

**CITY OF PEORIA, ARIZONA
COUNCIL COMMUNICATION**

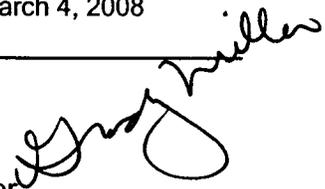
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Amend No. _____

Date Prepared: February 26, 2008

Meeting Date: March 4, 2008

TO: Terry Ellis, City Manager

FROM: Grady Miller, Communications and Public Affairs Director



SUBJECT: Peoria Festival of the Arts Update

SUMMARY:

The Marketing and Special Events Division is organizing the second annual Peoria Festival of the Arts event on Friday and Saturday, March 14-15, 2008. The festival will take place at the campus of the Peoria Municipal Complex and will consist of the following components:

- Artists and crafters will sell their work at exhibit booths on the City Hall plaza area Friday and Saturday
- Several community organizations will promote their organizations in exhibit booths on the plaza
- The Peoria Arts Commission annual art exhibit will be open to the public in the Pine Room of City Hall on Friday and Saturday
- Horse drawn carriage rides will be available on Friday evening from 6 p.m. – 10 p.m.
- 12 Musical performing groups have been booked in addition to a magician, ventriloquist, Mother Goose Storyteller and Reptile Rick.
- On Saturday, March 17th at 11 a.m. Mystery/Suspense author Francine Mathews aka Stephanie Barron.
- The Bead Museum will be holding hands on jewelry-making sessions from 9 a.m. to 2:00 p.m. at the Peoria Library
- Friends of the Peoria Library Mega Book sale and Parisian Market on Saturday at the Peoria Library from 9 a.m. to 2 p.m.

In order to promote the event to visual and performing artists, Marketing and Special Events staff have invited artists through a variety of methods to encourage participation in the event. Invitations were sent out to artists belonging to the roster of the West Valley Arts Council, Peoria Arts Commission, Arizona Commission on the Arts, and arts leagues in the Valley. Staff also visited numerous other art festivals in the Valley and spoke to artists at those events about participating in the event.

CITY CLERK USE ONLY:

Consent Agenda
 Carry Over to Date: _____
 Approved
 Unfinished Business (Date heard previous: _____)
 New Business

ORD. # _____ RES. # _____
LCON# _____ LIC. # _____
Action Date: _____

A combination of print and broadcast media will also be used to market and promote the festival to the general public. Channel 11 has produced ads to air on Peoria Channel 11 and as paid commercials for other television stations on the Cox cable system.

The event will be advertised in the following manner:

- Visitpeoriaaz.com and Peoria's website
- Cox Media (commercials inserted on Cox cable tv)
- Radio spots on one or more local radio stations
- West Valley Magazine- ¼ page full color ad (month of February)
- *Az. Tourist News* (online)
- *Az. Tourist News* (January, February, March issues)
- Special Events Spring Water Bill Inserts (months of February into March)
- Peoria's *Leisure Opportunities* publication
- Bookmarks distributed at the Peoria Library
- Targeted direct mail postcard to specific zip codes in the Valley
- A variety of newspaper articles
- ½ page ads in community republics of Scottsdale, Glendale, and Peoria.
- Banner ads on azcentral.com

The purpose of the event is to draw residents and others from the Valley to the Peoria Municipal Complex with the goal of growing and expanding the event over time. The event will help showcase the Peoria Municipal Complex as well help create an activity hub for the downtown area.

ATTACHMENTS:

1. 2008 Peoria Festival of the Arts Poster