

West Valley View

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Avondale plans for plethora of special events

Frank Morris
staff writer

With \$172,000 to spend on special events, the city of Avondale is planning a diverse mix of activities for its residents to enjoy over the next year.

"The primary objective of city special events is to enhance the quality of life for Avondale residents," said Christopher Reams, director of Parks, Recreation & Libraries.

Such events "establish community goodwill, encourage community involvement and outreach, promote health and wellness, highlight the community and attract visitors," he said.

Earlier this year, the City Council established several goals related to community involvement and quality of life.

Council members approved and allocated \$172,000 for city-funded special events, and directed staff to develop events that, as the council requested, "will create enjoyable opportunities for the community and establish the city of Avondale as a destination point for residents and visitors."

Big events, big turnout

Reams said work is well under way for such events, and anticipates a mighty turnout.

He said the large events, such as the Tres Rios Nature Festival and the Tale of Two Cities, could each attract more than 50,000 people to the city.

Medium-sized events, such as Resident Appreciation Night and Special Olympics, will draw more than 5,000 people per event.

Smaller events, such as movie nights and concerts, could potentially see up to 5,000 people per occurrence, he said.

The following is a list of events that are currently being planned for fiscal year 2012-13:

- Oct. 12: Resident Appreciation Night/Getting Arizona Involved in Neighborhoods on Western Avenue
- Oct. 27: Tres Rios Fall Festival in the Tres Rios Nature Area
- Nov. 9: Community Block Party on Western Avenue
- Nov. 11: Veterans Day at City Hall
- Nov. 16: Boys & Girls Club Golf Tournament at the Club at Estrella
- Dec. 14: City Holiday Event on Western Avenue
- Jan. 11: Music on the Lawn at City Center

- Feb. 8: Couples Movie Night at the Avondale Hilton



TRES RIOS NATURE FESTIVAL GOERS canoe on the Gila River last March. The event, which features outdoor activities including archery, canoeing and fishing, has been held annually in the spring and will now be held in the fall as well. View photo by Michael Clawson

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- Feb. 16: Tale of Two Cities Cultural Festival at Estrella Mountain Community College
- March 8: Music on the Lawn at City Center
- April 12: Family Movie Night at City Hall
- May 10: Family Movie Night at City Hall

More events in the works

While the events outlined above are council-approved and city-funded events, there are also other events in the works that residents will be able to enjoy in Avondale.

Reams explained that such non-funded events have not been approved as official city events, do not receive any general fund contributions and must be cost-recoverable through revenue from non-city sources.

"Funding for these events comes exclusively from donations, participant fees and other event revenue sources," he said. "A non-funded event is dependent on sponsors and event partners."

So what non-funded events are making their way to Avondale? Here is a list of those in the works:

- September: Arizona Cardinals Day of Play at Mountain View Park
- September: Library Time Line Open House at Civic Center Library
- Oct. 27: Dia De Los Muertos at Goodyear Farms Cemetery
- Nov. 3: Writers Conference at City Hall

Other non-funded events in the early planning stages are:

- Books to Oscars Movie Series
- Special Olympics
- Art in the Park at Donnie Hale

City documents show that Avondale has put out a formal request for proposals for an event coordinator to assist with the management and marketing of events.

The anticipated event coordinator start date is Sept. 11.



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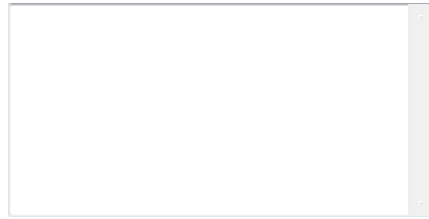
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