

Proposed Downtown Holiday Event

Building on a Past Success



The History

- In 1998, the City of Mesa started a winter holiday festival to celebrate the remodeling of downtown Mesa sidewalks and streets called Merry Main Street.
- Five years later, in 2003, that event had grown to more than 35,000 attendees and involved food vendors, carnival rides, games, music and more.
- Merry Main Street was the largest holiday celebration in the East Valley.
- In 2005, facing a budget crisis and with businesses unable to bear the financial burden, the City was forced to end the annual event much to the dismay of many residents, visitors and businesses.

Where we are

- No large, coordinated holiday or Christmas-type celebration in Mesa
- How do we capture a portion of the more than 500,000 visitors to the Temple Lights event during the month of December to bring them into our downtown?
- We have several signature, coordinated community events throughout the year including the Arizona Celebration of Freedom (Jul), Celebrate Mesa (Apr/Oct), Spark! The Festival of Creativity (Mar) but nothing that celebrates the holidays in November & December.

Time to act

- The most frequent request regarding events we have received is by far inquiries about Merry Main Street – Downtown Mesa Association
- Numerous discussions with councilmembers, community leaders and the Mayor about Merry Main Street and the possibility of bringing it back
- Received direction to begin to research and tentatively plan downtown holiday festival working with Downtown Mesa Association, Parks, Recreation and Commercial Facilities and the Mesa Arts Center
- Numerous meetings and discussions held with planning group to identify possible features, activities, themes, etc.

Proposed Event

- The *NEW* Merry Main Street
 - *Name has great PR value*
 - *Recognizable & Telling*
 - *Bigger and Better*
- Dates – November 27 through January 3
 - Weekends of celebrations from Thanksgiving to Christmas
 - Ongoing activities through New Years

The Proposed Brand



Proposed Activities

- *Food Truck Forest (Pioneer Park)*
 - *Proposed name – Jack Frost’s Food Truck Forest*
 - *Features – Food trucks, other vendors, activities for kids, lights*
 - *Feedback received from patrons at a trial food truck event at last year’s Temple lights was positive, which indicates that additional food vendors to supplement existing restaurants is viable*
 - *The feature would bring temple light attendees into the east end of the Merry Main Street event*
- *Community Performances (Mesa Arts Center Alliance Pavilion)*
 - *Proposed name – Holiday Happenings at the MAC*
 - *Features – Community choirs/performers singing tradition holiday songs, activities for kids, regular Performing Live series and scheduled activities in the theaters*
 - *The feature takes advantage design and layout of the internationally-acclaimed Arts Center*
- *Downtown Main Street Market Place (Center to Country Club)*
 - *Proposed name – Santa’s Market Place*
 - *Features – Movies on Main, MACFest, Reindeer Dash Scavenger Hunt, Gingerbread house making, Santa Claus rotating location in different businesses, selfie stations*
 - *The feature will involve as many downtown businesses as possible and will include existing downtown events*



Proposed Activities

- *City Holiday Tree (Macdonald & Main)*
 - *Proposed Name – Merry Main Street Holiday Tree*
 - *Features – More than three story commercial grade tree with an 18 foot diameter base; 2,600 multi-color LED lights; more than 500 red, gold and green ornaments; and 3 ½ foot lit tree topper*
 - *The location is to help draw crowds beyond Center and Main into the downtown Market Place.*
- *Ice Skating Rink (Parking lot east of City plaza)*
 - *Proposed Name – Winter Wonderland Ice Rink at City Plaza*
 - *Features – 4,400 square foot ice rink; stage for music and presentations; downtown vendor spaces for coffee, hot chocolate and food; bleachers and food court area*
 - *This feature will run for 40 days and will provide capacity for more than 35,000 ice skaters during the Merry Main Street festival.*



The Event by the Numbers

- 4 weekends of Celebrations
- 40 days of ice skating
- 400 performers, artists and vendors
- 4,400 square foot ice rink
- 40,000 estimated attendees



Funding for Event

- Title Sponsor
 - \$50,000
 - *Finalizing deal and will make announcement next week*
- Corporate Sponsorships
 - Target is \$100,000
 - Already have 6 commitments totaling \$20,000
- Ice Skating Fees
 - \$25-30,000
 - \$10 per hour (Friday and Saturday)
 - \$10 per hour but many coupons available through sponsors, downtown businesses, etc. to reduce price to \$5 to \$8 per hour
 - Expect 5,000 to 10,000 ice skaters
- ***TOTAL BUDGET from Sponsorships & Fees - \$175,000***



QUESTIONS