

Meeting Date: 1/15/14

Agenda Item Number: 4

SUBJECT: Events Update

COMMENTS: Staff will give the commission an update on the upcoming events around Town Lake and in the Downtown and an overview of the event review process.

Attached is a spreadsheet showing how events, in 2013/14, have been scored. The second attachment is a listing of events that are no longer taking place at.

Below are some of the larger events around Town Lake and in the Downtown in the coming months.

- P.F. Chang's Rock and Roll Marathon (Jan 19, 2014)
http://cdn.runrocknroll.competitor.com/files/2011/03/AZ_14_courseMap.pdf
- Color Run (Jan. 25, 2014)
<http://www.thecolorrun.com/tempe/2014-01-25/>
- Aloha Festival - Tempe Beach Park (3/8/2014 - 3/9/2014 10:00 AM - 5:00 PM)
<http://www.azalohafest.org/>
- Tempe Festival of the Arts - Downtown (3/28 - 3/30/2014)
<http://www.tempefestivalofthearts.com/>

Overall Special Event Scoring			
2013-2014			
Event	Event Type	Score	
Ironman	Triathlon	88	
Urban Dirt	Triathlon	73.8	
Cruiserman	Triathlon	73.5	
Marquee	Triathlon	65.0	
SOMA	Triathlon	66.4	
Rio Tri	Triathlon	64.4	
Nathan's Tri	Triathlon	66.0	
St. Pattys	Concert	69.2	
Arts Fest	Festivals/Parade	87.2	
Tour de Fat	Festivals/Parade	85.1	
Oktoberfest	Festivals/Parade	81.5	
4th of July	Festivals/Parade	79.6	
Healing Field	Festivals/Parade	79.5	
Boat Parade	Festivals/Parade	79.4	
Salsa Challenge	Festivals/Parade	78.6	
Veteran's Day	Festivals/Parade	74.4	
MyFest	Festivals/Parade	73.2	
Block Party	Festivals/Parade	71	
Aloha Fest	Festivals/Parade	70.2	
Beerfest	Festivals/Parade	70.2	
Run, Walk, Roll	Walk/Run	83.5	
12 Hours in the Papago	Bike Ride	82.2	
Ugly Sweater 5k	Walk/Run	81.2	
5k9	Walk/Run	80.6	
Walk Now	Walk/Run	80.4	
Unity Walk	Walk/Run	77.8	

Overall Special Event Scoring			
2013-2014			
Event	Event Type	Score	
Light the Night	Walk/Run	77.4	
JDRF	Walk/Run	76.6	
MDA	Walk/Run	76.2	
Making Strides	Walk/Run	75.8	
Light for Donate Life	Walk/Run	75.6	
Maggies Run	Walk/Run	72.8	
Walk the Fight	Walk/Run	72.2	
Walk for Animals	Walk/Run	71.4	
Great Strides	Walk/Run	68.4	
Tillman	Run	87.0	
Rock n' Roll Marathon	Run	85.8	
Run, Walk, Wag	Run	77.2	
Ragnar Relay	Run	76.4	
Women's Half	Run	66.2	
Color Run	Run	64.4	
Brokers for Kids	Private Party	61.8	

Event changes since Wig began

Events moved

Arbor Day 5k - Kiwanis
 Incorporated Frank Kush Run into Oktoberfest
 Light the Night (looking for a new location)

Events no longer in Tempe

Women's Half Marathon
 Run, Walk & Wag (5k9)
 Southwest Salsa Challenge
 Greek Fest
 Walk for Values
 PetsMart Charity Pet Walk
 Light for Life
 Randemonium (Concert)
 JW Outreach Walk
 Phoenix Heart Walk