



24th Annual Festival of Lights

Museum & Cultural Affairs Department

City Council
February 28, 2017

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ENHANCED SECURITY

Security – Contemporary Services Corporation

A. Implemented an updated Security and Logistics Safety Plan

B. Expanded Security Presence

- a. 24-hour guard service at each block
- b. Stationed at all barricades at the street closures

C. Added Customer Service support to attendees



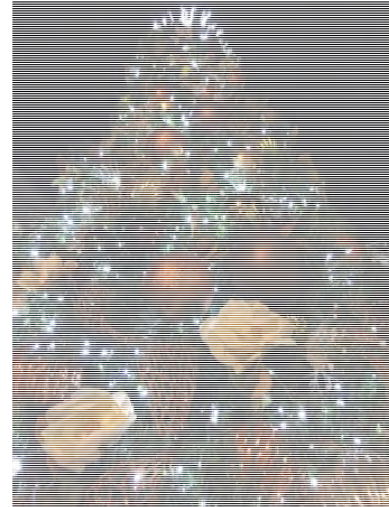
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DECORATIONS

New Décor

- A. Bows on lights along Main St.
- B. Ornament "selfie" and walk-through structures
- C. Standing ornament grouping on Main St. and 5th St.
- D. New tree with decor
- E. Multiple colorful ornaments near City Hall



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DECORATIONS (cont.)



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DECORATIONS (cont.)



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METROLINK

Metrolink

- A. Nov. 25 & 26, Dec. 2, 3, 9, 10, 16, & 17
- B. Los Angeles and Perris lines
- C. Partnership with RTA to provide shuttle service between the event and station
- D. 10,000 total riders



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PARKING

Paid Parking

A. Switch-On Ceremony

B. Thursday – Sunday

C. Free Monday – Wednesday

D. Click and Park for reserving a spot



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ROAD CLOSURES

A. Thursday, Friday, Saturday, and Sunday Nights

B. Mission Inn Avenue from Orange Street to Market Street; Orange Street from Mission Inn Avenue to 6th Street; 6th Street from Orange to the Alleyway; and Main Street from 5th Street to 6th Street

C. Additional barricades were in place for increased security



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EXPANSION OF FOOTPRINT & PROGRAMMING



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SWITCH-ON CEREMONY



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SWITCH-ON CEREMONY



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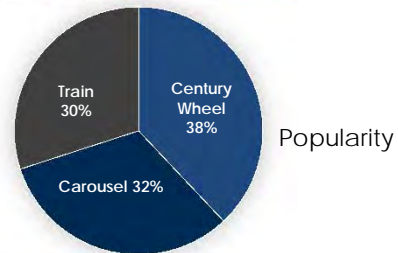
THE MISSION INN HOTEL & SPA



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ATTRACTIONS



Popularity

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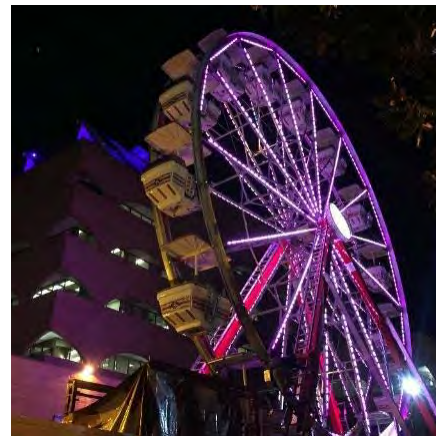
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ATTRACTIONS (CONT.)

Sales

- A. \$15 Wrist Bands = 18%; About 4,000 Purchased
- B. \$5 Single Tickets = 82%; About 54,000 Purchased
- C. Offered Buy One Get One Free Military Discount

Highest Redemption of this offer that the Attraction Company had experienced



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VENDORS



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VENDORS

<u>Year</u>	<u>Total Revenue Received</u>	<u>Rate</u>
2007	\$ 16,500	Flat
2011	\$ 33,750	Flat
2012	\$ 47,954	Flat
2013	\$ 69,304	15%
2014	\$105,735	15%
2015	\$118,917	15%
2016	\$144,040	15%



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ENTERTAINMENT

1. Expanded to include the
2. Benjamin Franklin stage near City Hall
 - A. Benjamin Franklin: 24 performances
 - B. Main Stage: 124 performances
3. Community: 90 performances
4. Professional: 52 performances



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ARTISANS COLLECTIVE

1. Expanded to Friday, Saturday, & Sundays
2. Main Street between 9th Street and University Avenue
3. 30 artisans participated
4. Extended Etsy Pop-Up Store to Wednesday & Thursday through December 29



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ATTENDANCE

2010:

Switch-On Ceremony 55,000

Overall Attendance 250,000



2016:

Switch-On Ceremony 75,000

Overall Attendance 500,000



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ARTS & CULTURAL AFFAIRS BUDGET

2007 \$445,000

2008 - 2014 \$389,000

2015 \$425,000

2016 \$425,000



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2016 REVENUE

Attractions	\$ 98,854
Vendors	\$144,040
Horse Carriages	\$ 18,000
Sponsors (Monetary Only)	\$ 14,500
Parking Revenue	<u>\$177,801</u>
Total	\$453,195



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SPONSORS



The Mission Inn
HOTEL & SPA

A NATIONAL HISTORIC LANDMARK



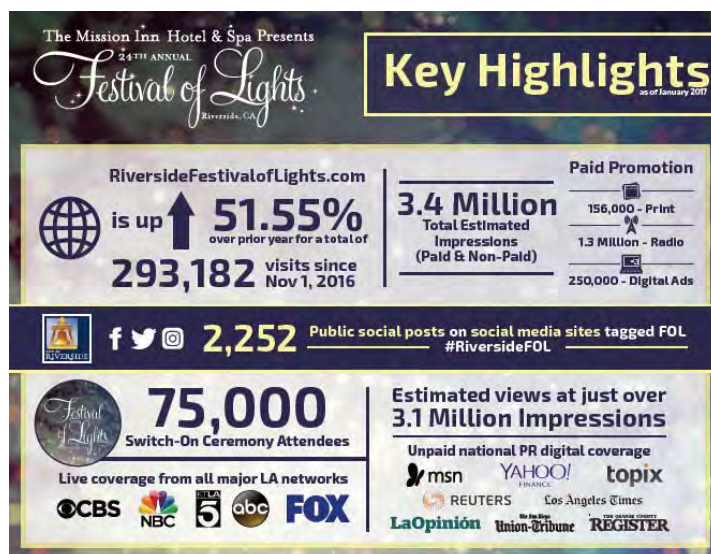
SKANSKA



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WEBSITE ANALYTICS



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THE TEAM




The Mission Inn
HOTEL & SPA
A NATIONAL HISTORIC LANDMARK

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THE TEAM



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THE TEAM



RIVERSIDE METROPOLITAN
MUSEUM



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WHO WE COULD NOT DO IT WITHOUT

Wonderful
Volunteers!



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WHO WE COULD NOT DO IT WITHOUT

GENERAL SERVICES
DEPARTMENT



PUBLIC WORKS
DEPARTMENT



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FUN FACTS



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25TH ANNIVERSARY

We are working closely with our valued partners to make it a memorable and successful year!



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CONCLUSION

1. Thank you to the Mission Inn Hotel and Spa for their vision over 24 years ago and continued commitment!
2. Thank you Council for your vision and direction to make this a signature holiday event for the Inland Empire!
3. Thank you for the continued support of the community!
4. Thank you to the volunteers and staff that make it all possible!



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