

FREE FAMILY EVENT
March 13-14, 2010
Tempe Beach Park
10-5 Daily
www.azalohafest.org


Arizona Aloha Festival

SAMOA TSUNAMI RELIEF

Support Samoa: Buy A T-shirt

The poster features a background image of a person's arm with a large, intricate Polynesian-style tattoo. A lei is draped over the shoulder. The text is overlaid on the image. The event details are in the top left, the title is on the right, and the tsunami relief information is in the bottom left.

2010 Festival Report

The background image shows a sunny day at a park. In the foreground, there is a grassy area with several people, including a woman in a red shirt and a man in a white shirt. In the middle ground, there is a blue bridge with white railings. In the background, there are trees and a clear blue sky. The text is overlaid on the image in a bold, black, sans-serif font.

Each year, on one special March weekend, a little bit of Arizona is transformed into a tropical island.

People gather from miles around to share in the music and dance, the beat of the drums, the food, the shopping, and, most of all, the spirit of aloha.

In 2010, it happened by the shore of a blue Tempe lake ... and if you closed your eyes, you could almost smell the ocean.

Follow us to the Arizona Aloha Festival....

Who was there?

Estimated 175,000 Attendees

Of those:

- 16.9% were under 18
- 56.7% were 19 - 55
- 26.4% were 56 or older
- 33.3% were first time attendees
- 66.7% had attended in a previous year
- 19.9% Pacific Islander
- 13.1% Asian
- 38% Caucasian
- 2.3% Native American
- 12.2% Hispanic/Latino
- 3.8% African American
- 12.7% "Other" or mixed race



What did they say about us?

(Rankings based on a 1- 5 scale, 5 being the highest)

- Overall Experience 4.77
- Aloha Atmosphere 4.80
- Cultural Performances 4.84
- Ukulele Program Area 4.78
- Food 4.71
- Shopping 4.60
- Discovery Areas 4.73
- Keiki (kids) Activities 4.72



Where are they from?

Attendees

64.1% Metro Phoenix

15.1% Other Arizona City

20.8% Out of state:

Mostly regional: California, Nevada, Utah, & New Mexico.

However, responses were also from Iowa, Indiana, Texas, Ohio, Hawaii, Minnesota, and Wisconsin as well as Canada and Columbia.)

Vendors

81.7% of vendors were from out of state

9.8% of vendors were from Hawaii



How did they hear about us?

Person to Person 38%	Friend, coworker, performer, volunteer: emails, phone calls, texts and more.....
Print 24%	Newspapers, magazines, newsletters, calendar listings
Posters and flyers 4%	Area businesses, schools, workplaces
Internet 28% www.azalohafest.org averages over 1,000 pageviews per day in the three months leading up to the event and almost 6,000 pageviews per day the week of the Festival alone!	Festival website stats <div> <u>Pageviews</u> January 9,906 February 18,531 March 68,525 </div> Figures based on information provided by Go Daddy website statistics
Media – 3%	TV & Radio spots

What was happening?

Three stages with more than 30 unique performing groups



Over \$11,000 raised for Samoa Tsunami Relief



Making your own paper flower lei



Learning 'chongka' from the Marianas Archipelago

Free cultural crafts and activities for thousands of kids and family members



Learning about Hawaiian sculptural carving or ukulele history at Hale Mana'o

What was happening?

What was happening?

78 vendors with merchandise targeted to Pacific Island cultures & “Island lifestyles”

22 food vendors with delightful island specialties



Guest Artists

Kawika Eskaran *Hale Mana'o*

An artist that's been in the "field" for 30 years or more, Kawika works primarily in wood, but is also known for his work in stone, bone, shell, fiber, clay, glass, and bronze. His works are found in the libraries of U.S. presidents from Reagan to Bush and the collections of other world leaders.

He also works on voyaging canoes, helping in the building of *Maisu*, the gift canoe that spurred *Hokule'a's* last voyage into Micronesia. He is one of the builders and captains of the voyaging canoe *Iosepa* (57 foot, made of six, six-ton *dakua* logs from *Kabara*, Fiji) which sails out of *La'ie* Bay and belongs to the Hawaiian Studies Department at BYU Hawaii.



Chadwick Pang

Auntie Aloha's Ukulele Corner, Hale Mana'o



Chadwick is currently pursuing a Doctoral degree in Ethnomusicology at the University of Hawaii at Manoa and is the Hawaiian Ensemble instructor at the UH Music Department.

With training and experience in both western choral and Hawaiian music traditions, he hopes to teach a holistic approach to music in Hawaii.

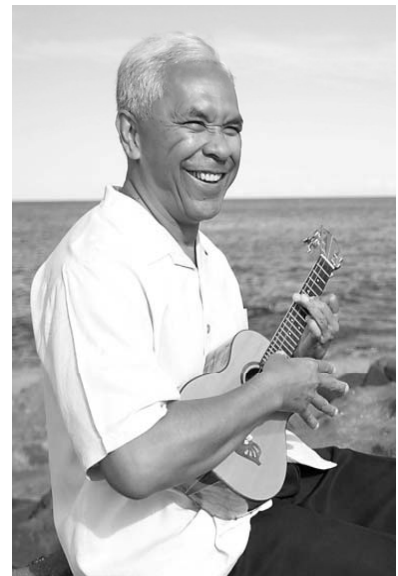
In addition, his busy schedule includes performing with the award-winning group Manoa Voices. www.manoavoices.com

Kimo Hussey: Music that soothes

Auntie Aloha's Ukulele Corner, Hale Mana'o

"Years of musical experiences teaching and playing throughout the world have consistently shown me what I most enjoy about music and ukulele is being a part of music's creative process. That's the fun part and I have a notion that is the fun part for you as well. The process massages the soul."

After retirement from the Air National Guard, Kimo shared authorship of a Hawaiian songbook (*He Mele Aloha*) and helped start the non-profit Pacific Music Foundation to spread ukulele music through out the World. www.kimohussey.com



What was happening?



Connections to area Pacific Islander organizations and organizations with information targeted for Pacific Islanders

Information on health and wellness issues of particular interest to Pacific Islanders



Opportunities to meet community role models and celebrities

(NFL and college players made guest appearances for meet & greet opportunities)

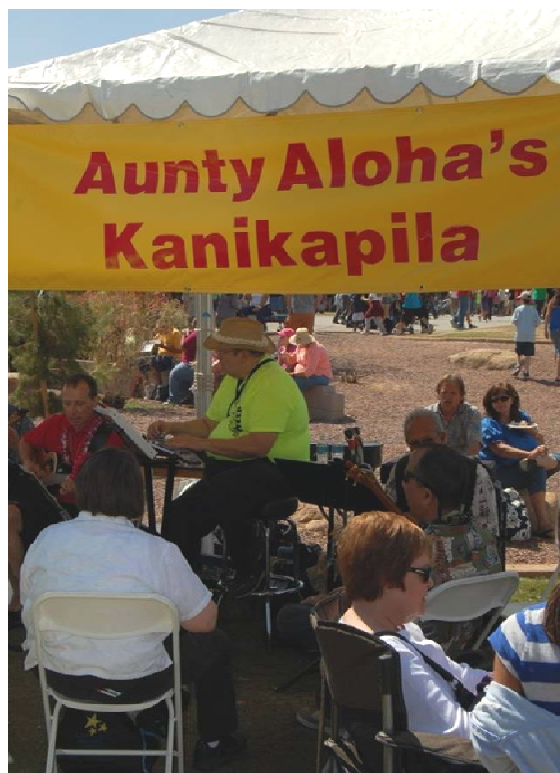
What was happening? FUN!



Getting into the spirit



Concentration at the coconut grinding contest



Making some music of their own



Happy coco-winner



Eager to show what they can do....

...and more FUN!



Meeting up to sing with old friends....



... and making new ones.



Some are 'seasoned performers'...



...some are still learning



Direct Community Financial Effects

ATM Machine Cash

- 2,234 transactions, an 18.5% increase over 2009
- Over \$140,000 withdrawn, a 20.1% increase over 2009
 - Average \$62.89 per transaction

Survey responses reported an average of \$62.76 per person spent at the event, validating the ATM figures

Parking in Tempe

Estimated revenue to area garages and lots: \$40,000 to \$45,000
(87.1% of attendees drove and parked)

Intangible Community Financial Impact

Survey Results

- **Vendor impacts**

- 81.7% of vendors were from out of state
- A majority of vendors reported a hotel stay
- 9.8% of vendors arrived from Hawaii (airport taxes, rented a car, etc.)
- All had meals and other miscellaneous purchases during their stay

- **Attendee impacts**

- 35.9% of attendees came from outside the Phoenix metro area
- 15.4% of attendees reported a hotel stay
- 20.8% of attendees came from outside Arizona
 - 9% of those flew into Sky Harbor
 - 7.5% rented a car
- 37.8% of ALL respondents ate at an area restaurant over the weekend
- 11.4% used light rail to get to the event!

2010 Sponsors & Supporters



Lakeside Stage Sponsor



Mahalo to all our sponsors & supporters for their generous support!



Tempe
Convention &
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Paki Maui



Greenpoint
Nurseries



A great nation
deserves great art.

Volunteers

Arizona Aloha Festivals, Inc. is an all-volunteer organization.

Volunteers serve at all levels of the organization: Board of Directors, Planning Committee, and committees.



Over 1500 hours are given by approximately 200 volunteers during the event itself, with hundreds more hours spent in planning and preparation.





See You in 2011!
March 12 & 13
Tempe Beach Park
at
Tempe Town Lake!