



SIGNATURE AND COMMUNITY EVENTS

January 10, 2022

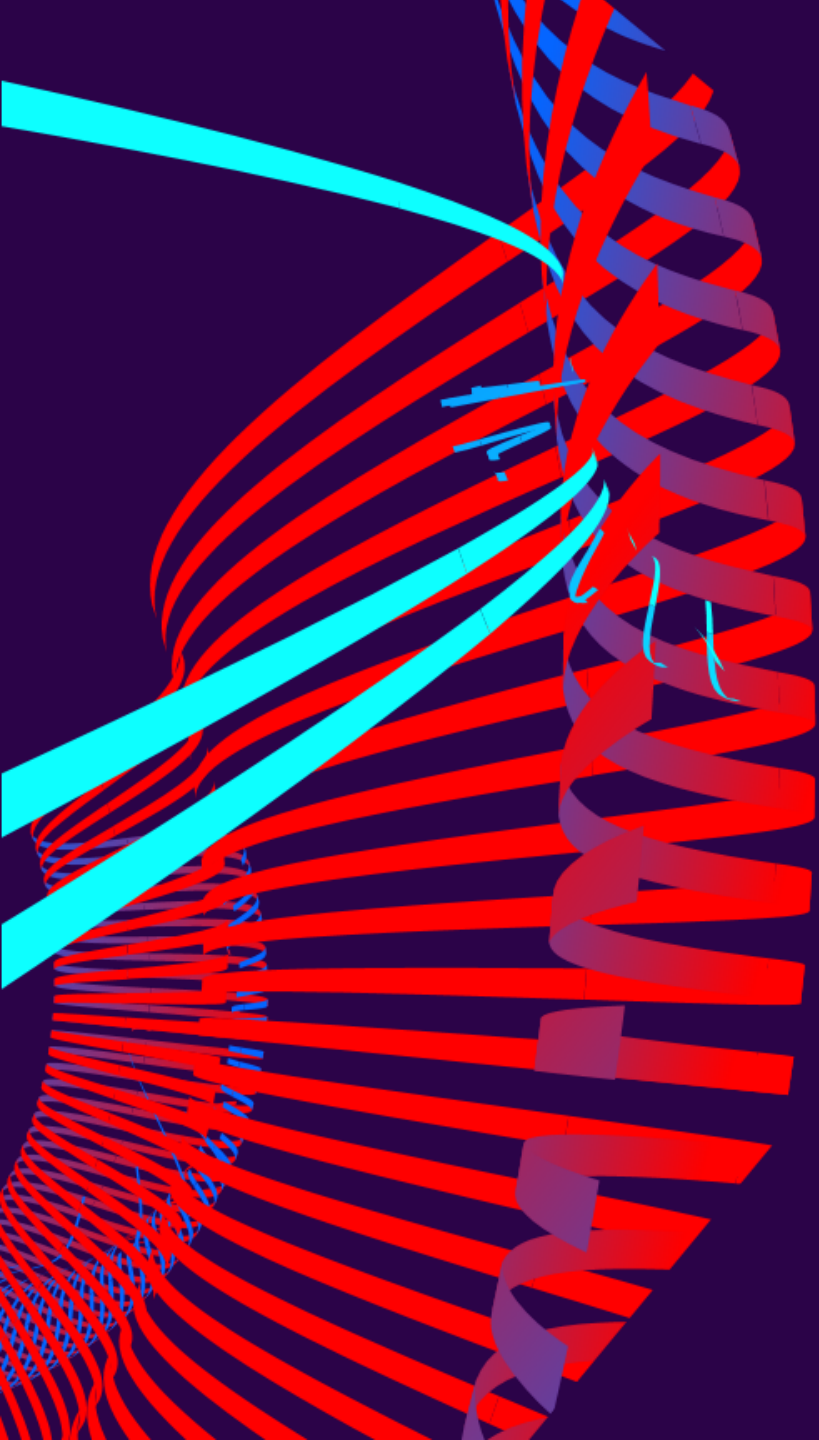
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Arts & Culture Administrator

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Events & Festivals Coordinator

TO DISCUSS

- 2021 Events Recap
- Updates & Enhancements for Signature Events
 - Heart & Sole
 - Juneteenth Celebration
 - Star Spangled Fourth
 - Veterans Day Tribute
- Recommendations for Civic Square

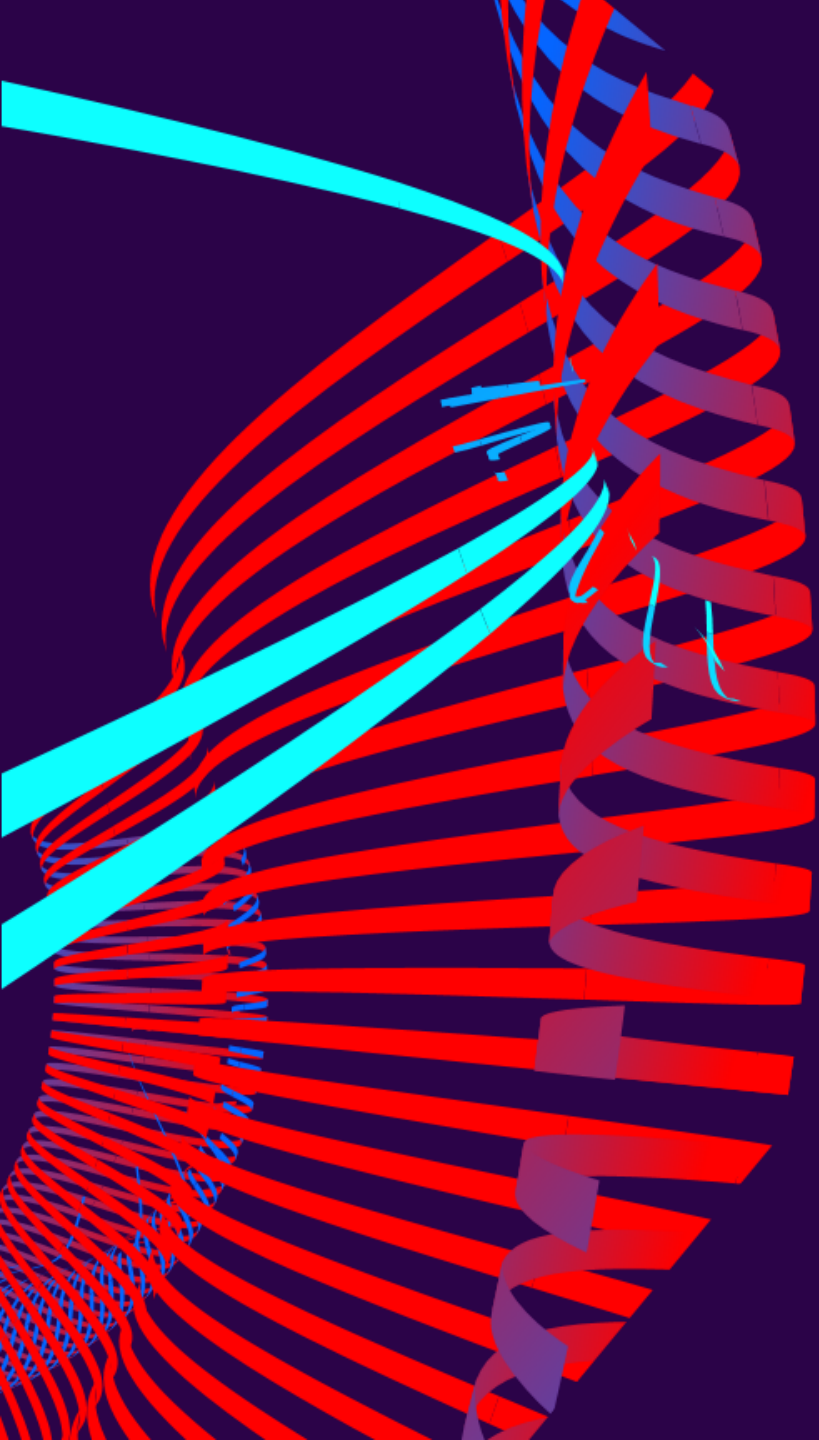




2021 EVENTS RECAP







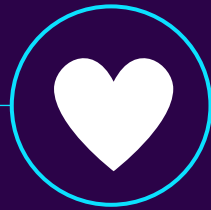
SIGNATURE EVENT ENHANCEMENTS

UPDATES & ENHANCEMENTS



Heart & Sole

- Addition of 10K distance
- Encouraging new Participants



Juneteenth

- Concepts to consider
- Partnership opportunity



Star Spangled Fourth

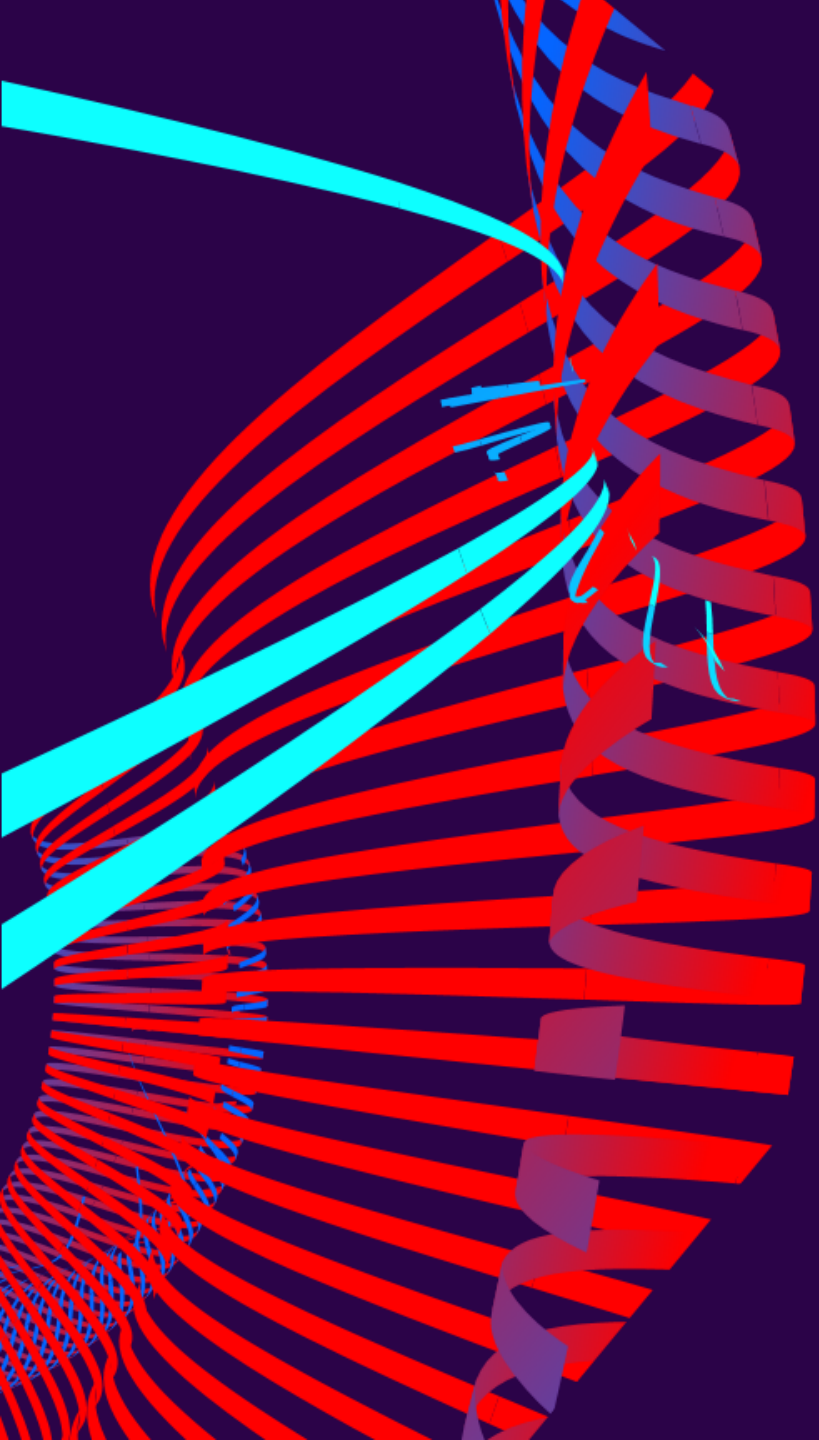
- Development around Goodyear Ballpark
- Event modifications



Veterans Day Tribute

- New programming
- Potential changes to venue
- Date & time of event





CIVIC SQUARE

EVENTS FOR CIVIC SQUARE



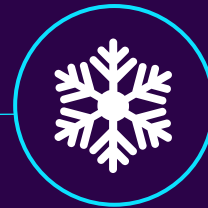
Events to move to Civic Square

Campus Concert Series
Shakespeare in the Park
Art Festivals



New Events at Civic Square

Hark in the Park
Dancing on the Square
Go with the Flow Yoga
Food Truck & Farmers Market Series



New Activities at the Square

Dickens on the Square
Temporary Ice Skating Rink



CURRENT 2022 EVENT LINEUP

Events	Location	Date
Heart & Sole	Ballpark	2/5
Wag & Tag	GRC	2/12
Shakespeare in the Park	Community Park	2/19
Concert Series	GRC	3/26
Goodyear Lakeside Music Fest	Estrella Amphitheater	4/9
Hop & Hops	Ballpark	4/16
Juneteenth	TBD	6/19
4 th of July Spectacular	Ballpark	7/4

Events	Location	Date
Ballet Under the Stars	Estrella Amphitheater	9/16
Goodyear Rocks	GRC	9/24
Camp Go Back	GRC	10/8
Fall Festival	Ballpark	10/29
Concert Series	Civic Square	11/19
Veterans Day Tribute	TBD	TBD
Goodyear Glows	GRC	12/3
Dickens on the Square	Civic Square	TBD

COUNCIL DISCUSSION

