



# ***2011 Events***



A community of just over 76,000 people, a center of high-tech industry, and the mid-point of the beautiful San Francisco Peninsula, Redwood City is known for its great climate and profound sense of community. Redwood City is devoted to preserving rich history, maintaining today's quality of life and carefully planning its future.

In the fall of 2006, Redwood City unveiled a 6 city block downtown that included wider sidewalks, Courthouse Square (public gathering space) set adjacent to a renovated Historical Museum, and a user friendly approach to entertainment! Redwood City is positioning itself to become the "Arts and Entertainment Destination of the Peninsula".

*Redwood City is continuing its 2010 programming and looking for partners who would like to be a part of the most exciting area on the Peninsula. Sponsorship of existing events or creation of new events are welcome.*

*On the following pages you'll find a detailed list of the proposed 2011 programming.*

# Weekly Events



## MUSIC ON THE SQUARE

Fridays 6-8pm  
May 6-Oct 7 (23)  
Avg nightly attendance of 2,600  
Ages 25-65, 50% male/female



## MOVIES ON THE SQUARE

Thursdays @ Sun Down  
May 12 - Oct 6 (22)  
Average attendance of 500  
Ages 6-60, 80% Families



## DANCING ON THE SQUARE

Tuesdays 6-8pm  
June 21-Sep 20 (14)  
Average attendance of 225  
Ages 20-55, 40% male 60% female

## INSTRUMENTAL ON THE SQUARE

Past performances by:  
Peninsula Symphony  
Redwood Symphony  
Avg Attendance, 1000  
Ages 45-75, 50% male 50% female



## JAZZ MONDAYS

Mondays 6-8pm  
June 20-Aug 15 (8)  
Average Attendance 425  
Ages 40-70 50% male/female

## ART ON THE SQUARE

June 17, July 8, July 22&23,  
Aug 26, Sep 23&24  
Runs in conjunction with Music on  
the Square.  
Ages 35-65, 30% male 70% female

3<sup>rd</sup> Annual Redwood City

# SALSA FESTIVAL

Saturday, September 25, 2010 | Noon-8pm  
Courthouse Square—  
Downtown Redwood City

## FREE ADMISSION

Cash Prize for the Best Tasting Salsa  
Salsa Tasting and Competition  
Salsa Dance Competition  
Family Entertainment  
Food and Beverage  
Live Salsa • Music • Art Show  
Three Stages of Entertainment  
Tequila Tasting  
Heirloom Tomato Tasting

For Salsa Contest Application  
and more information  
[www.RedwoodCityEvents.com](http://www.RedwoodCityEvents.com)  
(831) 457-1141



# REDWOOD CITY SALSA FESTIVAL

September 24, 2011 12-8:00pm



July 4, 2011 12:30-4:30pm  
 Courthouse Square Music Stage  
 After the 4th of July Parade, live music begins at Courthouse Square and Classic Car Show area. Attendance of over 30,000 through Downtown Redwood City on the 4th of July.

May 7, 2011 11:00-1:00pm  
 Mothers Day Concert  
 An event for Mothers and children! Crafts, childrens music performers, and fun!  
 Attendance of over 1,000 at the 2010 event.



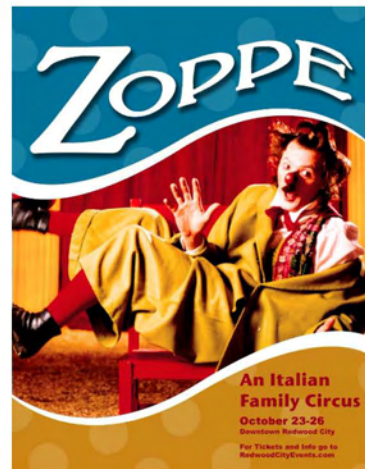
May 21, 2011 11:00-3:00pm  
 Pet Parade  
 An event for pets! Parade, contest, rescue information booths, pet related business and demonstrations. Attendance of over 3,500 at 2010 event.



Target Family Days  
 July, Aug & Sept  
 Main Dance and Music Stage, street performer stage, kids crafts area, kids play area,  
 3000 Attendees at each in 2010  
 Ages 3-55, 90% Families



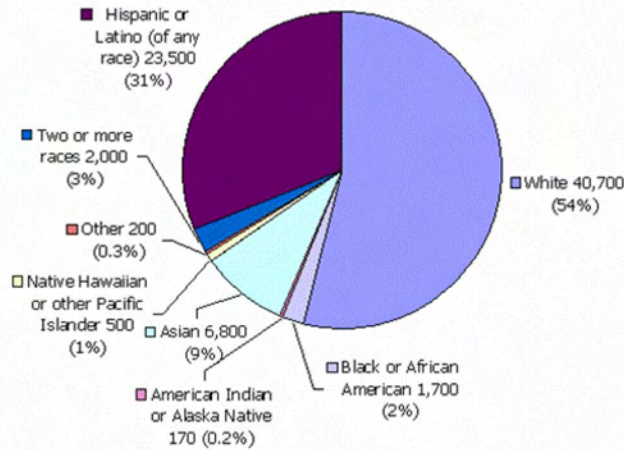
September 17, 2011 5:30-8:30pm  
 Fiestas Patrias  
 A celebration of Mexico and other Central American Countries Independence Day. Dancers, Live music, Flag Ceremony, kids crafts...  
 Attendance of over 4,500 at the 2010 event.



Zoppe Italian Family Circus  
 October 2011  
 A old world circus that entertains children from 3-75! Classic family style circus brings back the interactive comedy missing from shows of today. 7000 attendees (Two weekends of shows)

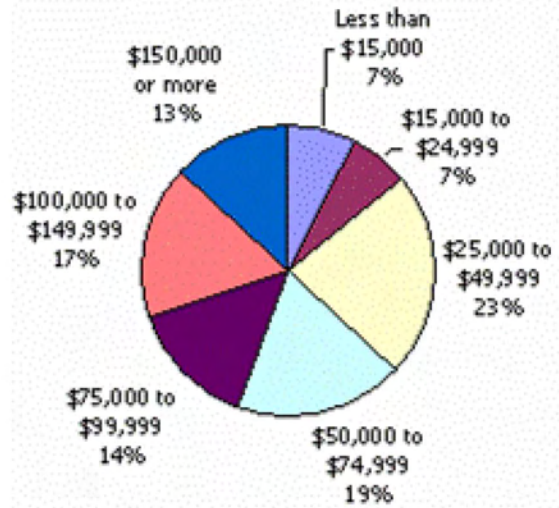
# Redwood City Demographics

Population by Race: 2000

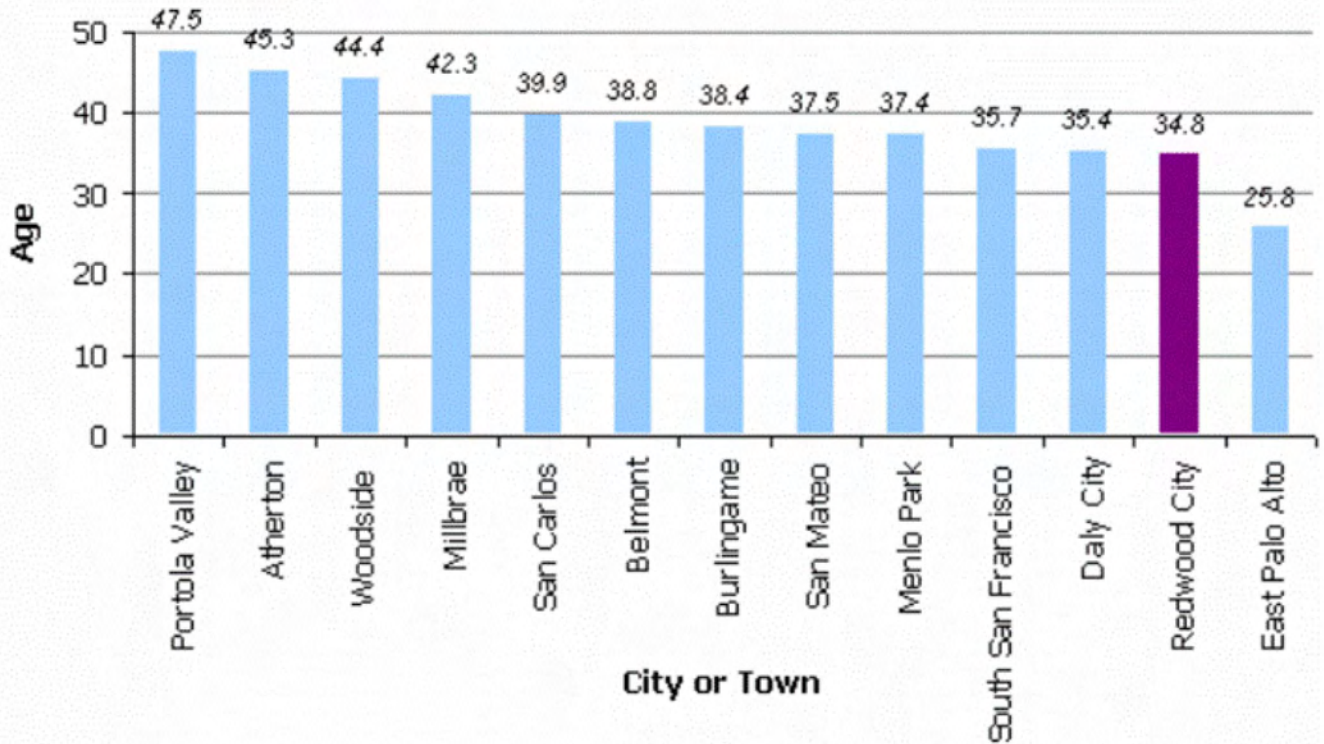


Source: US Census 2000

Income  
Redwood City



Median Age in Selected  
San Mateo County Cities and Towns



Source: US Census 2000

# Additional Opportunities

For more information on sponsorships  
or other opportunities, please contact:

Special Events  
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