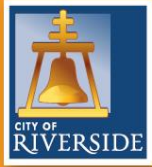




2019 CARNAVAL MÚSICAL UPDATE

**Parks, Recreation and Community Services
Department**

Park and Recreation Commission
December 16, 2019



PARKS, RECREATION AND
COMMUNITY SERVICES

CITY OF RIVERSIDE PRESENTS

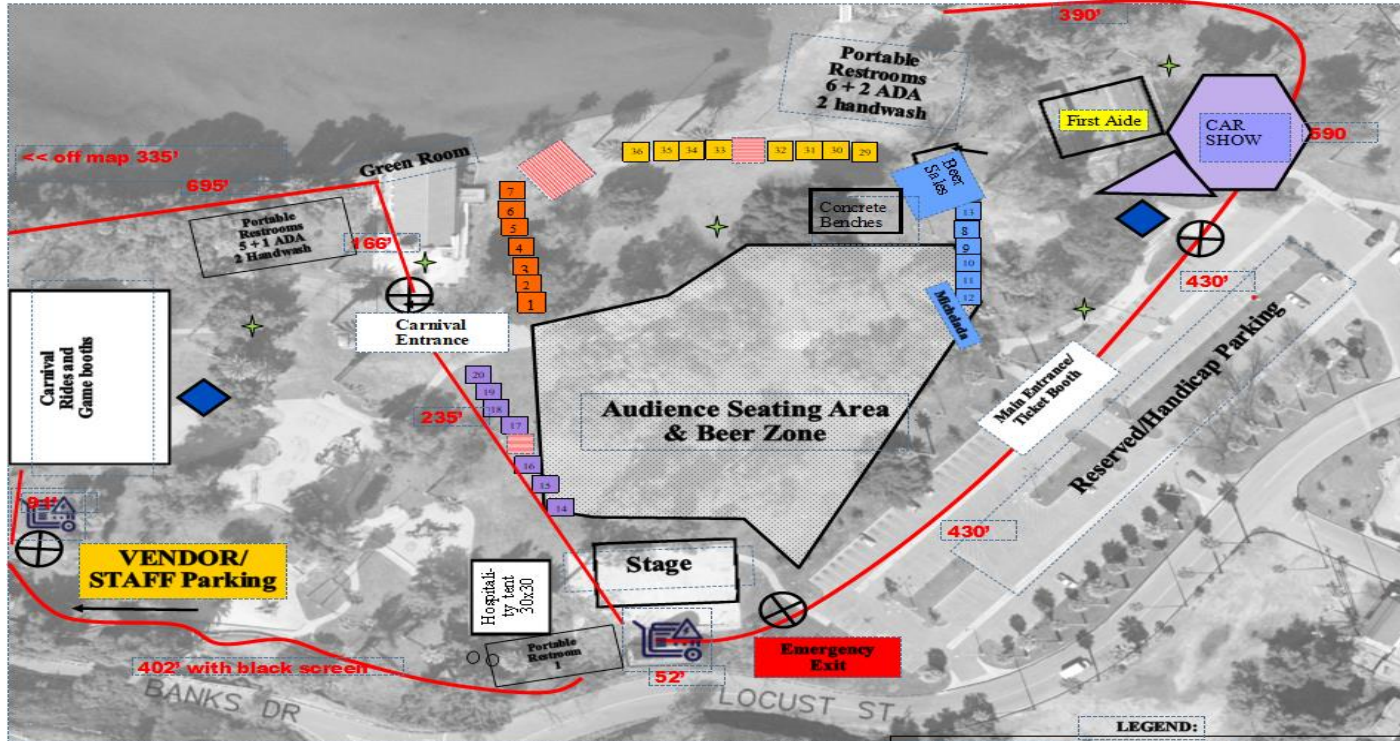
CARNAVAL MÚSICAL

SEPTEMBER 20 - 22, 2019

FAIRMOUNT PARK, 2601 Fairmount Blvd.



LAYOUT - FAIRMOUNT PARK



ACTIVITIES



ENTERTAINMENT



MARKETING CAMPAIGN



MARKETING TYPE	CONTACTS	CAMPAIGN
2019 Summer Guide	118,460	1
2019 Fall Guide	118,225	1
FB Event Page	70,987	2
FB Dept Post	3,500	3
FB City-wide Post	3,559	3
ActiveNet eblast	36,497	4
IG Dept Post	2,500	6
IE Review Magazine	20,000	1
Email Exchange	2,400	1
IG Dept Stories	2,200	5
60 Frwy Billboard, etc.	approx. 500,000	various
Eventbrite Ticket Sales Site	9,236	3 months
Total Contacts:	887,564	



SPONSORS/PARTNERSHIPS



RECOMMENDATION

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