



# FY23 ANNUAL REPORT

---

*Arizona's Stormwater Outreach for Regional Municipalities (STORM) provides a platform for collaborative effort by municipal partners to perform educational outreach to citizens with the message of pollution prevention to help keep surface waters clean.*



## TABLE OF CONTENTS

Executive Summary.....	1
Membership.....	2
Budget.....	2
Revenue .....	2
Operating Expenses .....	3
Operating Budget.....	4
Program Expenses.....	5
Meeting Summary.....	7
Digital and Social Media.....	7
ABC15 and STORM.....	7
ABC15 FY23 Summary.....	8
Stormwater Awareness Week (January 2023).....	8
Monsoon Campaign (May-July 2023) .....	11
STORM Website Analytics.....	12
STORM Facebook Page .....	13
STORM Promotional Items .....	15
Project WET Sponsorship.....	16
Event Outreach .....	18

# STORM FY 2023 Annual Report

July 1, 2022– June 30, 2023

---

## EXECUTIVE SUMMARY

Arizona's Stormwater Outreach for Regional Municipalities (STORM) provides a platform for collaborative effort by municipal partners to perform educational outreach to their residents with the message of pollution prevention to help keep our waters clean. During FY23, STORM members completed outreach via web, print, digital, and social media. The coordination among the member cities, towns, and nontraditional municipal separate storm sewer system owners or affiliates, resulted in the following highlights:

This year, STORM focused on local outreach and maintaining STORM's digital and social media presence. In addition to STORM's digital and social media pages, STORM partnered with ABC15 to increase opportunities to share knowledge through various platforms throughout the year. Media campaigns run by ABC15 promoted important stormwater messages, resulting in approximately 7.7 million impressions across two media campaigns.

January's Stormwater Awareness Campaign showed an 11% increase in correct responses to the Stormwater Quiz from the year prior. The Monsoon Campaign beginning in May included a Facebook post made by ABC15 on behalf of STORM leading to more than 1,600 people visiting the STORM website. During FY23, STORM's website ([www.azstorm.org](http://www.azstorm.org)) received a total of 13,685 webpage views by 9,032 users during 10,275 sessions (a session is a period of time a user is engaged with the website).

The five-year outreach plan was approved by STORM members for FY23. For business outreach, the decision was made to conduct targeted outreach with information including management practices, pollution prevention plans, and facility maintenance procedures. For general outreach, the decision was made to focus on outreach to residential communities by providing information on illicit discharges and illegal dumping, proper management of non-stormwater discharges, and information on reporting spills, dumping, and illicit discharges. This ensures messaging created by STORM and its partners remains consistent with members' Municipal Separate Storm Sewer System (MS4) permit requirements. STORM members will often have different responsibilities that are specific to their MS4 permit, so coordination among agencies allows all members to receive the maximum benefit from materials obtained through STORM.

## MEMBERSHIP

ADOT, Apache Junction, Avondale, Buckeye, Casa Grande, Cave Creek (member as of May 2023), Chandler, El Mirage, Fountain Hills, Gilbert, Glendale, Goodyear, Guadalupe, Maricopa County Environmental Services, Mesa, Paradise Valley, Peoria, Phoenix, Pinal County, Queen Creek, Scottsdale, Surprise, and Tempe. Affiliate members are Maricopa County Flood Control District and Stormwater Pros.

## BUDGET

STORM FY23 invoiced \$73,500 and received \$73,500. Administration operating expenses totaled \$1,183. The operating budget for FY23 was \$72,037. Program expenses totaled \$47,189 which covered costs for ABC15 and iHeartMedia (carryover from FY22), promotional items, sponsorship for Project WET, and STORM's Facebook page post boosting. The majority of FY23 expenses were outreach-related including promotional items and an increase in digital media exposure. See the budget spreadsheet breakdown for detailed information as follows.

### Revenue

<b>Total membership dues</b> (Invoices sent 7/5/2022)		<b>\$ 73,500</b>
<b>Breakdown by agency</b>	<b>Dues</b>	<b>Received</b>
<i>ADOT</i>	\$ 1,500	Jul-22
<i>Apache Junction</i>	\$ 2,000	Sep-22
<i>Avondale</i>	\$ 2,500	Jul-22
<i>Buckeye</i>	\$ 2,000	Aug-22
<i>Casa Grande</i>	\$ 2,500	Jan-23
<i>Chandler</i>	\$ 5,000	Aug-22
<i>El Mirage</i>	\$ 1,500	Aug-22
<i>Fountain Hills</i>	\$ 1,500	Sep-22
<i>Gilbert</i>	\$ 5,000	Aug-22
<i>Glendale</i>	\$ 4,500	Jul-22
<i>Goodyear</i>	\$ 2,500	Aug-22
<i>Guadalupe</i>	\$ 1,500	Jul-22
<i>Maricopa County</i>	\$ 5,500	Jul-22
<i>Mesa</i>	\$ 5,500	Aug-22

<i>Paradise Valley</i>	\$ 1,500	Oct-22
<i>Peoria</i>	\$ 3,500	Sep-22
<i>Phoenix</i>	\$ 5,500	Jul-22
<i>Pinal County</i>	\$ 5,500	Sep-22
<i>Queen Creek</i>	\$ 1,500	Jul-22
<i>Scottsdale</i>	\$ 4,500	Sep-22
<i>Stormwater Pros</i>	\$ 1,500	Aug-22
<i>Surprise</i>	\$ 3,000	Aug-22
<i>Tempe</i>	\$ 4,000	Sep-22
<b>Total dues received FY 2023</b>		<b>\$ 73,500</b>
<b>Current Accounts Receivable</b>		<b>\$ -</b>

### Operating Expenses

<b>Typical operating expenses</b> (FY 23 estimate)	<b>\$ 5,585</b>
---	-----------------

<b>Breakdown by type</b>	<b>Original FY 23 Estimate</b>	<b>Actuals FY 23</b>
<i>Accounting fees</i>		
QuickBooks subscription	\$ 75	\$ 75.00
Tax accountant fees	\$ 1,000	\$ 775.00
<b>subtotal</b>	<b>\$ 1,075</b>	<b>\$ 850.00</b>
<i>Administration</i>		
Meeting costs	\$ 200	\$ -
Arizona Corporation Commission	\$ 10	\$ 10.00
US Post Office box fee (June 2023)	\$ 100	\$ 96.00
Basecamp software	\$ 1,000	\$ 1,077.91
<b>subtotal</b>	<b>\$ 1,310</b>	<b>\$ 1,183.91</b>
<i>Website hosting</i>		
Basic website updates/maintenance	\$ 2,000	\$ -
GoDaddy- SSL security (2 yr renewal)	\$ 200	\$ 199.98
<b>subtotal</b>	<b>\$ 2,200</b>	<b>\$ 199.98</b>
<i>Other</i>		
Legal fees (reserved)	\$ 500	\$ -
NMSA membership (May 2023)	\$ 500	\$ 500.00
<b>subtotal</b>	<b>\$ 1,000</b>	<b>\$ 500.00</b>
<b>Total</b>	<b>\$ 5,585</b>	<b>\$ 2,233.89</b>

**Actual operating expenses paid FY 2023**

QuickBooks subscription (7/13/22)	\$ 75.00
Basecamp one month subscription (9/1/22)	\$ 97.10
Basecamp one year subscription (10/1/22)	\$ 980.81
GoDaddy SSL Renewal (10/29/22)	\$ 199.98
Tax accountant fee (3/15/23)	\$ 775.00
NMSA membership (3/15/23)	\$ 500.00
ACC annual filing (4/11/23)	\$ 10.00
PO Box renewal (6/16/23)	\$ 96.00

Operating Budget

Beginning bank balance (7/1/22)	\$ 22,203
Accounts Receivable (dues)	\$ 73,500
FY 2022 carryover debt	\$ (20,666)
<b>Current assets</b>	<b>\$ 75,037</b>
<i>Contingency/Balance forward</i>	\$ (3,000)
<b>Operating budget FY 2023</b>	<b>\$ 72,037</b>

**Opening bank balance by month**

7/1/2022	\$ 22,202.65
8/1/2022	\$ 14,451.40
9/1/2022	\$ 54,646.06
10/1/2022	\$ 75,274.63
11/1/2022	\$ 75,593.84
12/1/2022	\$ 48,842.45
1/1/2023	\$ 48,797.45
2/1/2023	\$ 51,292.45
3/1/2023	\$ 41,633.41
4/1/2023	\$ 40,078.40
5/1/2023	\$ 39,666.63
6/1/2023	\$ 33,666.63

**Actual carryover debt to date**

ABC 15 Monsoon campaign
-------------------------

Paid July 2022	\$ 13,166.25
<i>Remaining balance</i>	\$ -
<i>iHeart Media</i>	
Paid May 2023	\$ 6,000.00
<i>Remaining balance</i>	\$ -

### Program Expenses

FY 23 Operating budget	\$ 72,037
Estimated operating costs	\$ 5,585
<b>Program budget FY 22 estimate</b>	<b>\$ 66,452</b>

Current proposals	Original FY 23 Estimate	Actuals FY 23
<i>STORM Volunteer Recognition</i>		
Quarterly lunch meetings	\$ 2,000	\$ 1,312.71
Outstanding volunteer awards	\$ 500	\$ -
<b>subtotal</b>	<b>\$ 2,500</b>	<b>\$ 1,312.71</b>
<i>Digital Media</i>		
ABC 15	\$ 25,000	\$ 16,500
funds reallocated from educational materials (June 2023)	\$ 5,000	\$ -
<b>subtotal</b>	<b>\$ 30,000</b>	<b>\$ 16,500</b>
<i>Social Media</i>		
Facebook boosts	\$ 1,200	\$ 125.00
<b>subtotal</b>	<b>\$ 1,200</b>	<b>\$ 125.00</b>
<i>Website/Educational Materials</i>		
Develop info clearinghouse	\$ 8,000	\$ -
funds reallocated to Digital Media (June 2023)	\$ (5,000)	\$ -
<b>subtotal</b>	<b>\$ 3,000</b>	<b>\$ -</b>
<i>Project WET</i>		
Project WET sponsorship	\$ 2,500	\$ 2,500
<b>subtotal</b>	<b>\$ 2,500</b>	<b>\$ 2,500</b>
<i>Promotional Items</i>		
Promotional Items	\$ 25,000	\$ 26,751.39
Promo items tax/freight overrun	\$ 1,751	\$ -

<i>subtotal</i>	\$ 26,751	\$ 26,751.39
<b>Proposed program expenses FYTD</b>	<b>\$ 65,951</b>	<b>\$ 47,189.10</b>
<i>Current unallocated program budget</i>	\$ 501	

**Actual program expenses paid FY 2023**

Facebook boost (7/22/22)	\$ 10.00
Facebook boost (8/19/22)	\$ 10.00
Facebook boost (8/20/22)	\$ 10.00
Lunch (8/23/22)	\$ 242.63
Lunch (8/23/22)	\$ 22.71
Project WET (8/30/22)	\$ 2,500.00
Facebook Boost (9/14/22)	\$ 5.00
Lunch (9/27/22)	\$ 269.33
Promo items (11/3/22)	\$ 26,751.30
Facebook boost (12/14/22)	\$ 15.00
Facebook boost (12/16/22)	\$ 15.00
Facebook boost (12/18/22)	\$ 15.00
Facebook boost (1/20/23)	\$ 5.00
ABC 15 (2/2/23)	\$ 4,400.00
ABC 15 (2/2/23)	\$ 5,250.00
Lunch (2/28/23)	\$ 9.04
Lunch (2/28/23)	\$ 240.01
Facebook boost (3/11/23)	\$ 25.00
Facebook boost (3/14/23)	\$ 15.00
Lunch (4/25/2023)	\$ 401.77
ABC 15 (6/2/23)	\$ 1,300.00
ABC 15 (6/2/23)	\$ 2,250.00
ABC 15 (6/2/23)	\$ 200.00
Lunch (6/26/23)	\$ 111.67
Lunch (6/27/23)	\$ 15.55
ABC 15 (6/28/23)	\$ 500.00
ABC 15 (6/28/23)	\$ 2,600.00



---

## MEETING SUMMARY

STORM members met online and in-person on the fourth Tuesday at 1:00 pm each month, unless the meeting interfered with a national holiday. These working meetings were the primary method of sharing relevant information about regulatory issues, educational material development, identifying outreach events, updating sub-committee efforts, and reporting.

Members track outreach events online for inclusion in this annual report as well as distribution of STORM-related printed materials and promotional items to support a regional front, stretch membership's dollars, and coordinate consistent messages throughout the central Arizona region.

Members are able to individually capitalize their membership benefits by using STORM-produced materials (social media posts, videos, printed materials, and promotional items) to perform outreach in their own communities and create and develop interactions with partners in their communities such as citizens, businesses, developers, builders, and manufacturers.

---

## DIGITAL AND SOCIAL MEDIA

In addition to boosting its own Facebook page posts, STORM also contracted with ABC15 to increase its social and digital media presence which, in turn, increases educational outreach opportunities and messaging across multiple platforms. Throughout FY23, there was consistent messaging across media channels including TV commercials, high-impact webpage ads, Facebook ads, Facebook posts, and email blasts resulting in additional viewership.

## ABC15 AND STORM

ABC15 partnered with STORM to provide an increase in digital media coverage. Two stormwater digital and social media campaigns were run by ABC15 in FY23. January's messaging focused on stormwater awareness and May-July's messaging was centered around monsoon season. In total, 7,696,873 total impressions were made on citizens throughout the valley across ABC15's various digital media platforms.

## ABC15 FY23 SUMMARY

Total Impressions: 7,696,873

Cost Per Thousand People Reached: \$3.89

Added Value Elements:

- 254,400 TV Impressions
- 2x High Impact Units during stormwater awareness week
- 5x High Impact Units during monsoon campaign

### Stormwater Awareness Week (January 2023)

- Total Impression: 2,629,929
- Highlights: We saw an 11% increase in those who answered questions correctly

### Quiz during Monsoon Awareness Week

## Quiz

What percentage of central Arizona's rainfall happens during the monsoon months?

**42% answered correctly (last year 31% answered correctly)**

True or False? Stormwater is sent to a treatment plant before it discharges into the local waterways.

**53% answered correctly. (stayed the same)**

Stormwater runoff from monsoon rain events flows untreated into:

**84% answered correctly (stayed the same)**

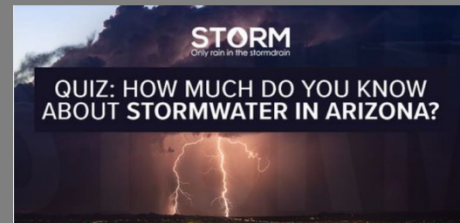
True or False: You should avoid applying landscaping chemicals before a rainstorm.

**90% answered correctly**

What is the best way to clean up spills?

**92% answered correctly**

Entries- 3,367



Email Blast Linked to Stormwater Quiz

## Email

Delivered	122,273
Opens	58,568
Clicks	2,710
Clicks to Open	5.36%

Could you use \$100?

**STORM**  
Only rain in the stormdrain

How Much Do You Know About **Stormwater in Arizona?**

Take the quiz and enter to win a \$100 VISA Gift Card

Take this QUICK quiz from AZ STORM and you could win a \$100 Visa gift card! FREE to enter through the link!

**ENTER NOW**

High Impact Unit on ABC15 Homepage

## High Impact Unit 1/23-1/28

Impressions	1,737,565
Clicks	1,497
CTR	.09%

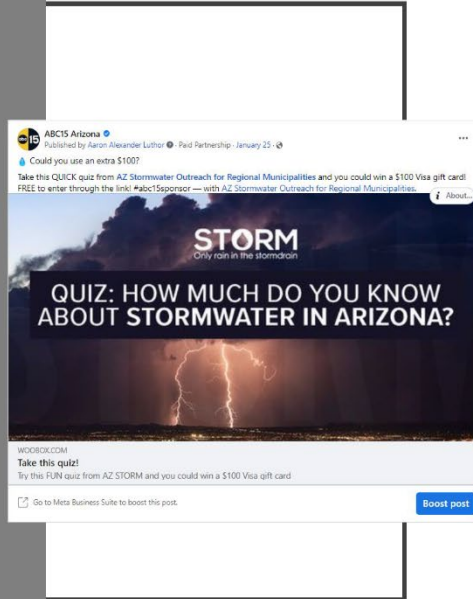
**Facebook Post linked to stormwater Quiz**

**People Reached: 78,091**  
 The amount of people who saw the post appear in their Facebook feed.

**Reactions, Comments, Shares: 210**  
 A total of the Reactions (Like, Love, Haha, etc.), Comments on your post, and people who Shared your post.

**Post Clicks: 6,132**  
 The number of clicks anywhere on your post. This includes link clicks and clicks to view a photo.

**Engagements: 1,842**  
 The numbers of Reactions, Comments and Shares plus the number of Post Clicks.



Facebook Post  
1/25/23

**TV Commercials**

## TV Commercials

Impressions	677,000
People Reached	407,434

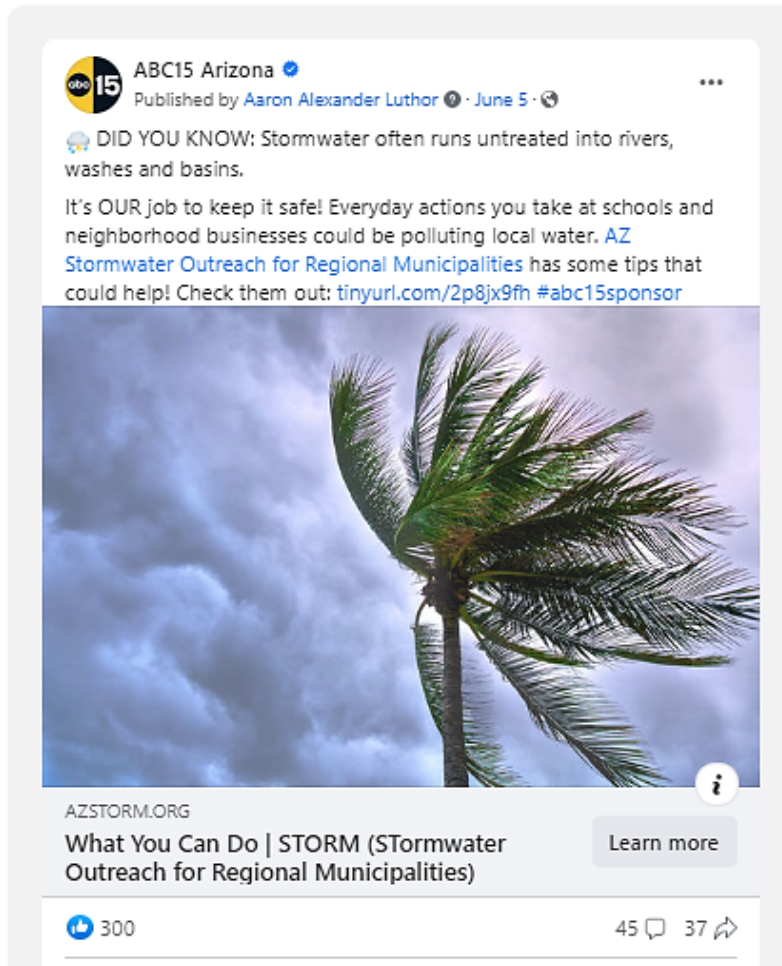


### Monsoon Campaign (May-July 2023)

Total Impressions: 5,066,944

Highlights: ABC15 ran 254,400 added value TV impressions on Antenna TV

ABC15 Facebook Post delivered 155,400 impressions and 1,600+ people went to the STORM website



#### Reach ⓘ

Total  
**86,272**

#### Engagements ⓘ

Reactions  
**330**

## STORM WEBSITE ANALYTICS

[www.azstorm.org](http://www.azstorm.org)

**New viewers to azstorm.org:** 8,949 (91.8% of total users)

**Total users:** 9,032

**Returning users:** 804 (8.2% of total users)

**Average screen time:** 34 seconds

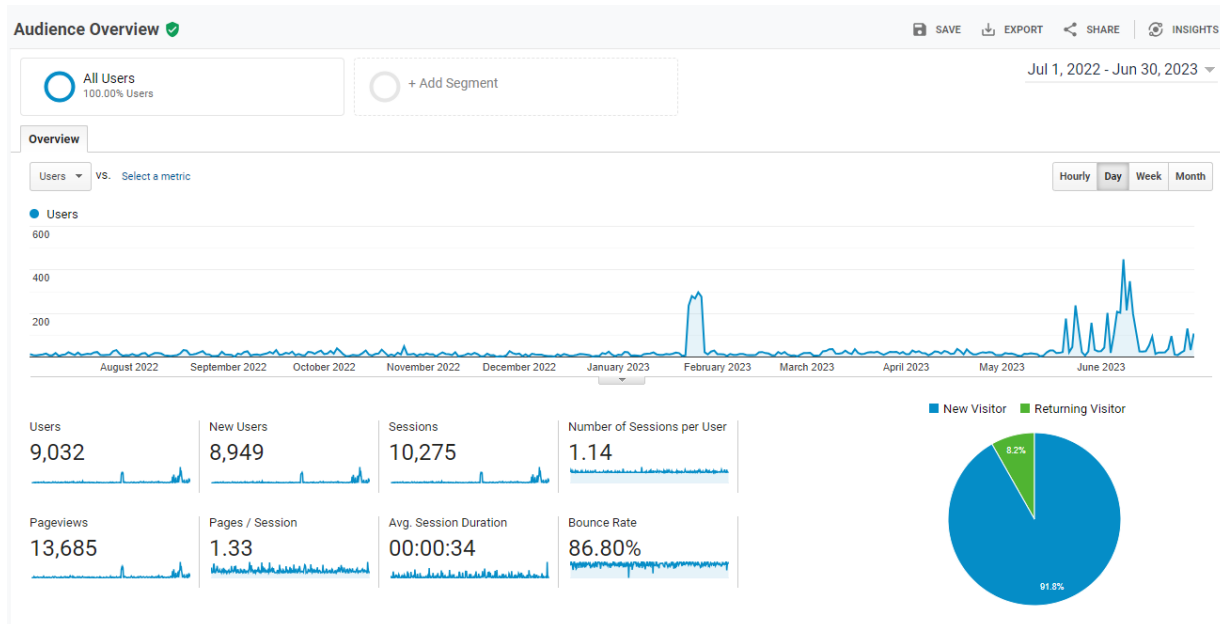
**Total page views:** 13,685

**Total sessions:** 10,275

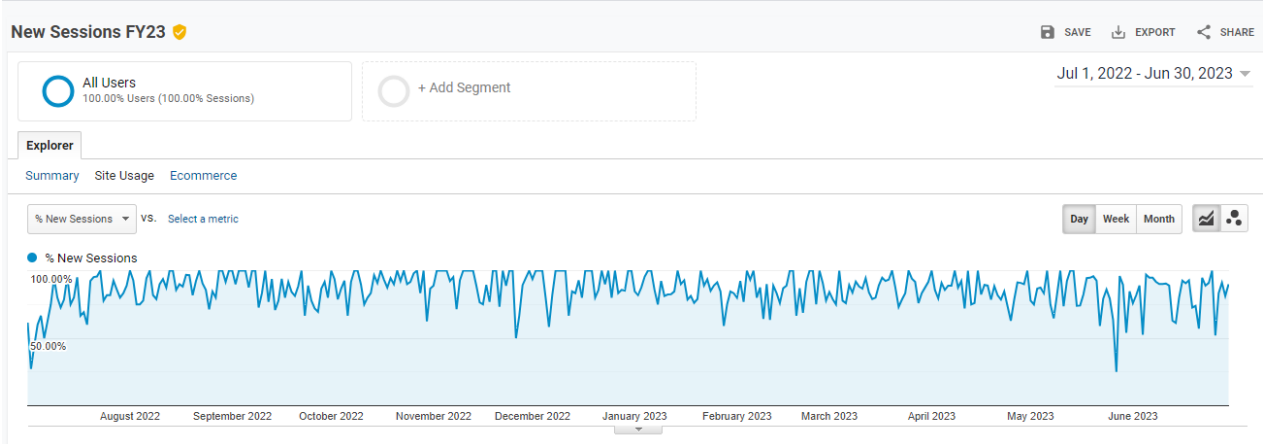
**Number of sessions per user:** 1.14

**Pages viewed per session:** 1.33

**Bounce rate:** 86.80%



The uptick in users in the beginning of 2023 was a result of the ABC15 Stormwater Awareness Week media campaign in late January and the uptick in users from May through June can be attributed to the ABC15 Monsoon Campaign.



## STORM FACEBOOK PAGE

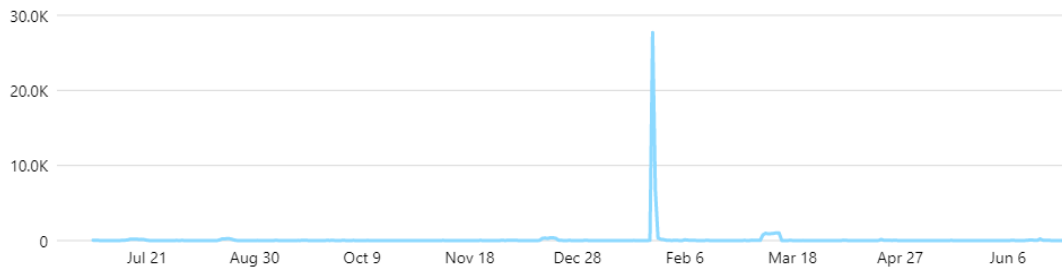
[www.facebook.com/StormWaterOutreach](https://www.facebook.com/StormWaterOutreach)

STORM members contributed time to post and interact with the public on STORM’s Facebook page. Occasionally, Facebook posts were boosted, resulting in increased interaction from other Facebook users. See examples of posts/graphics from STORM’s Facebook page below. The digital and social media committees will continue to increase STORM awareness by maintaining the page with updated information on stormwater topics and upcoming events.

### Results

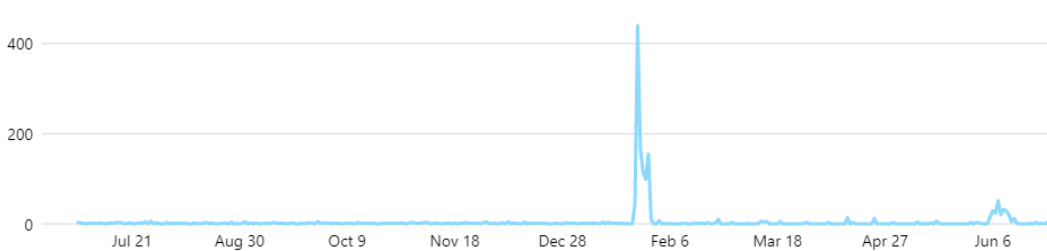
Facebook reach ⓘ

45,372 ↓ 8.7%



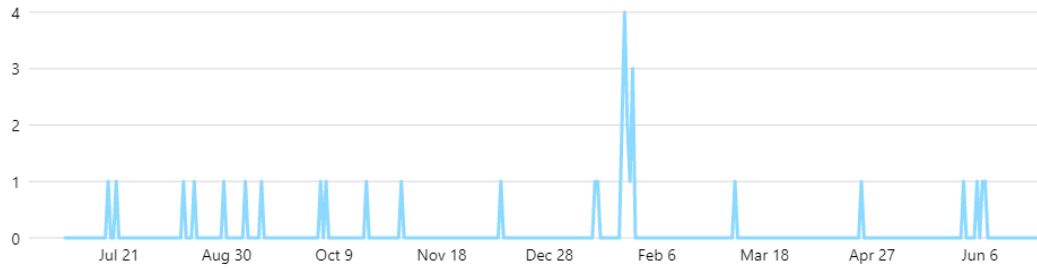
Facebook visits ⓘ

1,669 ↓ 24.9%



Facebook Page new likes ⓘ

32 ↓ 77.9%

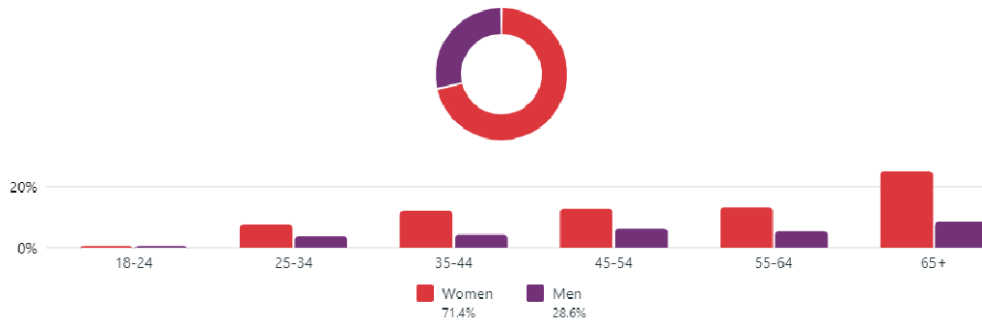


Facebook posts created by the social media committee were boosted periodically throughout FY23. New likes on STORM’s Facebook page are consistent with the instances in which posts were boosted.

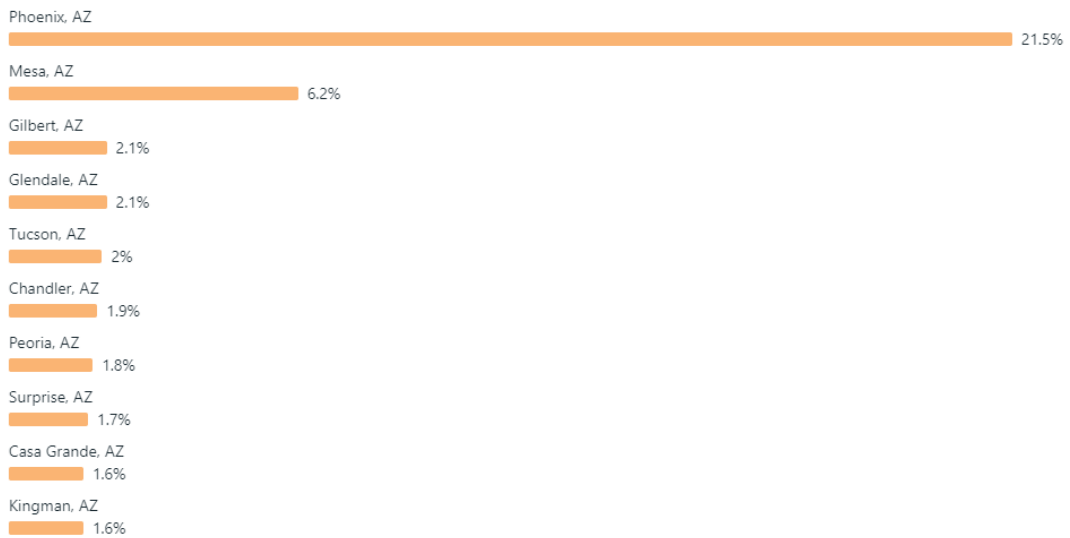
Facebook followers ⓘ

2,002

Age & gender ⓘ



Top cities





## STORM PROMOTIONAL ITEMS

One of the areas of focus for FY23 was in-person outreach. STORM commissioned promotional items branded with the STORM logo that members used for local outreach events. Promotional items were centered around stormwater pollution prevention including pet waste bag dispensers, collapsible pet bowls, and drawstring sport packs:



A total of 15,000 promotional items were purchased, 5,000 of each of the three items. Items were allocated to members based on the membership dues paid by each municipality as shown in the table below.

Member	Amount	%	# Promo Items
ADOT	\$ 1,500	2.04	100
City of Apache Junction	\$ 2,000	2.72	133
City of Avondale	\$ 2,500	3.40	167
City of Buckeye	\$ 2,000	2.72	133
City of Casa Grande	\$ 2,500	3.40	167
City of Chandler	\$ 5,000	6.80	333
City of El Mirage	\$ 1,500	2.04	100
City of Glendale	\$ 4,500	6.12	300
City of Goodyear	\$ 2,500	3.40	167
Stormwater Pros	\$ 1,500	2.04	100
City of Mesa	\$ 5,500	7.48	367
City of Peoria	\$ 3,500	4.76	233
City of Phoenix	\$ 5,500	7.48	367
City of Scottsdale	\$ 4,500	6.12	300
City of Surprise	\$ 3,000	4.08	200
City of Tempe	\$ 4,000	5.44	267
Maricopa County Environmental Services	\$ 5,500	7.48	367
Pinal County	\$ 5,500	7.48	367
Town of Fountain Hills	\$ 1,500	2.04	100
Town of Gilbert	\$ 5,000	6.80	333
Town of Guadalupe	\$ 1,500	2.04	100

Town of Paradise Valley	\$ 1,500	2.04	100
Town of Queen Creek	\$ 1,500	2.04	100
STORM	\$ -	0.00	*100 kept for STORM organization
<b>TOTAL</b>	<b>\$ 73,500</b>	<b>100.00</b>	<b>5,000</b>

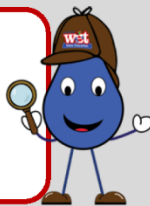
## PROJECT WET SPONSORSHIP

As part of STORM’s education and outreach efforts, members voted in favor of sponsoring the Arizona Project WET, through the University of Arizona’s Cooperative Extension. Project WET provides water education for teachers and students through various methods including hosting Water Festivals across Arizona. The Arizona Water Festival Program offers students a better understanding of water in the earth system and Arizona's water resources through a 4th grade curriculum. STORM’s sponsorship of Project WET contributed to the program’s impact, helping the Arizona Water Festival Program reach a total of 18,444 students and 713 teachers.

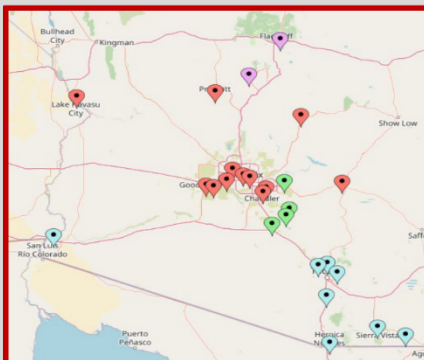


### All Water Festivals:

- 18,444 Students
- 713 Teachers
- 1,428 Parents
- 1,117 Volunteers



Water Festivals across Arizona for the 2022-23 season!



# 2022-2023 Impact Report Arizona Water Festivals

The Arizona Water Festival Program instills a deeper understanding of water in the earth system and Arizona’s water resources.

## Thank You Team!

Water Festivals are made possible by our dedicated sponsors and partners across the state of Arizona.

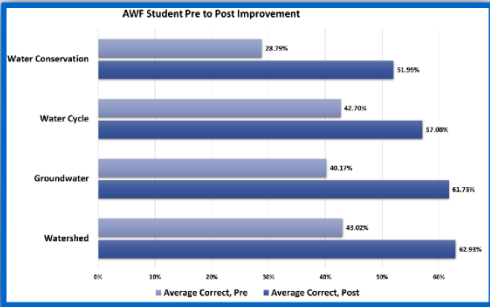


Teacher Survey Statements	Agree/Strongly Agree
The Water Festival Program is very valuable/valuable in terms of student learning.	91%
The program increased my understanding of water science and conservation.	90%
The program increased my students' understanding of water science and conservation.	96%
My students can identify the places that water can go within the earth system.	90%
My students are more likely to engage in water conserving habits as a result of participating in the Water Festival program.	84%
My students can identify multiple ways to save water in their homes.	96%
My students can describe what a watershed is and name some of the components of a watershed.	89%

Volunteer Survey Statements	Agree/Strongly Agree
I believe Arizona Water Festivals have a positive impact on the community.	97%
After participation in this program, children will better understand Arizona's interconnected water resources.	97%
After participation in the program, volunteers and other adults are more aware of water science and how their decisions affect our water supply.	96%
I believe the Water Festival program is important for student learning, both academically and as citizens.	97%
After participation in this program, children are more aware of how their water use decisions affect our water supply.	93%

"The Water Festival has brought a lot of information and has impacted the children and myself very positively. They were excited about the activities they participated in and have a new perspective on water conservation."  
 - 4th Grade Teacher

Arizona's Water Festival Participation Since 2000			
Students	Teachers	Parents	Volunteers
172,692	6,539	9,240	10,171

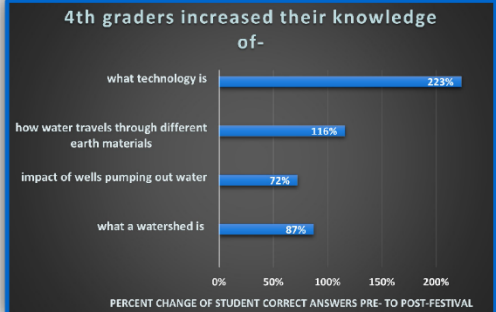


**Thank You !**



COOPERATIVE EXTENSION  
**Arizona Project WET**  
 Arizona Water Festival

"I've worked at the Festival for several years now and I believe the lessons make the students think about water in a more holistic way. They see water sources, sources of pollution, and conservation methods."  
 - Community Volunteer



## EVENT OUTREACH

Throughout the year, STORM members host or participate in outreach events with the goal of interacting with and informing the general public, local government employees, and students on stormwater topics. These events are the main avenue through which STORM promotional items, along with member-specific promotional items, are distributed. Outreach events are a valuable medium for conveying information, allowing for two-way communication that provides both the event hosts and attendees with useful information. See the table below for some of the outreach events hosted or attended by STORM members.

Event Date	Event name	Event location	Approx. # of attendees
6/6/2023	What's Poppin' in QC	Queen Creek Library	500
5/15/2023	MCDOT Training event	Maricopa County Public Works Warehouse, Phoenix	50
4/27/2023	Canyon Springs STEM Night	Canyon Springs Elementary, Phoenix	100
4/22/2023	QC Recycles	Queen Creek Field Operations Facility	302
4/22/2023	Earth Day	Phoenix Science Center	**
4/21/2023	Mountain Trails Earth Day Festival	Mountain Trail Middle School, Phoenix	150
4/20/2023	Earth and Arbor Day Celebration	McQueen Park Activity Center, Gilbert	175
4/15/2023	Mesa Living Green	Pioneer Park, Mesa	300
4/7/2023	Cardboard Box Car "Drive-in" Movie	Founders' Park, Queen Creek	175
4/2/2023	Tour de Tempe	Kiwanis Park, Tempe	800
4/1/2023	Gilbert Global Village Festival	Gilbert Civic Center	1500
4/1/2023	Tempe Festival of the Arts	Downtown Tempe	225,000
3/25/2023	Cooley Station Spring Spectacular	Cooley Station at Fulton Ranch, Gilbert	250
3/22/2023	Geeks Night Out	Tempe Community Complex	550
3/8/2023	Project WET AZ Water Festival Gilbert	Gilbert Civic Center	900
3/7/2023	Cheyenne Science Night	Cheyenne Elementary School, Peoria	150
3/2/2023	Gilbert Concert in the Park Series	Water Town Plaza, Gilbert	90
2/25/2023	Public Safety Day	Gateway Park	800
2/25/2023	Tres Rios Nature Festival	Tres Rios Base and Meridian Wildlife Area, Avondale	10,000
2/25/2023	Dog Days of Glendale	Murphy Park, Glendale	750
2/23/2023	Benchmark Charter STEM Night	Benchmark Preschool & Elementary School, Phoenix	200

1/28/2023	Doggie Fest	Steele Indian School Park, Phoenix	5,000
1/21/2023	QC Recycles	Queen Creek Field Operations Facility	284
12/10/2022	Surprise Sci-Tech Festival	Surprise Community Park	1500
12/2/2022	Tempe Festival of the Arts	Downtown Tempe	225,000
11/19/2022	QC Recycles	Queen Creek Field Operations Facility	195
11/9/2022	Phoenix College Steam Day	Phoenix College	250
11/5/2022	Pancake Breakfast	Horseshoe Park & Equestrian Center, Queen Creek	1500
10/22/2022	QC Recycles	Queen Creek Field Operations Facility	340
10/2/2022	Tempe Tardeada	Tempe Community Complex	12,000
9/10/2022	Ironwood Crossing Touch-a-truck	Ironwood Crossing Park, Queen Creek	350

*\*\*Estimated attendance was not available at the time of the report's issuance.*