



“TVR Celebrating the Past, but Focused on the Future”

**2018 Thunder Valley Rally Goals:**

- Operate a smooth, safe, and economically impactful event illustrated by guest input, and post reviews.
- Grow Attendance by 5% shown through a public works traffic count system, hotels and estimates.
- Obtain additional large scale sponsors by 20%.
- Maintain the debt loss gap at 100% recovery.
- Diversify offered programs/attractions by adding fiscally responsible events.
- Provide opportunities for local businesses to garner additional foot traffic.
- Streamline parking and transportation.
- Diversify and add revenue sources. Old Town Merchant programs to increase store foot traffic.
- Increase camping by 100%

**5 Year Plan Thunder Valley Rally (4 out of 5 Years):**

- Develop, sustain, and grow regional partnerships.
- Attendance of 15-20,000 guests.
- Continue to grow in regards to traffic driving national acts.
- Expand to two - three full days after consecutive successful events shown to boost Verde Valley revenues.
- Attracted national vendors/sponsors.
- Inspire Thunder Valley Rally to be a nationally recognized event branding Verde Valley as a destination.
- Develop a staggered growth plan that anticipates outgrowing Old Town.
- Develop the TVR Foundation to enable TVR to give back all year.