



## HOPE FEST Arizona: Northern Arizona's Premier Community Gathering!

Dedicated to serving: *The Veterans, Active Military, First Responders, their Families, and the Vulnerable of Yavapai County.*

### 2021 Event Overview

The 9<sup>th</sup> Annual HOPE FEST Arizona was held on the Yavapai County Courthouse Plaza on September 11, 2021.

- **Attendance:** over 11.3K. Verified source: City of Prescott Tourism Department independent Event Overview Report.
- **Volunteers:** over 100
- **Sponsors, Donors, and Contributors** = 90
- **Service Vendors:** approx. 120
- **Demographics** – Although many of our guests attend the event to obtain services, connections, and resources for their families, many attendees come to enjoy the family fun activities and the music.
  - We see a spike in the 50-65 age group during the Opening Ceremony and again during the evening's Headline Artist.

The **Opening Ceremony and the Candlelight Tribute saw the highest attendance numbers** of 5.7K and 4.3K.

The Annual **Fostering Hope Award** – a local organization, is recognized with a special on-stage award presentation every year. The locally nominated nonprofit is actively making a measurable contribution to our community. The winner receives a special plaque, flowers, and a donation of \$1,000 to support their cause. In 2022, the donation amount increased to \$2,000 to the award recipient, the *Firefighter Angel Foundation*. The increase was made possible because of the generous community support HFAZ received.

### The City of Prescott Tourism geo-fencing data shows:

- Measurable numbers of Families come from **over 200 miles away**.
- Many visitors are from all areas of Arizona, i.e., Bullhead City, Kingman, Mesa, Payson, etc.
- Out-of-State visitors come from California, Utah, New Mexico, and Tennessee.
- Many HFAZ guests **eat and stay local** once they are in Prescott.
- HFAZ shows **support to the food merchants located around the Courthouse Plaza** – this was the 3<sup>rd</sup> year that HOPE FEST **did not have food vendors**. Eating establishments were busy throughout the day.
- **The Car & Motorcycle Show** has a HUGE draw. The Courthouse Plaza hosts the Corvette Show and the HFAZ Car & Motorcycle Show, and event guests know this. Everyone LOVED the Show!
- The best part is that the Cortez, Goodwin, and Montezuma Merchants saw a steady stream of guests.
- Over the years, HOPE FEST Arizona has garnered a reputation in Nashville among music artists because of the level of excellence of the event. They have expressed that our organization keeps our commitments. Also represented is the warm, friendly, accommodating hospitality the musicians experience from the HFAZ Team and by Prescott locals.

### For HFAZ 2021, the top out of area visitors:

- Kingman AZ, Redlands, CA, Los Angeles, CA, Tucson, AZ, Gilbert, AZ, Apache Junction, AZ, Queen Creek, AZ

### Estimated Direct Spending

- Total Economic Impact to the City & County = \$3.03M (per the City of Prescott estimates)

### Conclusion

According to the City of Prescott, "*HOPE FEST Arizona is a destination event and beloved by visitors and our community.*" Visitors come from out-of-state and from many locales throughout beautiful Arizona. This unique Prescott event continues to build momentum and name recognition within AZ and nationally with our ever-growing list of supporters, friends, artists, vendors, and volunteers.

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