attendance

- Many new visitors to Carefree from all corners of the Valley & other states
- Increase in residents who had never visited the Pavilion and Gardens
- Attracted visitors more than once due to the “rotating exhibit” model
- Exclusivity by Villafane Studios – no other attraction like it in the state
- TV and digital attention along with free print editorial



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New Additions for 2016

- Gourmet Food Trucks
- Merchandise Tent
- Carefree Information Booth
- Pumpkin Pin Hunt
- Pie Eating Competition
- Face Painter
- Pumpkin Glass Blower
- Pumpkin Patch
- Witch Story Reading
- Hay Rides
- 3 New Paying Sponsors
- Formal Volunteer Sign-up
- Scarecrows



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Sponsors

Jelly Belly Candy Co. **New**

APS

Russ Lyon Sotheby's International **New**

Carefree Conference Center

Toll Brothers **New**

Total \$18,500



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In Kind Donations

Bashas' Supermarket

Refrigerated Truck for 2 weeks for pumpkins (diesel)
Free Pumpkin Treat at Carefree Store (\$3 each)
Would like to be Official Pumpkin Provider in 2017

Let There Be Light

Display Lighting in Gardens (\$10k value)

Venues Café

Pumpkin Pie's for Competition (\$350 value)

Mortimer Farms

270 pumpkins , 200 cornstalks (\$1,500)
X-Market Pumpkin Garden at Farm



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FREE TV Media, Online and Blog Attention

Calculated Local TV Publicity Value \$48,000

- Ray Villafane did multiple “live on-air” appearances on-site in the Gardens with Channel 3, 10, 12 & 5
- Paul Horton Car Wash invite with Phoenix Suns
- Received multiple plugs throughout the 2 weeks on 3 major networks and online
- Blog coverage on ABC News, Channel 12, Raising Arizona Kids, Phoenix Magazine, New Times Live Cheddar.TV broadcast
ESPN and Monday Night Football Bus inquiries



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Media Attention



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National Media Attention



- ABC News featured our event in a news story and a time lapse online done by Villafane Studios sculptor, Nikolay Torkhov. (Photos courtesy of Herbert Hitchon)
- <http://abcnews.go.com/Lifestyle/inside-enchanted-garden-pumpkin-carving-time-lapse-creation/story?id=43042578>



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Earned Print Media

- Front Cover of Images AZ Magazine – plus 6 page spread
- 2016 Phoenix Magazine Voted Best of the Valley TOP 5 Events



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Best of the Valley in Phoenix Magazine 2016

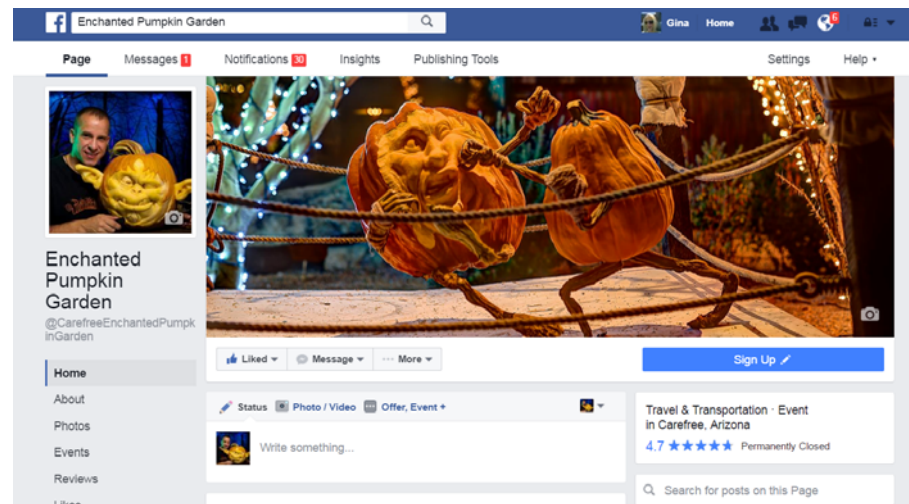


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Social Media



- New ENCHANTED PUMPKIN GARDEN Facebook page created September 2016
- Total Page Likes **2,071 in 6 weeks** (Town page reached that in 2.5 years)
- 656 fans from Phoenix, 274 Tempe/Mesa/Chandler/Gilbert, 179 Scottsdale, 83 Cave Creek
- 1990 from U.S, 81 from UK/Canada/Europe
- Total Reach as of Oct. 14-October 31 = **86,554 people**
- 88% Women
- 21% of our fans are between the ages 25-34
- 51% are 35-54 age, 10% 55+, 5% 65+



CarefreePumpkinGarden.com

- Website created in 2015 (media/daily schedule/photos/highlights etc.)
- Increased from **20,681** unique visitors in 2015 to **54,512** in Oct. 2016
- 62% increase in unique visitors
- October 22 was most heavily trafficked day - 5,345 unique
- October 29 was 2nd most trafficked day – 4,838
- Average visit stay 2:29 minutes
- 76% are Female
- Ages 35-44 = 33%
 - 25-34 = 26%
 - 45-54 = 16%
 - 55-64 = 10%
 - 18-24 9%
 - 65+ = 6%
- 70.5% are Mobile, 21% Desktop
- 52% Safari Browsers, 37% Chrome



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Digital Marketing October 1 through Oct. 31, 2015

Google Adwords –Campaign (Pumpkin Festival, 2016 events in Arizona)

194,936 Impressions (amount an ad is shown) in 2016

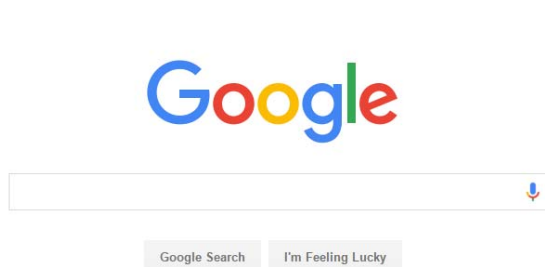
October Events Arizona & Festivals in Arizona , Free Events in Arizona are top search words

2015 Clicks= 1,546 CTR (Click Thru Rate) of 3.67% with standard goal .1%

2016 Clicks = 2,187 CTR (Click Thru Rate) of 6.14% with standard goal

Facebook: Page engagement was up 49.4% (3,642) , 55,305 Weekly Reach

Drove 2,534 people to Town and Pumpkin website in Oct. through Facebook ads



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FB Post



Ad Set Name	Delivery	People Taking Act...	Post Reactions	Post Comments	Post Shares	Link Clicks	Page Likes
azcentral - Carefree Oct. 2016 azcentral - Carefree Oct. 2016	Recently Completed	5,818	1,360	213	632	4,652	55
Results from 1 Ad Set		5,818 People	1,360 Total	213 Total	632 Total	4,652 Total	55 Total

azc azcentral with Town of Carefree.
Sponsored

Halloween spirit invades the Town of Carefree in the form of whimsical pumpkin carvings from master sculptor and artist, Ray Villafane! The Enchanted Pumpkin Garden is open Oct. 17-31 and is woven throughout the 4 acre Carefree Desert Gardens. Free Admission.



Carefree's Enchanted Pumpkin Festival

Learn More

Carefree's Enchanted Pumpk Festival

We hold the record at AZCentral.com for most interaction with any of their posts that have run to date. Usual interaction between 2,500 to 3,500 on one post. Town of Carefree totaled 5,818 people (1,360 reactions, 632 shares, 213 comments, 4,652 Link Clicks)

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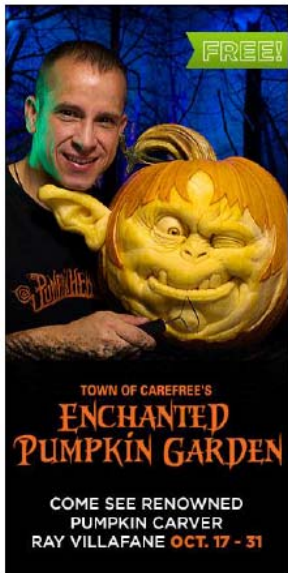
Digital Marketing October 1 through Oct. 31, 2015

Town of Carefree - Display Campaigns

Last Month

194,936 Impressions

campaignname	Impressions	clicks	CTR
Town of Carefree (DM-AZTC) Display Ads Behavioral	181,430	353	.19%
Town of Carefree (DM-AZTC) Display Ads Retargeting	13,506	43	.32%



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FIRST YEAR PUMPKIN PIN HUNT

in partnership with Carefree Cave Creek Chamber of Commerce



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AZFeastival Food Trucks & Craft Beer Garden

- First year with food trucks (3 per day)
- Ice cream was # 1 seller from Udder Delights!
- Sales were over \$48k including Craft Beer Garden
- Desert Foothills Theater ran Beer Garden: NET \$6k+



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MERCHANDISE SALES

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

Total Sales: \$15, 201.50



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Picasso Pumpkin Arts and Crafts

- Sponsored by Easy Street Galleria
- Second year and very successful/popular
- “Design your own” pumpkin painting
- Over 1,000 pumpkins sold!



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NEW “Adopt A Pumpkin” Patch

sponsored by YMCA Oct. 21-23, 28-30

New in 2016! Sold est. 410 pumpkins NET \$4,500
\$10 per pumpkin – pays for swimming lesson for 1 child
Complete birth certificate to name the pumpkin
Pumpkins donated by Mortimer Farms
Proceeds benefit DFFY



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YMCA Carving Nights

Sponsored by YMCA Oct. 26, 27

- Sold out in advance **NET \$6,795** (up \$3k from 2015)
- 95 pumpkins sold (\$40-60 seat)
- Mortimer Farms/Harold's/UPS Store/Extreme Integration
- Beer donated (\$600)



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High School Art Student Field Trips

Cactus Shadows H.S. art students spent a few hours with Ray learning the sculpting trade while also receiving life lessons

“Do what you love and you will always experience success and happiness.”

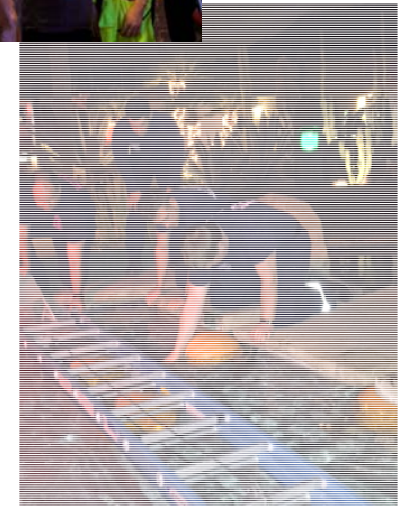
-Ray Villafane

Superintendent Debbie Burdick called the Mayor to thank him for the unique and rare experience. Ray has received many inspirational letters from the students and teachers again this year. We have been asked to video the session.



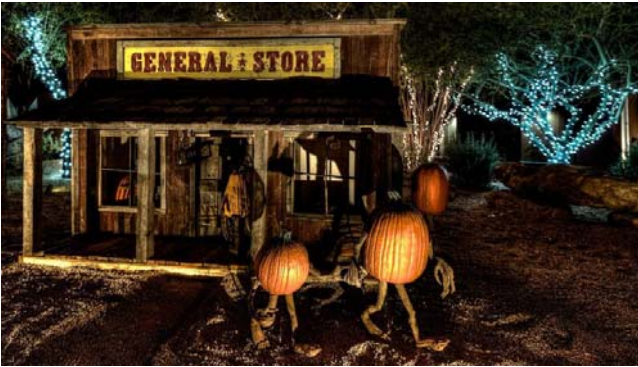
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Community



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Evening Magic in the Gardens



Photos by Herbert Hitchon

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Expenses for 15 Day Event

Advertising/Website/Video	\$20,450
Labor	\$14,569
Equipment/Supplies/Lighting	\$12,400
Restrooms/Garbage Cleaning	\$930
Upfront Merchandise Costs	<u>\$12,500</u>
	\$60,849
Paid Sponsors	\$18,500
Merchandise Sales	\$15,202

Balance of \$27,147



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Recommendations & Conclusions

- Extend the exhibit dates to start earlier/stretch the season
- Continue to provide quality food trucks
- Do not charge admission for the pumpkin festival
- Charge participants a fee for participating or % of profits
- Continue to find sponsors for specified activities
- Increase kid related activities & gift area
- Suggested dates for 2017 are Oct. 20-29
with early vignette debut on Oct. 16



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Business Testimonials



I just wanted to say how impressed I was with this year's Pumpkin Festival. The crowds were amazing and we saw a 20% increase in sales for October compared to the year before. The crowds were surprisingly huge during the evenings. It was a diverse crowd and many, many children which I know has been the emphasis of the Town in recent months. I hope more merchants participate next year and realize the sales opportunities by extending their own hours of operation.

Jo Gemmill – Owner, English Rose Tea Room, October 2016

I wanted to say thank you for all your hard work and coordination of a fabulous event. I know many of us restaurant owners were nervous about the food trucks but they did not seem to effect us at all and I think they were needed to help round out the event. This event brings a tremendous amount of focus to Carefree and displays the town in the way we want it to be displayed, highlighting the beautiful gardens and flow of the town center. Thank you for all your hard work.

Catherine Marr – Owner Venues Café Restaurant, October 2016

“Great job! Best thing this town has done since I’ve owned a biz here!”

Michael, The UPS Store – Carefree, AZ

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