



Wild West Music Fest

2025 Report

CITY OF
MARICOPA
PROUD HISTORY · PROSPEROUS FUTURE

Tourism Timeline - A Public Process

Thrust 5

Becoming a Destination City

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.

Objective 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.

Objective 5.2

To celebrate twenty years as a city while delivering a world-class event for the Maricopa community and visitors to enjoy, we will bring back Stagecoach Days in grand fashion in 2023.



WWMF 2023



Key Milestones

February 2023 –
Tourism Goal
Identified during
Futures Planning
Meeting

March 2023 –
Invitation for Bid (IFB)
Posted

May 2023 –
IFB Award to
SLE Entertainment &
Public Relations

October 2023 –
First Wild West
Music Fest

Tourism Timeline - A Public Process

Focus 5 Becoming a Destination City

05

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.



Key Milestones

April 2025 –
Second
Wild West Music Fest

May 6, 2025 –
City Council Meeting:
Updated
Strategic Priorities



Wild West
Music Fest



WWMF 2025

Then & Now: WWMF 2023 & 2025

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



✓ Objective 5.1 – To attract visitors from across the region and the nation, employ a sports and event tourism strategy that encompasses broad appeal.

✓ Objective 5.2 – To celebrate twenty years as a city while delivering a world-class event for the Maricopa community and visitors to enjoy, bring back Stagecoach Days in grand fashion in 2023.



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

Note: Per this year's contract, 100% of the net profit was retained by the event producer. The producer agreed to make a charitable donation of \$9,393.25 to the City, contributed from bar revenue.



Year two focused on sustainability:
Cut expenses almost in half while
maintaining a high-quality experience.

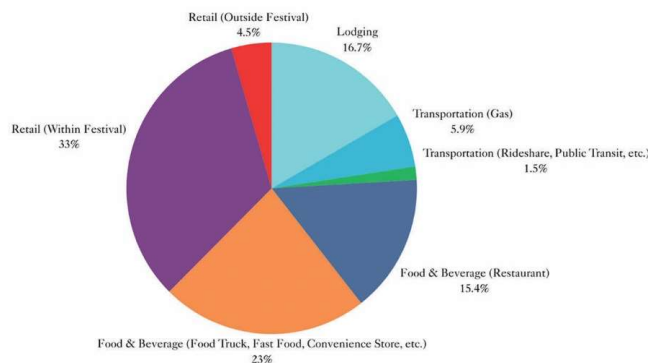
Economic Impact Study

In Year 2, the City partnered with Implan to study the festival's broader impact.

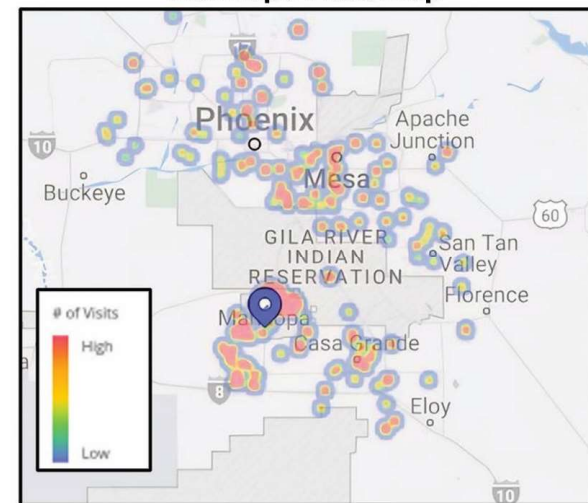
► Implan report showed an estimated **\$2.84 million** in total economic impact.

Our team also surveyed 200+ attendees to gather data on travel, lodging, and local spending within and outside the festival.

Category	Average Spend
Lodging	\$42.65
Transportation (Gas)	\$15.21
Transportation (Rideshare, Public Transit, etc)	\$3.77
Food & Beverage (Restaurant)	\$39.33
Food & Beverage (Food truck, fast food, convenience store, etc)	\$58.98
Retail (Within festival)	\$84.62
Retail (Outside festival)	\$11.49



Maricopa Heat Map



Data provided by Placer Labs Inc. (www.placer.ai)

City of Maricopa
Copper Sky Recreation Complex
April 4th - April 6th, 2025



Visitor Statistics
Maricopa Residents 74%
Surrounding Cities (AZ) 22%
Out of State (Other) 4%

Media Exposure

TV PARTNERS



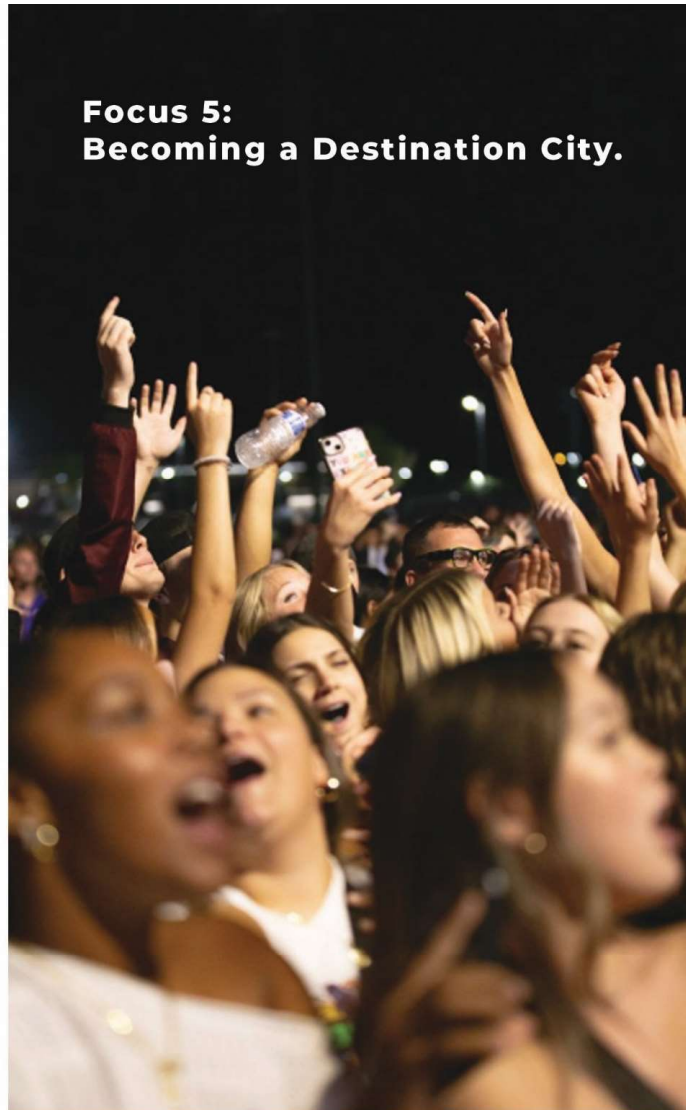
RADIO PARTNERS



PRINT PARTNERS



Focus 5: Becoming a Destination City.



Attendee Sentiments

Rancho El Dorado resident Bejean Page called it “the best event I’ve ever attended in Maricopa,” citing the great food trucks, vendors, and fun activities for all ages.



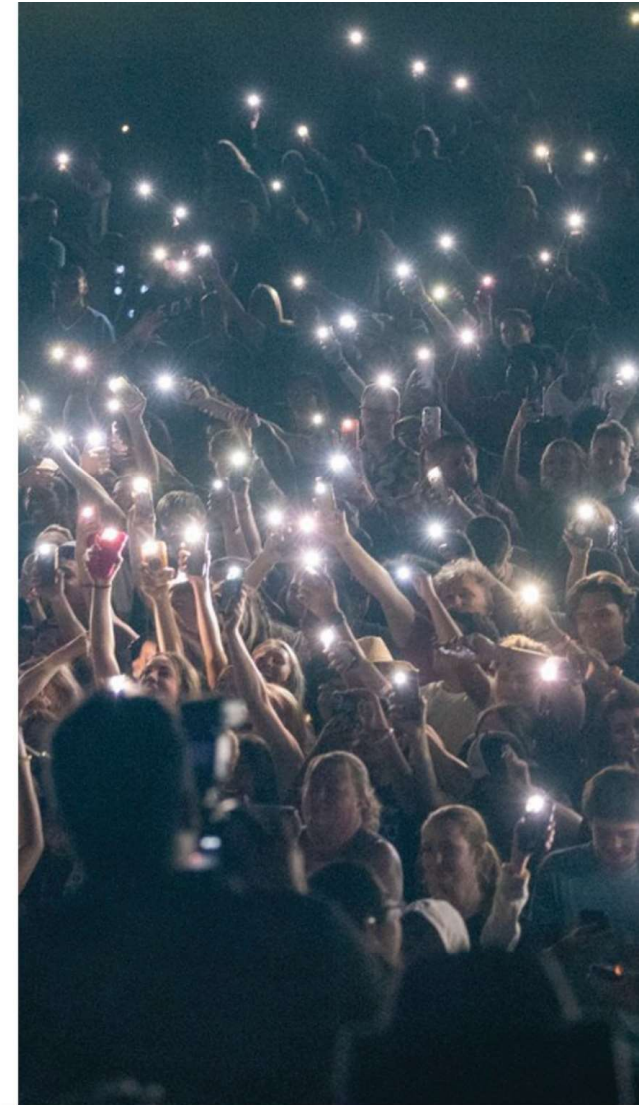
“It was very well executed,” said Chris Spear, owner of Roots Eatery, a popular culinary spot in Maricopa. “These types of events are essential for supporting small businesses and building our community. I can’t wait for the festival to return.”



Linda Chapman, a Villages resident, echoed the sentiment: “This was the most fun concert I’ve been to here. It was extremely well run, thanks to Steve Levine Entertainment and The City of Maricopa.”

Next Steps

The City will use the 2025–2026 budgeted funds for the 2026 event and will continue to monitor trends to assess economic impact, community engagement, and regional visibility, further supporting Maricopa's position as a destination city.



Wild West Music Fest



Thrill seekers



See ya next year!



Good times!



Family Night Out