

**Application for
Best Children's Programming**

**Kid A'Riffic Fun in the Park
City of Knoxville OSE, TN**

Judges' score - 8.7

Detailed description of the event

Kid A'Riffic Fun in the Park is an event for children ages 2-10 offering hands on crafts and activities provided by City Departments and community partners. Kid A'Riffic is held on Wednesdays in June and July from 10am-1pm in different parks withing the City of Knoxville. The purpose of this event is to provide an opportunity for kids and their families to get outside and engage with other community members through crafts, games, and fun! Having the event at different parks each week also allows visitors to explore more of Knoxville that they may not have seen, while also keeping the event new and exciting for the kids. Event Video: https://www.youtube.com/watch?v=_6MWduPrNtM&ab_channel=cityofknox

Will it become an annual event?

Yes

Estimated number of attendees?

1,500 - 2,000 over the summer (100 - 350 participants per event)

Was it successful? How?

Yes! After the success of past years, we continue to have multiple families come out to more than half of the parks we held Kid A'Riffic in, and some families even made to every park! We had 150 - 350 visitors each week, which largely depended on the park location and weather. Not only did we get great feedback from participants, we also had community partners express how much they loved participating in the events. This was something that community partners said they looked forward to every week, since it was also fun for them to get out of the office and into the parks every week. Many of them will be joining us this year, as well! Hosting the event at different parks each week contributed to both visitors and event partners enjoying the event. Each park has unique amenities that kept visitors interested, and it allowed us to incorporate new activities each week. Some of these include: (see attached graphics package)

Kid A'Riffic Fun in the Park

About Kid A'Riffic Fun in the Park:

Kid A'Riffic Fun in the Park is an event for children ages 2-10 offering hands on crafts and activities provided by City Departments and community partners. Kid A'Riffic is held on Wednesdays in June and July from 10am-1pm in different parks withing the City of Knoxville.

The purpose of this event is to provide an opportunity for kids and their families to get outside and engage with other community members through crafts, games, and fun! Having the event at different parks each week also allows visitors to explore more of Knoxville that they may not have seen, while also keeping the event new and exciting for the kids.



Why was the event created?

Kid A'Riffic was created in 2019 as an event on Market Square, a pedestrian mall that serves as event space in Downtown Knoxville, with the goal of engaging families in free, fun-filled summer activities! This is accomplished by bringing passionate community partners together to provide special opportunities for families and their kids to have fun and make memories over summer vacation.

Starting in 2021, Kid A'Riffic was hosted in different parks during the summer. This change allowed us and our community partners the opportunity to engage more with the different Knoxville neighborhoods. Many participants hadn't heard of some of the parks that Kid A'Riffic brought them to and each park brings something new and exciting to the event!



- June 1**
Ijams Nature Center
- June 8**
Lakeshore Park
- June 15**
Victor Ashe Park
- June 22**
Botanical Gardens
- June 29**
World's Fair Park Playground
- July 13**
Baker Creek Preserve
- July 20**
World's Fair Park
- July 27**
Inskip Park

Event Success:

After the success of past years, we continue to have multiple families come out to more than half of the parks we held Kid A'Riffic in, and some families even made to every park! We had 150 - 350 visitors each week, which largely depended on the park location and weather.



Not only did we get great feedback from participants, we also had community partners express how much they loved participating in the events. This was something that community partners said they looked forward to every week, since it was also fun for them to get out of the office and into the parks every week. Many of them will be joining us this year, as well!

Hosting the event at different parks each week contributed to both visitors and event partners enjoying the event. Each park has unique amenities that kept visitors interested, and it allowed us to incorporate new activities each week. Some of these include:



Pool Passes at Inskip Park



Train Rides at World's Fair Park



Touch-a-Truck at the Knoxville



Bike Track and Adventure Playground at Baker Creek Preserve



KID A'RIFFIC PARTNERS

Community Partners:

- Dogwood Arts
- Keep Knoxville Beautiful
- B97.5
- Home Depot
- Home Federal Bank
- Knox County Public Library
- Friends of the Knox County Public Library
- The Muse Knoxville
- YMCA East Tennessee
- Zoo Knoxville
- Beardsley Farms
- Ijams Nature Center
- Knox Asian Festival
- Beardsley Farm
- Fountain City Art Center
- Young Williams Animal Center

City Partners:

- Parks and Recreation
- KAT (Knoxville Area Transit)
- Knoxville Arts & Fine Crafts Center
- Knoxville Police Department
- Knoxville Fire Department

Future of Kid A'Riffic:

After two years of success with Kid A'Riffic Fun in the Park, we will be coming back for 2023! Many of our community and City partners are returning this year, and we are expanding to new outdoor locations outside of parks as well.



ADDITIONAL PHOTOS

IJAMS NATURE CENTER

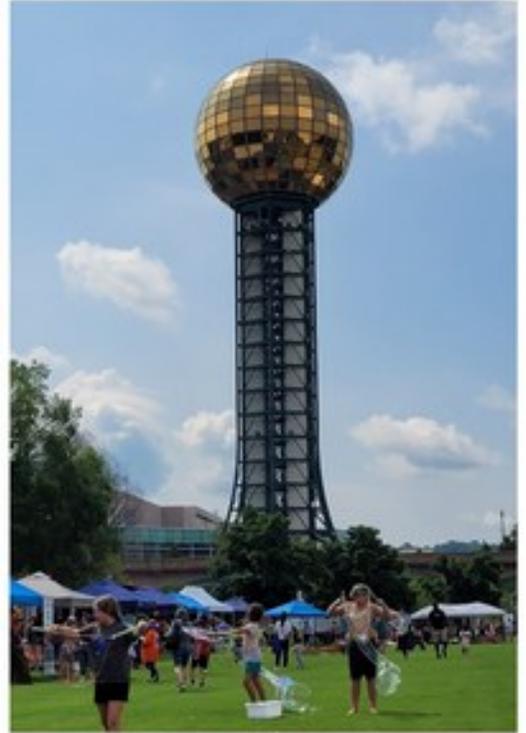


BAKER CREEK PRESERVE



ADDITIONAL PHOTOS

WORLD'S FAIR PARK



I



ADDITIONAL PHOTOS

VICTOR ASHE PARK



K

