



Signature Events Update

August 31, 2020

Brenna Hosey, Special Event Coordinator





CURRENT EVENTS



Highlights

- Virtual live and interactive storytelling experience on social media
- Camping badge challenges leading up to story telling night
- Prizes for all who participate in the challenges and the story telling process

Camp Go Back
10/10/20





Highlights

- Two-night event
- Drive-thru illuminated Halloween themed tunnels routed through Goodyear Ballpark parking lots
- Free candy passed out by characters and pumpkin giveaways
- Virtual Halloween costume contest leading up to the event

Fall Festival
10/23/20 & 10/24/20





Highlights

- 1,000 custom yard signs given out to all participating Goodyear residents
- Contact-less gifts of appreciation delivered to Veteran's homes and centers
- Messages of appreciation compiled into video to be released on social media

***Veterans Day
Tribute
Week of 11/11/20***



Highlights

- A (6-7) night tour of Santa visiting neighborhoods via Goodyear Fire Truck
- Live streamed program of live rock music to Christmas classics as well as Santa giving "shout outs" to all the kids who wrote him a letter
- Live stream of the tree lighting with fireworks as the grand finale

Goodyear Glows
12/05/20



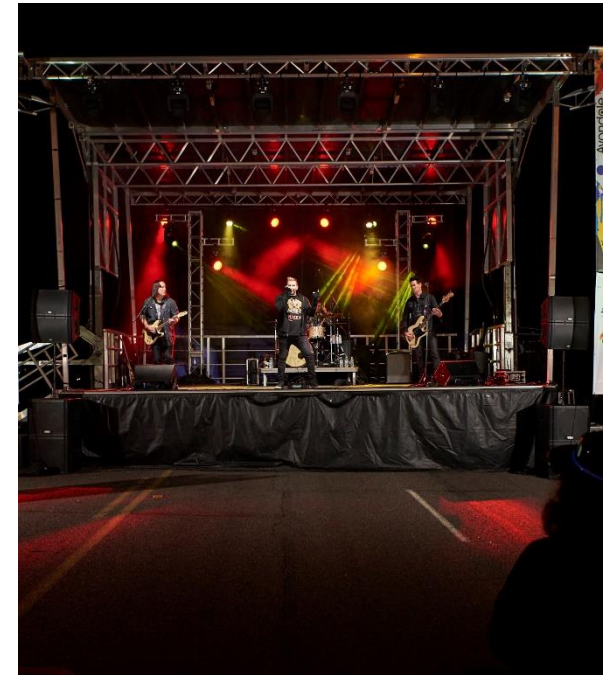


Ballet Under the Stars ***01/23/21***

Highlights

- Non-traditional streamed virtual experience in partnership with Newland and Ballet AZ
- Educational virtual dance opportunity offered to local elementary schools
- Free event experience bag available pre-event and post-event chat with dancers

BALLET
ARIZONA
IB ANDERSEN ARTISTIC DIRECTOR



Event Update

- Will not be returning in 2021
 - Attendance decline
 - Focusing on new signature events

CulturePop 2021





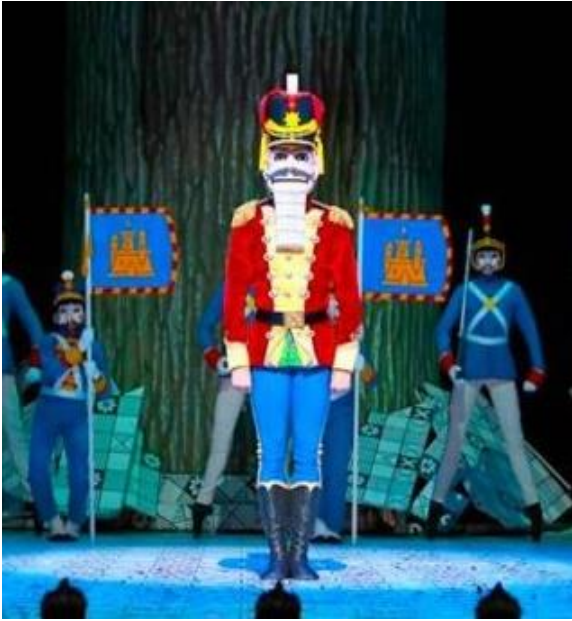
NEW EVENTS



Goodyear Rocks ***11/21/20***

Highlights

- Free Event- Partnership with Alice Cooper Solid Rock Foundation
- Six rock bands to perform- including seasoned performers and emerging artist with preferential selection to Goodyear musicians
- 2021 event will be held at the GRC and 2022 event will find permanent home at Civic Square Park



Holiday Variety Concert ***12/12/20 and 12/13/20***

Highlights

- Ticketed Performance (ticket cost \$5.00) - Partnership with Ghostlight Theater
- Six holiday-themed variety acts to perform (choir or solo singer phasing to determine, dance, one act scene, marching band, musical number, etc...)
- Emcee and surprise guests to entertain the audience during set change



Highlights

- Free Event - Partnership with West Valley Arts Council
- Community members to audition and perform, as well as work to build set and props for Shakespearean performance
- Intergenerational experience- Including festival elements with a Renaissance feel

Shakespeare in the Park
A Community Theater Experience
2/20/21 and 2/21/21