

Memorandum



Community Relations

To: Mayor and City Council

From: Shelley Hearn, Community Relations Manager, x8906
Jyme Sue McLaren, Deputy Public Works Manager, x8803

Through: Charlie Meyer, City Manager

Date: November 19, 2008

Re: Run down of events for light rail grand opening

Destination: Tempe Light Rail Celebration Event

Presented by: Avenue Communities, Gray Development and Aloft

Tempe's main celebration at College and Veteran's Way

The celebration will take place from 9:30 a.m. to 5:30 p.m. Saturday, December 27 at College and Veteran's Way where the Tempe community will join us in the daylong festivities. We will start the day with a 9:30 a.m. joint dedication ceremony for the new Transportation Center and Light Rail Project with trains departing the station at 10 a.m.

The event area will be staged on Fifth Street from Forest to College, on College from Fifth to Sixth Street and on Veteran's Way to the Stadium. The main stage and food court will be on the vacant lot on Fifth and College. The main stage will be programmed with activities throughout the day culminating with Tempe's own Roger Clyne and the Peacemakers from 4:15 to 5:30 p.m. and a short fireworks display beginning at 5:30 p.m.

Areas of activities include:

The Transportation Zone: Includes all modes of transportation and demonstrates to the public how easy it is to use these available modes of transportation to navigate through Tempe. Climb aboard a bus, launch into Orbit, explore a Zip Car, test-ride a Segway and check out cool bikes.

The Green Scene: Sponsored by Papago Salado, will include contractors who built the Transportation Center, vendors with green ideas and products to share with the public, and a farmers market.

Train to Tempe: Sponsored by the Fiesta Bowl, will feature Tempe as a destination for events, entertainment and the arts and will include Insight Bowl and Block Party, Rock 'n' Roll Marathon, TCVB, Ironman, Downtown merchants, ASU Athletics and events, Music Festival, Fantasy of Lights, etc.

Dig Through Time: Features photographs and exhibits of the archeological dig at the Transportation Center and along the Light Rail line.

The Urban Experience: Includes developers showcasing projects downtown and along the rail line.

Light Rail...How it was Built: Sponsored by Sundt, Stacey Witbeck, will include contractors and developers who worked on the project as well as information on safety and how to use the system.

Kids on the Go: Sponsored by Blue Cross Blue Shield, will include transportation-related kids activities and a Wii station trailer where kids can play free.

Other Station Parties in Tempe include:

These parties will be 10 a.m. to 5 p.m.:

Priest and Washington - Salt River Project hosts interactive exhibits on water and electric safety. Children will be able to interact with SRP's mascots, while enjoying giveaways and other fun attractions.

Mill and Third - Showcasing light rail's connection to the Mill Avenue District, Tempe Town Lake and Hayden Ferry Lakeside. Presented by SunCor, all things Tempe Town Lake will be brought to life through games, music and food.

Dorsey and Apache - Tempe's public safety personnel will be highlighted at this neighborhood party, with activities for children and displays of a fire truck and Police Department Command Van.

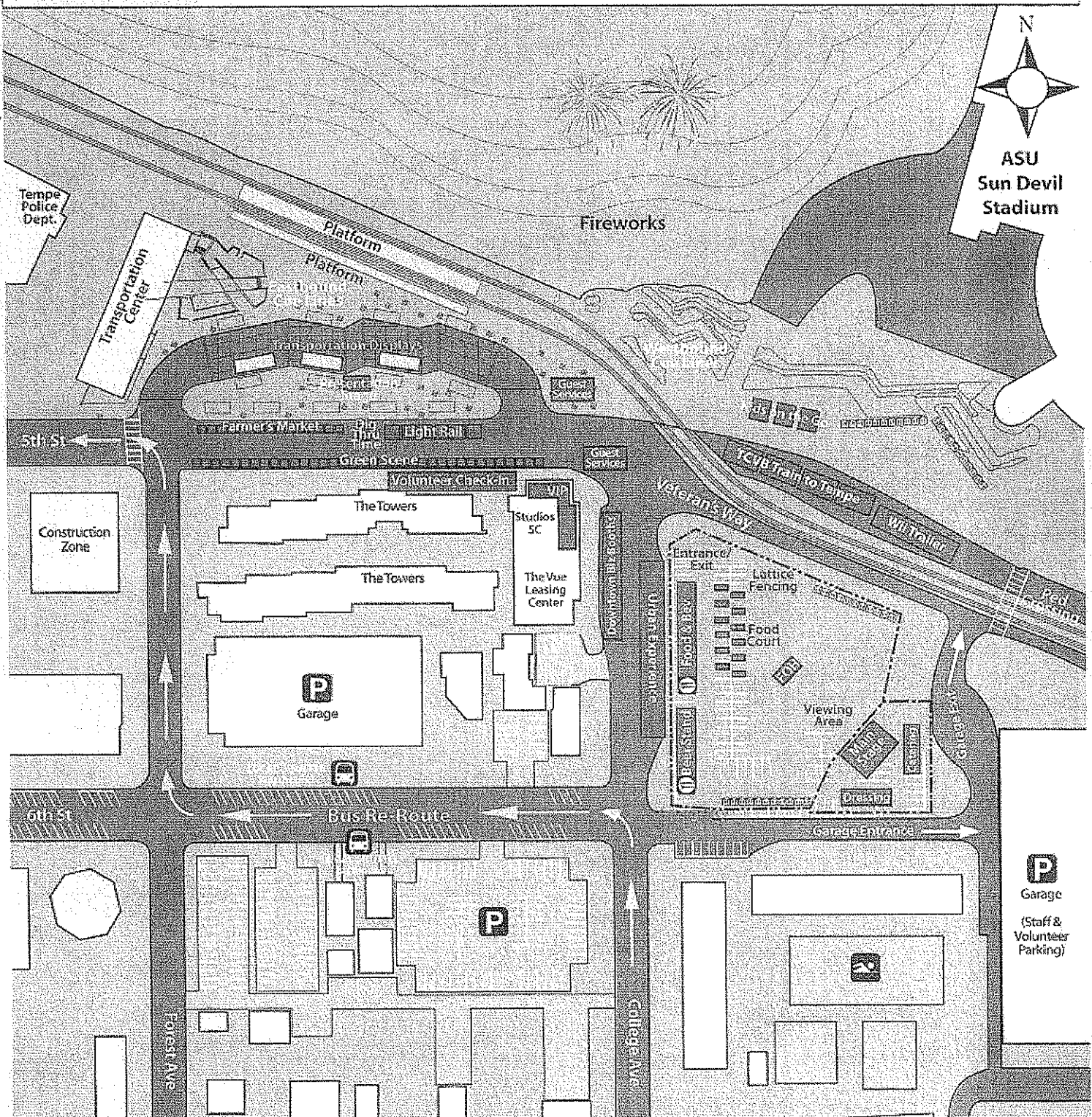
Price and Apache – The city's Tardeada Advisory Board is planning this station party as a celebration of the city's rich Hispanic culture. Crafts, face painting and inflatable bouncers will entertain families, along with mariachis and other acts on an entertainment stage.



**GRAND OPENING
EXPERIENCE**
December 27-28, 2008

Destination Tempe

Tempe Transportation Center
Station #22 - Tempe, AZ



Client: METRO Light Rail
Project: Grand Opening

Event Location: Station #22 - Tempe, AZ
Event Date: December 27, 2008

**Station # 22
Tempe Celebration**
99, November 18, 2008

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**ENTERTAINMENT
SOLUTIONS**
INC.

DESTINATION TEMPE METRO Grand Opening

December 27, 2008
Site Plan as of 11-18-08
Entertainment Solutions, Inc.

