

## CITY COUNCIL REPORT

DATE: 1/13/16

TO: Mayor and Councilmembers

FROM: Rebecca Sayers, Interim Recreation Services Director  
Glorice Pavey, Recreation Supervisor

CC: Josh Copley, Jerene Watson, Barbara Goodrich, Leadership Team

SUBJECT: Dew Downtown Flagstaff Winter Festival

### DISCUSSION

The Dew Downtown Flagstaff Winter Festival is scheduled for Saturday, January 30<sup>th</sup> from 10:00 a.m. – 6:00 p.m. on San Francisco Street (between Aspen Avenue and Cherry Avenue), on Birch Avenue (between Leroux Street and Agassiz Street), and on Aspen Avenue (between San Francisco Street and Leroux Street).

The goals of the event are to promote Flagstaff as a four season destination, provide a family-friendly winter event for all ages, and to provide an economic stimulus to the community during the traditionally low performing month of January.

The look of the event has changed significantly this year as we have moved the festival south by one block and have incorporated both Heritage Square and Aspen Avenue to encourage foot traffic on the west side of the downtown area. The ski and snowboard competition portion of the event has moved to Sunday at Snowbowl, and in doing so has reduced the street closure by a full day.

Staff is in the process of making snow for the event and we anticipate using 1/3 less water than in previous years.

#### Activities include:

- Snowzilla: 3 story high inflatable slide located on Birch Avenue
- Giant Snowglobe on the County Courthouse lawn
- Synthetic ice skating rink on San Francisco Street
- Adult ski lessons on San Francisco Street
- Riglet Park, for young kids to learn how to snowboard on San Francisco Street
- Snowplay area on San Francisco Street
- Beer garden and vendor village on San Francisco Street
- S'mores, hot cocoa, and crafts in Heritage Square
- Dog sled demos on Aspen Avenue
- Snowshoe lessons on Aspen Avenue

#### Budgetary Considerations:

- Total anticipated expenditures: \$51,714
  - Anticipated contracts and commodities expenses: \$41,914
  - Anticipated overtime staffing for Streets Section: \$8000
  - Anticipated temporary and/or overtime staffing for the Recreation Section: \$1800
- Confirmed sponsors: \$52,300

### RECOMMENDATION / CONCLUSION

This report is for information only.