



DEL E. WEBB CENTER

FOR THE PERFORMING ARTS

FIND YOUR CENTER

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July 23, 2025

The Honorable BG Bratcher
Mayor
Town of Wickenburg
155 N Tegner Street, Suite A
Wickenburg, AZ 85390

Dear Mayor Bratcher and Town Council Members:

On behalf of the Del E. Webb Center for the Performing Arts, I am submitting this formal request for event sponsorship from the Town of Wickenburg in the amount of \$5,000. The funds will be used to offset expenses incurred during production of the annual Guys Who Grill barbeque competition and fundraiser on Saturday, March 21, 2026.

The event, held at the Wickenburg Community Center since its inauguration in 2011, is eagerly anticipated by locals, Webb Center supporters and out-of-town guests alike. Many locals appreciate the event as it adds to the town's amenities and their overall quality of life as a resident. Webb Center supporters understand that the funds raised at the event help support the organization's annual summer arts camp, Camp Imagination. Out-of-town guests look forward to making Wickenburg a destination getaway and spend their time at Guys Who Grill, then shopping and visiting the Desert Caballeros Western Museum, among other activities during their stay.

The Webb Center plans to utilize the \$5,000 in financial support from the Town of Wickenburg to offset event expenses including, but not limited to, official barbeque sanctioning fees, facility and equipment rental, event insurance, local accommodations for judges as well as event advertising.

The Webb Center estimates that the event's attendance including grilling teams, Webb Center staff and volunteers, Barbeque Sanctioned Judges and the public will be approximately 750 participants.

It is difficult to calculate the economic impact these 750 participants will have on Wickenburg. However, Webb Center staff are aware that those attending Guys Who Grill also patronize

downtown retail shops, restaurants and bars; a number of competitors spend the night at the Community Center's RV facilities; and the Barbeque Sanctioned Judges stay at a local hotel.

In addition to creating an economic impact, Guys Who Grill influences the quality of life in Wickenburg by fostering community engagement, social interaction, and cultural enrichment among residents. The Webb Center works with community partners including the Town of Wickenburg, Arizona Rangers for event security, a band for live entertainment, and Strebor's Dirty Soda truck. Grilling teams include representatives from Vulture Peak Brewing, Capital Farms, and Project Salt. Working with these community partners helps spread the event's promotional efforts to their supporters as well.

As mentioned above, an estimated 750 local and Valley-wide guests attend the annual event; sharing in their mutual enjoyment of barbeque food and live, country music. Beyond that social engagement, the funds raised from Guys Who Grill support the Webb Center's annual summer arts camp. Camp Imagination serves 200 first through twelfth grade students. In a time when performing arts programs are being eliminated from schools, programs such as Camp Imagination are becoming more critical for the cultural enrichment and well-rounded education of Wickenburg's youth population. Having access to cultural cornerstones like the Webb Center and Desert Caballeros Western Museum play a significant role in Wickenburg's overall quality of life for residents.

Thank you for your consideration of this request for \$5,000 in event sponsorship from the Town of Wickenburg. We look forward to working with the Town on projects that benefit residents and visitors alike.

Best regards,



Andy Halseth
Chief Executive Officer