

# 14th ANNUAL CHILI & COOK-OFF CAR/CYCLE SHOW

Featuring the 43rd Annual California State Chili Championship  
ICS Chili Tasting Begins at 11:30 am

May 28, 2016 • 9:30 AM - 5 PM  
Arlington Village - Riverside, CA

Presented By



## INSPIRATION

- ▶ Envisioned as an avenue to promote and represent Arlington businesses and community.
- ▶ A tool to attract customers to Shop Riverside and Buy Arlington.
- ▶ Opportunity to generate an economic impact in Arlington.
- ▶ Noted to be one of Riverside's signature events among Riverside's Air Show and Festival of Lights





## AUDIENCE & PERSPECTIVE

- ▶ Coordinated to be inclusive of all cultures.
- ▶ Celebrates family, friends, and fun.
- ▶ Homage to 1940's and 1950' era of Arlington.
- ▶ Festivities for the young and old; classic cars and chili cook-off to the kid's zone and live entertainment.



## HOW MANY ATTEND?

- ▶ Annually attracts over 40,000+ attendees.
- ▶ 107 Vendors (Business, Food, & Arts/Crafts)
- ▶ 170 Cars/Cycles
- ▶ Estimated one-day economic impact of over \$200,000.



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COME



COOK

CHILI!



## Questions & Contacts?

**James Hawthorne**  
President, Board of Directors  
*McDonald's*

**Enrique "Henry" Ayala**  
Vice President, Board of Directors  
*Danmar Insurance*

**Deborah Macias**  
Chili Cook-off Event Coordinator

**Andrew Guerra Jr.**  
*Administrative Services Director*

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