



MEMORANDUM

DATE: March 4, 2015

TO: Members, Executive Committee

FROM: Juan Salgado, Executive Director

SUBJECT: Sunnyslope Art Walk

BACKGROUND

The Sunnyslope Village Alliance (SVA), a non-profit 501c3 organization, was established in 1989 with a simple mission: to change the way the community sees this developing and thriving north Phoenix neighborhood. With a focus on improving business, social, cultural, educational and recreational outlets within Sunnyslope, the SVA has worked to establish connections between residents, businesses and visitors.

From 2006 through 2007, the SVA, Desert Mission Neighborhood Renewal and the Sunnyslope Kiwanis worked together with community members, business owners and other interested parties to determine what businesses and community residents envisioned for Sunnyslope. Many ideas were presented and considered by the community, and a common theme became apparent, Sunnyslope needed to become a destination for people, not just a place that people passed through. With that in mind, the community decided to host an art walk that would bring people from all over the Valley to Sunnyslope. It would be an opportunity to spotlight all that Sunnyslope had to offer. The goal was to help revitalize the image of Sunnyslope once known as a drug haven to a place where families and businesses would feel safe, have pride and thrive.

PROGRAM DESCRIPTION

The first art walk was held in 2008 and was seen as a success by the organizers and the Sunnyslope community. Today the walk features original art, live music and local food from 5 to 9 p.m. along a quarter-mile stretch of Central Avenue from Dunlap Avenue to the canal. The attendance has grown each year, with approximately 2,500 attending in 2014.

In 2012, the *Phoenix New Times* wrote, “Next Saturday marks the fifth year of the **Sunnyslope Art Walk**. If “art walk” isn’t among the first descriptors that come to mind when you think of the area due north of Phoenix, this free event on April 14 is bound to change your mind.” (Johnson, 2012). The mission of the art walk and the goal of the community came to fruition. The art walk was named by the *Phoenix New Times* in the annual ‘Best of Phoenix’ as the Best Arts Festival in 2012.

When the art walk began in 2008, John C. Lincoln was able to take the lead in both funding and organizing. Through donations and in-kind support from John C. Lincoln the event came to life twice a year on the second Saturday’s in April and October through 2014.

In 2014, John C. Lincoln notified the community they would no longer be the lead supporter and organizer of the walk. In order to continue this important event in Sunnyslope, SVA agreed to manage the event going forward.

With the success of last year’s event, SVA, artists and community members would like to expand the event by closing down Central Avenue from Dunlap to Alice. Although this is within the same vicinity, the difference will be moving the artists from parking lots into the street. The walk will continue to charge an entry fee to artists of \$40 to reserve a spot which will generate approximately \$5,000 in revenue. These funds will be used to offset walk expenses; however, additional funding will be needed to cover new expenses, such as additional costs for the closure of the street, etc.

Businesses along Dunlap Avenue have been contacted about the upcoming walk and the possibility of closing down a portion of Central Avenue and merchants are again excited to be involved with the walk. Businesses in the Sunnyslope area have indicated to SVA that the walk generates a significant amount of revenue for them, more so than any other given time during the year.

SUPPORTERS

To date, SVA who is managing the walk has sent sponsorship requests to local merchants, such as Timo, Spoken Wheel, North Mountain Brewery, MWL Architects, Nielson Diversified, American Valet, Grinder’s Coffee and Karl’s Bakery to name a few. No sponsorship support has been received to date although SVA will continue soliciting businesses in the coming weeks. In addition, Councilman Bill Gates, District 3 is extremely supportive of the walk and is encouraging support from the Phoenix IDA.

Sponsors of the walk will be recognized on all website advertising as well as in all collateral material. Ad space will also be provided and offered to sponsors in the walk program depending on the level of support committed.

REQUEST

Request to the Phoenix IDA is for funding in the amount of \$10,000 to support the walk.

2015		2014
<u>Projected Budget</u>		<u>Final Budget</u>
Revenue	\$ 6,200	\$13,990 (includes \$10K grant from JC Lincoln)
Expenses	<u>\$12,350*</u>	<u>\$ 5,939</u>
Shortfall	\$ 6,150	

*Includes new or higher expenses of \$6,366 (see attached budgets)

RECOMMENDATION

I recommend financial support and request the Executive Committee to direct \$10,000 of the Phoenix IDA’s Community Development Fund to support the 2015 Sunnyslope Art Walk.

Sunnyslope Village Alliance

Sunnyslope Art Walk

History:

The Sunnyslope Village Alliance (SVA) is a non-profit, 501C-3 organization that began back in 1989. Since 1989, the Sunnyslope Village Alliance (SVA) has had one simple mission: To change the way the community sees this developing and thriving North Phoenix neighborhood. With a focus on improving business, social, cultural, educational and recreational outlets within Sunnyslope, the SVA works to establish connections between residents, businesses and visitors.

From 2006 through 2007 the SVA, Desert Mission Neighborhood Renewal and the Sunnyslope Kiwanis worked with community members, business owners and other interested parties to determine what they wanted Sunnyslope to be. Many creative ideas were presented but the overarching theme was clear – Sunnyslope needed to become a destination for people, not a place that people just passed through.

With that in mind the community decided they wanted to host an art walk that would bring people in from all over the Valley. It would be an opportunity to spot light all that Sunnyslope has to offer. The hope was to help revitalize the image of Sunnyslope once known as the drug haven of Phoenix, to a place where families would feel at home.

The first art walk kicked off in 2008 and was a huge success. In 2012 the Phoenix New Times wrote, “Next Saturday marks the fifth year of the **Sunnyslope Art Walk**. And if "art walk" isn't among the first descriptors that come to mind when you think of the area due north of Phoenix, this free event on April 14 is bound to change your mind.” (Johnson, 2012) The mission of the art walk and the goal of the community came to fruition – we were making an impact!

In 2012 the art walk was named the Best of Phoenix Best Arts Festival by Phoenix New Times, the event features original art, live music and local food from 5 to 9 p.m. along a quarter-mile stretch of Central Avenue from Dunlap Avenue to the canal.

Attendance has grown each year with approximately 2,500 attending at the most recent events.

What's next?

When the art walk began in 2008, the John C. Lincoln Community Development Department was able to take the lead. Through donations and in-kind support from John C. Lincoln the event came to life two times a year, the second Saturday in April and October through 2013. In addition to the support from John C. Lincoln, artist where charged an entry fee that helped to defray costs of lighting and printing. In 2014, the John C. Lincoln team asked that the community take the lead and the Sunnyslope Village Alliance agreed to manage the event going forward.

With the great success of the event last year, the SVA, artist and community members, would like to expand the event by closing down Central Ave. from Dunlap to Alice. Although this is the

same vicinity the difference will be moving the artist out of the parking lots into the street. This event will have an entry fee for artist of \$40/spot which will generate close to \$5,000. The funds will be used to off-set costs but additional revenue is needed in order to facilitate the closure of the street.

This is an exciting time to be involved with the SVA and this great event. The businesses along Dunlap have been contacted about the upcoming event and the opportunity to close down the Central and all are excited to be involved. Many businesses have told the SVA that this event generates the most income for them of any night of the year. Now that's success!!

What Sponsors Get!

Please see the attached sponsor sheet.

We are also able to create a banner with your name as a partner, also placement on the website as a partner, mentioned as partner during opening speeches by a dignitary.

Additional Sponsors

We are reaching out to the local business now for additional sponsorship.
The below have already been solicited

Timo
Spoken Wheel
North Mountain Brewery
MWL Architects
Nielson Diversified
American Valet
Grinder's Coffee
Karl's Bakery

We will be out soliciting other business in the community over the next few weeks.

Art Walk April 2015 Projected Budget plan

Projected Income

Artist Income	\$ 5,200.00
Additional Sponsors	\$ 1,000.00
	\$ 6,200.00

Projected Expenses

Barricades	\$ 2,500.00	New Expense
Police	\$ 1,200.00	New Expense
Empire	\$ 4,000.00	Higher expense
Marketing	\$ 1,500.00	Higher expense
Stage	\$ 800.00	New Expense
Volunteer Services	\$ 300.00	
First Star Waste	\$ 300.00	Higher expense
Permit Fee	\$ 400.00	Higher expense
Fire Permit	\$ 450.00	New Expense
Insurance	\$ 700.00	
Paypal Fee	\$ 200.00	
	\$ 12,350.00	

Projected Shortfall \$ 6,150.00

Final Budget October 2014

Artist Fees	\$ 3,990.00
JCL Contribution	\$ 10,000.00
	\$ 13,990.00

Paypal Fees	\$ 59.40
Firststar Waste	\$ 188.88
Empire	\$ 3,666.21
Marketing	\$ 908.80
Supplies	\$ 226.96
Photographer	\$ 400.00
Permit	\$ 135.00
Insurance	\$ 353.50
	\$ 5,938.75

Petty Cash

\$ 114.00

Costco \$ 34.63

Walmart \$ 6.06

Walmart \$ 7.93

Walmart \$ 0.47

Frys \$ 22.00 (Paid to betsy- receipt misplaced)

Walmart \$ 15.00 (Water) Unable to find receipt

\$ 86.09

\$ 200.09