



Phoenix Community Alliance

M May 8, 2014

CONGRATULATIONS TO THE NEW CENTRAL ARTS DISTRICT!

If you have not already read this morning's ARIZONA REPUBLIC or the latest edition of the DOWNTOWN PHOENIX JOURNAL, please click [CENTRAL ARTS DISTRICT](#) to view the press release announcing a coordinated effort that will elevate the visibility of this amazing art district focusing on Phoenix's art institutions located in the area between 7th Street and 7th Avenue from Roosevelt to Virginia.

PCA is proud to be one of the founding members of this significant group of leaders who represent four of Arizona's largest arts and cultural institutions located here in the heart of our greater Downtown. It is important to note the impact these organizations have here with over 2,000 annual events and exhibits and over \$60 million in recent investment.

Truly, the branding of the CENTRAL ARTS DISTRICT is strategic in raising the visibility of the many accomplishments of ALL of our Arts organizations. We are, indeed, a thriving cultural city with a strong Art Economy and a love of culture. We congratulate the collaboration of Phoenix Theatre, Viad Corporate Center, Phoenix Art Museum, Phoenix Center for the Arts, Heard Museum, Arizona Opera, Playhouse on the Park, Arizona School for the Arts, Hance Park Conservancy and Metro Arts High School to focus attention on the masterpiece of community that exists within our greater Downtown! Bravo!

We also wish to congratulate Viad Corporate Center and celebrate its new name, *Central Arts Plaza!*

Thanks for taking time to learn more about the CENTRAL ARTS DISTRICT and remember to keep on your outstanding commitment to support the Arts in our community

Sincerely,