



# **Eugene** **Riverfront** **Festival**

**The Place to Be**



**REVERE**  
EVENT EXPERIENCE

July 15 – 24, 2022

# DOWNTOWN RIVERFRONT PARK

## HOURS OF OPERATION

July 15 – 17: 12:00 p.m. - 10:00 p.m.

July 18 – 21: 4:00 p.m. - 10:00 p.m.

July 22 – 24: 12:00 p.m. - 10:00 p.m.



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Downtown Riverfront  
Park now open!

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# OVERALL EXPERIENCE:

## TRACK & FIELD + ENTERTAINMENT + EDUCATION



Track & Field: Live Stream from Hayward Field, Athlete Interviews, & Kids Zone



Entertainment: Emcee's, Bands, Dance Performance, DJ's



Food Vendors: Approximately 20 food vendors with flavors from around the globe



Artisan Vendors: Local & Regional Vendors



Equity Panel Community Living Room:  
Comfortable space for authentic connection



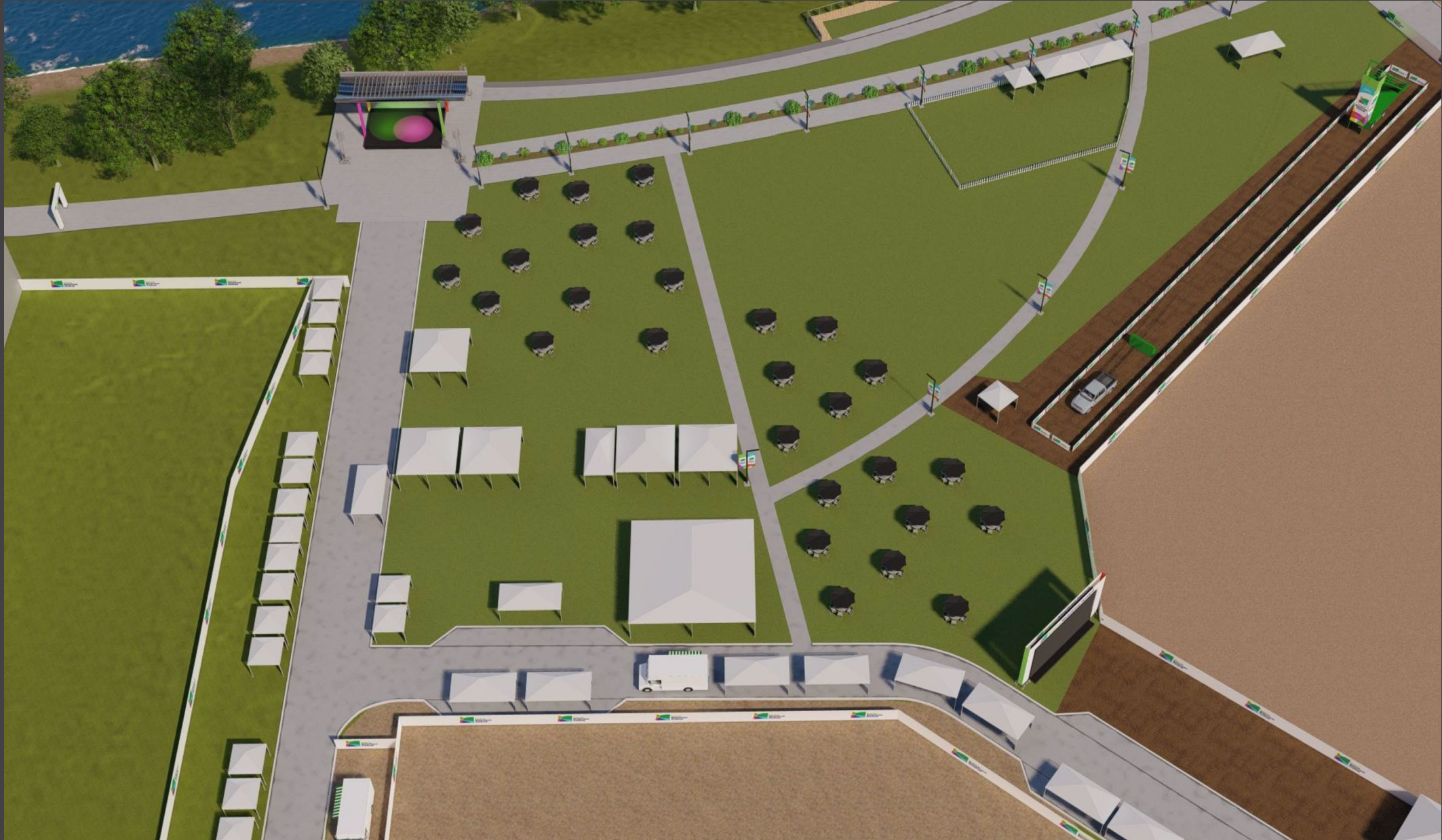
Honoring the Histories of the Site



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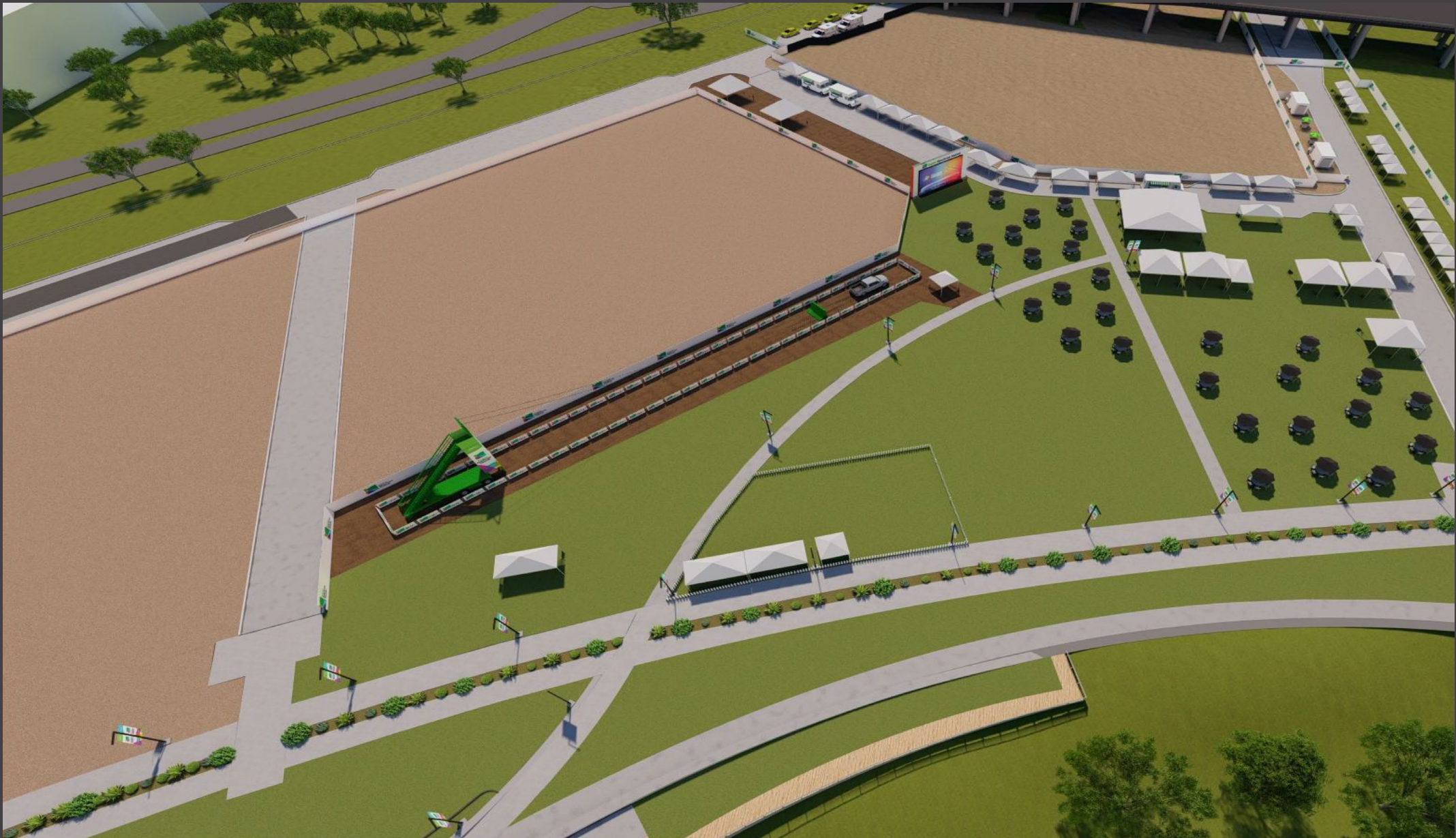




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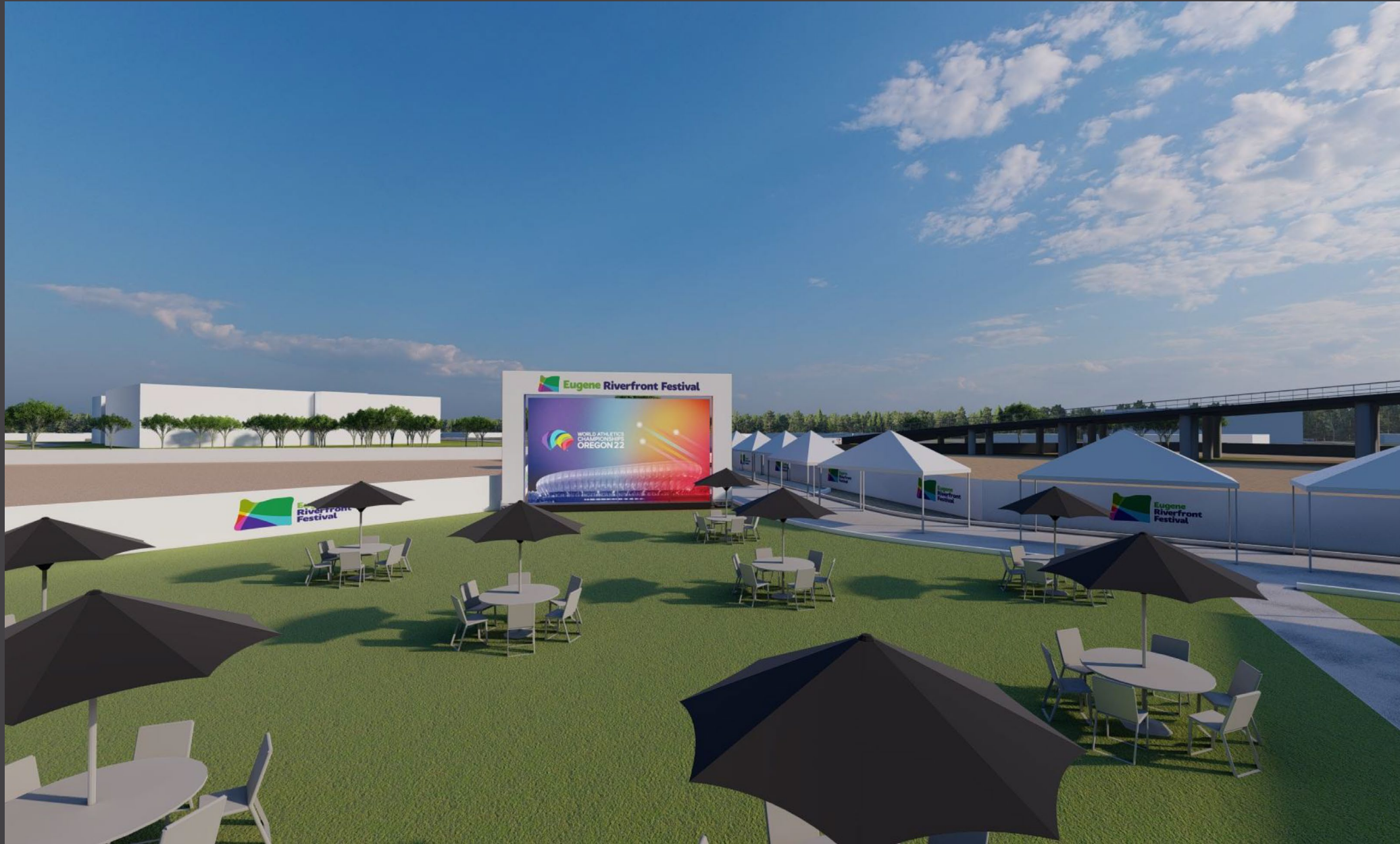




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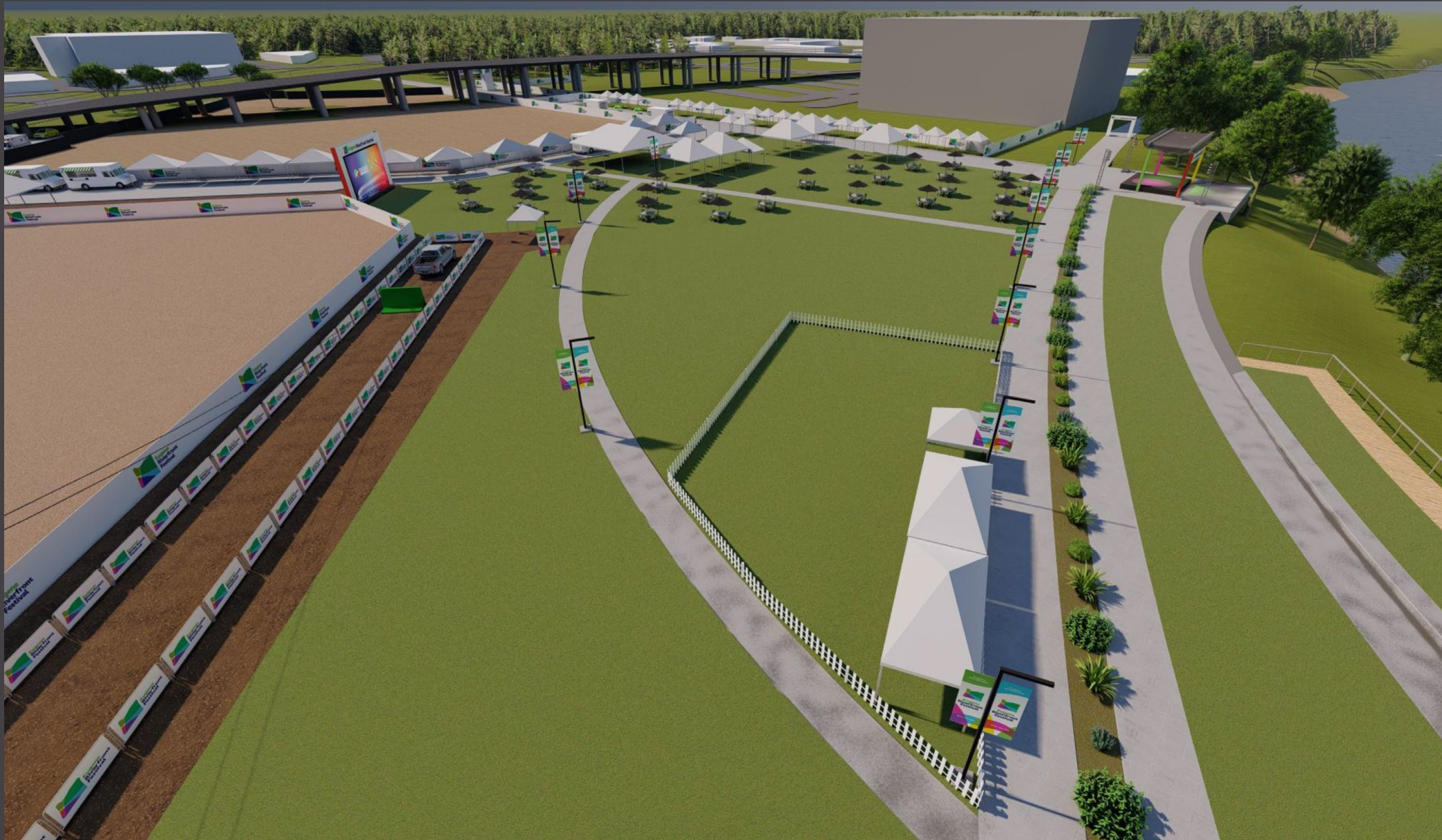




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# TRANSPORTATION

Park & Walk

Downtown Shuttles (Repurposing EmGo vehicles)

Pacific Pub Cycle

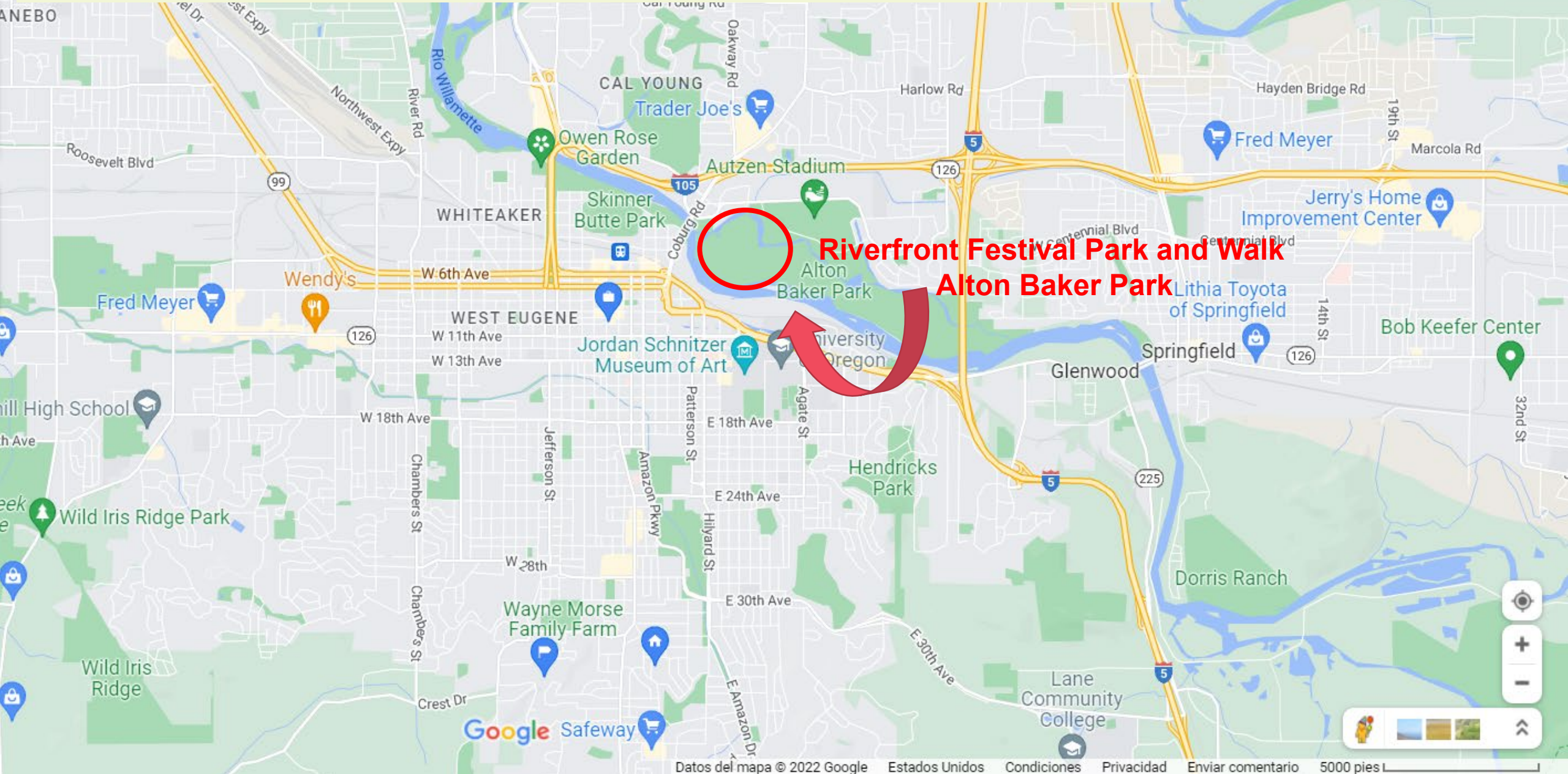
Bike Share – PeaceHealth Rides

Valet Bike Parking, Path Ambassadors & Mobility Hub

E-scooters

Wayfinding

# Alton Baker Park – Park & Walk (during Festival hours)





# Downtown Eugene: Transportation Hub

- Downtown as a transportation hub includes:
  - Pacific Pub Cycle – fixed routes
  - LTD Downtown Bus Station
  - EmGo 6-passenger electric vehicles on a fixed route between LTD bus station and Riverfront Festival







Bikes! Scooters! Bike Parking!

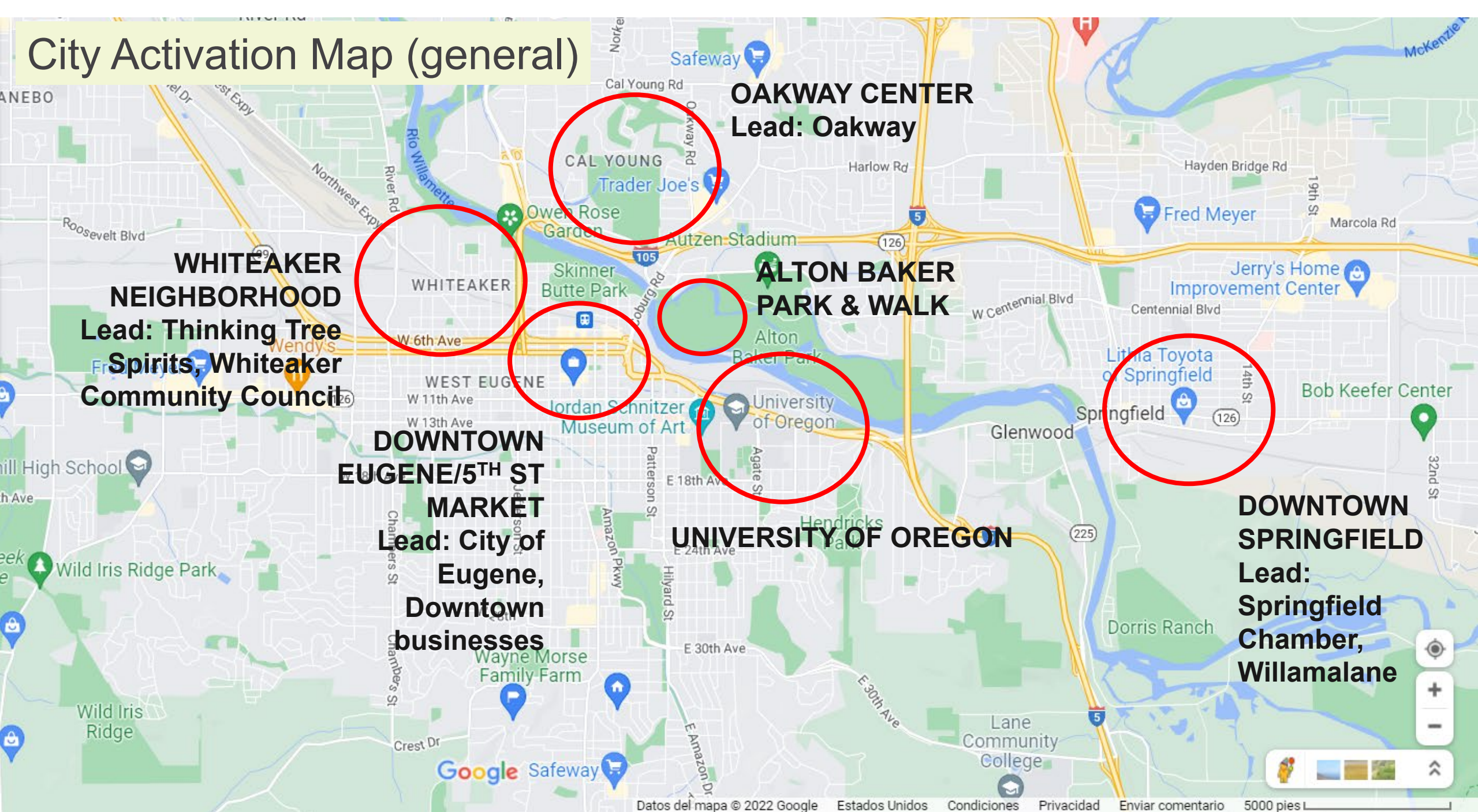


A photograph showing several people, mostly women, wearing red aprons and serving food at an event. They are standing behind a long table with various food items, including a large bowl of red berries and a plate of food. The background is slightly blurred, showing more people and food. The text "REDUCING SINGLE USE SERVICE WARE AT EVENTS" is overlaid in white capital letters on a dark green background.

**REDUCING SINGLE USE SERVICE WARE AT EVENTS**



# City Activation Map (general)





# Get in touch

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