



# Events Update

JULY 2026

CITY OF  
**MARICOPA**  
PROUD HISTORY • PROSPEROUS FUTURE



**SE**

## SIGNATURE EVENTS

Signature events play a pivotal role in shaping our City's identity, serving as cultural landmarks that reflect Maricopa's values and heritage. Consistent annual celebrations offer stability while also allowing for re-imagining to adapt to the evolving community and residents' needs.

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## COMMUNITY EVENTS

Community events foster a strong sense of connection by bringing people together and maintaining a small-town feel in Maricopa, preserving the unique sense of community that makes our town special.

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## EVENT TOURISM

Event tourism boosts a city's economy and attracts visitors, injecting revenue into local businesses. The positive impact extends beyond the event, as increased tourism promotes the city as a destination while improving quality of life for residents.



# SIGNATURE EVENTS



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- **Great American 4th**
- **Stagecoach Days featuring Salsa Fest**
- **Merry Copa**





# COMMUNITY EVENTS



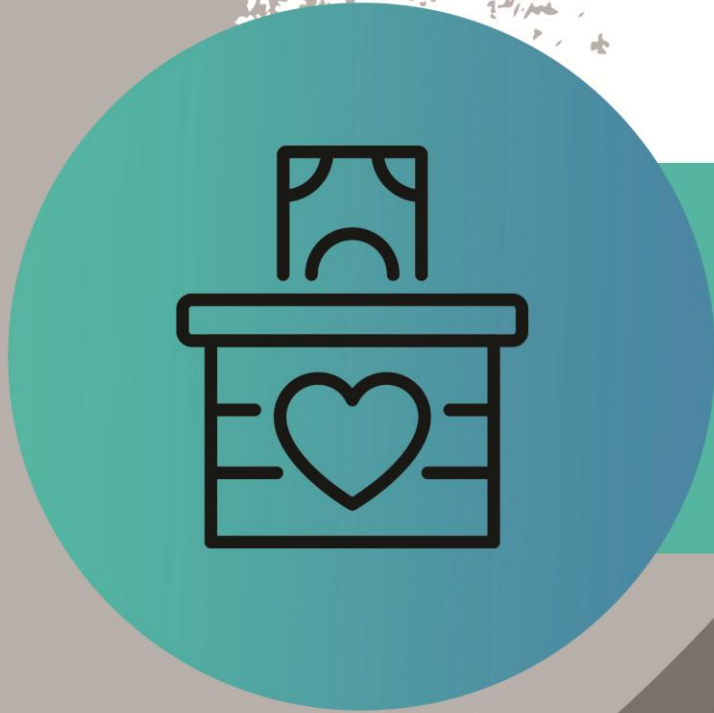
# COMMUNITY EVENTS

- **Movies in the Park**
- **Concerts in the Park**
- **Pacana Pumpkin Walk**
- **Cultural and Arts Initiatives**

## Other events:

- **Groundbreakings**
- **Ribbon Cuttings**
- **State of the City**
- **Senior Info Expo**





# EVENT TOURISM



## Focus 5 Becoming a Destination City

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Since incorporation in 2003, the emergence of Maricopa has created a city built for the 21st Century. Just as Maricopa is the contemporary ideal of a place to live, it will be the ideal of a place to be, drawing in visitors from afar as a destination city.

### Action 5.1

To attract visitors from across the region and the nation, we will employ a sports and event tourism strategy that encompasses broad appeal. We will utilize bed tax funds to minimize the impact on local taxpayers while inviting visitors who can boost local businesses and enhance Maricopa's regional profile. By attracting tourists who spend their dollars in our community, we aim to create an influx of revenue that supports both local commerce and the growth of our city.



**2023 Wild West Music Fest**

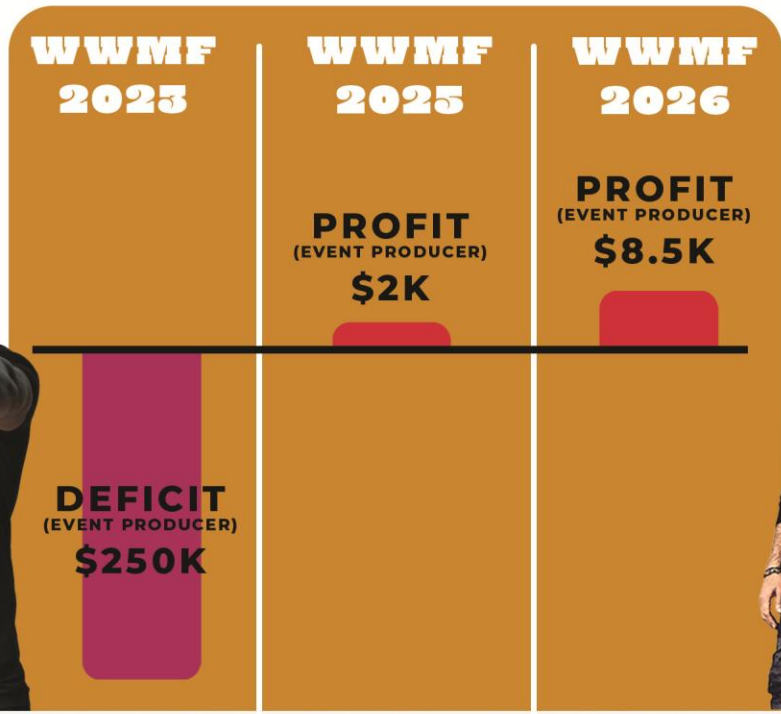
**Total Attendance:** Estimated 15,000  
**City Investment:** \$350,000  
**Total Event Expenses:** \$1,077,753.78  
**Total Revenue Generated:** \$826,305.81  
**Net Profit:** -\$251,447.97

**2025 Wild West Music Fest**

**Total Attendance:** Estimated 9,500  
**City Investment:** \$265,000 (\$240,000 to SLE)  
**Total Event Expenses:** \$463,803.99  
**Total Revenue Generated:** \$466,119.90  
**Net Profit:** \$2,315.91

**2026 Wild West Music Fest**

**Total Attendance:** Estimated 10,000  
**City Investment:** \$265,000 (\$240,000 to SLE)  
**Total Event Expenses:** \$411,948.28  
**Total Revenue Generated:** \$420,495.08  
**Net Profit:** \$8,546.80

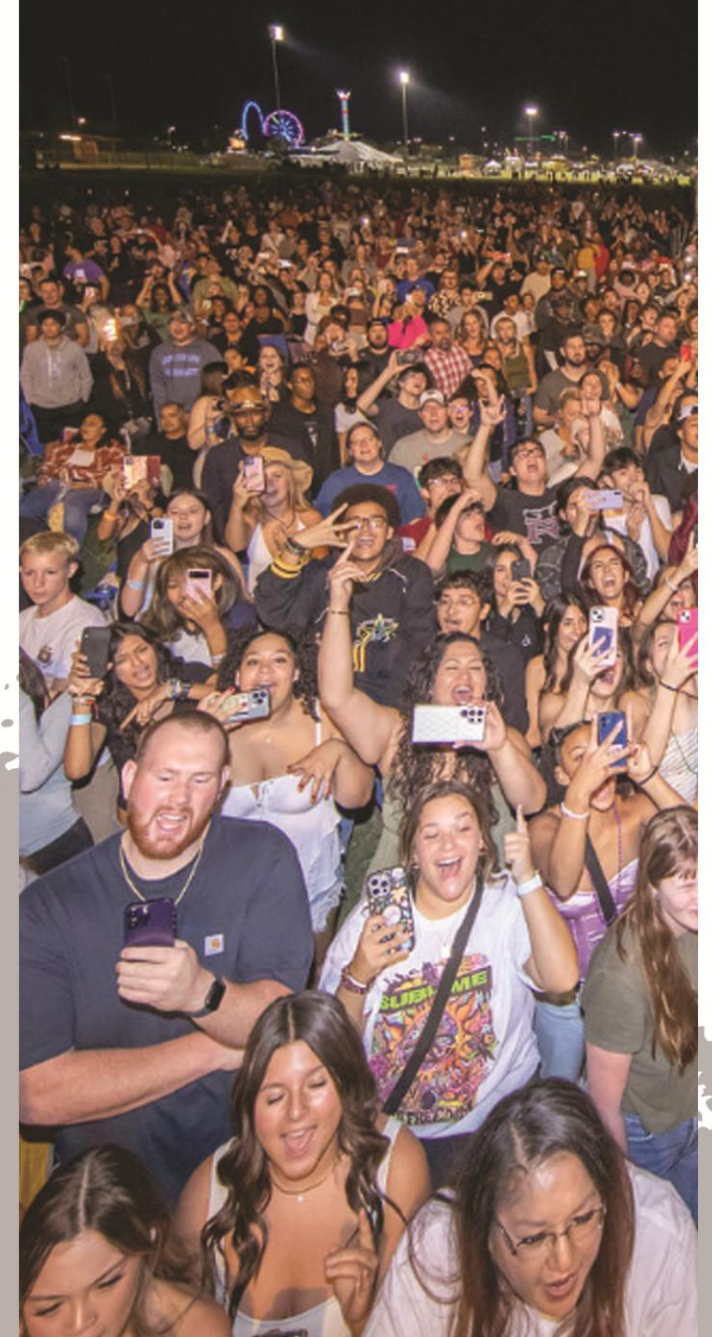


## Average Visitors and Out of Town Percentage (Average of 3 Years)

Event	Average Visitors	Out of Town Percentage (Non-Residents)
Merry Copa	5,784	17%
GA4TH	7,202	22%
Copa Cultural	4,997	20%

Event	Average Visitors	Out of Town Percentage (Non-Residents)
WWMF	10,233	30%

Data sourced from Placer.ai



**QUESTIONS?**

