



Park and Recreation Commission

City of Arts & Innovation

TO: HONORABLE COMMISSIONERS **DATE: DECEMBER 16, 2019**

FROM: PARKS, RECREATION AND COMMUNITY SERVICES DEPARTMENT

SUBJECT: UPDATE ON THE 2019 CARNAVAL MÚSICAL CITY-WIDE EVENT AT FAIRMOUNT PARK

ISSUE:

Receive an update on the Parks, Recreation and Community Services Department's 2019 Carnaval Musical.

RECOMMENDATION:

That the Park and Recreation Commission receive and provide feedback on the report highlighting the 2019 Carnaval Musical city-wide special event at Fairmount Park.

BACKGROUND:

The Parks, Recreation and Community Services Department (PRCSD) hosted the annual Mariachi Festival for the past 11 years at Fairmount Park and, in 2018, presented the festival in collaboration with Live Nation Worldwide, Inc. at the Riverside Municipal Auditorium. The partnership provided PRCSD with a unique venue, festival and music production, ticket sales assistance, and various marketing platforms. Collaboration and other efforts were accomplished. However, the festival continued to experience a decrease in attendance.

On August 19, 2019, PRCSD presented to the Park and Recreation Commission the rebranding of the Historic Mariachi Festival to Carnaval Musical to increase visibility and attendance to the cultural event. The inaugural three-day festival would be hosted in recognition of Hispanic Heritage month and return to Fairmount Park. Not only would Carnaval Musical incorporate Mariachi Music, but other genres such as Salsa, Tejano, and Banda music. The festival would continue the tradition of hosting a ballet Folklórico competition and include other contests such as Michelada and Car Show exhibits. Other activities included a full-service carnival with mechanical rides and art displays.

DISCUSSION:

The 2019 Carnaval Musical expanded to a three-day festival and resembled past Mariachi Festival's layout with a vendor and craft area, stage, ticket sales, etc. The differences were the expanded beer zone and carnival area. The Carnival attractions consisted of twelve rides, six-

game booths, and two dessert booths. The carnival rides, along with contracting a variety of well-known entertainment such as La Sonora Dinamita, Sonora Santanera De Carlos Colorado, and Banda La Fantastica, provided opportunities to promote beyond Riverside's borders.

Initially, the festival faced significant challenges in reaching and convincing a population that had been historically accustomed to the Mariachi Festival. Furthermore, the festival's expectation was to bring in familiar entertainment and attractions that would ultimately increase attendance and sponsorship dollars. In order to meet those expectations, the PRCSD festival and marketing teams came together to create and implement a strategically organized campaign. The campaign would evolve into a comprehensive media plan which created a strong grassroots buzz about the Carnaval Musical and resulted in the achievement of ambitious attendance, sponsorship, and participation goals. Over 800K contacts were made through the various marketing platforms; social media, Inland Empire Magazine, registration email boosts, 60 and 91 freeway billboards, ticket sale system event notifications, etc.

Attendance for the 2018 Mariachi Festival reached 1,679 participants, while Carnaval Musical exceeded 3,500, achieving a 108% increase. The participation goal for the festival was 10K over the three-day weekend. The shortfall may have been a result of the festival occurring on the last weekend of the LA County Fair.

The partnerships with Northgate Markets and KRQB Que Buena Radio 96.1 added enhancements and a corporate sponsor name, which assisted with media exposure and maximizing vendor (food and merchandise) expectations. The sponsorships funds fell short of the goal by 30%.

The event expenditures totaled approximately \$72,000, including personnel. Event revenues totaled approximately \$47,000. The Department earmarked approximately \$41,000 for the event,

Overall, Carnaval Musical achieved its goal of tying multiple generations of families together as well as a variety of Hispanic cultures to share in the celebration of their shared heritage.

FISCAL IMPACT:

Sufficient funding and expected sponsorship revenue were earmarked for this event in the Fiscal Year 2019-20 Operating Budget.

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Attachments: 1. Presentation
2. Event Flyer