



## **WESTFEST**

**"A World of Family, Food & Fun!"**

**June 21-24, 2012**

**Centennial Park**

**5415 West 3100 South**

**West Valley City**

*Westfest is an annual celebration that commemorates the establishment of West Valley City and recognizes its citizens' various cultural backgrounds.*

### **Westfest Events and Activities:**

Carnival Rides and Games for all ages  
Family 5K Fun Run  
WestFest Parade  
Talent Showcase Competition (for amateurs)  
Multicultural Entertainment

20 booths of International Cuisine  
60 booths featuring Artisans, Crafters and Hobbyists  
Fireworks Spectacular in 3D  
Utah Symphony Concert

### **WestFest Facts:**

**Target Audience:** Citizens of West Valley City, Wasatch Front residents and families

### **West Valley City Facts:**

- 129,480 citizens, Utah's second-most populous city (2011 Census estimate)
- 37,780 households, 38,978 housing units (2011 Census estimate)
- 50.8% male (2008 Census estimate); 49.6% female (2011 Census estimate)
- Over 40% of the population is between ages 25 and 54 (2008 Census estimate)
- 54.4% of the population is married (2008 Census estimate)
- Over 70% of the population is Caucasian; minority population is mainly Hispanic with a significant Asian/Pacific Islander community (2008 Census estimate)
- Median household income is \$56,500 (2008 Census estimate)
- Economic development efforts at the center of Utah's second-largest city are moving forward full-force. The recent announcement of the City Center project –Fairbourne Station –and the continued development of the Valley Fair Mall are proving successful, as businesses and retailers continue to become involved with and thrive in one of the largest redevelopment projects in the state.
- Progress and Continual Growth: The "Maverik" Center, Utah Cultural Celebration Center, Hale Centre Theatre, TRAX extension, UTA Max service, Valley Fair Mall redevelopment, 5600 West development, New Megaplex Theatres Coming to Valley Fair Mall

**Westfest Attendance Estimate:** 30-40,000 attendees over the four-day event

**Westfest Admission:** *FREE!*

**Westfest International Inc.** *is a not-for-profit organization staffed by community volunteers. West Valley City proudly supports Westfest, however, Westfest is not a function or agency of West Valley City.*