# OVERVIEW

# RIVERFEST

# Overview

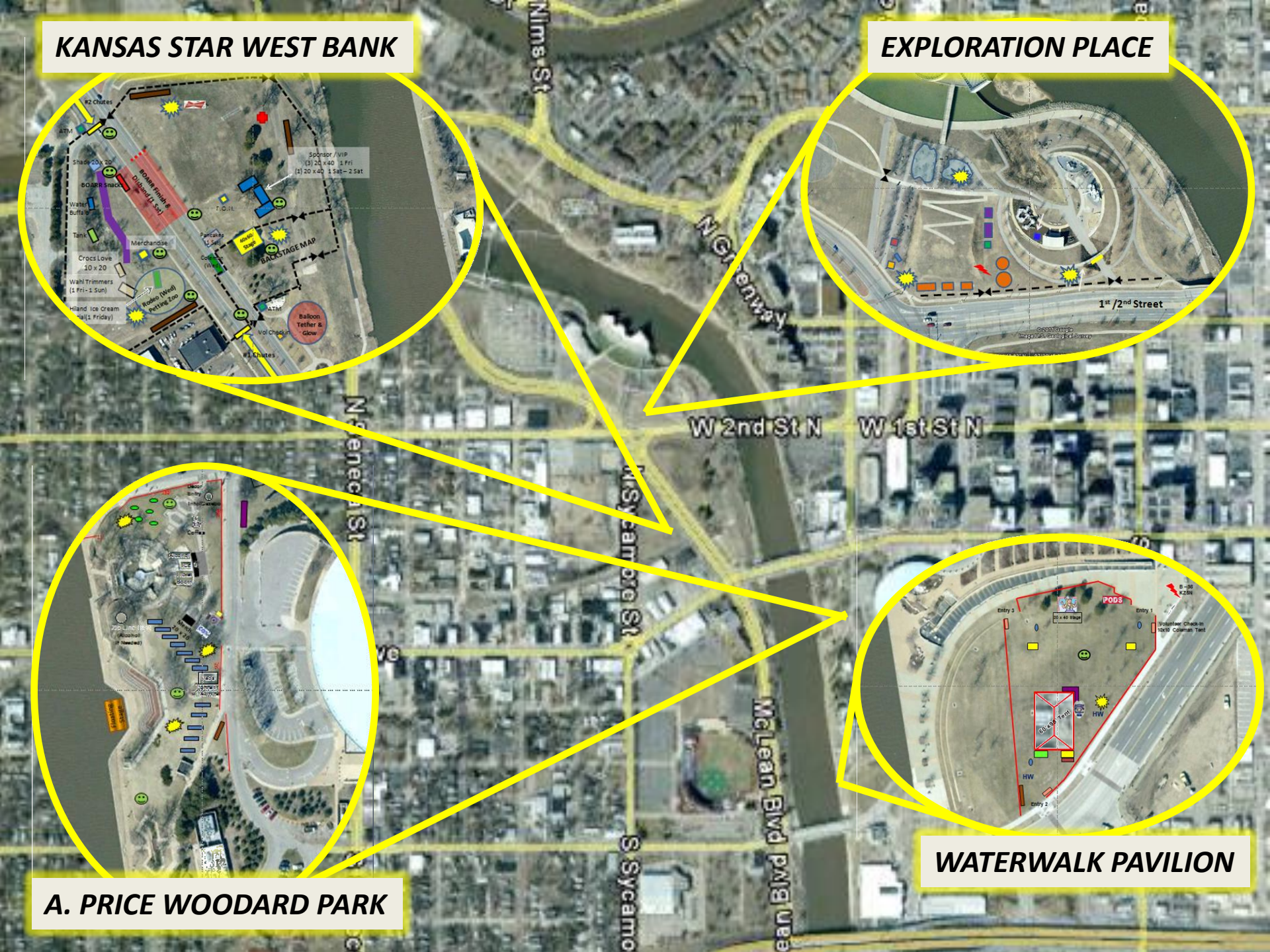
- New date – June 3 through 11
- New venues for events along the Arkansas River
- Broadened involvement of other community organizations
- Maintained the price of the button at $5
- Working to ensure safety of attendees

# Our Goal

- Build community pride
- Focus public's attention on the improvements along the Arkansas River
- Bring the community together in celebration

# Four Primary Venues

- WaterWalk Pavilion
- A. Price Woodard Park
- Kansas Star West Bank
- Exploration Place Park


KANSAS STAR WEST BANK
EXPLORATION PLACE
A. PRICE WOODARD PARK
WATERWALK PAVILION
Nims St
N Greenway
W 2nd St N
W 1st St N
N Seneca St
W Sycamore St
S Sycamore St
McLean Blvd
1st /2nd Street
#2 Chutes
ATM
Shade 20 x 20
BOARR Snacks
BOARR Finish & Disband (1 Sat)
Sponsor / VIP
(3) 20 x 40 1 Fri
(1) 20 x 40 1 Sat – 2 Sat
Water Buffalo
Tank
Merchandise
Crocs Love 10 x 20
Wahl Trimmers (1 Fri - 1 Sun)
Hiland Ice Cream Trail (1 Friday)
Rodeo (Wed) Petting Zoo
Pancakes (1 Sat)
BACKSTAGE MAP
Balloon Tether & Glow
Vol Check-in
#1 Chutes
PODS
Entry 3
Entry 1
Entry 2
HW
Volunteer Check-In 10x10 Coleman Tent

# 2011 WATERWALK PAVILION

# WaterWalk Pavilion

- Intimate outdoor setting
- Food from area restaurants
- Music
- Sesquicentennial celebration

2011 A. PRICE
WOODARD PARK
Décor
Entry
Info/Gazebo
Coffee
Alcohol
ICE
Ticket
Booth
Zip Line Start
(Alcohol
If Needed)
Merch.
20 x 20
COX
Media
Portrait
w/ Admiral
Floating
Stage
Kettle
Krafters
(3,4,5,10,11)
Cappuccino
Connections
(9-day)
Photo Booth
Recycle Station
Picket Fence
Light Plant
Restrooms
Patio Tables
Picnic/Stand Up
Tables
Food Court

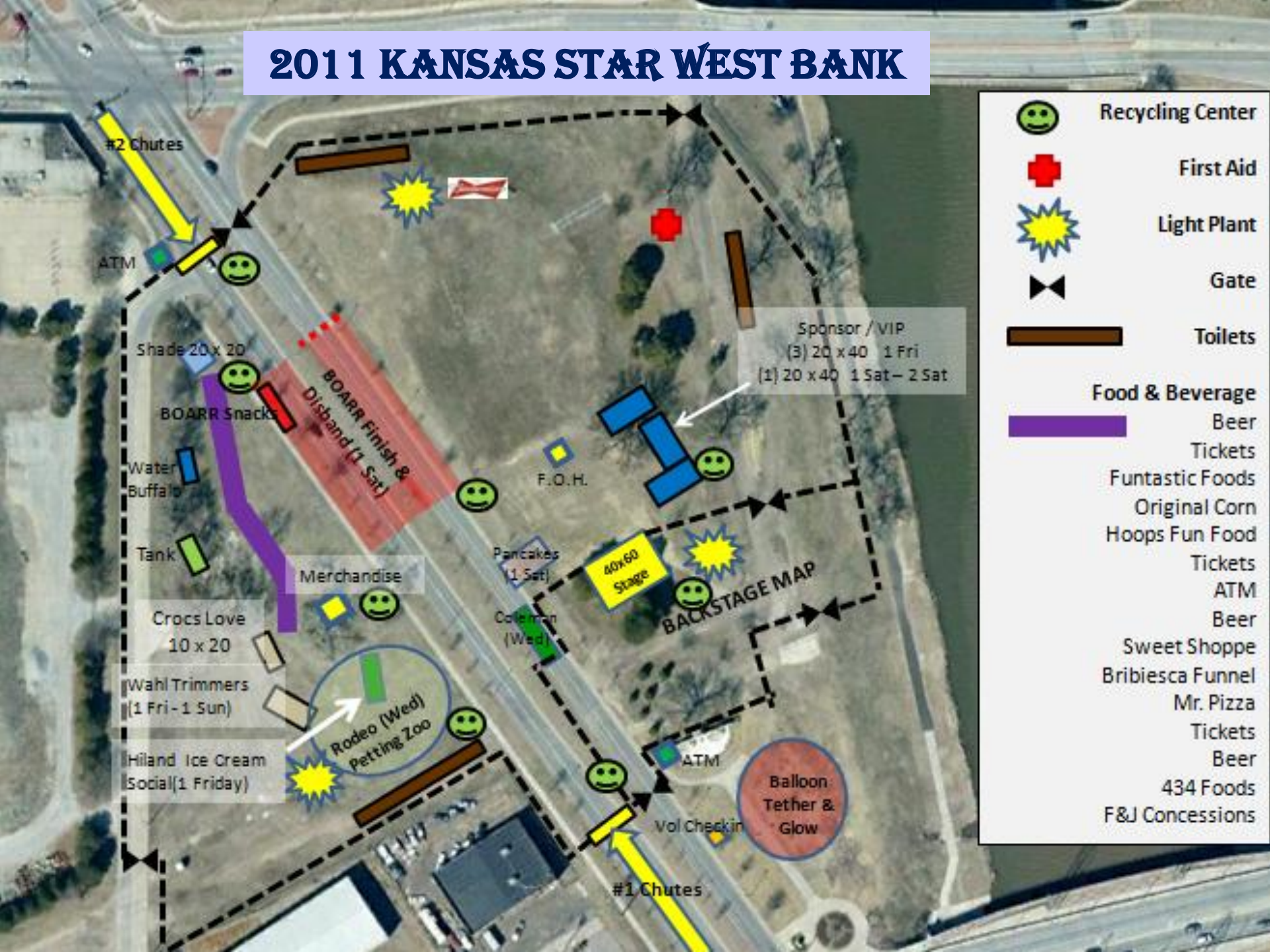
# A. Price Woodard Park

## Primary Festival Food Court

Star Lumber Floating Stage

Riverfest Zip Line

# 2011 KANSAS STAR WEST BANK



# Kansas Star West Bank

- Nightly concerts featuring national entertainers
- Wichita Symphony Performance & VIP Party
- Food Court
- Traveling Exhibits
- Fireworks

# Exploration Place Park/Keeper of the Plains

- Cessna Kids' Corner – children's activities
- Miniature Golf
- Treasure Island @ MAAIC
- Veterans' Memorial Park
- River Activities

# 2011 EXPLORATION PLACE PARK

TREASURE ISLAND
VETERAN'S MEMORIAL PARK
EXPLORATION PLACE PARK
W South Riverside Park
N McLean Blvd
N Seneca St
Kiowa St
N Greenway

# Summary

- Positioning Riverfest for the Future with new date, venues and events
- Keeping the Cost to Attend reasonable
- Showcasing Improvements downtown and along the Arkansas River
- Maximizing Existing Resources to entertain Wichitan's and tourists

# QUESTIONS?

Riverfest

# JUNE 3-11, 2011