

**CITY OF PEORIA, ARIZONA  
CITY MANAGER REPORT**

RCM #: 3a

**Date Prepared:** October 29, 2008

**Council Meeting Date:** November 18, 2008

**TO:** Carl Swenson, City Manager

**THROUGH:** Susan Daluddung, Deputy City Manager 

**FROM:** Grady Miller, Communications and Public Affairs Director 

**SUBJECT:** Peoria Visitors Guide

**SUMMARY:**

In October the City of Peoria published its first Peoria Visitors Guide. The thirty-two page Peoria Visitors Guide has information about the City of Peoria and things to do in Peoria and the surrounding area.

The Peoria Visitors Guide was the result of a collaborative effort between the Peoria Chamber of Commerce, *Arizona Republic*, and the Marketing Division, Economic Development, Public Information, and Peoria Sports Complex Marketing staff. Marketing Manager Jim Brink was the primary staff responsible for overseeing the project.

A grant from the Arizona Office of Tourism and ads from local companies paid for the publication. The custom publishing division of the *Arizona Republic* was responsible for its layout and design, writing the articles, advertising, and printing the Peoria Visitors Guide. The visitors guide was delivered on October 28, with the City receiving 15,000 copies and the *Arizona Republic* holding on to 5,000 magazines which their drivers will distribute in November.

The *Arizona Republic* will be distributing 5,000 copies to local hotels, restaurants, Metro Center, Arrowhead Mall, Christown Spectrum Mall, Westbrook Village, Sun City, Sun City West, Sun City Grand. Additional distribution will go to Peoria's Harkins Theaters, car rental companies, and Sky Harbor International Airport. Copies are also going to visitor and convention bureaus, tourism offices and chamber of commerces around the state including the Arizona Office of Tourism; Wickenburg Chamber of Commerce; Tucson Convention & Visitors Bureau; Flagstaff Visitors Center; Lake Havasu City Convention & Visitors Bureau; Prescott Chamber of Commerce & Visitors Center; Prescott Valley Chamber of Commerce; and the Rim Country Regional Chamber of Commerce.

One of the goals of having the Peoria Visitors Guide is to mail it to people as a fulfillment piece. For instance, readers viewing city ads in the Arizona State Visitors Guide, Greater Phoenix Convention & Visitors Bureau Cactus League newspaper insert, and the Greater Phoenix Visitors Guide may request to have the Peoria Visitors Guide mailed to them. It is anticipated that the city will distribute approximately 5,000 requests of the magazine on a fulfillment basis. City staff will be adding a feature to the visitpeoriaaz.com website that allows an individual to receive a copy of the magazine through the mail by supplying the city with their name, address and email address online. Both the City and the Peoria Chamber of Commerce will be fulfilling requests throughout the year from people responding to websites, advertising, and requests over the telephone. Staff is also in the process of creating an electronic version of the Peoria Visitors Guide to place on websites maintained by the city and the Peoria Chamber of Commerce.

Additional distribution of the magazine will occur at spring training games, Padres and Mariners FanFest events in their respective cities, Phoenix International Raceway, the Discovery Center at Vistancia, and Rio Vista Recreation Center, as well as new resident mailings. Luke Air Force base has also requested copies of the Peoria Visitors Guide.

**ATTACHMENTS:**

1. Peoria Visitors Guide

SUPPORTING DOCUMENTATION  
PERTAINING TO THIS  
AGENDA ITEM IS ON FILE IN THE  
OFFICE OF THE CITY CLERK