

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

RCM #: 3b

Date Prepared: February 20, 2009

Council Meeting Date: March 3, 2009

TO: Carl Swenson, City Manager

THROUGH: Susan Daluddung, Deputy 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 third annual Peoria Festival of the Arts event Friday through Sunday, March 13-15, 2009 that will take place on the campus of the Peoria Municipal Complex.

This year the City has partnered with the Arizona Art Alliance, a large nonprofit organization representing 23 Arizona based art organizations. The Arizona Art Alliance membership is 4000, participating members. This organization has had a history of organizing and staging similar fine art shows in Fountain Hills, Scottsdale, Avondale as well as a current exhibit taking place at Skye Restaurant in Peoria.

The Arizona Art Alliance will be bringing over 100 artists who will show their artwork in a large tent in front of the Peoria Municipal Complex adjacent to the IT Technology Building. The artists will have over 1,300 works of art for sale. There will also be an additional 30 artists who will be outdoors in the plaza area of the campus.

The Peoria Festival of the Arts will consist of the following components:

- Artists and crafters will sell their work at exhibit booths on the City Hall plaza area Friday, Saturday, and Sunday
- Several community organizations will promote their organizations on the plaza
- The Peoria Arts Commission's annual art exhibit will be open to the public in the Pine Room on Saturday and a reception will be held at 7 p.m. when the ribbons and cash awards will be presented
- 21 Musical performing groups have been booked. In addition to the following performers at Library Fest Saturday, March 14th.
- Lady Jennifer, Grossology and the Peoria Fire Department's Smoke Trailer. The Bead Museum will be holding hands on jewelry-making sessions from 10 a.m. to 1:00 p.m. at the Peoria Library on Saturday, March 14th.
- 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.

Combinations of print and broadcast media have been 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 Arizona Art Alliance has also promoted the event on its website, mailings to its members and patrons, and

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
- *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
- A variety of newspaper articles
- ¼ and ½ page ads in community republics of Glendale, and Peoria as well as the Peoria Times, Peoria Independent, Glendale Star, Surprise Today and Northwest Valley News
- E- blast to 34,000 subscribers to the Azcentral.com data base
- Peoria Chamber of Commerce members data base
- Spring Training Inning Announcements
- Spring Training handout to attendees
- West Valley Art Council website, e-blast to their members
- Rack brochure distributed to all area hotels

Staff hopes to draw residents and visitors to Old Town Peoria 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 Old Town area.

ATTACHMENTS:

1. 2009 Peoria Festival of the Arts Water Bill Insert