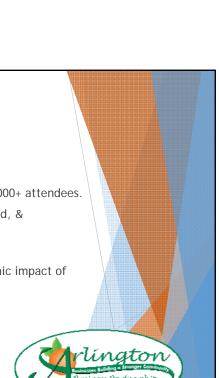






AUDIENCE & PERSPECTIVE

- 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.



Business Partnership



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.





Questions & Contacts?

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McDonald's

Enrique "Henry" Ayala

Vice President, Board of Directors

Danmar Insurance

Deborah Macias

Chili Cook-off Event Coordinator

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