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**HISTORICAL PERSPECTIVE**

Carefree is an attractive, one-of-a-kind community that offers a beautiful Sonoran Lifestyle, eclectic shopping opportunities, year-round special events and exceptional resort-style amenities for its residents and visitors. With the original vision of K.T. Palmer and Tom Darlington still intact, the Town Center is the focal point of the community, thriving on catering to those seeking to escape the urban environment of the valley for a more authentic rural Arizona experience.

Philosophically, the Town of Carefree has been conservatively managed to minimize the size of the local government through limiting core municipal services/programs. Though these are core community services, there are still expenses to fund them. Unlike most municipal governments, Carefree does not rely on a municipal property tax to fund these core services. The funding for these services emanates largely from one mechanism – municipal sales tax. The benefit of this financial model is that it reduces the local tax liability for Carefree residents. In order to rely on a sales tax-based financial model, it is critical for the Town to create an environment conducive for sales tax-generating businesses to open in Carefree and enjoy success.

Over the years, how to achieve success in optimizing the Town’s sales taxes has been subject to much discussion and debate. There have been countless Town Council meetings focused on cultivating strategies with residents and the business community to ensure a collaborative approach. One such effort resulted in the Town Center Revitalization Plan, which is being utilized today to help reposition the Town Center, while creating a more economically vibrant environment for area businesses. In part, this revitalization plan recommended that the Town cultivate its marketing program by controlling the messaging, hiring a marketing professional and developing unique events to attract consumers into the core. Since adopting this plan, the Town has seen tremendous success in attracting consumers into the Town Center through its events programs and associated marketing campaigns. This additional visibility has permitted the Town to cultivate new development opportunities within the downtown core. The upcoming construction of a new 100-room hotel and town homes, coupled with the success of a new signature restaurant and the introduction of future restaurants are all positive metrics. As the Town Center matures with these new developments, it imperative that the overall marketing campaign evolves to consider opportunities relative to supporting the infrastructure and to maintain a fresh, relevant approach. This document has been prepared to plan and outline the future evolution of the Town’s marketing to ensure continuity, plan for transitions and design some metrics of performance.
This document was developed through the collaborative efforts of the Town of Carefree Marketing Committee:

- Mayor Les Peterson
- Vice Mayor John Crane
- Councilmember/Marketing Liaison Cheryl Kroyer
- Town Administrator Gary Neiss

Cost estimates for events/marketing were provided by the Town’s Director of Marketing & Communications, Beth Renfro.
THE EVOLUTION OF THE TOWN’S MARKETING PROGRAM

Post-recession, the Town Center hosted numerous events to generate foot traffic within the Town Center. However, as nearby shopping centers diluted the market place by creating similar events, it became evident that the Town needed to cultivate unique events to distinguish itself from the competition. As a result, the Town developed three seasonal events: the Enchanted Pumpkin Garden; a more-inclusive holiday festival celebrating both Christmas and Hanukah; and the spring Sights and Sounds in the Gardens. Complementing these events were three juried and nationally recognized art festivals produced by Thunderbird Artists. Along with the success of these signature events came new development opportunities such as new restaurants, a hotel and townhomes. As a result of these new businesses, Carefree’s marketing program will continue to evolve from the current event-centric model to a business-centric model with emphasis on business development and attraction. The new customer base created by the new businesses and residents establishes an improved traffic pattern for nearby businesses which in return will help to expand business hours and enhance the vitality of the Town Center. With this future evolution, the marketing program needs to refocus on the experiences created by the business environment rather than the events themselves. Over the next few years, as these new anchor businesses establish themselves in the marketplace, this gradual shift in Town marketing will take place. As a result, the Town’s marketing program will place less emphasis on event production and more emphasis on partnering with local business associations/organizations to create cooperative programs to market a critical mass of like businesses to the primary trade area.

PURPOSE OF THE TOWN’S MARKETING PROGRAM

The Town relies heavily upon generating sales taxes to fund its annual budget, as a result of not assessing a municipal property tax. In order to successfully sustain this sales tax-based financial model, Carefree must have a core of successful retailers and restaurants/bars which will generate a complement of consumer traffic. Unfortunately, the global recession disseminated many small towns and shopping centers. Carefree was not immune to this significant economic downturn and lost its share of businesses. In order to address this void, economic developers throughout the nation turned to creating experiences through events and festivals to bring consumers into their shopping centers/districts. These events began to create relevancy in these shopping centers/districts and successfully attracted consumers.
Carefree implemented a similar program to bring consumers into the Town Center with the anticipation of correlating increases in sales tax revenues and business expansion. The schedule of events included a robust combination of craft and fine art festivals. In 2016, the Town updated its long range financial plan. During the evaluation of the financial and business related data, it became evident that this strategy was not working as anticipated. Rather than expanding revenues and attracting new businesses, the overall business environment remained stagnant, with minimal increases observed from the added event schedule.

**Table 1: Craft and Fine Arts Festivals, 2007–2016**

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<th>Special Event Revenue / $ Thousands</th>
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<td>Number of Events</td>
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<td>Revenue</td>
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<td>$44 $21 $36 $47 $82 $87 $118 $126 $126 $122</td>
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The revenues generated specifically from the festivals prior to 2011 ranged between $21–$47,000 per year. However, between the years 2011-13, the totals hovered around $100,000 per year. After 2013, the numbers begin to stagnate until 2017, when the Town begins to revisit its marketing and events strategy. For perspective, this translates to roughly 1.7% of the Town’s total annual operating budget.
Table 2: Sales Tax Revenue / $ Thousands, 2007–2016

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<tr>
<td>Retailers</td>
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<tr>
<td>Restaurants</td>
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An anticipated increase in sales tax revenues from the Town’s retailers and restaurants/bars during the period of 2009–16 did not materialize. A substantial decline began in 2014, likely driven by the loss of an anchor restaurant. While overall sales taxes from the retail sector showed modest growth through this period, it should be noted that the largest contributors to this growth are large retailers located beyond the core “fair and festival” area, and contributed heavily towards this performance. Further underscoring the rising concerns with the then-current marketing approach, there were no new businesses opened during this period which could provide a major sales tax boost.

Carefree Marketing Strategy: 2015 and Forward

After the completion of the long range strategic plan, and after substantial discussion with interested/involved parties and additional analysis, the Town realigned its marketing strategy with an emphasis on cost recovery model.

This realignment included:

- Hiring a Town Marketing Director
- Strategic Town marketing planning, budgetary adjustments and cost recovery approach
- Development of signature proprietary events (such as the Enchanted Pumpkin Garden) and transitioning away from multiple craft festivals.
- Cultivating a digital media imprint for the Town to create a more significant online presence.
Through these changes, economic development efforts were reinvigorated. One of the objectives of these changes was to attract new retailers, and to assist current retailers including restaurants/bars to build their businesses. Examples of these successes are evident in the redevelopment of Historic Spanish Village and the impending construction of a hotel and townhouses within the core of the Town Center. The marketplace results of this approach are shown below:

**Table 3: Craft and Fine Arts Festivals, 2007–2018**

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**Table 4: Sales Tax Revenue / $ Thousands, 2007–2018**

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Looking to the future, as existing businesses build their business and new businesses open within the Town Center, limiting the number of festivals within the Town Center will ensure sufficient parking for business patrons. As these businesses grow, the creation of smaller events with a limited footprint within the amphitheater may be considered the “new norm” to complement the established business environment. The planning and coordination of these smaller events should be done in cooperation with established and/or future business organizations/associations. Moving forward, this will ensure these businesses have “skin in the game” and have ownership in these future events.
MARKETING PRIORITIES/STRATEGIES

During the current fiscal year (2019-20) the Town is focused on a three-pronged marketing plan designed to:

Develop and Support Signature Town Events

- Enchanted Pumpkin Festival
- Christmas in Carefree
- Sights and Sounds in the Gardens

Continued Marketing Support for Town-core Businesses

The Town will continue to cultivate partnerships with its business community through the following programs:

- VisitCarefree.com website
- Light Post Business Banner program
- Quarterly Business breakfasts with Town Council and staff
- Partnerships with various Town Business associations
- Town-printed visitor collateral, such as event calendar brochures, and downtown art location walking maps
- Monthly digital communications to both the Business Owners and Tourism email lists

Reinforce Resident Lifestyle Elements

The Town intends to continue to engage residents and the local community by:

- Developing and implementing innovative ways to refresh existing community activities through the creation of new activities and events.
- Exploring ways to expand the visitor season to include the late spring/early summer/early fall seasons.
**TYPES OF EVENTS**

**Signature Town-Produced Event (Peak season, broad appeal)**
- Enchanted Pumpkin Garden, October

**Town-produced Major Events (In-season, local appeal)**
- Christmas/Chanukah in Carefree, December
- Sights and Sounds in the Gardens, February–April

**Other Town-produced Events (Holiday observances, community-focused)**
- Veterans Day Honor, November
- Memorial Day Tribute, May
- Carefree Desert Garden Seminar Series, January–April

**Rental/Independently Produced Town Events by Outside Organizations**
- Thunderbird Artists Festivals, November–March (three events)
- First Friday Art Walks, November–May
- Restaurant Week, September and May
- Fourth of July/Block Party, July
- Friday Farmer’s Market, weekly throughout the year
CURRENT YEAR MARKETING OBJECTIVES

▪ Aggressively promote Town events to generate broad awareness both in the Carefree primary trade area and regionally (depending upon the event audience.)

▪ Find marketing solutions to support Town businesses.

▪ Generate traditional and digital PR opportunities to project the Town as a vibrant community with a variety of activities.

▪ Transition from Town-developed and produced events to independently produced events supported by Town sponsorships.

▪ Expand existing and explore development of new prograning to engage the Town’s audiences (residents, visitors and businesses.)
  ▪ Christmas in Carefree
  ▪ Sights and Sounds in the Gardens/Concert Events
  ▪ Film Series/Festival
  ▪ Walking tours of downtown
  ▪ Fourth of July Celebration/Block Party

▪ Create a 5-year Marketing plan, envisioning the Town’s future position at one, three and five years out.
  ▪ How do we transition from an events-driven focus to a restaurant/retail destination?
  ▪ What is unique about the Town, and how can we sell it?
ADDITIONAL ELEMENTS

▪ Provide communications support for town-sponsored events, events from outside vendors and merchant-sponsored events.

▪ Generate awareness and interest in all Town events, keeping Carefree “top-of-mind” with Valley residents.

▪ Create “mini-plans” for each event, detailing the purpose of, the specific elements, the timing, the target audience in terms of demographics and geography and its own advertising plan.
## FY2019-20 Marketing Budget = $595,200 / Spending Calendar by Month

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**SIGNATURE TOWN EVENTS**

**Enchanted Pumpkin Garden**  
Friday, October 17 through Sunday, October 27, 2019

**Event Purpose**

Initially, the Enchanted Pumpkin Garden was created as a component of the overall Town economic development plan. As the event has grown in scope and scale, it has put Carefree "on the map" as the producer of a one-of-a-kind, unique Fall/Halloween entertainment experience that cannot be found elsewhere.

**Event Overview**

The Town’s signature event, attracting tens of thousands of people from throughout the Valley, around the state and the country. Operational budget for 2019 is $528,681. It will be facing new challenges in its fifth year:

- Daily admission will be charged for the first time, ensuring the need to add value to the event.
  - Carefree Desert Gardens will be fenced for all 10 days
  - Haunted Happenings and Harvest Market area will only operate on the weekends
- The transition has begun from a town-operated and staffed event to a privately-run and produced event.

**Enchanted Pumpkin Garden**  
**Event Elements**

Garden décor provided by Villafane Studios

- Pumpkin vignettes, expanded to include the West end of the Gardens
- Real carved pumpkins scattered throughout the Gardens
- Saguaro tanks with carved pumpkins
- Colossal pumpkins, to be carved throughout the event
- Live carvers in the Garden each day of the event
- “Singing Pumpkins” Theater in the Splash Pad space
- Focus on rock balancing in the Gardens
- Interactive performances (fortune tellers, puppet shows, etc…)
- Interactive photography opportunities within the Gardens

Giant Pumpkins
- New partnership this year with the AZ Giant Pumpkin Growers Association
- Weigh-off event scheduled for Saturday, October 19 at 11 a.m.
  - Giant pumpkins from this contest will be incorporated throughout the event
  - Additional Giant pumpkins will be carved (final number to be determined)

Haunted Happenings area (both weekends)
- Area 51-themed haunted house in the Los Portales Mall
- Marque rides/attractions (Giant slide, obstacle course, etc…)
- Carnival-style gaming area provided by Villafane Studios
- Petting Zoo/Pony rides
- Bounce house for younger patrons

Harvest Market area (both weekends)
- Curated vendors with Fall-themed merchandise
- Adopt-a-Pumpkin Patch, in partnership with Desert Foothills YMCA

Live Music
- Headline bands in Sanderson Lincoln Pavilion on Fridays and Saturdays
  - Friday, October 18 – The Walkens/Country, Southern Rock
  - Saturday, October 19 – Wade Cota/American Idol
  - Friday, October 25 – Rock Lobster/80’s covers
  - Saturday, October 26 – Pompadus of Love/Steve Miller Tribute

Community Stage, Friday–Sunday (Haunted Happenings area)
- Utilizing Cave Creek Unified School District’s “Rock the District” and Alice Cooper’s Solid Rock for programming

Beer Garden / Autumnal treats
- Expand treats/snack areas in the Gardens
- New and returning food truck offerings
- Continuing partnership with Sonoran Arts League for liquor license and volunteers for beer gardens
  - Two locations – main garden and Haunted Happenings area

Cost Projections
### Operational Expenses

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<td>Attractions</td>
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<td>Talent</td>
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### Advertising Expenses

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### Estimated Attendance

- **Break-even Attendance:** 39,000
- **Conservative Attendance:** 50,000
- **Aggressive Attendance:** 75,000

### Other Revenue Sources

- **Vendor Fees** = $28,000
- **Alcohol Sales (Net)** = $22,500
- **Merchandise Sales** = $10,000
TOTAL FORECAST = $60,500

**Estimated Revenue**

- Break-even Attendance: 39,000 x $12* = $468,000
  - with Other Revenue Sources = $528,500
- Conservative Attendance: 50,000 x $12* = $600,000
  - with Other Revenue Sources = $660,500
- Aggressive Attendance: 75,000 x $12* = $900,000
  - with Other Revenue Sources = $960,500

**Break-even Estimate**

- Total Event Expenses: $528,681
- Break-even Attendance: **39,000** (av. 3,900/day)

The projected “break-even” would be total attendance of 39,000 patrons at an average ticket price of $12 = **$528,500**. All profits (revenue after costs) are to be split 50/50 with Villafane Studios in this year one of the event ownership transition.

* $12 av. ticket price based upon staggered day admission fees and discounting opportunities

**MAJOR TOWN EVENTS**
Christmas in Carefree  
Friday, December 6 through Sunday, December 29, 2019

Event Purpose

Bring the community together to celebrate the holidays in Carefree as a local event, starting with a traditional tree lighting ceremony and movie on Friday, December 6, with activities throughout that weekend, then extending throughout the month of December as a “Season of Caring” benefitting the Foothills Caring Corps. The season wraps up with the annual menorah lighting celebrating Chanukah in the Pavilion, December 22–29.

Event Overview

The Town’s holiday celebrations, targeted at attracting residents from throughout the Desert Foothills region (within an approximately 15 mile radius of downtown Carefree.) Operational budget for the event for 2019 is $6,500.

Cost Projections Summary

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*Cost projections are estimates based on budget allocation and prior-year spends

Event Elements
Friday, December 6
Holiday Tree Lighting
  • Performance by Cave Creek Unified School District choirs
Screening of the movie *Elf*, with free popcorn and hot chocolate for attendees

Saturday, December 7
Breakfast with Santa
  • Collection of toys and food by Rural Metro
  • Photos with Santa
Choral Concert by Music For the World
  • Cave Creek Unified School District Jazz Band to open

Sunday, December 8
Ecumenical service in the Sanderson Lincoln Pavilion
  • Reception following with coffee, hot chocolate and Christmas cookies
  • Announcement of Carefree’s “Season of Caring,” benefitting the Foothills Caring Corps

Sunday, December 22 through Sunday, December 29
Chanukah in Carefree
  • Menorah lighting each evening at 5:30 p.m. in the Sanderson Lincoln Pavilion

Throughout December
Carefree’s “Season of Caring”

- Stores and restaurants will display collection boxes benefiting Foothills Caring Corps

Angel Tree in Town Hall

- Gifts will be delivered to local seniors before Christmas by Foothills Caring Corps volunteers
Sights and Sounds in the Carefree Desert Gardens
Event Dates – February, March, April 2020 (to be determined)

Event Purpose

Sights and Sounds activates the Carefree Desert Gardens spaces on weekends during the spring, engaging residents and tourists.

Event Overview

Activities showcase local non-profit artist groups, local performing arts organizations (Sonoran Arts League, et.al.) and local musicians. Operational budget for the event for 2019 is $13,000.

Cost Projections Summary

<table>
<thead>
<tr>
<th>Operational Expenses</th>
<th>Advertising Expenses</th>
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Advertising Expenses

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Event Elements
Plein Air Artists

- Collaboration with Sonoran Arts League to program artisans throughout the Gardens on select weekends
- Potential partnership with Greg Tombs (glass artist) for Gardens residency

Live Music

- Program musicians throughout the Gardens with the plein air artists
- Program at least two ‘name bands’ on select weekends
11th Annual Veterans Day Honor  
Monday, November 11, 2019, 3–5 p.m.

Event Purpose

To bring our community together – veterans, their families, students and residents – to honor and celebrate patriotism, the love of country, the willingness to serve and the sacrifice of our veterans. To let our veterans and their families know we appreciate their service, care about them and to make them aware of local veteran support organizations and services.

Event Overview

Carefree honors and celebrates veterans who have served our country faithfully through testimonials, music and information. This annual community event draws upon local veterans, students, citizens and veteran support organizations.

Cost Projections Summary

<table>
<thead>
<tr>
<th>Operational Expenses</th>
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<tr>
<td><strong>TOTAL</strong></td>
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</table>

Event Elements

Live Music

- Main Event Band will perform
Keynote Speakers

Donations

Refreshments

Carefree Desert Gardens Seminar Series
Saturdays, January–April, 2020

Event Purpose
The quiet beauty of Carefree Desert Gardens has been enchanting and educating visitors and residents to the wonders of the desert landscape since its creation in 2002.

**Event Overview**

The Town’s Seminar Series planning committee creates the event agenda over the summer months prior to the series launch. Each curated seminar focuses on a gardening topic of interest, and features an expert speaker. Seminars are held in the Town Council Chambers once per month, from January to April.

**Cost Projections Summary**

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</table>

**Event Elements**

Plants for the Raffle

Speaker honorariums

**Memorial Day Tribute**

**Monday, May 25, 2020**
Event Purpose

To solemnly remember, as a community, all men and women who have died serving in the American armed forces while defending our nation.

Event Overview

The Town is proud to host an annual Memorial Day Tribute, bringing together veterans, their families, students and residents for a morning of thoughtful, patriotic reflection and remembrance in the Cave Creek-Carefree Cemetery.

Cost Projections Summary

<table>
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<tr>
<th>Operational Expenses</th>
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Event Elements

Live Music

Refreshments

*RENTAL/INDEPENDENTLY PRODUCED TOWN EVENTS*

Thunderbird Artists Festivals
November 1–3, 2019  
January 17–19, 2020  
February 28–March 1, 2020

Event Overview

Meet 165 award-winning, juried fine artists at this Signature Event! Sip fine wines and listen to the tunes of live musicians, while strolling throughout small to life-sized bronze sculptures, paintings, metal, clay, wood, stone, glass, ceramic, copper, found objects and mixed media sculptures. See an array of pottery, photography, one-of-a-kind jewelry designs, batiks and much more! Take in more than 5,000 original masterworks of fine art and fine crafts. This festival offers a wide variety of mediums, styles, sizes, subject matters and price ranges, to ensure there is something that appeals to everyone who attends.

Support Plan

▪ Light post banners hung throughout Town

▪ Tourism eblasts
  ▪ In October/November, December/January and February/March
  ▪ List currently stands at approximately 1,500 addresses

▪ Social Media
  ▪ In October/November, December/January and February/March

First Friday Art Walks

Fridays, November 2019–May, 2020

Event Overview
Enjoy a diverse display of artistic styles and mediums, meet the artists, enjoy refreshments and engage in conversation about art and architecture. Begin at any gallery, then continue on to other participating galleries. Participating galleries pay the sales tax on purchases made during the event.

**Support Plan**

- Light post banners hung throughout Town
- Tourism eblasts
  - Monthly from November-May
  - List currently stands at approximately 1,500 addresses
- Social Media
  - Posts will focus each month on an individual gallery, and encompass the “who/what/when/why of the event.”

**Carefree Restaurant Week**

*September 29–October 5, 2019*  
*May 2020, (to be determined)*

**Event Overview**
The Carefree Restaurant Association is a collaboration of the outstanding restaurants located in Town. Each one offers diners a unique and creative culinary experience. Carefree’s Fall and Spring Restaurant Weeks offer exciting prix fixe lunch and dinner menus at participating association restaurants during the event.

Support Plan

- Light post banners hung throughout Town
- Street banners on Tom Darlington and Cave Creek Roads
- Tourism eblasts
  - Monthly in September and May
  - List currently stands at approximately 1,500 addresses
- Social Media
  - Various posts to support the event

Fourth of July / Block Party
Saturday, July 4, 2020

Event Overview

CIVANA will be hosting their third annual spectacular aerial light show of custom LED-lit drones again in July 2020. The show will light up the night sky for Carefree and Cave Creek residents and visitors celebrating the Independence Day
holiday weekend. Coupled with special resort and spa packages, culinary offerings, and other festivities at the resort throughout the weekend – including a Community Block Party – CIVANA is the ultimate Fourth of July weekend destination for visitors and locals alike.

Support Plan

- Town fiscal sponsorship ($5,000)
- Tourism eblasts
  - Monthly in June and July
  - List currently stands at approximately 1,500 addresses
- Social Media
  - Various posts to support the event

**FIVE YEAR MARKETING PLAN**

**FY2019/20 – FY2024/25**

**Longer Term/Big Vision**

What happens after this year?
• Encapsulate a five-year strategic plan that will outline what the future of Carefree may look like in one, three and five years.

How can we go from an event-driven focus to a successful business/tourist-driven destination?

• Explore a new branding position that encourages tourism to the Town.

• Engage residents to come into Town for shopping, dining and services.

What does Carefree stand for? What is unique about it? How can we sell it?

• Develop an image of Carefree which is contemporary.
  • An excellent municipality for active adults aged 45 – 75
  • Family-friendly (need to discuss and resolve this)

• Use the totality of what Carefree has to offer.
  • Excellent infrastructure, low taxes, opportunities for charitable involvement, etc…
  • Good quality of life
  • Vibrant, active Town

• Set up the Town’s infrastructure (Roads, Water, Sewer, etc.) for the long term

• Increase economic development to sustain sales tax dollars
  • Eliminates the necessity for a real estate property tax
- Plan smaller, more community-focused events
  - Concerts
  - Movie nights
  - Christmas / Chanukah
  - Sights and Sounds

**APPENDIX**

**ENCHANTED PUMPKIN GARDEN DETAILS**

**Event Operations**

Town of Carefree
- Event Producer
- Event oversight and costs approvals
- Operate and staff the Merchandise and Information tent during the event

Villafane Studios
- Event Producing partner
- Art direction and design oversight for the entire event

Centerpoint Events
- Event management company
  - Provides staffing in specific areas
    - Haunted Happenings (rides)
    - Live Music (music techs in both stage areas)
    - Day-to-day oversight of the event
  - Planning assistance
  - Third-party contractor engagement/oversight
    - Pride Group (event logistics/power/lighting)
    - Haunted Happenings attractions (rides, haunted house, petting zoo, etc…)

Exit Reality Entertainment
- Facilitating operations and execution of Haunted House
Pride Group

- Cash handling/staffing needs through Pride Group for gates, beer garden and merchandise tent

**Event Financials/Cost Recovery**

Three cost recovery areas

- Event admissions
- Beer Garden
- Town Merchandise tent

Production partnership with Villafane Studios

- Town of Carefree to handle all up-front and event operation costs in 2019 and 2020
- Revenue split/s
  - Town to receive initial reimbursement of all up-front and event operations costs from all three revenue areas
  - After all costs have been paid, any additional profit revenues will be split with Villafane Studios on a 50/50 basis
    - In 2020, profit revenue share is 75% Villafane Studios / 25% Town of Carefree

Each area of operations has been examined to ensure that this year’s event appears new and improved, with more things to do, thus creating value worth the cost of admission.

**Advertising Plan**

The Enchanted Pumpkin Garden’s appeal reaches a very broad age demographic - families with children, teenagers, and adults looking for a fun way to celebrate fall and the Halloween season.
• Advertising Target
  ▪ Adults 18+ in Carefree/Desert Foothills region
  ▪ Adults 18+ Phoenix metro designated market area, and statewide
  ▪ Females (as they tend to be the decision-makers in the family for event attendance)
  ▪ HHI: $50K+

• Advertising Timing
  ▪ Initial print advertising begins mid-August (AAA’s Via Magazine) and continues with select print ads in September (City-Sun Times and Images AZ.)

• Advertising Vehicles
  ▪ A multi-source mix of traditional and digital advertising is planned, which will reach the target audience through a variety of mediums. The mix includes print, due to its ability to reach our older, local audiences, and digital solutions (email/online/social) which reach all of our targets on their various electronic devices – desktop, tablet and mobile.
    ▪ Print publications
      ▪ AAA Via Magazine = $2,820
        ▪ Reaches the entire state of AZ (circulation=517K)
        ▪ 1/3 page ad in the Fall quarter publication (hits August 20)
        ▪ Good demographic for reaching retirees/travelers and families planning unique things to do in-season
- City-Sun Times = $1,795
  - Monthly newspaper for the Desert Foothills region
  - 1/2 page ad in September issue (September 1) and full page in October issue (October 1)
  - Hits residents/families in the Desert Foothills area (local attendees)
- Images AZ Magazine = $4,400
  - Reaches the Desert Foothills area, as well as three other designated market areas throughout the northern Phoenix metro region (North Scottsdale, Paradise Valley area, Desert Hills/New River) – circulation=67K
  - 1/3 page in September monthly (September 1) and 1/2 page in October monthly (October 1) all zones
  - Upscale audience – retirees, families with disposable income
- Sonoran News = $1,000
  - Bi-weekly newspaper serving the Desert Foothills area.
  - Reaches retirees and local attendees
- Email
  - Phoenix New Times Events eblast = $700
    - Phoenix weekly magazine, reaches 25-55 age demographic; events eblast reaches 55K+ double opt-in subscribers looking for unique events in the Valley
- Eblast would run close to opening day of event (October 18)
  - COINS/Tourism eblasts = $0
    - Email resources for Town of Carefree
    - Event information will be sent out at a variety of points leading up to the event
  - Online
    - Groupon = cost not known/revenue split from sales
      - Event/Ticket/Product discount aggregator, reaching the entire Phoenix metro area and statewide
      - Presale marketing event with $2-$3 off admissions campaign begins in late August
      - Demographic is 18+, females, families/individuals on a budget looking for fun things to do at a discount
    - Banner ad campaign = $2,600
      - Campaign to run through Reach Local, the digital arm of AZ Republic Media, tagging onto the event program guide distribution
      - Target set to be our event demographic, location priority is to be determined once confirmed
      - Banner campaign would run through the Reach Local proprietary serve (similar to Google Ads or Yahoo Ads-style reach campaigns by location/demographic target set.)
• Digital Billboard
  ▪ OUTFRONT = $7,000
    ▪ Targeted digital billboard campaign, consisting of four large boards and eight poster boards in various locations throughout metro Phoenix
    ▪ Initial plan is for an ultra-creative, countdown-style imaging campaign
    ▪ Serves as a brand-awareness campaign, designed to cause a buzz and engage travelers in the Valley prior to the event.

• Social Media
  ▪ Facebook/Instagram = $3,000
    ▪ Campaign to run through Reach Local, the digital arm of AZ Republic Media, tagging onto the event program guide distribution
    ▪ Target set to be our event demographic, location priority is the Phoenix metro area

• Printed Collateral
  ▪ “Daily Smash” event program = $4,800
    ▪ Print plan is 35K copies of the event program to be printed
      ▪ 20,000 pieces to be distributed in the Sunday, October 13 AZ Republic, targeting the Desert Foothills region
      ▪ 15,000 pieces to be distributed during the ten day event
  ▪ Enchanted Pumpkin Garden rack card
• Total print quantity = 4,500, $575
  ▪ 3K pieces for Desert Foothills regional distribution, National Concierge Assoc., etc…
  ▪ 1,500 pieces with coupon ($3 off four admissions) to be inserted in September 2019 Carefree Water Company billings
  ▪ 400 additional pieces with coupon for select Town of Carefree partner distribution

  ▪ Town Signage
    ▪ Street Banners = $500/budgeted
      ▪ Six street banners required reprint due to event changes (times, admission fee, etc…)
    ▪ Lightpost Banners – included in above budget
      ▪ Four additional lightpost banners were printed

  ▪ Public Relations
    ▪ Press releases
      ▪ Media alert was sent out to the Phoenix market area and Meltwater national influencer channels the first week of July 2019
      ▪ Official event press release was sent on Tuesday, September 3 to the Phoenix market area and Meltwater national influencer channels
    ▪ Scheduled press commitments for Ray Villafane
• Fox10 Cory McCloskey live on Thursday, October 17 at 8:20 a.m. and 8:40 a.m.
• AZ Key Magazine Facebook Live event on Thursday, October 17 at 11 a.m.
• NBC12, ABC15 and CBS5/AZ Family

**Christmas in Carefree**
**Event Schedule (still in planning stages)**

Christmas in Carefree Weekend

Dates are Friday, December 6 through Sunday, December 8

- Friday – Tree Lighting, 5 p.m. in the Gardens
  - Choral concert with Cave Creek Unified School District choirs from elementary, middle and high schools
  - Bell ringing choir from Desert Presbyterian Church
• Santa / Patrick de Haan

• APS to provide ‘big light switch’
  ▪ Possibly get old fire truck for Santa to arrive in?

• Snow Queen / Sara Licht

• Holiday Film Screening
  ▪ Film is *Elf*
  ▪ Town to provide ‘movie treats’ / vendor to be determined
  ▪ Town to provide holiday ornament for attendees

• Saturday Events
  ▪ Breakfast with Santa, 9–11 a.m. (time is to be determined) in the Sanderson Lincoln Pavilion
    ▪ Partner with Rural Metro Fire, in support of the Foothills Food Bank Toy Drive
    ▪ Firehouse staff will serve meal
    ▪ Breakfast elements to be determined
    ▪ Breakfast cooked by to be determined (Kiwanis Club of Carefree?)
  ▪ Evening Event – time to be determined, Sanderson Lincoln Pavilion
    ▪ Holiday concert by Spirit in the Desert

• Sunday
• Late morning/Early Afternoon (all are to be determined)
  ▪ Ecumenical Prayer Service
    ▪ Reception to follow
  ▪ Launch of Carefree’s “Season of Caring”
    ▪ Benefits Foothills Caring Corps
• Chanukah in Carefree Sunday, December 22 through Sunday, December 29, Sanderson Lincoln Pavilion
  ▪ Menorah Lighting each evening at 5:30 p.m.
    ▪ Temple Chai Cantor and Choir will be the first evening this year
    ▪ Jewish Social Group of Cave Creek/Carefree is handling logistics

Advertising Plan

Christmas in Carefree also reaches a very broad age demographic, and specifically families with children. Additional programming (concerts, shopping) appeals to residents and visitors looking to celebrate the joys of the holiday season.

• Advertising Target
  ▪ Adults 18+ in Carefree/Desert Foothills region (15 minutes driving radius)
    ▪ HHI: $50K+
• Advertising Timing
Press release to send in mid-October
  - Explore more aggressive PR opportunities in order to focus on “Season of Caring” initiatives
Marketing to begin in early November
  - Currently planned
    - City-Sun Times = $1,600
      - 1/2 page ad in November 1 and December 1 issue
    - Images AZ = $600
      - 1/2 page ad in December 1 issue
  - All other opportunities to be determined

Sights and Sounds in the Carefree Desert Gardens
Event Schedule (still in planning stages)

Advertising Plan

Sights and Sounds reaches a smaller age demographic, specifically Carefree residents (av. age 65+) and tourists/day visitors to the Town.

  - Advertising Target
    - Adults 50+ in Carefree/Desert Foothills region (15 minutes driving radius)
    - HHI: $85K+
- Advertising Timing
  - Press release to send 6–8 weeks prior to first event
  - Marketing to begin two months prior to first event

11th Annual Veterans Day Honor
Event Schedule (still in planning stages)

- The event takes place in the Sanderson Lincoln Pavilion

Advertising Plan

The Veterans Day Honor appeals to a broad, but slightly older demographic, specifically Desert Foothills residents within a 15-mile driving radius of the Town.

- Advertising Target
  - Adults 40+ in Carefree/Desert Foothills region (15 minutes driving radius)
Final Marketing Plan

- HHI: $50K+

- Advertising Timing
  - Press release to be sent the last week of September 2019
  - Marketing to begin in October 2019 in local publications

**Carefree Desert Gardens Seminar Series**

Event Schedule (still in planning stages)

- All seminars take place at 9:30 a.m. in the Town Council Chambers at 33 Easy Street. The 2020 seminar dates are:
  - Saturday, January 11
  - Saturday, February 8
  - Saturday, March 14
  - Saturday, April 18

**Advertising Plan**

The Carefree Desert Gardens Seminar Series appeals to an older demographic, specifically Desert Foothills residents within a 10-mile driving radius of the Town.
▪ Advertising Target
  ▪ Adults 50+ in Carefree/Desert Foothills region (10 minutes driving radius)
  ▪ HHI: $75K+

▪ Advertising Timing
  ▪ Press release to send mid-November 2019 (for initial seminar in January)
  ▪ Marketing to begin in December 2019, in local publications.

Memorial Day Tribute
Event Schedule (still in planning stages)

▪ The event takes place in the Cave Creek Cemetery on Pima Road.

Advertising Plan

The Memorial Day Tribute appeals to a broad, but slightly older demographic, specifically Desert Foothills residents within a 15-mile driving radius of the Town.

▪ Advertising Target
  ▪ Adults 40+ in Carefree/Desert Foothills region (15 minutes driving radius)
  ▪ HHI: $50K+

▪ Advertising Timing
- Press release to send mid-April 2020
- Marketing to begin in April/May 2019, in local publications

### FY2019-20 EVENT CALENDAR BY MONTH – FALL/WINTER

<table>
<thead>
<tr>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
</tr>
</thead>
<tbody>
<tr>
<td>Splash Pad</td>
<td>Splash Pad</td>
<td>Splash Pad</td>
<td>Farmer's Market</td>
<td>Veterans Day</td>
<td>Breakfast with Santa</td>
</tr>
<tr>
<td>Drone Fireworks</td>
<td></td>
<td>Restaurant Week</td>
<td>Yoga Monday</td>
<td>Yoga Monday</td>
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<td>Zumba Thursday</td>
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<td>Farmer's Market</td>
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<td></td>
<td>First Friday Art Walks</td>
<td>First Friday Art Walks</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Kiwanis Breakfast</td>
<td>Chanukah in Carefree</td>
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<td></td>
<td></td>
<td></td>
<td>SITD Holiday Concert</td>
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<tr>
<td>UNCONFIRMED</td>
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<tr>
<td>RENTAL/SPONSOR EVENT</td>
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## FY2019-20 EVENT CALENDAR BY MONTH – WINTER/SPRING

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<thead>
<tr>
<th>JANUARY</th>
<th>FEBRUARY</th>
<th>MARCH</th>
<th>APRIL</th>
<th>MAY</th>
<th>JUNE</th>
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<tbody>
<tr>
<td>Thunderbird Artists</td>
<td>Yoga Monday</td>
<td>Thunderbird Artists</td>
<td>Splash Pad</td>
<td>Splash Pad</td>
<td>Splash Pad</td>
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<tr>
<td>Yoga Monday</td>
<td>Zumba Thursday</td>
<td>Yoga Monday</td>
<td>Yoga Monday</td>
<td>First Friday Art Walks</td>
<td>First Friday Art Walks</td>
</tr>
<tr>
<td>Zumba Thursday</td>
<td>Farmer’s Market</td>
<td>Zumba Thursday</td>
<td>Zumba Thursday</td>
<td>Memorial Day</td>
<td>First Friday Art Walks</td>
</tr>
<tr>
<td>Farmer’s Market</td>
<td>First Friday Art Walks</td>
<td>Farmer’s Market</td>
<td>Farmer’s Market</td>
<td>First Friday Art Walks</td>
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<td>First Friday Art Walks</td>
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<td>Sights and Sounds</td>
<td>Sights and Sounds</td>
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<td>Kiwanis Breakfast</td>
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<td>UNCONFIRMED</td>
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<td>RENTAL EVENT</td>
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