

Indian School Corridor - Citywide Coalition
REQUIRE THE PRIOR.ORG

Mr. David Cavazos
City Manager's Office
200 W. Washington St., 12th Floor
Phoenix, AZ 85003

November 16, 2009

Dear David,

I was delighted and grateful that you took the time to come out on a Sunday to attend the 3rd Annual Indian School Block Party to benefit PLEA Charities. As you know, this event is planned and executed entirely by volunteer citizens and our volunteer partners at PLEA. In addition, *all security required by the city was donated for the third year in a row by the Maricopa County Sheriff's Office*. I am happy to report that by the end of the day, this unique partnership brought over 30,000 Phoenicians together for a fabulous day of shopping, eating, and getting to know the vibrant neighborhoods along over a half mile of the Indian School Corridor. It generated significant sales tax revenue for the city and most importantly to me, **raised \$42,000 for PLEA Charities** and their 2010 Block Party Charity Partners: The Sheriff's Youth Assistance Foundation, St. Vincent de Paul, and River of Dreams, a charity that provides people with disabilities recreational opportunities for an increased quality of life.

As you saw, we had 3 entertainment stages that featured the best Phoenix has to offer. On our music stages we had fantastic local bands to please all musical tastes. On our education stage we featured a variety of acts from the Parks Programs such as the City Jazz Combo, adorable children of the Maryvale Community Center Ballet, and the adults with disabilities groups, "The Dream Girls" and "The Men in Black," to name just a few. And we can't forget the Police K-9 Cyrus and his Officer, Bryan Hananiah, who did an incredible demonstration for the crowd.

I have to commend Joe Swicklik and Sarah Edwards for running an incredible team. Their show mobile staff present for the day: Lanny Wade, Bob Simpson, Brian Simpson, Bob Wotkowski, and J.T. McCarthy did an exceptional job coordinating the music for the various acts on the city stages and making each performer feel as if they were on Broadway. The crowd enjoyed these entertainers even more because of the professionalism provided by our city show mobile staff.

We also had a fabulous 150 vehicle Classic Car & Truck show, nearly double in size from last year. We were so fortunate to have local celebrity judges, Rosie of Rosie on the

House, Dan Davis, and Bill Coniam the Weekend Car Guy for Channel 12, who donated their time to judge our show and pass out the awards. We also had the great pleasure of putting an actual Classic Phoenix P.D. patrol car on our T-Shirts and had the car present at the show as well. In addition, we had over 100 vendors and local businesses participating in the day and interacting with the community. People young and old enjoyed the beautiful Sunday afternoon together. I have attached a few of my favorite photos of the day for you to enjoy.

In the spirit of partnership that PLEA and my organization try to embody, in addition to giving free booth space to many non-profits, we gave free spaces to the following City of Phoenix Departments: My Phoenix, My Parks; Marc Atkinson Park and Rec; River of Dreams; NSD; Water; Recycle; Phoenix PD; Phoenix Explorers Program; Phoenix Police Museum; Silent Witness Program; and the Phoenix Fire Department. Every booth was staffed by employees out there working hard, having fun and spreading the good news about what Phoenix has to offer and how we can keep our city moving forward together.

And what can you say about Lisa Huggins-Hubbard, the NSD Neighborhood Specialist that was assigned to this event for the third year in a row? There are not enough adjectives to describe her dedication to the people of this city, her generosity of spirit, institutional knowledge, and willingness to get in there with us and do the dirty work....literally.

When so many cuts have been made to our city budget, and so much criticism flies about as the result; I believe it is more important than ever to praise those who are doing an exemplary job. And I saw no shortage of excellence in both the Parks and Neighborhood Services Department. I hope you will commend each and every one of them.

There was no shortage of support in leadership positions either. I am so grateful to Councilman Johnson for the time he gave to us for pre-event coverage on his segment of "On the Issues" so that the community could know in advance of this event and the wonderful work of the charities that benefit. To Councilman DiCiccio for getting the word out and helping to raise some of the charity donations; to Deputy Director Jerome Miller who came out and spent the better part of the afternoon with us; to Director Dale Larsen and his management team who helped to line up the

It was an amazing day because we did it together, each doing what we could, for those who needed it the most.

Again, thank you for coming out and being a part of it. I hope you and your family have a wonderful Thanksgiving.

Sincerely,

Ann Malone
President and Founder

Cc:

Mark Spencer, PLEA

Councilman Michael Johnson, District 8

Councilman Sal DiCiccio, District 6

Jerome Miller, Deputy City Manager

Dale Larsen, Director Parks Dept.