

HOW THREE DAYS CAN LAST FOREVER

RIVERFEST MONEY MAKES A LASTING IMPRESSION ON THE COMMUNITY.

THE MISSION OF RIVERFEST, INC. IS TO PRODUCE A QUALITY, RECREATIONAL, CULTURAL, EDUCATIONAL, FAMILY-ORIENTED CELEBRATION OF THE VISUAL AND PERFORMING ARTS FOR THE BENEFIT OF THE COMMUNITY.

Each year, nearly a quarter million people prove the success of that mission, making Riverfest the largest event in the state.

All of this is accomplished with just three paid employees. Volunteers cover the rest with a 30-member Board, a 150-person planning committee and an impressive group of 2,500 who labor tirelessly during the three-day weekend.

THIS ALLOWS REMAINING MONEY TO BE PUMPED BACK INTO THE RIVERFRONT AREA. FOR EXAMPLE:

- 1983 - \$50,000 to construct the East Fountain in Riverfront Park
- 1986 - \$1,000 toward construction of the Belvedere in Riverfront Park
- 1986 - \$200,000 pledged toward construction of the Riverfest Amphitheatre
 - 1986 - First \$50,000 payment toward Amphitheatre pledge
 - 1987 - Second \$50,000 payment toward Amphitheatre pledge
 - 1990 - Third \$50,000 payment toward Amphitheatre pledge
 - 1991 - Final \$50,000 payment toward Amphitheatre pledge
- 1994 - \$50,000 payment to pay for fencing around Amphitheatre
- 1996 - \$175,000 pledged for East Pavilion at the River Market.
 - 1996 - First \$50,000 payment made.
 - 1998 - \$25,000 payment toward Pavilion
 - 1999 - \$50,000 payment toward Pavilion
- 2000 - Final \$50,000 Pavilion payment
- 2002 - \$30,000 to construct the Riverfest Plaza and Jim Sick Fountain linking the Riverfest Amphitheatre to the River Market Pavilions
- 2002 - \$25,000 to the Junior League of Little Rock to complete remodeling of the Junior League of Little Rock Building at 4th & Scott
- 2003 - \$3,500 to replace vinyl curtains in East Pavilion at River Market
- 2004 - \$50,000 to enhance and renovate the Riverfest Amphitheatre
- 2005 - \$30,000 to the City of North Little Rock for park improvements
- 2005 - \$20,000 to the City of Little Rock for playground renovations in
 - 2008 - \$20,000 contribution was paid
- 2006 - \$15,000 to the City of Little Rock for renovations and improvements to the History Pavilion in Riverfront Park
- 2006 - Funds from the \$50,000 pledged for improvements to Riverfest Amphitheatre were used to construct a new floor on the Amphitheatre stage (\$20,000)
- 2008 - \$100,000 is pledged towards the La Petite Roche project in Riverfront Park

These financial contributions are in addition to rental payments made to the Cities for use of Julius Breckling Riverfront Park and the North Shore Riverwalk.



WHERE THE FUN RUNS DEEP

WWW.RIVERFESTARKANSAS.COM