



SURPRISE
ARIZONA

2017 Surprise Fine Art and Wine Festival

Community and Recreation Services Dept

SURPRISE FINE ART & WINE FESTIVAL

EVENT HIGHLIGHTS

- 5th Annual Surprise Fine Art and Wine Festival
February 17-19, 2017
- 2016 event had 72 artists booths, 14 food/commercial booths, 6 wineries, 1 micro-brew, 1 distillery, 2 musicians
- Attendance expected to be approximately 5,000-6,000

SURPRISE FINE ART & WINE FESTIVAL

- Approximately 4 million impressions (Arizona Office of Tourism, Western Art & Architecture, Home & Garden)
- Established for more than 35 years producing over 300 fine art events including festivals in Carefree, Scottsdale, Fountain Hills
- Requesting \$30,000 from Marketing/Studies/Special Events



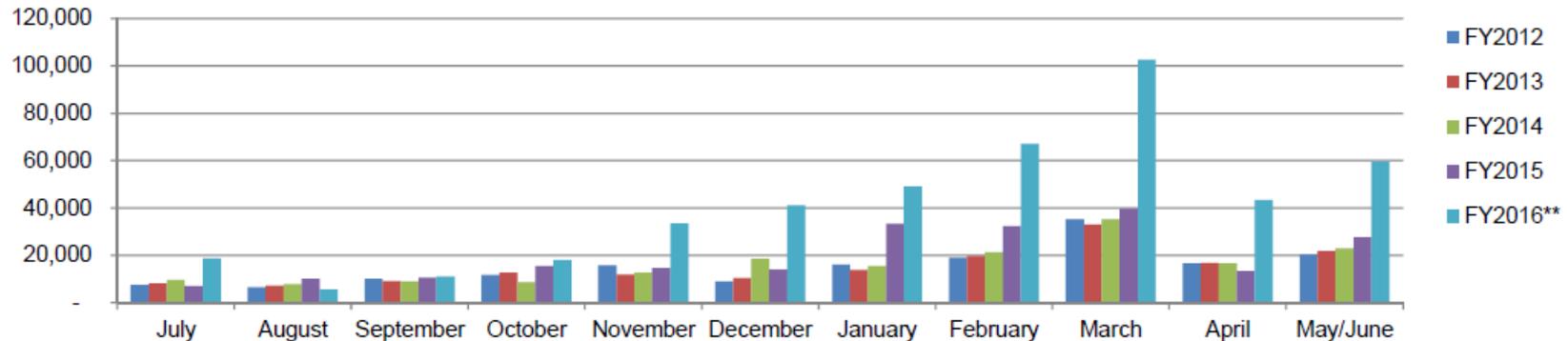
TOURISM FUND – MARKETING/STUDIES/EVENTS

Balance through June 2016

Marketing/Studies/Special Events

\$215,379

Bed Tax Revenue



**Transaction privilege tax for transient lodging increased to 4.52% effective November 1, 2016.

Tourism Fund Event Activity

Special Event Funding since 2012

- WHAM (Spring 2012) - \$28,714
- Surprise Fest 2012 (May 2012) - \$20,000
- CTCA Tennis Championships (May 2012) - \$100,000
- WHAM (April 2012) - \$9,999
- Thunderbird Artists (February 2013) - \$31,000
- Thunderbird Artists (January 2014) - \$31,000
- Celebrity Flag Football Tournament (January 2015) - \$50,000
- Thunderbird Artists (February 2015) - \$31,000
- Big 12 PAC 12 Challenge (January 2015) - \$15,000
- Thunderbird Artists (January 2016) - \$30,000



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**QUESTIONS OR
COMMENTS?**

Thank You