

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

RCM #: _____

Date Prepared: December 16, 2010

Council Meeting Date: January 4, 2011

TO: Carl Swenson, City Manager

THROUGH: Susan J. Daluddung, Deputy City Manager

FROM: Scott Whyte, Economic Development Services Director

SUBJECT: Spring into Peoria Festival

SUMMARY:

Economic Development Services, in collaboration with Community Services and the Peoria Chamber of Commerce, is planning a spring festival in the Entertainment District on February 26, 2011 from 11:00 AM to 3:00 PM. This event is free to Entertainment District businesses and auto dealers as part of the City's efforts to increase foot traffic and enhance sales opportunities for District businesses, thereby promoting the *Peoria First – Keep it Local* campaign.

Spring into Peoria will overlap with Fan Fest, which is the event that traditionally kicks off Spring Training in the City. The overlapping schedule was intentional with the idea that participants from one event could move into the other, thereby improving on the success of both.

For the *Spring into Peoria* event, the intention is to have 83rd Ave. closed from Stadium Way to Paradise Lane and holding the actual event in the right-of-way. Several City departments are engaged in the coordination, including Fire, Police, Risk Management, and Community Services. Entertainment for the event will consist of food vendors, a proposed beer garden, and a stage for live music.

The budget for the event is currently estimated to be \$15,755, comprised of \$10,000 in District Funds from Councilmember Pearson and \$4,500 in District Funds from Councilmember Evans, in addition to sponsorships raised. The City is contributing \$7,500 from 1000-0352-520099 Other Professional Services to pay for the cost of the event planner.

ATTACHMENTS: Draft Budget, Save the Date Card, Vendor and Sponsorship Form

CONTACT: Dina Green at 623-773-7781

2011 - Spring into Peoria Draft Budget

INCOME				
	Unit Cost	Qty	Total	
Sponsorships				
Title	\$ 10,000	1	\$ 10,000	
Presenting	\$ 5,000	2	\$ 10,000	
Partner	\$ 1,000	2	\$ 2,000	
Sustaining	\$ 500	6	\$ 3,000	
Total			\$ 25,000	
EXPENSES				
	Unit Cost	Qty	Total	
Entertainment				
Musical Acts etc.			\$ 1,500	
PA System			\$ 1,000	
Marketing				
Radio			\$ 3,500	
Postcards	\$ 0.15	10000	\$ 1,500	
VIP Cards	\$ 0.38	1000	\$ 375	
Harkins Screen Adverising			\$ -	In Kind
West Valley Magazine Ads			-	In Kind
Signage (banners/directional)			\$ 500	Taxes not included
Event Photographer				
			\$ 100	
Volunteer Shirts				
	\$ 7	40	\$ 280	Taxes not included
Rentals				
Stage & Canopy			\$ 800	Taxes not included
Tents (in-line)			\$ 3,000	Taxes not included
Tents (eating and relaxing areas)			\$ 1,000	Taxes not included
Tables	\$ 8	50	\$ 400	Taxes not included
Chairs	\$ 1	100	\$ 100	Taxes not included
Generator			\$ 1,000	
APS Solar Power Unit				In Kind
Cable Ramps			\$ 200	Taxes not included
Misc. Supplies				
			\$ 500	
Total			\$ 15,755.00	

SPRING INTO Peoria



*Don't forget to stop by the
Spring Training Fan Fest
across the street at the
Peoria Sports Complex!
9am - 3pm*

Sponsorship Opportunities!
Contact Karen at 623.330.1083 or karen@la-kreme.com. 160

Saturday,
February 26, 2011
11am - 3pm

Arrowhead Fountains
(83rd Ave. & Stadium Way)

Activities For All Ages!

Taste of Peoria
Music
Entertainment
Beer Garden
Prizes
Sports/Fitness Activities
Spring Training Tickets

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SPRING INTO Peoria



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February 26, 2011
11am - 3pm**

**Arrowhead Fountains
(83rd Ave. & Stadium Way)**

**Question? More Information? Sponsorship Opportunities?
Contact Karen at 623.330.1083 or karen@la-kreme.com.**

ENTERTAINMENT DISTRICT VENDOR OPPORTUNITIES

“Spring into Peoria” is an event produced by the City of Peoria to bring attention to and awareness of the ENTERTAINMENT DISTRICT merchants, Arrowhead Fountains businesses, auto dealerships and those establishments within walking distance of restaurant row.

The City of Peoria invites you to participate in this event with a complimentary vendor space to share your products and services. The event will include activities for all ages, featuring community-oriented entertainment and a kick-off to the Spring Training season.

Each vendor will be provided one 10'x10' space to distribute promotional materials, free samples, food (for a discounted price) or do product demonstrations.

City of Peoria will provide each vendor with the following:

- 10' x 10' space
- (1) 6' table with linen
- (2) chairs
- Space for (1) 48"x96" banner in a prominent area
- Event entertainment and interactive activities
- Event marketing including postcards/flyers, print, radio, social marketing and PR efforts
- Portable ice chest with bottled water

ENTERTAINMENT DISTRICT VENDOR OPPORTUNITIES

Vendor to provide:

- At least one staff representative dedicated to the booth for the entire event (11am – 3pm)
- Food sampling or food sales, promotional materials and/or merchandise to fill booth
- All event equipment needed for food service (if applicable)
- Signage/banner for booth (no larger than 48”x96”)
- Vendor is responsible for all set-up and clean-up of their booth
- Company logo in .jpg and .eps formats (for printing/promotional purposes)

Company: _____ Name of marketing contact: _____

Telephone number: _____ Email: _____

Name of onsite contact (day of event): _____

Cell phone number (day of event contact): _____

Description of food and/or promotional items
that will be available at your booth:

Signature

Date

Questions? More Information? Sponsorship Opportunities?

Contact Karen at 623.330.1083 or karen@la-kreme.com



**WE INVITE YOU TO
PARTICIPATE IN**



*A Spring celebration where you
can sample everything that
Peoria has to offer!*

SATURDAY, FEBRUARY 26, 2011
ARROWHEAD FOUNTAINS CENTER
(83rd Avenue and Stadium Way)

Peoria Spring Festival will promote and heighten awareness of Peoria's Entertainment District. This fun event will have something for the entire family to enjoy from interactive games, entertainment, food sampling and a kick-off to Spring Training baseball. Sponsorships are available at various levels. Being a sponsor is an ideal way for you to enhance your organization's visibility and exposure to thousands of consumers. All levels of sponsorship can be customized to meet your needs so please do not hesitate to contact us if you have questions.

Questions? More Information? Please contact:

Karen Keith (Karen@la-kreme.com or 623.330.1083)
Landis Elliott (Landis@la-kreme.com or 623.308.0722)

PRESENTING SPONSOR

COST: \$5,000

2 AVAILABLE

BENEFITS

- Company/Organization name associated with event title (“Spring into Peoria presented by XXXX”)
- Premier location for vendor exhibitor space (10’ X20’ space) which includes 2- 6ft draped tables, 4 chairs and a shade structure
- Logo (when available) and name recognition on all event printed and electronic promotional materials (including magazine ads, flyers, registration materials, website and pre- and post-event press releases)
- Verbal and signage recognition at the event
- Company banner (provided by sponsor) displayed at the event

EVENT PARTNER

COST: \$1,000

BENEFITS

- Verbal recognition at the event
- Quality location for vendor exhibitor space (10’X10’ space) which includes 1- 6ft draped table, 2 chairs and a shade structure
- Company/Organization logo on event banner

SUSTAINING SPONSOR

COST: \$500

BENEFITS

- Verbal recognition at the event
- Quality location for vendor exhibitor space (10’X10’ space) which includes 1- 6ft draped table, 2 chairs and a shade structure
- Name recognition on event banner

Questions? More Information? Please contact:

Karen Keith (Karen@la-kreme.com or 623.330.1083)

Landis Elliott (Landis@la-kreme.com or 623.308.0722)



SPRING INTO PEORIA

Sponsor Registration

Step #1: Company/Billing Information

Company Name: _____ Website: _____
Contact Name: _____ Title: _____
Address: _____ Suite _____ Email: _____
City: _____ State: _____ Zip: _____ Phone: _____ Fax: _____

Billing Contact: (If different) _____
Billing Phone: _____ Billing Fax: _____
Billing Address: _____ Suite: _____
City: _____ State: _____ Zip: _____ Billing Email: _____

Step #2: Description

Please provide a description of your product, brand and/or service that you will exhibit at Spring into Peoria:

Step #3: Terms and Payment

Upon submitting a signed sponsorship form, all participants hereby waive all rights against the Peoria Chamber of Commerce, the City of Peoria and the event organizers, officials, sponsors, and participating organizations for any loss, damage and injury. The City of Peoria and participating organizations shall not be liable or responsible for any loss, damage or injury in part or whole to any participant or to any participant's display.

Printed: _____ Signed: _____ Date: _____

Presenting Sponsor (\$5,000) Event Partner (\$1,000) Sustaining Sponsor (\$500)

If paying by credit card, please fill out the following: Visa MasterCard

Credit Card Number: _____ Expiration Date: _____ CVV Code: _____

Name on Credit Card: _____ Authorized Signature: _____

Credit Card Billing Address: _____ City: _____ State: _____ Zip: _____

Please make checks payable to **Peoria Chamber of Commerce** (Purchase Orders also accepted) and send to:

Peoria Chamber of Commerce
C/O Spring into Peoria
8631 W. Union Hills Dr. Suite 203
Peoria, AZ 85382
Phone: 623.979.3601

Questions?

Landis Elliott
Landis@la-kreme.com
623.308.0722

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